



# 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

January 21, 2021

### A. Administration:

- MT received largely positive correspondence regarding the recount event. Multiple emails were sent by people that were working the recount:
  - “I’m writing to commend and thank the Monona Terrace...I worked as a tabulator and every member of your team that I interacted with was proactively helpful and kind. Thank you to each and every person...”
  - “I’m with the team working on the Dane County Election Recount and have been so VERY impressed with the outstanding service provided by your staff...The cleaning staff, Event guys and caterers have shone as well.... I feel lucky to have such a fine group staffing our convention center.”
  - “I was an election recount observer...and wanted to say thank you to the wonderful staff. They worked very hard, under sometimes trying conditions, to keep social distancing protocols in place. They kept their cool and helped others to do the same...I appreciate what you did to help try to keep us all safe!”

The one negative correspondence had more to do with the public observers’ and event officials’ behavior, than with Monona Terrace:

- “...I have yet to hear of or see an observer ejected from the space over their repeated refusals to comport themselves in a pandemic-appropriate manner...I do not think the situation will improve unless there is more forceful authority compelling pandemic-safe behavior...with the inclination to issue penalties for irresponsible conduct, the authority to expel those putting others at risk...when they are not modeling appropriate behavior.”

It was a challenging event with much public scrutiny. Overall, Monona Terrace staff did an outstanding job. They had to mitigate unsafe behavior and correct issues on the fly created by some unruly attendees. Everyone at MT chipped in to help ensure the gathering was as safe and healthy as it could be.

- Staff applied for, received and celebrated a Wisconsin Department of Administration COVID-19 Live Music and Entertainment Venue Grant for \$395,308!

- The city has developed an employee health screening process. There are three options that the MT Internal Recovery Taskforce is reviewing and they will recommend what type of employee screening Monona Terrace should implement in 2021.
- MT staff is working with Destination Madison staff to revise the Purchase of Services Agreement between the City of Madison and Destination Madison.
- In the Judge Doyle Project 4<sup>th</sup> Quarter Report, it was noted that a financing commitment, a key element of the project, had not been obtained by the Hotel Developer. The project cannot proceed without it and there isn't a timeline for receiving that commitment yet. The developer has also filed a Major Alteration to an Approved PD to reduce the height of the hotel and to make some façade changes to align with the design of the Stone House building under construction across the street. A neighborhood meeting on the alteration application is scheduled for January 14th. George Austin will conclude his Judge Doyle project leadership duties at the end of the quarter.
- HVS has completed the hotel and meeting space demand study. Their findings were presented to MT staff, Destination Madison, City staff, Alder Verveer and Nolen Waterfront Project members. We plan to have HVS present key findings to the MT Board in February or March.
- Staff is participating on a committee of local Public Health and Hospitality Industry representatives to work together on future reopening guidelines and providing assistance by sharing industry expertise and best practices.

**B. Operations:**

- The operations crew winterized the rooftop, chairs were stowed away and the tables were covered with protective material.
- The command center, operations crew and cleaners all worked very hard and with many safety precautions in place to ensure a successful and healthy recount event for Dane County.
- AV worked closely with Dane County's IT department on the recount in order to facilitate live streaming of the event. This video feed was picked up by National News. They also had to assist the Clerk's office in setting up microphones for the video and for room wide announcements.
- Monona Terrace and City Engineering are working with the State on the schedule for ramp/stair tower repairs. The State is currently waiting on materials for repairs to the West stair tower.
- The year-end review of elevator maintenance went well, work has been performed by the contractor as it should be. Escalators are also being maintained, as they should be.
- Maintenance staff winterized the rooftop bathrooms for the season.
- The water heater's heat exchanger has failed; fortunately, it is still under warranty for parts. Maintenance staff is working with the vendor to schedule repair.
- Maintenance is planning a few spring landscape improvements within budget for 2021.

