



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

May 18, 2017

A. Administration:

- The Wilson Street counter bike flow lane test has been cancelled and most likely will not be revisited.
- The Judge Doyle Square final approval is scheduled for early June.
- The AC Hotel opened for business in early May.
- Staff met with representatives of the Drury Hotel chain, who are the hotel of record for the MATC redevelopment project. If things go as scheduled, the Drury will open in 2021.

B. Operations:

- Maintenance has completed the pressure washing of the roof top. This is performed annually as part of the spring clean up.
- New sensors are being added to the cooling system to offer more efficient control and assist in lowering utility payments.
- Two ice machines have been purchased for catering. They will be replacing two older machines that have required extensive maintenance repairs.

C. Community Relations:

- Health & Wellness Presentations
- Partnership with Madison Senior Center & Group Health Cooperative
 - Total Attendance = 155
 - Average Attendance = 77
- PechaKucha Night Series – Spring Season
 - Event series partner: High Tech Happy Hour (HTHH)
 - Event Total Attendance = 252
 - Event Average Attendance = 126
- Moon Over Monona Terrace – April 28
 - Event partners: Madison Astronomical Society & UW Space Place

- Kid's FUN Zone Volunteers: Business, Badgers & Beyond (BX3) UW Madison
- Moon Rock & Meteorites provided by NASA Glenn Research Center in Cleveland, OH
- First time offering an internal backup event. Event was moved inside due to complete cloud cover and rain.
- Total Attendance = 500
- Monona Terrace secured a new three year Platinum sponsorship for the Concerts on the Rooftop series with Frank Beverage.
- Author Mark Hertzberg presented at the Wright Design Series on April 26 about the Frank Lloyd Wright project "Penwern" on Delavan Lake.
- Staff has been busy preparing for Madison Mini Maker Faire on May 13, including contracting with makers, creating the layout and securing a street permit. Over 80 exhibitor booths will be onsite.

D. Gift Shop:

- Staff hosted two special event book sales. One was for the Health Literacy Summit and the other was for a Monona Terrace Community Wellness event. Both were well received by attendees.
- The gift shop is working with Frank Lloyd Wright Wisconsin to get things in order for this year's Wright & Like Tour Event. Gift shop staff will be setting up a sales booth inside the Greek Orthodox Church in Milwaukee, Wisconsin.
- The Gift Shop participated in the Downtown Madison New Resident Packets, providing a promotional gift with coupon. These packets are given out to all new home purchasers in the downtown area from Spring – Summer.

E. Sales and Marketing:

- The April booking pace report is attached.
- Staff is evaluating new a new software program to produce the schematic room diagrams (CAD drawings) that show clients how their rooms will layout, and used by staff to set-up the rooms for the client.
- The Monona Terrace LEED 2020 recertification team did a check-in meeting with our consultant from Leonardo Academy. Staff is doing all of the tracking necessary leading up to our application for LEED recertification in 2020. Staff is optimistic that Monona Terrace has a solid chance to be certified at the highest level of Platinum, up from the current Gold level.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: DMI New Faces/New Place networking, SMBA Monthly networking luncheon, MPI Monthly Meeting, Latino Chamber Enlace, BRAVA Ladies Night Out, Madison Civics Club, and Sustainable Business Network Meeting.

- **UW EBC** has reserved Monona Terrace for their Business Best Practices & Emerging Technologies Conference. This will be the 14th time they have hosted the event here. **The Alliance** has also chosen Monona Terrace again as the location for their Board Meeting. This will be their 18th year here. Finally, **St. Mary's Hospital** is welcomed back for their 20th Employee Recognition event. They have been meeting at Monona Terrace since 2009.
- Below is a summary of all other events booked in the month of April:

Repeat	New	Weddings
24	9	4

F. Event Services:

- UPCOMING EVENTS:

May 16-18	AIA Wisconsin 2017 Convention & Building Expo	1,300
May 22	Madison Police Department Awards Reception	200
May 24-26	ACD Games Day 2017	550
May 26-27	2017 Run Madtown Expo	4,000
May 30-June 3	Environmental Design Research Assoc. Annual Conference	500
June 2-4	Pokemon Regional Competition & Ohana-Con	1,300
June 13	Capitol Neighborhoods Annual Meeting	80
June 23	Madison Police Department Graduation Ceremony	200
June 24	Shake The Lake Rooftop Event	2,000
June 24-June 28	American Society for Virology Annual Meeting	1,500
July 1-2	BrickUniverse LEGO Fan Experience	2,000
July 8-9	Art Fair Off the Square	75,000
July 9-13	2017 Cryogenic Engineering Conference	800
July 25-27	Conference on Distance Teaching & Learning	800
July 30-Aug. 2	Soil & Water Conversation Society Annual Conference	500

G. Business Office / Human Resources

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