



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

March 21, 2019

### A. Administration:

- Staff is preparing for the Wisconsin Forward Award Examiner visit
- Staff is continuing work on the City Performance Excellence system.

### B. Operations:

- Staff is installing a new back of house security monitoring system.
- The maintenance team started cleaning the cooling system equipment in preparation for the upcoming summer months.
- The maintenance department has selected a new maintenance software program to improve preventive maintenance scheduling and work order processing. City IT and legal need to approve the program before it is implemented.

### C. Community Relations:

- Total attendance for our Lunchtime Yoga series Tuesdays and Thursdays in January through early February was 311; average attendance was 62. 100% of survey respondents said they were satisfied with the program.
- BOUNCE, a fun event for young adults featuring giant inflatable games, was held Feb. 9 with 349 people in attendance. 92% of survey respondents said they were satisfied with the event.
- The “How Yoga Can...Reduce Falling” Wellness Talk by Paul Mross was held Feb. 27 with 12 in attendance. 75% of survey respondents said they were satisfied with the talk.
- High Tech Happy Hour presented PeckaKucha Night Madison Feb. 27. The evening featured six presentations on working in the bio health technology field. 87 people attended.
- The first installment of the spring Wright Design Series was held Feb. 28. Architect Valentine Schute made a case for the Wisconsin Dairy Barn in his presentation, “Finding Wisconsin’s Iconic Architectural Brand.” 85 people attended.
- Student tour season has begun, with staff providing tours and other programs to Girl Scout troops, a high school hospitality class, and elementary groups.

**D. Gift Shop:**

- The new Point of Sale System upgrade is implemented and everything for CounterPoint has been moved to its own server. This upgrade was necessary for City IT's conversion to Windows 10 later this year. All is back up and running after the upgrade; training for gift shop staff is currently underway.
- The new Michael Minor DVD, *Masterpieces*, is here. \$10 from each purchase goes to support the Frank Lloyd Wright Revival Initiative.
- With spring on the way, new wind chimes and Easter greeting cards are currently on display

**E. Sales and Marketing:**

- The February booking pace report is attached.
- Staff participated in the 17th annual Rotary Club of Madison Ethics Symposium on Friday, February 15th at Monona Terrace. About 200 eleventh grade students from 20 different Dane County high schools met to learn about ethical decision-making and a framework they can use.
- Hilton Madison Monona Terrace staff provided a tour to see examples of newly renovated guestrooms and artists renderings of their reconfigured lobby and restaurant/bar spaces, which are currently under renovation.
- The Monona Terrace Event Assistance Fund Advisory Fund Committee met on February 26th. Requests for a total of \$42,050 in assistance funding were approved for two conventions with total estimated direct spending of \$3,118,355.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: DMI New Faces/New Places, Latino Chamber, WARF Networking event, Food Fight Networking event, "Meet-up" Women's Social Networking, AFP Meeting, MPI Monthly meeting.
- Sales is excited to welcome back TREK Bicycles for TREK World in October of 2022. They have hosted this convention for the past 22 years at Monona Terrace. We also welcome the Madison Public Library Foundation, who is coming here for the first time with their "Lunch for Libraries" in May of 2019.
- Below is a summary of all other events booked in the month of February:

<b>Repeat</b>	<b>New</b>	<b>Weddings</b>
19	8	2

**F. Event Services:**

- **UPCOMING EVENTS:**
- Mar. 12-14 TASC 2019 Annual Meeting 900
- Mar. 17 Find Your Farm: FairShare CSA Coalition Open House 1400
- Mar. 17 Natural Family Expo 3000
- Mar. 21-23 Mary Kay Career Conference 2019 1300

April 10-13	33rd Annual WNA APRN Forum Pharmacology & Clinical Update (Wisconsin Nurses Association)	500
April 16	City of Madison Common Council Brunch	70
April 17	Wisconsin Hospital Association 2019 Advocacy Day	1100
April 23-26	EcoAdapt 4th National Adaptation Forum	1100
May 7-9	AIA Wisconsin 2019 Convention & Building Expo	1300
May 10	UW Law School Hooding Ceremony	1600
May 22-24	ACD Games Day 2019	550
May 22	Madison Police Department Awards Reception	200
May 24-25	2019 Run Madtown Expo	3000

**G. Business Office / Human Resources**

- January & February finances will be discussed at the board meeting.
- The posting for the Maintenance Supervisor position closed on March 10. Interview times will be scheduled as soon as possible with the hope to have a candidate selected by the second week of April.
- Staff is preparing to share employee engagement survey data gathered from the internal and citywide survey.