



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

June 15, 2017

### A. Administration:

- A new contact at the State of Wisconsin Department of Administration has been established and further conversations regarding parking operations have taken place.
- Staff, along with Board Chair Glenn Krieg, attended the Madison Community Foundation 75<sup>th</sup> Anniversary Gala at Monona Terrace. One of the highlights was the Foundation's acknowledgement of how their committing \$1 million led to 20 years of success for Monona Terrace.

### B. Operations:

- Maintenance is beginning a project with Public Works to re-caulk areas of the building where age and weather have degraded the existing caulk.
- The maintenance team has enrolled in training this summer to increase the skill level of the team. The training includes instruction on variable frequency motor drives, HVAC mechanics and electrical controls.
- The roof top planter renovation has begun with the removal of sick trees and sowing of sustainable plants.
- An emergency plan drill and a contingency plan activity has been scheduled for July and August to test existing systems.

### C. Community Relations:

- Meditation at Monona Terrace – Spring Season (8 sessions)
  - Event Total Attendance = 577
  - Event Average Attendance = 72
- New Event: Yoga for Strength & Flexibility – Spring Season (4 sessions)
  - Event Total Attendance = 250
  - Event Average Attendance = 62

- Madison Mini Maker Faire occurred on May 13 and enjoyed a successful second year with 2100 attendees, 12 sponsors, and 30 volunteers. (See the attached info-graphic.)
- Landscape architect Mark Rios presented at the Wright Design Series on May 17, sponsored by American Institute of Architects Wisconsin. The speaker spoke about diversity and inclusion in the field of architecture.
- Tours and programs were provided to the following groups in May: Leopold Elem., Think Academy, Winnequah Elem., Country View Elem., Operation Europe, Our Redeemer Elem., Arena Elem., and Frost Woods Senior Center.

**D. Gift Shop:**

- Several new products have been added to shop inventory, including essential oils, a new line of greeting cards and Frank Lloyd Wright shirts.
- The gift shop is working with Frank Lloyd Wright Wisconsin for this year's Wright & Like Tour Event. Staff will have a sales booth inside the Greek Orthodox Church in Milwaukee, Wisconsin.
- Staff assisted with ticket sales for this year's Maker Faire event.

**E. Sales and Marketing:**

- The May booking pace report is attached.
- The Monona Terrace Event Assistance Fund Advisory Committee met May 2. Requests for \$54,000 in assistance funding were approved for four conventions, with total estimated direct spending of \$1,656,744.
- Staff attended the Madison Community Foundation's 75<sup>th</sup> Anniversary Dinner to network and show support for this event at Monona Terrace. About 640 people attended the reception and dinner to honor the Foundation's past, present and future.
- Staff attended the May 30 meeting of the Room Tax Commission. Agenda items discussed were: 1. Update on Room Tax Fund Condition; 2. Contracts with Overture and GMCVB; 3. Reconsideration of February 20<sup>th</sup> Meeting Action on Use of Room Tax Commission Funds for Yahara Music Library; 4. Health Dept. Regulatory Resource Discussion – Air BnB Contract and related Tourism Rooming House Issues; 5. Host Compliance Contract Update; 6. Discussion of 2018 Budget Development Process and Next Meeting Date.
- Monona Terrace was represented by the sales team at the following networking and other industry events: Latino Chamber Enlace, Business Professionals Networking, GMCVB Spirit of Hospitality Awards, Economic Development & Justice Summit, and GM/DOS meeting.
- **Natural Parenting Network** has reserved Monona Terrace for their Natural Family Expo. This will be the 6th time they have hosted the event here. **The**

**UW Medical Foundation** has also chosen us again as the location for their Advanced Practice Provider Recognition Event. This will be their 6th year with us. Finally, we welcome **Capitol Neighborhoods** back for their Annual Meeting. They have been meeting at Monona Terrace since 1998.

