



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

April 18, 2019

A. Administration:

- The Annual Staff Teambuilding Day was held on March 18. In attendance were employees from Monona Terrace and Monona Catering along with Monona Terrace Volunteers. In the morning, motivational speaker, Jason Kotecki spoke to staff about how to become more innovative by “tinkering” and “breaking the rules that don’t exist.” The second speaker of the morning, Brett Remington, familiarized staff with the Wisconsin Center for Performance Excellence criteria, the Forward Wisconsin Award Application and the review process. After lunch, provided by Monona Catering, Monona Terrace staff stayed to discuss the recent internal survey results along with the citywide staff survey results.
- Staff is preparing for the Wisconsin Forward Award site visit. Category team conference calls will occur with the examiners on April 15th and 16th. The site visit will be on May 13th and 14th.
- An application has been submitted to the IAVM (International Associate of Venue Managers) Venue Excellence Award program. The Venue Excellence Award recognizes five IAVM venues (per year) of any type within the membership that demonstrate excellence in the management and operation of public assembly venues.
- Updates on Judge Doyle Square and the results of the 2019 Spring Elections will be discussed at the board meeting.

B. Operations:

- The rooftop has opened and the fountain will be turned on in mid-April.
- Maintenance is cleaning up the sand from winter and preparing to start pressure washing the rooftop and Olin Terrace.
- The cooling plant has been made ready for the summer season.
- AV had a very strong revenue month in March.
- Network and Firewall upgrades are planned for April 15.

C. Community Relations:

- The Dane Dances! Spring Benefit was held March 1 with performances by the bands Motown Reflections and Boy Band Review. The event raises visibility for this popular summer rooftop concert series that promotes inclusivity through music and dance. 344 people were in attendance.
- Group Health Cooperative of SW Wisconsin sponsored the Yoga for Back & Lower Body series Tuesdays and Thursdays, February 14 - March 14. There were 417 attendees total for the series and 100% said they would come again.
- The Wellness Talk series focused on the topic of “Food as Medicine” on March 19 with a presentation by registered dietician Carly DeGrood. There were 45 people in attendance and 100% said they were likely to return.
- Cirque Zuma Zuma, a dance troupe performing African cirque-style entertainment, performed to an energetic crowd of 322 children and adults March 9 in Exhibition Hall.
- Staff produced a Girl Scout “Interior Designer” badge workshop March 9 in partnership with Madison College’s interior design program. The young attendees learned the fundamentals of interior design and made their own design boards and découpage frames.

D. Gift Shop:

- Staff have been working with the Frank Lloyd Wright Foundation over the past couple of years on new product development by providing product requests and feedback on both existing items and new products still in development. During this development process, the Foundation decided to terminate their relationship with their current t-shirt provider. It typically takes them between 1-2 years to adopt a new product provider and get product designs approved and available for sale; therefore, before everything changes, a final order of t-shirts has been placed. Included in this order is a new Navy Blue Coonley Playhouse Window design t-shirt.
- New stuffed animals have arrived in the shop including a cute dairy cow with a souvenir red Wisconsin ribbon tied around its neck.
- Staff will be holding the Health Literacy Books Sale again this year. It will feature National Geographic Photography books by Annie Griffiths, the guest speaker at the Health Literacy event.
- This year the Museum Store Association’s annual Conference and Expo was hosted in San Diego. Staff attended both the expo and the Ritz Carlton Leadership Academy wonderful presentation on Customer Service, which ties in closely with Monona Terrace’s Wisconsin Forward initiative.

