



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

October 19, 2017

A. Administration:

- Connie Thompson was promoted to Associate Director of Operations and Quality.
- Monona Terrace is now actively recruiting for the Business Manager position.
- Kim Nelson, former CEO of Kelber Catering, has retired and Patty Lemke has been promoted to take his place.
- Staff is participating in the City's "Voice of the Process" Team to establish standardized documentation of processes.
- Staff is participating on a pilot project to map department processes.

B. Operations:

- A new steam meter is being purchased it is replacing the meter installed when the building was constructed. This meter measures the amount of steam used to heat the building and accuracy is important since the price the State charges for steam is at a premium.
- A new snow tractor is being purchased that will replace the old one, another building original. The new tractor will be able to use our existing attachments like plows and snow throwers.
- A new security company contract has been signed for 2018-2020. The existing contract runs out on December 31st, 2017.

C. Community Relations:

- Wellness Talks
 - "Psychological Effects of the Internet" by Dr. Morton Ann Gernsbacher, UW-Madison Department of Psychology
 - Partnership with Madison Senior Center
 - Sponsored by Visiting Angels

- Total Attendance = 45
- Mary Lang Sollinger came to talk with the Friends group about her fundraising experience and give the history of the Monona Terrace tile campaign.
- Staff attended the Frank Lloyd Wright Building Conservancy Conference in New York City September 13-17. The exhibit “Unpacking the Archive” at the Museum of Modern Art was a highlight, with five objects (drawings and a model) representing the Monona Terrace project.
- Staff participated in the Producer-in-Residence program at World Maker Faire in New York City September 20-24. The program was an opportunity to learn many aspects of operating the Faire by shadowing event production staff, and many ideas were shared that can be executed at the Madison Mini Maker Faire.
- Staff attended the memorial service for Monona Terrace’s architect Tony Puttnam on September 30 at Taliesin. Remembrances were offered by Tony’s colleagues, as well as students at the School of Architecture.

D. Gift Shop:

- The gift shop had a sales table for the Civics Club event to sell the featured speaker, Elizabeth Cline’s, book. She is the author of *Overdressed: The Shockingly High Cost of Cheap Fashion*. Also sold that day were fair trade baskets and scarves for the opening speaker, Lesley Sager; the products were very well received.
- The gift shop along with the Community Events department are working with the Madison College commercial photography students. The students were at Monona Terrace during the Ironman event taking photos of the building. Once the photos are in hand, Monona Terrace will be featuring some of these photos on social media.
- A large shipment of new jewelry has arrived. The jewelry is made of aluminum, shell, and resin. Many of these pieces showcase a very modern aesthetic.
- Gift shop staff is creating artwork for a souvenir water bottle. This product idea came about due to a staff innovation suggestion. The water bottles will be sold at a low price point. Once they are made and available for sale in the Gift Shop, signs will be posted at the drinking fountains to advertise that these reusable souvenir bottles can be purchased and used by event attendees instead of the regular vending bottles of water or disposable cups. The goal is to have these produced and available before the end of the year.

E. Sales and Marketing:

- The September booking pace report is attached.

- New video of MT is being shot to replace segments in the current marketing video that prominently show the old carpet design.
- The Monona Terrace Event Assistance Advisory Committee met on September 12th. Requests for \$74,260 in assistance funding were approved for four conventions with total estimated direct spending of \$5,370,819.
- Staff attended the 65th GMCC Annual Dinner to network and show support for the event at Monona Terrace. The event sold out again with about 1,000 people in attendance.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: Madison Civics Club, MPI-WI Annual Awards Gala, and Sustain Dane: Sustainable Business Network Event.
- **GSAFE** will be coming to Monona Terrace in 2018 for their Celebration of Leadership Awards. They have been meeting here since 1999. Also, **WMC** has confirmed their Annual Business Day meeting in March of 2017. They have been holding this event at MT since 2003. Finally, **Xcel Energy** will be hosting their 2018 Legislative Day here. This will be their 8th year with the building.
- Below is a summary of all other events booked in the month of September:

Repeat	New	Weddings
22	4	4

F. Event Services:

- **UPCOMING EVENTS:**

Oct. 8-11	Glassroots Art Show 2017	1200
Oct. 16	Madison Camaguey Sister City Association Meeting	15
Oct. 25-27	2017 Wisconsin State Music Conference	1300
Oct. 29-31	Trek World	1000
Oct. 30	DMI Downtown Madison Inc. Annual Dinner	600
Nov. 4	Madison Area Police and Fire Charity Ball	500
Nov. 10-11	2017 Madison Marathon Expo	4000
Nov. 11-12	2017 Winter Art Fair Off the Square	5000

Nov. 16	United Way of Dane County Community Celebration	1000
Nov. 30-Dec. 1	Wisconsin Digital Government Summit	540
Dec. 2	Fair Trade Holiday Festival	4000
Dec. 15	Madison Fire Department Recruit Graduation	250
Dec. 17	Edgewood College Commencement Ceremony	3000
Dec. 31	My Family Eve presented by KEVA Sports Center	3000

G. Business Office / Human Resources

- September's finances will be discussed at the board meeting.