



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

January 16, 2020

A. Administration:

- Staff are in the process of developing department level action plans for the 2020-2022 Strategic Plan

B. Operations:

- Due to milder winter weather, the rooftop planter project has continued forward.
- Holiday decorations will be removed in late January.
- The new maintenance software (Akita Box) is running and being utilized by all staff. Preventative maintenance schedules for the small equipment is being designed and input.
- Work on the schedule for spring exterior projects has begun. (i.e. plantings & paver/tile work on Olin Terrace, caulking, and power washing)

C. Community Relations:

- Monona Terrace partnered with Wisconsin Public Television on Nov. 4 to present a premiere screening of *Where I Come From*, with local author and humorist Michael Perry. The event brought 198 people to our Lecture Hall.
- Digestive health was a popular topic for "Gut Check: Common Digestive Issues and the Role of Nutrition" with Carly deGrood on Nov. 12. The talk was attended by 50 people. Total attendance for our 2019 talks was 152, with an average attendance of 25. The talk was sponsored by Group Health Cooperative of South Central Wisconsin.
- The third installment of the SiteSeeing film series was Nov. 12 with the film *The Human Shelter*. 67 people attended. The three film series drew in 304 people.
- The fourth Madison Mini Maker Faire was held Nov. 24, drawing 60 makers and 700 visitors. The event garnered nice media coverage locally from WISC (CBS) and WKOW (NBC). Visitor feedback was very positive, though attendance has declined over the past few years. Staff is pausing this event and considering other programming options.
- Meditation at Monona Terrace wrapped up 2019 with a total attendance of 693. Attendance for our fall series was 313, with an average attendance of 46 people per session. The series is sponsored by SSMHealth. In 2020, we are expanding both our yoga and meditation offerings, based on community

feedback.

- Staff provided group tours of the facility in November and December to Pewaukee H.S., Judson College, Hope Haven, and Wisconsin Collegiate DECA.
- We held a Mini Meditation Retreat on Sunday, Dec. 8, giving the community a nice opportunity to de-stress prior to the holidays with guided relaxation with Dr. Sarah Moore. 76 people attended the three-hour event.

D. Gift Shop:

- Advertising for the Annual Holiday Sale was posted in multiple seasonal programs, as well as newspapers and on social media. The sale was quite successful, including the “Museum Store Sunday” event on December 1st. A free small snow globe was given to anyone making a purchase of \$25 or more.
- Work continues on the Magento 2 website migration for the Gift Shop. The migration is scheduled to happen in early January.
- The gift shop hosted a book sale featuring author David Maraniss at Destination Madison’s hosted event for Destinations International.
- Staff assisted Madison Mini Maker Faire event with ticket sales.

E. Sales and Marketing:

- The November and December booking pace reports are attached.
- In November, staff hand delivered treats and invitations for the December client appreciation reception. This “Celebration of the Season” event took place on December 11. Turnout was very good with about 180 guests not including staff.
- Staff participated in two Downtown Rotary planning committee meetings for the Rotary Ethics Symposium to be held at Monona Terrace on February 14, 2020. About 200 high school juniors from throughout Dane County participate annually to learn about ethical decision making.
- Staff had an initial meeting with Destination Madison (DM) to discuss 2020 performance incentive goals as part of the City and DM contract.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: AFP Year-end Luncheon and the annual client appreciation reception.
- Monona Terrace is excited to welcome back American Family for their 2020 Sales Leadership Conference in November 2020. They were last here in 2018 and have been meeting here over the past 20 years.
- The Wisconsin Hospital Association will be back in April of 2021. They have been hosting this event here since 1999.
- Below is a summary of all other events booked in the month of November and December:

Repeat	New	Weddings
35	11	8

F. Event Services:

- **UPCOMING EVENTS:**

Jan. 10-12	2020 Madison Home Expo	6000
Jan. 17-18	Well Expo 2020	1000
Jan. 21-23	Dairy Business Association 2020 Dairy Strong	600
Jan. 25	Chosen Few Fighting Championships	1000
Feb. 8	Findorff Employee Recognition Party	1000
Feb. 14-16	2020 Madison Build, Remodel & Landscape Show	4000
Feb. 18-20	2020 Wisconsin School Counselor Association (WSCA) Annual Conference	1100
Feb. 22-23	2020 Dairy-Aire Gymnastics Invitational	4000
Feb. 26	Business Day in Madison 2020 (WMC)	1000
Mar. 2-5	2020 World Championship Cheese Contest	600
Mar. 7	Friends of UW Health AFCH Gala	1500
Mar. 8	Q106 Storytellers	1000
Mar. 11-12	TASC 2020 Annual Meeting	600
Mar. 15-17	2020 Wisconsin Governor's Conference on Tourism	1000
Mar. 18	Wisconsin Hospital Association 2020 Advocacy Day	1100
Mar. 22	Family Fest	3000
Mar. 27-28	Mary Kay Career Conference 2020	1300

G. Business Office / Human Resources

- The maintenance department has two staff member retirements in January, John Hennessey and Chuck Tomcany.
- Gregg McManners, Executive Director retires in January; his last day will be Thursday, January 24. Recruitment for the position closed in November and seven qualified candidates were selected for interview.
- Caity Jolivette has been hired to fill the open Accounting Tech 1 position in the business office. Andrea Miller, Accounting Tech 2, spent several weeks training Caity prior to her retirement on January 3. Caity will be introduced at the February board meeting.
- November finances will be discussed at the board meeting.