



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

**November 19, 2020**

### **A. Operations:**

- AV Staff is working with City IT to apply service patches to USI (our event management software)
- AV Staff participated in a webinar highlighting our new Studio space.
- One of the two redeployed maintenance department staff members has returned to Monona Terrace since the seasonal position he was working ended.
- Maintenance has completed winterization of the irrigation system including turning the rooftop fountain off. They are now prepping the snow removal equipment.
- The Operations department has removed the rooftop and Olin Terrace furniture to storage, as well as prepped the rooftop for winter.
- Staff were able to successfully use the Clorox 360 cleaning system for two events in October.
- Cards and goody bags were put together and delivered personally by staff to each of the redeployed staff members who are still working off site.

### **B. Community Relations:**

- Meditation at Monona Terrace
  - Online Wednesdays, September 2 – December 16, 12 noon – 1pm
  - Total Attendance for October = 432
  - Average Attendance for October = 108
  - Comments:
    - "... just want you to know how helpful this has been for me. I would never have thought this would be for me. Well I was wrong. Thanks."
    - "I loved this Meditation with Dr. Sara Moore. Loved that it was outside & I was able to sit outside as well with a good connection...This is so helpful to me!! Mentally & Physically!!"
    - "I just wanted to say that I appreciate Monona Terrace putting these meditation sessions together. These are the first ones I've gone to and I find them very helpful, especially in light of 2020 the

pandemic...”

- “Thank you very much. The Meditation and Monona Terrace presentations have been very helpful for me, and I really appreciate that they are archived, so I can revisit them or catch one I’ve missed...”
- Wellness Talks – Finding Happiness During Difficult Times presented by Tina Hallis, Ph.D.
  - Online Tuesday, October 13, 1-2pm
  - In partnership with Madison Senior Center and sponsored by United Healthcare Community Plan
  - Total Attendance = 208
- Moon Over Monona Terrace
  - Online Friday, October 23, 7:30-9:30pm
  - In partnership with Madison Astronomical Society, UW Space Place, and Madison Metropolitan School District Planetarium
  - Sponsored by Alliant Energy Foundation
  - Total Attendance = 250+
  - Comments:
    - “Thank you for offering a fun evening learning about constellations and the moon! My fiancé and I had a trip planned to Wisconsin this summer and we were disappointed it didn't work out due to Covid. It was a treat being able to learn from organizations in Madison, one of the places we planned on stopping (and will visit in the future). Thanks again!”
    - “Moon Over Monona was so much fun! I’ve always been curious about it and was happy to be able to participate online. I learned a lot and enjoyed sharing the experience with a relative who was watching from their home. We texted through the sessions and were amazed by the tour of the moon and entertained by the stories of the constellations.”
    - “I never attended the in-person event and wasn't sure how this would go on-line. Wow I was impressed! Monona Terrace staff did an excellent job introducing and wrapping up the sessions. The sessions were excellent. They were entertaining, educational, and were able to deal with the cloudy skies that rolled in. I learned more than I would have with an in-person event.”
    - “We enjoyed all the presentations. Even the creative workarounds for the cloudy weather here. The constellation tips were great, and we learned SO much about the moon's surface! My daughter was thrilled when she saw her questions being answered both via text

and by the presenter in the live session. It made her feel very special and really captured her attention. Thank you!”

**C. 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 is prepping for the upcoming annual holiday sale. This year it will all be virtual/web-based sales. Sale dates are from Thursday, November 26<sup>th</sup> – Thursday, December 24<sup>th</sup>.
- The Museum Store Association is assisting with promotions, during the pandemic, for our Annual Holiday Sale on their website, particularly for Museum Store Sunday on November 29<sup>th</sup>.
- The Gift Shop is continuing to work closely with the Frank Lloyd Wright Foundation on new product development, and we expect new Frank Lloyd Wright themed masks in stock soon for the holidays.
- The Gift Shop Manager is continuing on a variety in store projects during the closure. Projects include:
  - Website Editing
  - Inventory Management
  - File Digitizing
  - Data Entry
  - Instruction Manual & Training Material Development
- The Gift Shop Manager is assisting of the City of Madison’s Voice of the Process Team to help with the City and Monona Terrace’s continual improvement efforts.
- The Gift Shop Manager is assisting with the City’s Organizational Development Team with the following:
  - Supervisory Development Academy’s Process Improvement Projects
  - Supervisory Development CI Presentation & Coaching
  - Learning & Development Support Team for Inclusive Learning Materials Design Standards development.

