



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL608 261-4000 FAX608 261-4049

REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

May 21, 2015

A. Administration

- Monona Terrace staff and board members have begun meeting with new members of the Common Council to provide information about Monona Terrace Operations.
- The 2014 Annual Report was distributed throughout the business community.

B. Operations:

- Maintenance has two facility worker positions open and the hiring process has been started.
- Outdoor cleaning has been progressing with pressure washing the rooftop.
- New name tiles have arrived and will be installed.
- The rooftop fountain has been turned on.
- The intent-to-apply application has been submitted to the Center for Performance Excellence (Wisconsin Forward Award) this week. The full application is due July 30th.
- Alex Stewart was hired to replace Thubden Sangha as one of the Assistant Operations Managers. He started the week of April 11th.
- Testing for both the first shift and third shift operations leadworker positions are happening this week and next, with interviews the following week.
- Staff attended two Wisconsin Forward Award application writing seminars.

C. Community Relations:

- Staff attended a PR and Digital Media Summit in NYC. The conference was presented by Ragan Communications.
- Concerts on the Rooftop welcome a new sponsor for the 2015 season – Associated Bank.

- Staff kicked off the #LoveatMononaTerrace Instagram contest for couples planning to be married in the near future. The contest is sponsored in part by Brava Magazine with inkind support from Amanda Red Photography.
- Tunes at Monona Terrace – Spring Season
 - Event Total Attendance = 1,000
 - Event Average Attendance = 250
- Health & Wellness Presentation - Top 5 Fad Diets: the Good, the Bad, & the Ugly
 - Event Total Attendance = 32
 - Event Partner is Madison Senior Center
- PechaKucha Night Series – Spring Season
 - Event series partner: High Tech Happy Hour (HTHH)
 - Event sponsor: The Nation (4/30)
 - Event Total Attendance = 455
 - Event Average Attendance = 227
- Tours and programs were provided to Waubesa Elementary, Stormonth Elementary, Lakeland College and Baraboo High School.
- Two “Interior Designer” Girl Scout workshops occurred on April 11. This has been our most popular scout offering to date, with nearly 60 in attendance.
- One of the new Group Specialty Programs was launched at the end of April. Lakeland College students took the Monona Terrace Scavenger Hunt, using smart phones to complete challenges and learn about the building. The hunt was a success and a second is booked for May 20.
- Two volunteers represented Monona Terrace at the Arts Education Fair on April 25. They manned a table to promote our student program offerings to K-12 art teachers.

D. Gift Shop:

- Staff is gearing up for the Wright and Like 2015 Madison tour. The Gift Shop will be setting up a special sales booth at their headquarters in June for the day of the tour.
- Several new items have come in including new jewelry, totes, purses and a new line of Frank Lloyd Wright candles.
- Staff attended the Museum Store Expo in Hartford, Connecticut. Several new products from that show are slated to be arriving soon.
- Staff organized and completed a book sale for the AIA Wisconsin event.

E. Sales and Marketing:

- Staff members lent a hand in the production and proofing of the 2014 Monona Terrace Annual Report.
- Staff is working with our web hosting vendor to move the Monona Terrace web site from a shared server to its own virtual server. The need for this move became apparent when another web site on the shared server was deemed to have sent out SPAM causing all web sites on the server to be black listed. This briefly interrupted access to our web site and customer requests to us for proposals.
- MT and MC staff gladly participated in a 20-year work anniversary celebration lunch at the GMCVB for Senior Convention Sales Manager Jeff Holcomb. Jeff books a lot of business for Monona Terrace and we thank him for his contributions to our success. Thanks to Monona Catering for providing a wonderful cake for the celebration at no cost.
- The Monona Terrace Event Assistance Fund Advisory Committee met on April 21st. Requests for \$40,550 in assistance funding were approved for three conventions with a total estimated direct spending of \$1,144,108.
- Staff evaluated weather forecasting services and chose one for our outdoor events season (approximately May through October). The selected service provides a web based custom Monona Terrace weather forecast page, and allows for telephone conversations directly with a forecaster on those days when the weather situation is changing or making the rain call is tricky.
- Monona Terrace was represented by the sales team at the following networking and other events: MPI Monthly Meeting, SMBA Monthly networking, Madison Working Moms Networking Group, Madison Sales Alignment meeting with the GMCVB, Monona Expotential, Sustainable Business Network meeting and the unveiling of the Madison Concourse Hotel lobby.
- Staff provided a tour for the GMCVB to the NCURA event and also participated in a talk/tour with high school students from Baraboo HS.

- In terms of repeat events that we'd like to thank for their loyalty, we thank **CapSpecialty** who has signed with us for 2016 which is their 12th year with us. We also recognize **Cincinnati Insurance** for hosting their 2016 Wisconsin Sales meeting here in March of next year.
- Below is a summary of all other events booked in the month of April:

Repeat Events	New Events	Weddings
24	20	6

F. Event Services:

- UPCOMING EVENTS:

May 14-15	U.S. Conference of Mayors – Mayor’s Bike Summit	75 ppl
May 22-23	2015 Spring Madison Half Marathon & Twilight Run	4500 ppl
May 27	Madison Economic Visioning Symposium (City of Madison Office of Business Resources)	250 ppl
May 29-31	Pokemon Regional Competition	800 ppl
June 16	Madison Community Foundation	400 ppl
June 30	Capitol Neighborhoods Annual Meeting	80 ppl
June 27	Festival Foods Shake the Lake Rooftop Party	2000 ppl
July 10-12	Art Fair Off the Square	5000 ppl
July 29-Aug. 5	Trek Bicycle Corporation Sales Meeting	1600 ppl

G. Business Office / Human Resources

- April’s finances will be discussed at the board meeting.
- Staff prepared and executed recruitment for a Maintenance Mechanic 1 (MM1). One of our current Facility Maintenance Workers (FMW), Chuck Corbett, was promoted to this MM1 position. We are currently preparing to recruit for and fill two open FMW positions. In addition to the vacancy created by Chuck’s promotion, we had the retirement of FMW Cheryl Catalino after 38 years of service with the City.