



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

April 21, 2016

A. Operations

- The rooftop restrooms are near completion. The final walk-through is Friday, April 15. The restrooms should be open to the public next week.
- The exterior landscape contract that was out to bid has been awarded to David J. Frank Landscape Contracting. David J. Frank has been landscaping for Monona Terrace a number of years and it will be good to continue the relationship.
- The elevator/escalator maintenance contract is out for bid through the next couple of weeks.
- Maintenance will start spring cleanup soon, removing accumulated sand from the winter and pressure washing the rooftop.
- Guidelines for drone use on property have been developed and shared with managers.
- The Department of Homeland Security Threat and Vulnerability Assessment Report has been completed and is being analyzed to determine the next steps.

B. Community Relations

- Lunchtime Yoga
 - Mondays & Thursdays, January 21-March 14
 - Total Attendance = 1,228
 - Average Attendance = 76
 - 92% Satisfaction Rate
 - 96% Willingness to Return
- Tunes at Monona Terrace – March 23
 - The Ryan McGrath Band (Blues & Classic American Rock)
 - Attendance = 175

- Funky Dance Madison – March 4
 - Fundraiser for Dane Dances!
 - DJ Ace / ABBA Salute/ VO5
 - Attendance = 1050
- Isthmus Publishing and Wisconsin Public Radio have signed on as media sponsors for Maker Faire
- A Wright Design Series lecture presented by Enrique Norton of TEN Arquitectos drew 90 attendees. The architect spoke about his acclaimed work in Mexico and the United States.
- Planning continues for Terrace Town events on April 21 and 23, as well as for Madison Mini Maker Faire on May 14.

C. Gift Shop

- New Frank Lloyd Wright home décor items have arrived, including a new Tree of Life patterned fireplace screen.
- The new, custom-made, Monona Terrace gift shop-exclusive, silver Madison skyline ornaments are in stock.
- Staff is participating on a committee to help Monona Terrace support the City of Madison's Racial Equity and Social Justice Initiative.
- Staff is preparing for various book sale/author signing events throughout April and May.
- Staff is working with Frank Lloyd Wright Wisconsin on the next Wright and Like tour which will be in Racine this year. As in past years, the gift shop will set up a sales booth at this event.

D. Sales and Marketing

- The March booking pace report is attached.
- Updated MT advertising signs have been installed at the airport (DCRA). The backlit scrolling signs are in prime locations: above the first floor waiting lounge area visible to arriving passengers, and in the baggage claim area on the back wall at the primary luggage carousel.
- Monona Terrace was represented by the sales team at the following networking functions and other events: SMBA Monthly Luncheon, DMI New Faces/New Places, In Business Intros and the In Business 40 Under 40 event.

- **WI Realtors** has chosen Monona Terrace for their 2017 Annual Government Day. They have been meeting here for 19 years. Also back for their 12th visit is CapSpecialty. They have booked their holiday party for January 2017.
- In sad news, we say good bye to the **Whad' Ya Know?** radio show. The show has been hosted at MT since July of 1997. The Wisconsin Public Radio program has been discontinued and their 19-year run at Monona Terrace ends this June. Our thanks to Michael Feldman and Wisconsin Public Radio for all of the good times!
- Below is a summary of all other events booked in the month of March:

Repeat Events	New Events	Weddings
28	12	2

E. Event Services

- UPCOMING EVENTS:

Apr. 27-28	AIA Wisconsin Convention & Building Products Expo	2000
May 9	The Madison Region's Economic Development & Diversity Summit (Urban League)	450
May 12	Madison Community Foundation	400
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 th International Conference on Quantitative Genetics	1000
June 25	Festival Foods Shake the Lake Rooftop Party	2000

F. Business Office / Human Resources

- March's finances will be discussed at the board meeting.
- Staff has reviewed the 2016 strategic planning documents and completed a core values assessment; both are part of the overall strategic planning process.
- MPD will be conducting training for staff on rooftop event threats, vulnerabilities and responses on April 20.