**D. Sales and Marketing:**

- The October booking pace report is attached.
- Staff attended (virtually) a Racial Equity Social Justice Initiative (RESJI) Open House Training Program organized by the Department of Civil Rights and city staff volunteers.
- Staff is working with Destination Madison and the City Attorney’s Office to draft language for a Council Resolution that would provide temporary additional flexibility for the MT Event Booking Assistance Fund Advisory

Committee due to COVID. Conventions currently are not willing to commit to normal blocks of hotel rooms, and the Committee will need the ability to apply its collective best judgement to work with these conventions to provide funding to keep or attract them to host their event at MT. Normal funding guidelines don't work as intended right now for some conventions we would like to be able to host.

- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DMI: What's Up Downtown, DMI: State of the Downtown, Madison Chamber of Commerce Lunch (UP)dates, IAVM Town Hall on convention centers, YWCA Racial Justice Summit, RESJI Speaker Series, RESJI Open house, IAVM Webinar: Foundation E3 - Intersectionality: Being Black and a Woman in this Industry, and the Destination Madison Partner Webinar: Traveler Sentiment and Trends.
- Staff gave a presentation to the GM/DOS meeting about the new MT Studio on October 21<sup>st</sup>.
- **State of Wisconsin Investment Board (SWIB)** has booked their June Investment Forum with Monona Terrace again next year. This will be their 9<sup>th</sup> Investment Forum event here. SWIB has been hosting events at Monona Terrace since the building opened, beginning in September 1997.
- **American Family** will be returning to MT in 2022 for their Sales Leadership Convention in November of 2022. They have been hosting this event here, off and on, since 2002.
- **Wisconsin Youth Symphony Orchestra (WYSO)** will be using MT as a practice location starting in October and running thru the end of January for their student percussion ensemble. They will use the facility on Saturday mornings during this time.
- Below is a summary of all other events booked in the month of October:

Repeat	New	Weddings	COVID-19 Rebook*
8	13	5	5

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

**E. Event Services:**

- Status report on November, December and January events:
- Public Health Madison & Dane County's Emergency Order #9 Amendment is in effect. Mass gatherings are limited to 25 people outdoors and 10 people indoors.
- For some of the events listed below, we will need to move to Phase 1, 2, or 3 of the Forward Dane plan for the events to be held due to the number of attendees. For events with more than 100 people, we will need to be in the "new normal."

	Emergency Order # 9	Phase 1	Phase 2	Phase 3	New Normal
Indoor Capacity	10	50	50	100	No restrictions
Outdoor Capacity	25	50	100	250	No restrictions

- **November**
  - One (1) definite event, Ward 53 election polling site
  - Three (3) definite events, WYSO Rehearsals\* for percussion section, 12 people
  - One (1) tentative event, fraternity initiation ceremony, 10 people
- **December**
  - Three (3) definite events, WYSO Rehearsals\* for percussion section, 12 people
- **January**
  - Four (4) definite events, WYSO Rehearsals\* for percussion section, 12 people
  - One (1) definite event, Madison Home Expo. To take place, the event name would have to change to a Retail Sale. PHMDC allows retail sale events to be held as long as booths are physically distanced. We are working with the client to see if we are able to accommodate the number of booths required.
  - Two (2) tentative events, both of which would require being in the “New Normal” phase.
- \* Note – this event falls 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.

**F. Business Office / Human Resources**

- October’s finances will be discussed at the board meeting.