



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

May 19, 2022

A. Administration:

- Monona Terrace received a partial grant award of \$322,897 from the Wisconsin Public Service Commission towards energy conservation projects. There were several projects listed in the application, this amount does not match a specific project grant amount. Staff is waiting for notice from PSC as to which energy project the funding supports.

B. Operations:

- Maintenance staff will be interviewing for a seasonal laborer. This position will primarily assist with gardening.
- Operations hired 2 hourly operations workers: Tsering Dorgee and Adam Weis.
- The two new Guest Service Attendants have finished training and are working out great.
- Tony Gomez-Phillips, presented at the PBS Wisconsin Garden and Landscape Expo in April. His presentation on "[Reimagining an Urban Frank Lloyd Wright Landscape](#)" will also be broadcast this summer on the PBS Wisconsin show University Place.

C. Community Relations:

- Yoga Core will soon wrap up for the spring season and will return in the fall. The series is hybrid through May 27 on Tuesdays and Fridays at noon. Total attendance for April was 338 people, with the majority attending online. Average attendance for April was 48 people. The series is sponsored by Group Health Cooperative of South Central Wisconsin.
- Meditation at Monona Terrace had an average attendance of 90 people per session in April. The virtual event is held Wednesdays through the end of May. Total attendance was 361 for April. The series is sponsored by Friends of Monona Terrace.
- Student programs returned in April with visits from Saint James School (Madison), Mondovi Elementary (Mondovi), Eagle School (Richland Center) and Performance Tours (St. Paul). Monona Terrace staff and volunteers traveled to Winnequah Elementary in Monona to facilitate five Froebel Block workshops.

- The “Inspired by Wright” Essential Experience has returned after a pandemic pause. The specialty tour was created in partnership with Destination Madison and includes an art-making component. There were nine attendees at the April 30 experience.
- A Virtual Wright Design Series program was offered on Tuesday, April 26, presented by Tom Kundig of the firm Olson Kundig in Seattle. There were 187 log-ins. American Institute of Architects (AIA) Wisconsin sponsored the lecture.

D. Gift Shop:

- The Gift Shop website was upgraded to Magneto 2.4, in addition to adding in 2-Factor authorization for increased security measures through the admin portal.
- The Gift Shop is working with CP-Commerce, The Retail Computer Group, City Finance, and City IT, to finalize documentation regarding PCI compliance and P2PE (point-to-point encryption).
- The Gift Shop assisted with some experimental procedures to run the Event Service Desk. Overall, the process went smoothly, and will be revisited before the next Service Desk event.
- Artwork is being completed and orders placed for the 25th Anniversary merchandise for the Friends of Monona Terrace group. Items sporting the 25th Anniversary logo are also being ordered for the Monona Terrace Gift Shop.

E. Sales and Marketing:

- The April booking pace report is attached.
- The Monona Terrace 2021 Annual Report was completed and was digitally distributed. Hard copies will be available at the board meeting.
- On April 13 Connie Thompson and Ken Opin presented “Monona Terrace: Building on a Dream” to the Rotary Club of Madison. The presentation promoted the upcoming 25 year anniversary celebration of Monona Terrace’s opening with facts about the past, present, and projections for the future.
- Staff continues to support the MT Board Operations and Marketing Committee working on plans for the MT 25-year Anniversary Celebration.
- Staff attended the Embassy Suites Groundbreaking Ceremony held April 18 here in the Community Terrace. The event, organized by Mortenson Construction, had representatives from Mortenson, Hilton Corporation, Apple Hospitality Real Estate Investment Trust and the City of Madison speak.
- Monona Terrace was represented by the sales team at the following in-person and virtual networking functions, trainings and other industry events: DMI What’s Up Downtown, DMI New Face New Places, MPI Education Day, RESJI Speaker series, Madison Credit Union advisory meeting, and the Embassy Suites Groundbreaking event.
- Staff participated in Mandatory Reporter Training for the City.

- The **Wisconsin National Guard** booked a short term Education/Employment Fair. This is for all of the service members who have been working at COVID testing and vaccination sites. 350 people are expected for this event on May 4th.
- A new event called **Dynamic Walking** is coming to MT June 13-16, 2022 from the UW Department of Mechanical Engineering. This conference “brings together researchers that study the fundamental principles that underlie legged locomotion—be it by directly observing human or animal walking and running, or by designing exoskeletons, legged robots or prosthetics.” It is exciting to be hosting them and their important work.
- **American Family** is back for their 2023 Sales Leadership Conference in November of 2023. After a brief hiatus and then the pandemic, they are back with Monona Terrace, where it has been hosted since 2014.
- Below is a summary of all other events booked in the month of April:

Repeat	New	Weddings	COVID-19 Rebook*
21	8	1	1

* Events that had been previously confirmed/definite, but moved to a new date due to COVID

F. Event Services:

- There are currently no COVID-19 restrictions in place from Public Health Madison & Dane County. Clients determine what COVID-19 measures, if any, they have in place for their events. Here is a summary of the events contracted (definite status) or under contract (pending status). The attendance figures noted are preliminary numbers and will most likely change.
- May: Total events = 47 (46 definite, 1 pending)
 - 13 Meetings
 - 26 Banquets
 - 4 Conferences
 - 2 Conventions
 - 2 Consumer Shows
 - Events of Note:
 - DOA HR Conference, 340 people
 - UW-Madison Economics Department Graduation Celebration, 1,200 people
 - UW Law School Hooding Ceremony, 2,000 people
 - CSWEA (Central States Water Environmental Assoc.) 2022 Annual Meeting, 400 people
 - ACD Games 2022, 550 people
- June: Total events = 43 (42 definite, 1 pending)

- 14 Meetings
- 25 Banquets
- 1 Conference
- 3 Conventions
- Events of Note:
 - iForward Graduation 2022, 1,000 people
 - Power Line Systems Advanced Training Users Group, 300 people
 - 2022 NSMMS & CRASTE Convention, 450 people
- July: Total events = 24 (22 definite, 2 pending)
 - 2 Meetings
 - 19 Banquets
 - 2 Conventions
 - 1 Consumer Show
 - Events of Note:
 - 2022 Art Fair Off the Square, 75,000 people
 - Intelligent Systems for Molecular Biology (ISMB) 2022, 1,200 people
 - American Society for Virology Annual Meeting 2022, 1,700 people

G. Business Office / Human Resources

- April's finances will be discussed at the board meeting.