- Monona Terrace was named a 2020 Dane County Climate Champion. The Dane County Office of Energy & Climate Change launched the Climate Champion program earlier this year as part of Dane County's Climate Action Plan to recognize the progress local entities are making to address climate change.
- AV consolidated all the Monona Terrace zoom licenses under one account to save money, make it easier to administer and more professional when used with a "vanity" URL.
- AV updated the studio pricing document with four different tiers to make it easier to sell and help the customer know what is included in the costs.

**C. Community Relations:**

- Virtual Meditation at Monona Terrace wrapped up 2020, with a strong weekly average attendance in November of 122 people, and an average attendance in December of 109. The total attendance for the fall season was 1,848 people. SSM Health sponsors the program and a new season starts January 20.
- The virtual Wellness Talk, "Reclaiming Your Brain in Times of Stress," on November 19 had 142 attendees. The second virtual Wellness Talk, "A Simple Self-Help Tool for Stress Reduction," on December 3 had 115 attendees. Both of these talks were presented by Wendy Warren Grapentine and Group Health Cooperative - SCW
- The weekly gentle yoga series, Mindful Movement, sponsored by GHC-SCW had an average attendance of 128 people in November and 80 in December. Total attendance for the fall season was 623 people. The new season starts January 19.
- The first virtual Site seeing series film was presented on November 17. The film called; "City Dreamers" was shown online followed by a live Zoom Q&A with the director Joseph Hillel.
- The most recent Virtual Wright Design Series lecture, "A Restoration and Sensitive Renovation of a Modest Wright House" was presented by Daniel R. Nichols, AIA on November 30. It had the largest audience since the series began over 200 logins (potentially multiple watchers per login.)
- A virtual holiday party for Monona Terrace volunteers was held on December 10. It was nice to see familiar faces and everyone looks forward to having them back when it is safe to hold in-person tours and community events.
- Monona Terrace received a nice mention in Business Traveler's online magazine. The story entitled "[Four Hours in Madison](#)," discussed the Frank Lloyd Wright Trail and Monona Terrace among other iconic Madison sites. Sales and tourism staff gave the author of this article a tour of our facility when he was in Madison.
- A new community program has launched called Madison Makes. It is an event showcasing the creative projects community members have taken on during the pandemic. If you or anyone you know has any talents you'd like to share for the virtual event in March, please [follow these instructions to share a video by February 1](#).

**D. Gift Shop:**

- The Gift Shop remains closed to the public and will be open when suitable for booked events in the building. Website sales are still in operation, including some curbside pickup orders.
- The Gift Shop held its annual holiday sale. This year it was primarily virtual/web-based sales, with a couple scheduled walk-in sales. The sale dates were Thursday, November 26 -Thursday, December 24.
- Holiday Sale promotions included:
  - The Museum Store Association's website helped promote the annual Holiday Sale and the gift shop website for Museum Store Sunday on November 29.
  - Monona Terrace Social Media was used to promote new products and the annual Holiday Sale.
- New products for the holidays included:
  - 5 new Frank Lloyd Wright themed facemask designs.
  - New State Capitol ornament for 2020 with special tribute to Fred Risser's retirement.

**E. Sales and Marketing:**

- The November and December booking pace reports are attached.
- Staff participated in a Zoom meeting with the Madison Design Professionals Group to see concepts they drew up to show possible ways to expand Monona Terrace in the future.
- Staff worked with Destination Madison and the City Attorney's Office to draft a resolution to temporarily modify the funding guidelines during 2020 through 2022 for the Monona Terrace Event Booking Assistance Fund Advisory Committee. The willingness of conventions to commit to hotel room blocks has declined during the pandemic, and once approved by Council the modified guidelines will provide needed flexibility for the Committee to offer funding to keep or attract conventions for Monona Terrace and Madison. Thank you to Alder Verveer for his process and language recommendations, and sponsorship of the Council Resolution.
- Staff attended two City training sessions. The first was presented by the Employee Assistance Program (EAP) on how to overcome the challenges of teleworking during the pandemic. The second was a Leadership Forum presented by the Organizational Development Dept. The virtual half-day gathering of City staff leaders introduced the values-based leadership framework.
- Staff has had several discussions with Destination Madison regarding a proposed Optimization Study by JLL Consulting. Staff did research, due diligence, and reference checks with past clients of the firm.
- The mayor's office requested Monona Terrace assist them with creating a New Year's message card.

