



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

May 16, 2019

A. Administration:

- Staff has been preparing for the Wisconsin Forward Award Examiners site visit.

B. Operations:

- Maintenance has turned on the rooftop fountain and the rooftop sculptures have been installed for the season.
- The rooftop chairs, tables and umbrellas have been set out.
- Maintenance is power washing the rooftop's horizontal and vertical surfaces. They will be working their way down to Olin Terrace.
- AV staff upgraded the outdated door control computer in the command center and completed the core network and firewall upgrade in the building.
- AV is working on purging old and obsolete equipment from the building to free up storage space.

C. Community Relations:

- Concerts on the Rooftop kicks off on May 30. The free, six concert series this year features: The Playlist (May 30), Wheelhouse (June 6), 97Nine (June 13), The LoveMonkeys (June 27), Madison County (July 18), and SuperTuesday (July 25). This year's sponsors include Leinenkugels and New Glarus Brewing Companies, Isthmus Publishing, Festival Foods, Dane Arts, and MGE Foundation.
- Nearly 100 people attended the Mini Meditation Retreat held on Sunday, April 7. The three-hour program was led by Sarah Moore M.D. and was a mix of guided meditation, deep relaxation, and gentle movement. 94% of survey respondents said they would return.
- Professor Dhavan Shah of UW-Madison presented a Wellness Talk, "The Effects of Expression: How Info & Communications Tech Influence Health," on April 16. The event was in partnership with the Madison Senior Center and five people attended.

- The Wright Design Series, composed of four lectures that were held over the last several months, concluded in April. The topics covered were, “Finding Wisconsin’s Iconic Architectural Brand,” “Transforming Architecture in Chicago’s Communities of Color,” “Organic Architecture and the Sustaining Ecosystem,” and “An Architect Spotlight on Sebastian Schmaling of Johnsen Schmaling Architects.” Attendance at the events ranged from 80-100 people.

D. Gift Shop:

- The gift shop hosted a book sale for the Health Literacy Summit featuring two National Geographic Photography books by guest speaker, Annie Griffiths. The speaker and her books were well received with the group.
- Several new items are in stock: tabletop Nakoma and Nakomis statues from the Frank Lloyd Wright collection, handmade Motawi Tiles, a collection of vegan leather journals, and several Wisconsin souvenirs.
- Staff has been cross training the new Guest Service Attendants to work in the Gift Shop as sales clerks. The goal is to have them fully trained for the summer season.
- Preparation is underway for the annual Wright and Like Tour. This year, event headquarters is in Two Rivers, Wisconsin at the Hamilton Wood Type & Printing Museum. The tour will feature the Bernard and Fern Schwartz House by Frank Lloyd Wright in 1939. The gift shop will host a booth at headquarters selling Monona Terrace and Frank Lloyd Wright products.

E. Sales and Marketing:

- The April booking pace report is attached.
- The Monona Terrace Chabot went live on the web site April 29. It’s named Lloyd. What is a Chabot? It is a “computer program or an artificial intelligence which conducts a conversation via auditory or textual methods. Such programs are often designed to convincingly simulate how a human would behave as a conversational partner.” (Source: Wikipedia). This offering will provide prospective clients another, speedier, method with which to gather information about meeting and event spaces without having to fill out a complete RFP form. Previously, to get this information, clients had to request a proposal for event space. The Chabot will not replace the RFP form; however, the bot is faster for the end user should they choose this method of information gathering.
- Staff participated in multiple conference calls over two days with Wisconsin Performance Excellence examiners during the inquiry phase of their evaluation of the Wisconsin Forward Award application.
- With our ad agency Hiebing, we launched a review of our current Monona Terrace brand positioning and message strategy. We have been using our current campaign, with some refreshing, for a good number of years and the

time is right to examine what the Monona Terrace brand should stand for today with our target market.

- Monona Terrace was represented by the sales team at the following networking functions and other industry events: AFP Luncheon, DMI Behind the Scenes, Latino Professionals Networking event, Latino Chamber of Commerce Networking event, MPI-WI Monthly meeting, and Madison Civics Club.
- Natural Parenting Expo is coming back to Monona Terrace for the 8th time in March of 2020. The Wisconsin Youth Symphony Orchestra is coming back in March of 2020 for their 3rd visit here. Finally, the Disability Advocacy Day returns in March 2020. They have hosted this meeting since 2014.
- Below is a summary of all other events booked in the month of April:

Repeat	New	Weddings
22	12	2

F. Event Services:

- UPCOMING EVENTS:

May 7-9	AIA Wisconsin 2019 Convention & Building Expo	1300
May 10	UW Law School Hooding Ceremony	1600
May 15	WI Women in Government 2019 Scholarship & Recognition Gala	500
May 22-24	ACD Games Day 2019	550
May 22	Madison Police Department Awards Reception	200
May 24-25	2019 Run Madtown Expo	3000
May 31-June 2	Pokemon Regional Competition	1000
June 5	Capital High Graduation	300
June 11	Capitol Neighborhoods Annual Meeting	80
June 29	Festival Foods Shake the Lake Rooftop Party	2000
July 5-11	WAAVP 2019 (World Association for the Advancement of Veterinary Parasitology)	600
July 13-17	ASP 2019 Annual Meeting (American Society of Pharmacognosy)	600
July 13-14	2019 Art Fair Off the Square	5,000

G. Business Office / Human Resources

- April's finances will be discussed at the board meeting.
- The Business Office has been working on the Capital Budget for 2020.