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

<b>Repeat</b>	<b>New</b>	<b>Weddings</b>
30	8	5

**F. Event Services:**

- UPCOMING EVENTS:

June 13	Capitol Neighborhoods Annual Meeting	80
June 20	Guidance Team Recognition (tentative)	
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
Aug. 9	Blair Street/John Nolen Drive Corridor Study (tentative)	75
Aug. 21-22	ACP Leadership Conference 2017	1,000
Aug. 24-27	Parts Unlimited & Drag Specialties Showcase	500

**G. Business Office / Human Resources**

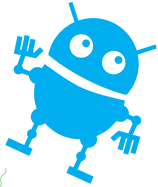
- May's finances will be discussed at the board meeting.
- Staff completed work on the city guidance team, Vibrant and Creative City, presenting outcomes for this goal to city council members and department heads.

Staff has been chosen to be on a quality committee to review and recommend a systematic quality approach for the city to adopt.

# Madison Mini Maker Faire®

# May 13, 2017

## By the numbers



**12**  
SPONSORS

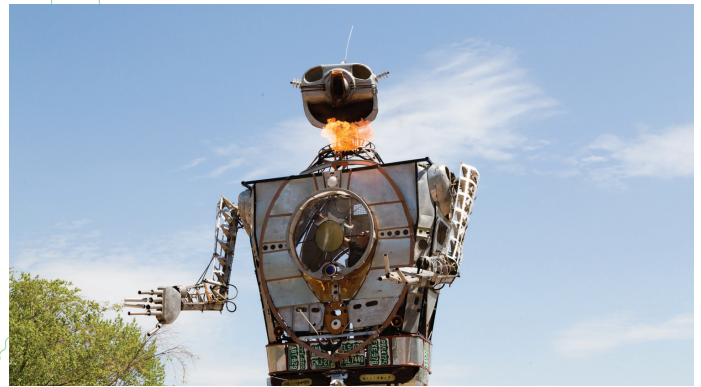
**2100**  
ATTENDEES

**80**  
MAKERS

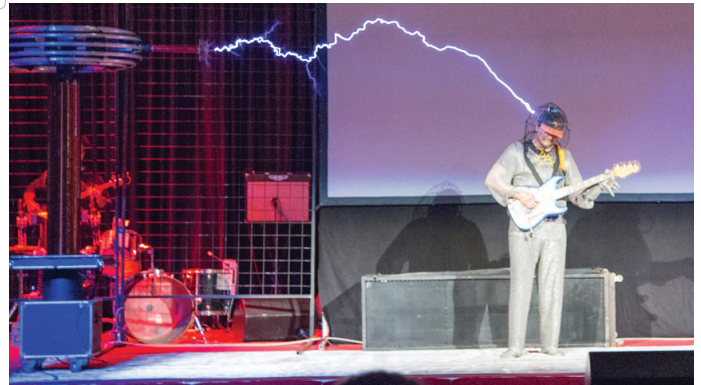
**30**  
VOLUNTEERS

**6**  
COMMUNITY  
PARTNERS

## Featured Makers



**ROBOT RESURRECTION**



**ARCATTACK**

## What attendees are saying...

"We are so eager to go again! It was incredible! The funky bikes outside were a big hit, and the drones, and the 3D printed fidget spinners, and the box pin ball. So cool." *Anonymous*

"This was the best community event I've been to at the Terrace... It was so entertaining, I brought my 3 and 6 year old grandchildren and we all had a blast! Thanks!" *Carol M., Fitchburg*

"Overall, we loved it! My husband and I were celebrating our 12th wedding anniversary that day, and it was the perfect way to celebrate because we're both really into making and creating. It was a fantastic experience- can't wait until next year! p.s. We especially loved the book making workshop!" *Tiffany M., Madison*

Gather. Celebrate. Learn.



COMMUNITY PROGRAMS

MONONA TERRACE® 20<sup>TH</sup> ANNIVERSARY

