



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

October 20, 2014

A. Administration:

- Jeff Griffith, Maintenance Supervisor, retired from Monona Terrace. Mike Waters is currently serving as Interim Manager.
- Two new Guest Services Attendants have been hired—Craig Howery and Faye McCamy.
- Monona Terrace plans to apply for the Wisconsin Forward Award again in 2015. We have been working on the improvement process since we last applied and are prepared for the next step.

B. Operations:

- AV is procuring new widescreen format, HD projectors with wide angle lenses. These will be offered to clients starting in 2015. The projectors are brighter and have higher quality image output. The wide angle lens allows for setting the projector closer to the screen to maximize the amount of space remaining in the room.

C. Community Relations:

- Lunchtime Yoga (spring & fall session):
 - Total Attendance = 1,818
 - Average Attendance = 64
 - Total # of participants = 446
 - 90% approval rating & 95% projected return rate
- Health & Wellness Presentation
“Thriving: The Pursuit of Happiness” by Robert McGrath, PsyD, ABPP
 - Partnership with Madison Senior Center
 - Total Attendance = 160

- Dane County & City of Madison Employee Combined Campaign Monona Terrace Staff Contribution
 - Payroll Deductions = \$7,444.26
 - Special Events = \$306.63
 - Total Raised by MT Staff = \$8,449.96
- Staff has implemented a training program for various department representatives to begin posting on social media. In this way, posts can be more reflective of what is happening each day at Monona Terrace, and social media staff can allocate more time to strategy and analytics.
- Staff hosted a tour for Japanese travel writers on October 8. The group was organized by the GMCVB and WI Department of Tourism.
- Twenty-five volunteers attended the annual volunteer field trip on October 17. This year's itinerary included the Frank Lloyd Wright-designed Seth Peterson Cottage and the Wollersheim Winery.
- Staff is meeting with people involved in various maker communities in Madison to build a network that will recruit makers and volunteers for Maker Faire 2015 on May 16.

D. Gift Shop:

- Staff assisted with the Civics Club Book Sale for Jackie Joyner-Kersey. The next Civics Club Book Sale will be in March of 2015.
- New Frank Lloyd Wright merchandise is in stock including a Martin House Bird Feeder and some Oak Park Studio Glassware. There is more to come.
- New items are being added to the Gift Shop website.
- Orders are coming in for the next wave of rooftop tile sales.
- The upcoming annual Holiday Sale will run from Saturday, November 29th – Tuesday, December 23rd.

E. Sales and Marketing:

- The October booking pace report is attached.
- Monona Terrace and GMCVB staff met to confer about 2015 sales/marketing efforts and possible ways to stretch our budgets further by teaming up where we are able.

- Monona Terrace was represented by the sales team at the following networking functions and events: DMI What's Up Networking, Edgewood College Capstone Class, MPI-WI Event at Potawatomi, Sustainable Business Networking, DMI New Faces & New Places, Latino Professional Networking, Business Professionals Networking, Badger/Maryland FAM tour and Madison Civics Club meeting.
- The repeat events whose loyalty is appreciated includes **Webcrafters** for booking their 19th Old Timers Banquet and the **Wisconsin Cheesemakers Association**, who will be back to host their World Championship Cheese Contest event in March of 2016.
- Below is a summary of all other events booked in the month of October:

Repeat Events	New Events	Weddings
23	17	19

F. Event Services:

- UPCOMING EVENTS:

Nov. 15-16	2014 Winter Art Fair Off the Square	7500 ppl
Dec. 31	US Bank Eve	3000 ppl
Jan. 5	Governor Walker's Inaugural Events	3000 ppl
Jan. 9-11	Madison Home Expo 2015	9000 ppl
Jan. 24	Well Expo 2015	1000 ppl

G. Business Office / Human Resources

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