- The 2020 employee scorecards have been completed and reviewed with staff members. This is the annual written performance feedback/check-in with staff.
- Work on updating the MT 2021 expense and revenue budgets based on current conditions is ongoing.
- Updates to the 2022 room rental rates and 2022 guest equipment and services price list are being worked on and will be presented to the Board's Finance Committee and the full Board in February for approval consideration.
- The MT Event Booking Assistance Fund Advisory Committee met on December 15. A funding request of \$16,500 for one convention was approved. The convention is the August 2023 meeting of the American Assoc. of State Highway and Transportation Officials, with an estimated 650 attendees and direct spending of \$598,939.
- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DMI: What's Up Downtown, DMI, Madison Chamber of Commerce Lunch (UP)dates, IAVM Town Hall on convention centers, Destination Madison Partner Webinar: Pivoting During a Crisis, DMI Virtual Partner Connections, DMI New Faces New Places, DMI Behind the Scenes, Facing Race Conference 2020 , CVENT Group Business Insights Webinar, DC Meets Madison Webinar, DCR: Native American Heritage Webinar, GM/DOS Meeting, and the IAVM CC Town Hall Sales Roundtable.
- Sales staff provided a virtual tour of the facility for Madison College Meeting and Event Planning students on November 30<sup>th</sup>.
- The **Dane County Farmers' Market** is heartily welcomed back for their Holiday Farmers' Market starting in November of 2021. They have been hosting the winter market here since 2002 with a break in 2020 due to the pandemic. Also returning is the **Wisconsin Tech Council** for their Early-Stage Symposium in November 2021. This will be their 16<sup>th</sup> annual symposium here. Lastly, a loyal client for many years, the **State Bar of WI**, will be hosting a new event at Monona Terrace. It is their Annual Meeting and is booked for June of 2025. Staff looks forward to hosting this new event for them.
- Below is a summary of all other events booked in the months of November & December:

Repeat	New	Weddings	COVID-19 Rebook*
18	5	1	11

\* Events that had been previously confirmed/definite, but moved to a new date due to COVID-19

**F. Event Services:**

- PAST EVENTS:
  - November
    - Nov. 3, General Election - Ward 53 polling site
    - Nov. 7, 14 - WYSO (Wisconsin Youth Symphony Orchestras)

### Percussion Section Rehearsals\*

- Nov. 19-30, Dane County Recount Event
- December
  - Dec. 28, Destination Madison Final Candidate Review

### ● UPCOMING EVENTS

Public Health Madison & Dane County's Emergency Order #12 was issued on January 11 and is in effect until February 10. Under this order, mass gatherings are limited to 10 people indoors and 50 people outdoors.

The events listed below for January and February are definite. At the time of this report, there are no tentative or pending events on the calendar for January or February.

- January
  - Jan. 9, 16, 23 & 30 – WYSO Rehearsals Percussion Section\*, 12 people
  - Jan. 24 – Delta Tau Delta Initiation Ceremony, 10 people
- February
  - Feb. 6, 13, 20 & 27 – WYSO Rehearsals Percussion Section\*, 12 people
  - Feb. 19-21, Madison Home Improvement, a “retail/store” event that is allowed per Public Health

*Note: the WYSO Rehearsals fall under the childcare and youth programming category instead of the mass gathering category. The childcare and youth programming category allows up to 15 children/youths*

### **G. Business Office / Human Resources**

- November's finance report will be discussed at the board meeting.
- Two redeployed staff have returned to Monona Terrace in maintenance. One employee remains redeployed at streets while three more remain with engineering. Four redeployed staff in Parks have been installed as provisional placements in open positions at Parks. One employee has been installed as a provisional placement in an open position at the Library. They will remain redeployed until Monona Terrace has business sufficient to call them back.