



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

September 20, 2018

A. Administration:

- Staff, working with City of Madison Voice of the Process, have finished two process improvement test pilots and started a third. The process is revised as lessons are learned.
- The Lean Continuous Improvement Summit, held early this month and attended by staff, was informative. The summit draws local businesses together and facilitates the sharing of best practices in process improvement.

B. Operations:

- Monona Terrace together with Engineering have been working to prevent flooding from reaching the inside of the building. The east loading dock has received the brunt of the flooding and will need restoration work post-flood.
- Maintenance has been dealing with the results of the elevated lake levels:
 - Multiple pumps are running nonstop to keep Monona Terrace dry. A few pumps failed because of the increased loads and new pumps were installed.
 - Additional hoses were purchased to route the water away from the building and dock areas.
 - 300 sandbags were filled and are on standby in the event of water breaching the dams constructed by City Engineering.
 - This is a full time effort and will continue to be so until lake levels return to normal.

C. Community Relations:

- Dane Dances! Highlights:
 - Total attendance reached 11,549 over the course of four concerts held at Monona Terrace. The Aug. 24 concert was moved to the Alliant Energy Center due to inclement weather.
 - Average attendance reached 2,887

- PechaKucha Night Madison – August 22
 - Presented by High Tech Happy Hour (HTHH)
 - Attendance = 75
- The department has been interviewing volunteers to serve as docents. So far, 11 have qualified to train in a class set for September 24.
- Staff facilitated a photography visit by Andrew Pielage, a Phoenix photographer hired by the Wisconsin Department of Tourism to shoot buildings on the Frank Lloyd Wright Trail. An agreement with Pielage is being drafted so that Monona Terrace may have access to his images.

D. Gift Shop:

- Staff attended the Shared Drive Clean-up class offered by the City of Madison's IT department. As a result, the gift shop is focusing on digitizing files so retrieving data for audits and inventory checks as well as following the City of Madison's retention schedule is more efficient.
- The Wanda Fullmore Scholarship intern program was a great success for all involved. This was the first time the Gift Shop participated and their intern, Sam Vongsady, was a real asset to the team. He had the opportunity to learn a wide range of tasks that should prove beneficial for his future employment. Sam also proved very valuable during his time here by assisting with the Data Retention and Digitalization Project.
- New Frank Lloyd Wright clothing items are in; these trendy styles have not previously been made available. The clothing includes hooded sweatshirts and long sleeve shirts.

E. Sales and Marketing:

- The August booking pace report is attached.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: MAGNET networking, DMI New Faces/New Places, Monona East Side Business Alliance Networking, DMI Behind the Scenes tour, and the GM/DOS Meeting.
- Staff also hosted a group of teachers/guidance counselors organized by the Madison College Hospitality program who were learning about careers in the hospitality field.
- Local company, **Power Line Systems**, has booked their Advanced Training Users Group in 2021. They meet every second year and have met here since 2011. The **Oakbrook Corporation** is coming back to have their Leadership Summit in November of 2019. Their first conference here was in the fall of 2017. Finally, **The Alliance** will be hosting their annual board meeting here marking their 9th year at Monona Terrace with this event and 21 years here overall with their other events.

- Below is a summary of all other events booked in the month of August:

Repeat	New	Weddings
15	8	11

F. Event Services:

- UPCOMING EVENTS:

Sept. 5-10	Ironman Wisconsin Triathlon	5000
Sept. 13	Task Force on Government Structure (City of Madison Attorney's Office)	20
Sept. 14	Madison Fire Department Achievement & Promotion Ceremony	200
Sept. 22	Chosen Few Fighting Championships	1000
Sept. 25-27	Trek World	1000
Oct. 2-3	YWCA Racial Justice Summit	850
Oct. 11	Greater Madison Chamber of Commerce Annual Dinner	1000
Oct. 13	Madison Area Police & Fire Charity Ball	600
Oct. 16-18	PDS Connect 2018	600
Oct. 21	Q106 Storytellers	1000
Oct. 22	DMI Downtown Madison Annual Dinner	600
Oct. 24-26	2018 Wisconsin State Music Conference	1300
Oct. 29-30	Worksite Wellness Conference	660
Nov. 9-10	2018 Madison Marathon Expo	4000
Nov. 10-11	2018 Winter Art Fair Off the Square	5000
Nov. 13-15	AFMIC 2018 Sales Leadership Conference	1300
Nov. 15	United Way of Dane County Campaign Celebration	1000
Nov. 17	2018 Mayor's Neighborhood Conference	300

G. Business Office / Human Resources

- August's finances will be discussed at the board meeting.