



MONONA
TERRACE

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

June 17, 2021

A. Administration:

- The internal “New Normal” staff planning team met on May 27 to create and submit a timeline for reopening the building to the public and for returning to work in-office full time. The final decision, made by Senior Managers, is to reopen to the public the same week as the Municipal Building. Monona Terrace will reopen June 16. Some hybrid work flexibility will continue through the summer, with a return-to-work date of September 1. If business requires an earlier return-to-work date, the timeline will be adjusted accordingly.
- The internal Recovery Task Force met to determine which of the COVID signs will be taken down and what new signage should be put up based on the most current CDC recommendations. Those signs have been updated.
- The Judge Doyle Square hotel project has again had a set back with financing and is looking for a new financial backer.
- Staff is setting up meet and greets with the new Alders, Board members are welcome to participate. A schedule will be shared for those interested.
- Staff is developing an Equity and Inclusion Booking Assistance Fund plan and seeking funding. The purpose is to support events that have a focus on underserved populations. To improve the diversity of our event mix, expose new populations to our services and remove barriers to holding events at MT.

B. Operations:

- Redeployed operations lead worker Will Henly has returned to Monona Terrace. Long time operations lead worker, Alex Stewart has accepted a position with traffic engineering.
- Plants for landscaping are in and volunteers have returned to help staff with planting and landscape maintenance.
- Maintenance staff is installing decorative lighting for the rooftop.
- Maintenance is resuming action on several projects that were cancelled in 2020 due to the pandemic: Olin Terrace tile project, building exterior washing, window replacement, and machinery replacement.

C. Community Relations:

- Mindful Movement, sponsored by GHC-SCW, wrapped up its season May 18. Total attendance reached 1,321 people with average weekly attendance of 73. The class will be swapped for the summer with Yoga Core, also virtual, starting June 8.

- Meditation at Monona Terrace is taking a break for the summer season. Total attendance for the spring season was 1,526 with an average weekly attendance of 85. SSM Health sponsors the class.
- Monona Terrace participated in a “Wright Virtual Visit” with another Wright-designed site, Marin County Civic Center in San Rafael, California. Monona Terrace Tourism Coordinator Heather Sabin and her Marin Co. counterpart Libby Garrison gave abbreviated video tours of their respective sites, pointing out connections in the history and architecture of the two buildings. The video was presented on Facebook Live is archived at <https://savewright.org/news/public-wright-sites-swap-virtual-visits> .
- Monona Terrace engaged in a partnership with the American Institute of Architects Wisconsin to produce three Virtual Wright Design Series lectures this spring, the last of which occurred on May 14. Seattle architect Mark Johnson spoke about his work to an audience of 91 attendees.
- The 25th anniversary staff team met this week to discuss events for the weekend of July 22-24, 2022. The team is reviewing the 10th anniversary program plans, budget and fundraising activities. They will be inviting the Operations/Marketing Subcommittee to join soon.
- In May, Dane County Madison Public Health officials announced that all health orders are would expire on June 2, releasing gathering restrictions. In response, the community events department will increase the attendance capacity at the Live @ Lake Vista concert series from 300 to 500.

D. Gift Shop:

- The Gift Shop will open with the building on Wednesday, June 16.
 - Initial store hours will be from Tuesday-Saturday, open 11am-3pm.
 - The shop will be closed Sundays and Mondays, until we can fill and train vacant staff positions.
 - Additional shop hours will be added to cover specific event needs.
- The Gift Shop was open for Starbound National Talent Competition in May.
- The Gift Shop Manager is assisting City Organizational Development Team.

E. Sales and Marketing:

- The May booking pace report is attached.
- Staff attended the Team City Leadership training session on May 10. As well as, the Inclusive Leadership Conference, a four-day event held by the City of Madison Thursdays in May.

- The Monona Terrace Event Booking Assistance Advisory Committee met on May 18. The Committee approved rolling forward a total of \$76,875 in previously approved funds for four 2021 conventions that moved to future years due to COVID. Two moved to 2022, one moved to 2023 and one moved to 2025. The total estimated direct spending of these four conventions is \$2,833,252. Additionally, a total of \$71,750 in new requests for event booking assistance funds were approved for three conventions with total estimated direct spending of \$2,736,516. Two of these conventions are in 2022, and one in 2025.
- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DMI: What's Up Downtown, DMI: Behind the Scenes, DM Recovery Strategy Webinar, MPI Monthly Meeting, Madison Chamber's Lunch (UP)date.
- The MT Director of Sales was a panelist presenter at the WI Chapter of Meeting Professionals International Monthly Meeting, held May 13. The topic was "Designing for Flexibility" which addressed pandemic event planning.
- A welcome is extended to **Habitat for Humanity of Dane County** for choosing Monona Terrace to host this year's "Home at Last" Breakfast in October of 2021. This is their first time holding the event here. **The Alliance** has booked their Spring Symposium in 2022. This will be their seventeenth annual springtime event here. Lastly, **L & L Exhibition Management** will be hosting their 2022 Home Expo and their 2022 Build, Remodel & Landscape shows here in January and February, respectively. They have been hosting their events here since 1998.
- Below is a summary of all other events booked in the month of May:

