



# 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 19, 2023**

### **A. Administration:**

- The annual All Staff Meeting including Monona Terrace and Catering staff was held November 3. The meeting started with an hour of training from City Safety Coordinator, Bradley Lovell on Blood Borne Pathogens. It was followed by senior staff updates on 2022 and outlooks for 2023. Years of service awards were given to employees with 5 year, 10 year, 15 year and 25 years at Monona Terrace and Monona Catering.
- APM 3-5 Mandatory Prohibited Harassment and Discrimination training was held over two days in November to ensure the majority of full time and part time staff were able to participate. This is required training for city staff to take every three years. This year, HR allowed Monona Terrace to use prerecorded video, with the discussion led by MT staff.
- The staff held their Annual Holiday Potluck lunch on December 14. This was the first potluck lunch that included both Monona Terrace and Monona Catering staff (in the past catering has organized their own gathering offsite). The joint effort was a smashing success and staff enjoyed the morale boost from socializing together.
- The Destination Madison contract amendment was introduced to council in December and will be approved by the council on January 17.
- Staff has started work on the 2022 Annual Report.

### **B. Operations:**

- Operations third shift went back on third shift hours in November. This is the first time since the pandemic that all three shifts have been operating as they did pre-pandemic.
- The new air walls were installed in the Exhibition Hall and Ballrooms over the months of November and December. JWC, the installer, was working on a compatibility issue between the new Exhibition Hall walls and portions of the original track. They have found a solution and have scheduled adjustments to be installed in January.
- Operations staff has been doing deep cleaning, spot extracting and detailing throughout the building. In addition, they have been cleaning and reorganizing all chairs, tables and other equipment.
- As of December, the maintenance department is now fully staffed.

**C. Community Relations:**

- The fall session of **Meditation at Monona Terrace** wrapped up in December with a total attendance of 676. The virtual program was offered online Thursdays September 29 - December 15 at noon. The average fall season attendance per session was 62 people. The health and wellness series is sponsored by Friends of Monona Terrace. The 2023 season starts on January 19.
- **Yoga Core** concluded its season with a total attendance of 1,370 attendees. The hybrid program was held Tuesdays and Fridays at noon September 23 - Dec 16. The fall season averaged 72 attendees each session, with 58 virtual and 52 in person attendees. Total season in person attendance was 265, with the majority (1,105) attending online. The series is sponsored by Group Health Cooperative of South Central Wisconsin.
- Our November **Wellness Talks** focused on finding fun and sustainable ways to move our bodies. "Joyful Movement" was presented online by Miranda Merkes on November 16 at noon. We had 156 online attendees. The event was sponsored by Group Health Cooperative of South Central Wisconsin.
- Dr. Sarah Moore and Alex Doll led an in-person **Mini Meditation Retreat** at Monona Terrace on Sunday December 4 from noon to 4 pm with 43 people in attendance. The half day retreat featured guided meditation, mindful movement, and a practice called, "authentic relating," to help people better connect.
- Group Health Cooperative of South Central Wisconsin sponsored our **Holiday Aromatherapy Workshop** on Saturday, December 10 from 10 am to noon. Participants learned the basics of using essential oils from instructor Khadija Zayed and crafted their own aromatherapy creations to take with them. The sold out event was capped at 18 attendees.
- Monona Terrace hosted two public programs on the **Lake Monona Waterfront Design Competition** in November. On November 1, a Friends of Nolen Waterfront panel spoke about the history and environmental health of the lakefront site, in addition to the competition activities (attended by over 180 people virtually and in-person). On November 7, the three design firm finalists presented initial concepts reimagining the waterfront (attended by over 500 people virtually and in-person).
- The Community Relations staff held a holiday party for volunteers on December 7, after a three-year pandemic pause. Our volunteers donated over 901 hours of their time in 2022 to help beautify our gardens, give tours of the building and assist at our community events. At the event, we recognized a few key volunteers who donated a significant amount of their time: Barb Peters (500 hours), Karen Chandre, Lisbeth Kuglitsch, and Sue Wallinger (250 hours) and Robin Ackley-Fey (100 hours).