F. Sales and Marketing:

- The March booking pace report is attached.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: AFP Luncheon, MAGNET, Madison Civics Club.
- ETC held the Monona Terrace's last holiday party of the season. They will be returning again in December. FairShare CSA Coalition chosen to return as well. They will be back in 2020 for their 11th year here. Finally, a new group: Between the Waves, has recently contracted. This is an event "geared toward independent musicians and anyone interested in music creation, collaboration, performance, production, distribution, publishing or licensing." The event is sponsored by Broadjam and will take place in June of 2019.
- Below is a summary of all other events booked in the month of March:

Repeat	New	Weddings
23	11	5

G. Event Services:

- UPCOMING EVENTS:

April 10-13	33rd Annual WNA APRN Forum Pharmacology & Clinical Update (Wisconsin Nurses Association)	500
April 16	City of Madison Common Council Brunch	70
April 17	Wisconsin Hospital Association 2019 Advocacy Day	1100
April 23-26	EcoAdapt 4th National Adaptation Forum	800
May 7-9	AIA Wisconsin 2019 Convention & Building Expo	1300
May 10	UW Law School Hooding Ceremony	1600
May 15	WI Women in Government 2019 Scholarship & Recognition Gala	500
May 22-24	ACD Games Day 2019	550
May 22	Madison Police Department Awards Reception	200
May 24-25	2019 Run Madtown Expo	3000
May 31-June 2	Pokemon Regional Competition	1000
June 5	Capital High Graduation	300

June 11	Capitol Neighborhoods Annual Meeting	80
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June 29	Festival Foods Shake the Lake Rooftop Party	2000
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H. Business Office / Human Resources

- March's finances will be discussed at the board meeting.
- Dwaine Rundle has been hired as our next Building Maintenance Supervisor. We chose Dwaine due to his extensive experience and knowledge on the mechanical side and his work history as a Facility Maintenance Supervisor in prior positions. Dwaine was the best fit with our maintenance crew, Management team, and Monona Terrace culture.

STRATEGIC COMMUNITY ENGAGEMENT

March 2019

Active Public Policy Conversations

Downtown Hotel: JDS – Beltier Flagship determination/selling time

Nolen Waterfront Development

Hotel Development Projects

Transportation: Air Lift

Transportation: Mass Transit, BRT

Transportation: biking

Alliant Energy Center Master Planning: Capital Request in State Budget

School Start Date (Statewide issue)

Tourism Funding (Statewide issue)

Maintain Room Tax Law (Statewide issue)

Alliant Energy Center Master Planning

115th Airwing - Forever Truax F 35's

Downtown: Safety/Street People

Downtown: Activation/Viability

Signage Ordinances

Industry Workforce Shortage & Diversity Needs

Tourism Marketing Districts (TMDs):

Clean Lakes initiatives

Wayfinding

Madison Beltline Planning & Environment Linkages (PEL) Corridor Study

Exposition Legislation

Destination District Vision Next Steps

Organization and industry awareness

Community Engagement: Elected Officials

Destination Vision and Branding

Arts Corridor/Arts Collaboration

Key Issues

Hotel room block, operator, amenities undefined at this time

Funding for master plan for Law Park and waterfront – visitor experience

Expanded visitor options for accommodations

Transportation infrastructure enhancements

Transportation infrastructure enhancements; visitor access to amenities; workforce access to jobs

Transportation infrastructure enhancements

Capital to kick off redevelopment effort Phase 1

Support initiative at State level

Support budget request and Outdoor Recreation staffing

Support existing room tax legislation

Next step in re-imagining Alliant Energy Center campus;

Health of the Airwing supports DCRA

Visitor core experience

Visitor core experience

Impact on key client: CrossFit and client satisfaction

Impact on service levels and experience provided to visitors

Potential funding source/education/understanding

Lakes are a destination attraction/driver

Impact on visitor experience

Transportation infrastructure implications

Appropriate uses of district funding to support tourism development

Community understanding and awareness of Visioning Study outcome

Understanding of value of tourism to destination

Opportunity for enhanced understanding of tourism value

Context and presentation of our destination story

Engage to elevate perception of Madison as a culture center

Definitions:

Advocate: publicly and actively support/oppose

At the table: publicly and actively engaged; leadership for the initiative

Engage: publicly and actively engage; input for initiative but not a leadership role

Follow: monitor status of project; education

Lead: publicly lead the conversation