Repeat	New	Weddings	COVID-19 Rebook*
11	10	3	1

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

F. Event Services:

- Public Health Madison & Dane County's (PHMDC) Emergency Order #16 expired on June 2 at 12:01 am. PHMDC announced that no new orders would be issued. Venues are no longer required to limit capacities or have physically distanced seating at events. It is recommended that unvaccinated guests wear a facemask and stay six feet from others.
- **UPCOMING EVENTS:**

The following events are currently contracted or under contract for June and July. The events have a "definite" status unless otherwise noted.

June 3	Intervarsity Board Reception	25 ppl
June 4	Dylan Simon Grad Party	50 ppl
June 4	MORP (private prom)	250 ppl
June 5	Buchholz/Quackenboss Wedding	100 ppl
June 5	iForward Graduation	600 ppl
June 5	Schmiedicke/Fusco Wedding	70 ppl

June 5	Kostelic/Bartleson Wedding	90 ppl
June 8	Capital High & Shabazz Graduations	300 ppl
June 11	2021 Pediatrics Banquet	150 ppl
June 11	Herzing University Graduation	225 ppl
June 11	Radiology Resident End of the Year Celebration	80 ppl
June 12	Sun/Kersten Wedding	75 ppl
June 12	Samsin/Walcott Wedding Reception	120 ppl
June 12	Kampa/Koutnik Wedding	80 ppl
June 13	FBO#1 (Wisconsin Aviation)	50 ppl
June 13	Mailloux Farewell Brunch <i>"pending"</i>	75 ppl
June 19	Hoyer/Jaskulski Wedding Ceremony	200 ppl
June 19	Lolita Dotson Celebration of Life	150 ppl
June 21-24	Amcor Liquid Commercial Meeting	75 ppl
June 23	2021 Coaches vs. Cancer Wisconsin Gala	350 ppl
June 25	UW Department of OB-GYN Graduation Program	170 ppl
June 26	GSAFE Celebration of Leadership Awards & 25 th Anniversary	350 ppl
June 26	Grueter/Hague Wedding Ceremony	35 ppl
June 27	Walter Wiest Reunion	100 ppl
June 29-July 2	2021 American Volkssport Association (AVA) Biennial Convention	250 ppl
June 29	2021 Statewide Quality Improvement Event	200 ppl
June 29-30	2021 CMP Summer Workshop	50 ppl
July 2	Pinderski/Hahlbeck Wedding	200 ppl
July 3	Vagle/Jastrowski	150 ppl
July 3	Prendergast/Hoffman	100 ppl
July 7-15	Uniform Law Commission 2021 Annual Meeting	135 ppl
July 10-11	2021 Art Fair Off the Square	unknown
July 17	Belanger/Shohoney Wedding Ceremony	200 ppl
July 17	Bredda/Ashby Wedding	100 ppl
July 17	Sofia's Quinceanera	200 ppl
July 18	Blackburn/Mitchell Wedding	75 ppl
July 20-23	American Aging Association 2021 Annual Meeting	300 ppl
July 23	Cody & Sarah Homs Wedding Reception Eve Party	35 ppl
July 24	Turpin/Kunkel Wedding Ceremony & Reception	175 ppl
July 24	Simonson/Strommen Wedding	180 ppl
July 25	Mad City Bridal Expo	500 ppl

July 25	Quinceanera de Riley	50 ppl
July 26	CAC Retreat	20 ppl

G. Business Office / Human Resources

- May's financial report will be discussed at the board meeting.
- Operations managers are reviewing the operations worker and custodial worker position descriptions in preparation to hire the three open positions.
- Staff completed the equity analysis of the A.V. Tech position and are moving on to the next step, updating the position description.
- All redeployed staff will return by July 11.
- Staff are in the process of developing the 2022 Operating budget, due to the City on July 9.
- Staff will present Monona Terrace's Capital budget to the Mayor on June 25.