



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

March 20, 2014

A. Administration:

- Monona Terrace was presented with the Governor's Tourism Service Excellence Award at the Wisconsin Governor's Conference on Tourism. Details regarding the award are provided in the Community Events portion of this report.

B. Operations:

- It came to our attention that CSC, the contracted security company, may not be paying their security guards a living wage as required in the city contract. We contacted them and shortly after, the city attorney's office received a request from CSC for a legal opinion on whether they were exempt from paying the living wage. Gregg McManners requested the city attorney's office do an informal opinion on whether the exclusion for on-call employees applied to the security work being performed by CSC for Monona Terrace. The city attorney's office found that CSC employees performing work under the security guard services contract with the city must pay a living wage.
- The yearly inventory of operations department equipment has been completed.
- The employee engagement results focus groups have all been held and staff is now working on the next steps.
- A permanent third shift operations worker has been hired.

C. Community Relations:

- The PeckaKucha Night series kicked off the 2014 season with an event attendance of 228 people. The program was held on Thursday, February 13 and was cosponsored by High Tech Happy Hour.
- Approximately 500 people attended the Monona Terrace Re-Opening Celebration on Sunday, Feb 2. The event featured the new upgrades to the facility including the new *Reflections: Madison* and *Beyond the Drawing Board* exhibitions. Piano music by Beth Wilson, and complimentary dessert and coffee were also provided. All local TV affiliates provided coverage of the renovation.

- Monona Terrace proudly welcomes three new community event sponsorship partners: St. Mary's Hospital for Meditation at Monona Terrace, MINI of Madison for Concerts on the Rooftop, and Oak Park Place for the Tunes at Monona Terrace series.
- Community Relations staff sent an email survey to their patrons regarding potential interest in purchasing a rooftop tile. 70 people responded they would definitely purchase a 12 x 12 tile, and another 30 have already called to express interest in purchasing one. Another 100 say perhaps/maybe they would purchase one. Based on this interest, we will be selling tiles again shortly through the Monona Terrace gift shop. The proceeds will benefit community programming. Prices and timeline are yet to be determined. Stay tuned!
- Wisconsin Secretary of Tourism, Stephanie Klett and Governor Scott Walker presented staff with the Governor's Tourism Service Excellence Award in Lake Geneva at the Wisconsin Governor's Conference on Tourism on March 4. The award recognizes the Wisconsin business that has achieved significant success and growth by providing exceptional service to their customers and a strong, charitable involvement in their community.

Factors considered for the tourism award included the slate of free community programs Monona terrace produces which serves over 50,000 people each year, the crew of 60 volunteers that help work these events, compelling guest survey results of 100% *willing to recommend* and 99% *willing to return*, the facility's [LEED-EB](#) (Leadership in Energy and Environmental Design for an Existing Building) silver certification, exceptional media coverage by both local and national media outlets, and the numerous past awards for customer service, best venue, and sustainability.

- Terrace Town Going Green occurred February 28-March 1. Over 1500 Dane County teachers and students visited on the 28th to install their Box City models in the Exhibition Hall and participate in a group building activity and ribbon-cutting ceremony. Over 2600 visitors came to the Open House on the 1st to view the students' work and enjoy a variety of family-friendly hands-on activities. Our program partners were Madison Children's Museum and American Institute of Architects Wisconsin. Sponsors included Wisconsin Architects Foundation, Dane Arts, and Cuna Mutual.
- Our school program season is underway and will include Froebel workshops and school tours for Cottage Grove, Monona Grove and Madison schools in March.

D. Gift Shop:

- Negotiations with the Frank Lloyd Wright Foundation members for a custom t-shirt project are in the final stages. The t-shirts should be manufactured and shipped here sometime in March.

- The Gift Shop Associate, Kaitlin Thompson, attended Photoshop training as part of a program to have her position assist with updating the Gift Shop website.
- Staff will be attending the Museum Store Association Conference and Expo this year. This is an excellent training and networking event with wonderful exhibitions.
- The Gift Shop just started carrying a new line of locally made, hand crafted greeting cards.
- New Frank Lloyd Wright designed jewelry and textile products have arrived. Stop in to check them out.

E. Sales and Marketing:

- The February booking pace report is attached.
- The Monona Terrace Event Booking Assistance Fund Advisory Committee met on February 4th. Requests for a total of \$82,000 in assistance funding were approved for five conventions with a total estimated direct spending of \$2,584,386.
- Staff participated as a breakout room host and a lunch table host for the Rotary Ethics Symposium held at Monona Terrace on February 14th. More than 200 high school juniors from 19 area high schools participated in the program. Volunteers led discussions on ethical dilemmas, hearing from the students about what they would do if they were part of the scenario and why. Students were offered a framework they can use for ethical decision making in the future.
- Monona Terrace was represented by the sales team at the following networking events and meetings: SMBA Annual Business Expo, Business Professionals Networking, Meeting Professionals International monthly WI chapter meeting, Business Etiquette Training, reception for the unveiling of the Carbone Cancer Center Guest room at the Hilton. The Hilton will donate \$25 per night when guests stay in this specially decorated hotel guest room.
- The sales team also packaged and delivered custom cookies (designed and baked by Monona Catering) to top clients in the month of February to show our appreciation.
- In terms of repeat events that we'd like to thank for their loyalty, we recognize **Esker** for their 4th year of bringing their Customer Event to us and we recognize **Affiliated Construction Services** for booking their 3rd All Company meeting with us. **United Way** has booked their Campaign Celebration in November of this year which is their 13th year with MT.

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

Repeat Events	New Events	Weddings
16	14	5

F. Event Services:

- UPCOMING EVENTS:

Mar. 13-14	Total Administrative Services Corporation (TASC) 2014 Annual Meeting	410 ppl
Mar. 17-19	2014 World Championship Cheese Contest	300 ppl
Mar. 21-22	Mary Kay Career Conference 2014	1500 ppl
Mar. 27-29	WPC 15 (The Matrix Center for the Advancement Of Social Equity and Inclusion)	2200 ppl
April 10-11	2014 Pharmacy Society of Wisconsin Educational Conference	475 ppl
April 12-13	Pokemon Regional Competition	800 ppl
May 1-2	WiscNet Future Technology Conference	350 ppl
May 7-9	AIA Wisconsin 2014 Convention & Expo	2000 ppl
May 18-20	Midwest ACAC Conference (WI Association for College Admissions Counseling)	600 ppl
May 23-24	Spring Twilight 10K & Half Marathon	4500 ppl
June 2-6	2014 American Physical Society's DAMOP Annual Meeting (Division of Atomic, Molecular and Optical Physics)	1000 ppl
June 15-17	2014 Reciprocal Meat Conference	700 ppl
June 18-20	Quality Educator Convention	1000 ppl

G. Business Office / Human Resources

- February financials will be discussed at the board meeting.