



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

October 17, 2019

### A. Administration:

- The Mayor's Office, HR and Monona Terrace staff have been finalizing the documents to assist in recruiting the next executive director.

### B. Operations:

- Staff is in the process of replacing dance flooring and purchasing more event drape and hardware.
- Staff is researching gunshot detection systems recommended by Homeland Security at the Chicago IAVM Conference
- An escalator cleaning system has been purchased. It is specifically designed for the escalators in this building.
- The remaining public area furniture has been purchased.

### C. Community Relations:

- Former sports broadcaster Paul Braun presented a talk about his personal journey caring for his spouse who suffered from Alzheimer's disease on Sept. 19. Madison Senior Center sponsored the Wellness Talk entitled "Who Cares for the Caregiver?" 30 people were in attendance.
- The SiteSeeing film series launched on September 10 with the film *Leaning Out*, about the World Trade Center's lead structural engineer Leslie Robertson. 112 people attended the screening. The next film in the series takes a look at Frank Lloyd Wright's five Maya-inspired houses in Los Angeles, followed with a November screening about the challenges of constructing homes in hotspots facing climate change, globalization and migration.
- Staff collaborated with Wisconsin Public Television to offer a preview screening of Ken Burns' new PBS documentary on Country Music on September 11, followed by a Q&A with film subject and local country music historian Bill Malone. 160 people attended.
- Staff and representatives from ten other local organizations attended the initial meeting of Destination Madison's Essential Experiences program. With the guidance of tourism industry veteran, Joe Veneto, Monona Terrace is taking a fresh look at its tours and will design a new visitor experience that will launch in early summer.

**D. Gift Shop:**

- The Madison College photo shoot took place in September. Students will be working on images and will submit finished compositions to the Gift Shop in October. This year students were not able to take pictures from the pontoon on the Lake Monona, due to issues with the water level. Additionally, Madison College instructor, Jim Wildeman, is retiring after this semester. Staff will seek to connect with the new photography instructor, once hired, to continue the partnership.
- Staff attended the Market Square Holiday Expo at the Alliant Energy Center. Winter holiday themed merchandise will be displayed the day after Halloween.
- We just received approval from City I.T. to move forward with migrating our current website from Magento 1 to Magento 2. The site should stay relatively the same from a user perspective, but will offer better performance and modularity. Magento 1 will stop being supported in 2020, necessitating the upgrade.

**E. Sales and Marketing:**

- The September booking pace report is attached.
- The Monona Terrace Event Assistance Fund Advisory Committee met on September 17. Requests for a total of \$81,750 in assistance funding were approved for five conventions with total estimated direct spending of \$4,025,864.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: DMI New Faces New Faces, AFP Luncheon, and MPI Monthly meeting,
- Staff attended Joy Publications’ “Wedding Trends Unveiled” program.
- Staff is participating on the Planning Committee for the Downtown Madison Rotary Club Ethics Symposium to be held at Monona Terrace on February 14, 2020. More than 200 Dane County High School Juniors participate to learn about a framework for ethical decision-making.
- First Business Bank has rebooked their meeting series for 2020. They will host a series of four meetings here next year and have been hosting this series here since 2006. Returning for a third year is the Latino Chamber of Commerce and their Annual Awards Gala. Lastly, it is exciting to welcome a new client, St. Ambrose Academy, who will be hosting their Annual Banquet here in December of 2019.
- Below is a summary of all other events booked in the month of September:

| <b>Repeat</b> | <b>New</b> | <b>Weddings</b> |
|---------------|------------|-----------------|
| 20            | 5          | 8               |

**F. Event Services:**

- UPCOMING EVENTS:

Oct. 10      Dane County Housing Summit      200

|            |  |      |
|------------|--|------|
| Oct. 11    | Madison Fire Dept. Achievement & Promotions Ceremony | 200  |
| Oct. 13    | Q106 Storytellers                                    | 1000 |
| Oct. 15-16 | YWCA Racial Justice Summit                           | 1100 |
| Oct. 15    | Madison Camaguey Sister City Association Meeting     | 20   |
| Oct. 18-20 | Freedom from Religion Foundation Convention          | 500  |
| Oct. 20-22 | Trek World   | 1200 |
| Oct. 23-25 | 2019 Wisconsin State Music Conference                | 1300 |
| Oct. 28    | 2019 DMI-Downtown Madison Inc. Annual Dinner         | 650  |
| Nov. 2     | Madison Area Police & Fire Charity Ball              | 400  |
| Nov. 8-9   | 2019 Madison Marathon Expo                           | 4000 |
| Nov. 9-10  | 2019 Winter Art Fair Off the Square                  | 5000 |
| Nov. 14-17 | Sigma Xi 2019 Annual Meeting                         | 500  |
| Dec. 3-5   | RTI at Work Institute                                | 600  |
| Dec. 6     | ETC Holiday Party                                    | 1200 |
| Dec. 7     | Fair Trade Holiday Festival                          | 4500 |
| Dec. 20    | Madison Fire Department Recruit Graduation           | 250  |
| Dec. 31    | Madison Family Eve                                   | 1300 |

**G. Business Office / Human Resources**

- September finances will be discussed at the board meeting.
- Staff attended a Blood Bourn Pathogen training as well as APM 3-5 Prohibited Harassment training during the second week of October.
- Four part time operations/cleaning staff have been hired and trained
- The Business Office is beginning the process for hiring a new account tech to replace Andrea Miller who is retiring in January.