



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

March 17, 2016

A. Operations

- The rooftop restroom renovation project is progressing on time with a completion date of March 30, 2016.
- Maintenance has hired a full-time Landscaper/Maintenance Worker eliminating our need for outside vendors to help with the care of our indoor plants.
- Our elevator/escalator contract will be going out to bid this month.
- Security projects are in the works to enhance our building safety and security. This includes command center renovation. Furniture and layout for the center have been chosen. Staff is working on procurement. Additionally, the camera upgrade is moving forward; staff tested several types of cameras and are working with the vendor on specifications.
- The DHS Threat and Vulnerability assessment was completed and reviewed with DHS. The formal report will arrive shortly.
- Newly hired Operations staff members continue to progress in learning their new positions. Two have passed probation and two are moving in that direction.
- A new 50% cleaner has been hired and will start on April 10th.
- Staff worked with City Training and Development to plan the five-day 2016 Women's Leadership Series which starts in April and ends in June.

B. Community Relations

- The PeckaKucha Night Madison – February 18
 - Presented by High Tech Happy Hour (HTHH)
 - Attendance = 160
- The 2016 Art on the Rooftop sculptures will be installed the week of March 28, and a search is still underway for a sculpture for Olin Terrace.

- Fox 47 has signed up to sponsor health and wellness programs at Monona Terrace.
- Staff marketed Madison Mini Maker Faire at the Madison Children’s Museum on February 5. Over 500 attendees received information about the event and several people received complimentary tickets.
- Staff provided *Interior Designer* Girl Scout workshop to 30 participants on February 13.
- A Wright Design Series lecture entitled “Small Spaces, Big Ideas” drew 85 attendees. The father/son team of architects discussed their work, including a tiny, off-the-grid cabin that was featured in *Dwell* and *USA Today*.

C. Gift Shop

- The shop has received some new merchandise, including children’s items as well as new Frank Lloyd Wright designed items.
- There are several upcoming events at Monona Terrace that will include book sales. Gift shop staff is working with them to arrange this portion of their events.
- Website sales continued steady for the month of February.
- Many rooftop tile orders were made in early February, as February 15 was the cutoff for the spring/summer 2016 installation. Then next cutoff date for the fall 2016 installation is August 1, 2016.

D. Sales and Marketing

- The February booking pace report is attached.
- Staff volunteered for the 16th Annual Rotary Club of Madison Ethics Symposium on Friday, Feb. 19, at Monona Terrace. About 220 eleventh grade students from 20 different Dane County high schools met to learn about ethical decision making and a framework they can use. They subsequently made decisions through the lens of “egoism” (What action will benefit me the most?) “Social Group Relativism” (What action do my friends or group members think I should do?) Utilitarianism (What action would produce the greatest amount of good and the least amount of harm?) and the “Rights Approach” (What action will best respect the rights and dignity of each person?).
- The Monona Terrace Event Assistance Fund Advisory Committee met on February 23. Requests for a total of \$19,995 in assistance funding were approved for two conventions, with total estimated direct spending of \$574,996.

- The LEED 2020 recertification team met to review what data needs to be collected and by whom during the next five years leading up to our anticipated recertification in 2020. We are working towards attaining the Platinum certification, which is the highest level awarded by the U.S. Green Building Council.
- Monona Terrace was represented by the sales team at the following networking functions and other events: SMBA Annual Business Expo, DMI Networking, Meeting Professionals International-WI Chapter Monthly Meeting, MAGNET Networking, Business Professionals Speed Networking, DMI New Faces/New Places and the MESBA networking event.
- Staff delivered custom cookies to clients for Valentine’s Day as a thank you for their business.
- After a brief stint at another local facility, **Brakebush Brothers National Sales Meeting** is returning to Monona Terrace early February of 2017. Also re-signed for winter 2016 is the **Dane County Winter Farmers’ Market**. They have been here since 2002. Finally, we welcome **DMI’s Annual Dinner** in October 2016. They have been at MT since 2003.
- Below is a summary of all other events booked in the month of February:

Repeat Events	New Events	Weddings
32	22	5

E. Event Services

- UPCOMING EVENTS:

Mar. 7-9	World Championship Cheese Contest	600
Mar. 11-12	Mary Kay Career Conference	1300
Mar. 12	Retirement Celebration for John Matthews	400
Apr. 6-9	NACA Northern Plains Regional Conference	800
Apr. 27-28	AIA Wisconsin Convention & Building Products Expo	2000
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

- February's finances will be discussed at the board meeting.
- Quality staff is working with consultant Brett Remington to prepare for the 2017 strategic planning cycle. A Political, Economic, Social, Technological, Legal and Environmental (PESTLE) Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis will be performed in May.