



# 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

**May 9, 2016**

### **A. Operations:**

- Continuing the elevator/escalator contract. Vendor bids are in and we are starting the evaluation process.
- The heating plant has been shut down and the cooling plant startup has been completed.
- 6 new sculptures have been installed for Art on the Rooftop 2016. These will be on display until November. Also be sure to check out “Cluster” by John Ready, which will be on Olin Terrace until spring 2017.
- The operations department is working on hiring a third shift operations worker to replace staff that moved into the Command Center to fill a retirement opening.
- Staff met with Homeland security to review our Threat and Vulnerability Assessment. A plan to address critical issues is being developed.
- The Command Center upgrade is scheduled for the week of July 3. A new floor, console, credenza and computer equipment—including screens and TVs—will be installed.
- The camera system upgrade plan is being developed.
- Rooftop concert active shooter and emergency response training occurred with staff on April 20.
- In light of recommendations from the Department of Homeland Security, we are reviewing our Building and Grounds Behavior Policy with MPD and the city attorney’s office.
- MT staff had a conference call with Leonardo Academy staff to check in on our progress for LEED green building recertification in 2020. We have set a goal to earn enough points to be recertified at the platinum level (highest possible).
- The strategic planning process is continuing with the PESTLE analysis being done on May 12.

## **B. Community Relations:**

- PechaKucha Night Series – Spring Season
  - Event series partner: High Tech Happy Hour (HTHH)
  - Event Total Attendance = 260
  - Event Average Attendance = 130
- Moon Over Monona Terrace – April 15
  - Event partner: Madison Astronomical Society
  - Kid's FUN Zone Volunteers: Business, Badgers & Beyond (BX3)  
UW Madison
  - Total Attendance = 1,700
- Community Relations team is gearing up for Maker Faire Saturday, May 14. Be watching NBC, WKOW and WISC the week of May 9 for coverage!
- WSJ articles:
  - [http://host.madison.com/wsj/entertainment/arts-and-theatre/the-maker-faire-movement-comes-to-madison/article\\_80a6b2e1-010a-59bb-a420-79a95ddbe319.html](http://host.madison.com/wsj/entertainment/arts-and-theatre/the-maker-faire-movement-comes-to-madison/article_80a6b2e1-010a-59bb-a420-79a95ddbe319.html)
  - [http://host.madison.com/wsj/news/local/education/local\\_schools/school-spotlight-stoner-prairie-students-to-share-games-for-visually/article\\_53b63455-728a-5e20-92cd-fece397d580f.html](http://host.madison.com/wsj/news/local/education/local_schools/school-spotlight-stoner-prairie-students-to-share-games-for-visually/article_53b63455-728a-5e20-92cd-fece397d580f.html)

## **C. Gift Shop:**

- Gift shop staff assisted with the Civics Club and Wisconsin Public Television setting up a book sale for their event. The book was written by their guest speaker, Jessica Fellowes, and is her newest book connected with the *Downton Abbey* series.
- Gift shop staff assisted in selling books by Andrew Maraniss during his speaking event with Wisconsin Literacy.
- The new, custom-made, Madison-skyline-themed, microfiber cloths are now available for purchase.
- Staff is supporting the Frank Lloyd Wright Wisconsin group's annual Wright and Like Tour. This year the tour is in Racine. The gift shop will be sending staff to set up a sales booth at this event.

## **D. Sales and Marketing:**

- The April booking pace report is attached.
- Staff attended Part 1 of the Racial Equity Social Justice Initiative Training conducted by the City.

- Monona Terrace was represented by the sales team at the following networking functions and other events: SMBA monthly luncheon, DMI New Faces/New Places, Holiday Inn Express open house, Madison Civics Club monthly meeting, MPI monthly meeting, MESBA “Expotential” event and the Festival Foods grand opening.
- **St. Mary’s Hospital** has chosen Monona Terrace for their 20<sup>th</sup> Employee Recognition event. They have been meeting here for 20 years. Edgewood College is back for their 16<sup>th</sup> visit. They have booked their 16<sup>th</sup> Winter Frost Ball for February 2017. The **Madison Civics Club** has also returned for their 2016-2017 meetings year. They have been meeting at Monona Terrace since 1997.
- Below is a summary of all other events booked in the month of April:

<b>Repeat Events</b>	<b>New Events</b>	<b>Weddings</b>
28	14	2

**E. Event Services:**

UPCOMING EVENTS:

May 11	Madison Metro Public Hearing	125
May 12	Madison Community Foundation	400
May 13	UW Law School Hooding Ceremony	1600
May 13	Dane County EMS Press Conference	20
May 15	Edgewood College Commencement	3000
May 17-18	Wedding Planner & Guide 2016 Spring Bridal Event	1000
May 20-22	Pokemon Regional Competition	800
May 23	Madison Police Department Awards Reception	240
May 27-28	2016 Spring Madison Half Marathon Expo	4000
May 31-June 4	2016 National Farm to Cafeteria Conference	1300
June 12-17	5 <sup>th</sup> International Conference on Quantitative Genetics	1000
June 20	Capitol Neighborhoods Annual Meeting	80
June 25	Festival Foods Shake the Lake Rooftop Party	2000
July 8	Madison Police Department Graduation Ceremony	200

July 8-10	Art Fair Off the Square	5000
July 17-21	North America Congress for Conservation Biology	1000
July 27-Aug. 3	Trek Bicycle Corporation Sales Meeting	1600
Aug. 8-11	Conference on Distance Teaching & Learning	800
Aug. 17-18	American Family Mutual Insurance Company 2016 Leadership Rally	1200

**F. Business Office / Human Resources**

- April's finances will be discussed at the board meeting.
- Staff is working on the capital budget plan, which is due May 11.