



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

May 18, 2023

A. Administration:

- The Future Planning Consultant Rebecca Ryan and team facilitated a 3 Horizons workshop for a dozen stakeholders, including three board members to help establish a vision for Monona Terrace 2035.
- Staff has been attending meetings with the State of WI discussing the parking ramp rehabilitation project phases. The parking ramp construction is a month behind schedule. The contractor had issues with steel plate sizing but has now resolved that and is working to complete phase one.

B. Operations:

- The Rooftop fountain has been repaired and has been turned on for the season.
- The wood door repairs and replacements are in progress, and the refinishing of the Wisconsin and Dane room tables has been scheduled for December.
- 2024 remodel projects: The kitchen and catering hallway floor refinish is out for bid. The carpet bid has been accepted, once shipping costs have been submitted, a sole source resolution will be created for Common Council approval of the purchase. Pricing for window replacements and “beehive” lighting domes are being sought from vendors.
- Events have kept the operations staff very busy. They are short staffed and efforts to hire more operations workers for full time and hourly positions are ongoing.

C. Community Relations:

- Yoga Core is in the final stretch of the spring season, with an average attendance of 66 people per session in April. Total attendance for April was 394, with people still favoring virtual. In-person attendance for April was 105, and 289 attended online. The series is held Tuesdays and Fridays at noon through May 26. The series is sponsored by Group Health Cooperative (GHC).
- Meditation at Monona Terrace continues virtually through May 18, with a break planned for the busy summer season. Total attendance for April was 291, with an average attendance of 73. The series Thursdays at noon is sponsored by Friends of Monona Terrace.
- Attendance was high for the online Wellness Talk “10 Things to Know about Aging” with Dr. Alexis Eastman on Wednesday, April 26, at noon. Attendance

was 342 people. The event was sponsored by the Madison Senior Center.

- The spring Wright Design Series lectures continued with a presentation on April 6 by Ken Dahlin. His talk “A Journey into the Organic,” was an overview of his work and an investigation into the meaning of organic architecture. Attendance was 21 people in-person and 124 virtually.
- Staff presented Froebel block workshops to 175 fourth-grade students at Waubesa Elementary in McFarland. The school field trip season is in full swing with visits by Kettle Moraine High School and Phillips Memorial High School during the last week of April.
- A volunteer get-together was held on April 13 as an opportunity for volunteers to meet the new Community Relations Assistant and Volunteer Coordinator, Lisa Maly. The event included an art-making activity that is offered as part of our Inspired by Wright program.

D. Gift Shop:

- The Gift Shop has hired two new part-time employees and is looking forward to having them onboard in May.
- The Gift Shop received several shipments of new merchandise as we gear up for the summer tourist season. New items include Modgy recycled products, which include a line of vases (both table top and window cling) and luminaries, all featuring fun artistic designs including some favorites from Van Gogh, Monet, Klimt, and Tiffany to name a few.



- The shop also has several new Motawi Art Tiles. These are hand made in Ann Arbor, Michigan; and feature many Frank Lloyd Wright designs, in addition to some Charley Harper and various prairie art themed pieces.



E. Sales and Marketing:

- The April booking pace report is attached.
- Staff is working with ad agency Hiebing to create two client testimonial videos. The clients' events and testimonial interview(s) will be video recorded for MT social media and website use.

- MT website optimization work by our vendor Xivic continues in the second quarter. This includes blog optimization to improve SEO and conversions, metadata updates for content across the site, content expansion (additions to pages with “thin” content), and a redesign of the blog homepage. Additionally, Xivic is monitoring our Google Search Console to review page rankings, new landing page designs, and incoming link review, including disavowal of spam links from search results. They provide data supported optimizations of content, metadata, schema and title tags.
- Monona Terrace was represented by the sales team at the following virtual networking functions, training and other industry events: MPI April Event Planning Committee Meeting, MPI Monthly Chapter meeting, AFP Roundtable, AFP Coffee Chat, DMI New Faces New Places, DMI Lunch (Up)date, the Destination Madison organized GM/DOS Meeting.
- Monona Terrace is fortunate to see the return of **Mid-West Family Broadcasting** and their Q106 Storytellers Jam. From their website they say that it’s “an acoustic concert series that (they) do twice a year. Each show has 4-5 national up-and-coming artists telling the stories behind their favorite songs”. They have been with us since 2016. Also returning is the **Dane County Humane Society** with their Toto’s Gala in March of 2023. This will be their 5th year here.
- A new client, **Hy-Vee, Inc. B**, will be hosting their Hy-Vee OpportUNITY Summit in May of this year. From their website: “The summit offers minority and woman-owned business owners the chance to participate in a full-day of networking and professional development at no cost...Selected businesses will be invited to present their products/services to a panel of judges for the chance to win up to \$30K!” Monona Terrace is excited to host this inspiring event.

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

Repeat	New	Weddings
24	6	5

F. Event Services:

- Here is a summary of the events contracted (definite status) or under contract (pending status) for May, June and July. The attendance figures noted are preliminary numbers and will most likely change.
- May Total events = 48 (all definite)
 - 18 Meetings
 - 25 Banquets
 - 2 Conventions
 - 2 Conferences
 - 1 Entertainment
 - Events of Note:
 - Clean Lakes Alliance Breakfast, 700

- UW Madison Economics Department Graduation Celebration, 725
- UW Madison Law School Hooding Ceremony, 1,600
- ACD Games Day, 550
- BrickUniverse LEGO Fan Experience, 2,000
- June Total events = 43 (42 definite, 1 pending)
 - 6 Meetings
 - 32 Banquets
 - 4 Conventions
 - 1 Conference
 - Events of Note:
 - National Association of County Veterans Service Officers (NACVSO) Training Conference, 500
 - iForward Graduation, 1,000
 - North American Singers Association Festival Banquet, 700
 - Public Relations Society of America (PRSA) Travel & Tourism Conference, 450
- July Total events = 26 (all definite)
 - 3 Meetings
 - 16 Banquets
 - 3 Conventions
 - 1 Conference
 - 2 Entertainment
 - 1 Consumer Show
 - Events of Note:
 - Art Fair Off the Square, 5,000
 - PLC Institute, 1,500
 - American Meteorological Conferences WAF/NWP/Meso, 500
 - Distance Teaching & Learning Conference, 800

G. Business Office / Human Resources

- April finances will be discussed at the board meeting.
- Maintenance has hired a new facility worker, Jonathan Retelle who will start May 15. They have also hired two part time hourly workers to fill the seasonal grounds keeper position.
- Operations conducted interviews for Guest Services Attendants and hourly

Security Guards in April. Several offers have been made, with finalization pending background checks.