**D. Gift Shop:**

- The Gift Shop participated in the Dane Buy Local Holiday Passport program, which ran from November 1 - December 18. Customers who made a purchase of \$10 or more from a participating business could send in proof of their purchase to be entered in raffle drawings for gift certificates from participating businesses.

- The Gift Shop held its annual Holiday Sale from Saturday, November 26 - Friday, December 23. Advertising was in *Madison Magazine* and on Monona Terrace social media.
- The Gift Shop is researching Point of Sale System upgrades, as well as compatible credit card processing terminals and providers.
- The Gift Shop is gearing up for annual inventory in January 2023.

#### E. **Sales and Marketing:**

- The November and December booking pace reports are attached.
- Staff is participating on the planning committee for the Downtown Rotary Ethics Symposium to be held at Monona Terrace on February 3. The Symposium has been held at Monona Terrace every year since 2009 (except 2021 & 2022 cancelled due to pandemic). More than 200 Dane County high school juniors participate from more than 10 schools. The intent of the half-day program is engage the students in thinking about and discussing every day ethical dilemmas and leaving them with a framework for ethical decision making.
- Monona Terrace and Destination Madison sales leadership met for a quarterly JLL Optimization post-implementation check-in meeting. All agreed use of the recommendations from JLL Consulting has gone well so far since full implementation of the program on October 1. The next check-in meeting will be in 3 months.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings and other in-person industry events: DMI State of the Downtown, DMI What's UP Downtown, DMI Madison/Milwaukee Exchange meeting, Meeting Professionals International Speaker Committee Meeting, MPI Meetings Outlook, Association of Fundraising Professionals Monthly Meeting, AFP National Philanthropy Luncheon.
- The **Wisconsin Technology Council** has booked another Early Stage Symposium here for 2023. They have held the symposium at Monona Terrace annually since 2003 apart from 2020 which was virtual. Also returning is the **Chosen Few Fighting Championships** in October of 2023. They have been holding events here since 2015.
- A new event titled, "Correcting the Narrative," hosted by the **UW-Madison Tommy Thompson Center on Public Leadership** will be held here in March of 2023. This department had nearly 100% staff turnover during the pandemic, so it is exciting to welcome them back with this new event.
- Below is a summary of all other events booked in the month of November & December:

<b>Repeat</b>	<b>New</b>	<b>Weddings</b>	<b>COVID-19 Rebook*</b>
37	10	4	1

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

**F. Event Services:**

Here is a summary of the events contracted (definite status) or under contract (pending status) for January, February and March. The attendance figures noted are preliminary numbers and will most likely change.

- January total events = 17 (all definite)
  - 5 Meetings
  - 5 Banquets
  - 1 Convention
  - 2 Conferences
  - 2 Entertainment events
  - 1 Consumer show
  - 1 Community use event
  - Events of Note:
    - Governor Evers 2<sup>nd</sup> Inaugural Ball, 2,350 ppl
    - Madison Home Expo, 6,000 ppl
    - Dairy Business Association 2023 Dairy Strong, 450 ppl
    - Chosen Few Fighting Championships, 1,000 ppl
- February total events = 15 (14 definite, 1 pending)
  - 7 Meetings
  - 5 Banquets
  - 1 Convention
  - 1 Conference
  - 1 Consumer show
  - Events of Note:
    - Madison Build, Remodel & Landscape Show, 4,000 ppl
    - Dairy-Aire Gymnastics Invitational, 4,000 ppl
- March total events = 28 (27 definite, 1 pending)
  - 10 Meetings
  - 6 Banquets
  - 2 Conventions
  - 3 Conferences
  - 4 Entertainment events
  - 3 Consumer shows

- Events of Note:
  - Friends of UW Health American Family Children's Hospital Gala, 1,500 ppl
  - Wisconsin Society of Science Teachers State Convention, 500 ppl
  - American Society of Animal Science (ASAS) Midwest Section Annual Meeting, 1,200 ppl

**G. Business Office / Human Resources**

- November finances will be discussed at the board meeting.
- A new Facility Maintenance Worker, Joseph Clark, was hired to the Maintenance Department.