



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

March 21, 2024

A. Administration:

- To celebrate the hard work Monona Terrace and Catering Staff put into the renovation, a delicious dock cookout was held. The credit for the success of this lunch goes to Monona Catering, whose staff sourced the best brats ever served at a dock cookout from locally owned, Bavaria Sausage Inc.

B. Operations:

- The recruitment, interviewing and hiring of hourly Operations and Custodial Workers is completed, 10 people were offered positions, this goes a long way toward replenishing the hourly worker pool.
- The operations department has been spending extra time vacuuming the new carpet. As with every time a new carpet is installed, it takes a while to catch all the loose fibers. Effort is made to vacuum before and after every room set up. Although it does add to the time needed to set a space it will be necessary until the carpet is fully "broken in."
- Management attended CRASE: Civilian Response to Active Shooter Training at the MPD's training facility. Nationally the narrative and terminology behind the civilian response seems to be changing from "Run, Hide and Fight, to Avoid, Deny and Defend. "Avoid" is a more palatable word than "Run," because "Run" disenfranchises those who are unable to physically run. "Deny," as in denying access to your location, is a stronger word than "Hide." And "Fight" is an action that is forbidden on many campuses, so "Defend" is the better descriptor as everyone has the right defend themselves against life threatening action.
- A few of the renovation projects got finishing touches last month. Pipe and drain work was done on the east side of the building. The last of the main entrance tile grout work was finished. In addition, half of the Lakeside Commons carpet was replaced and the sky walk carpet was replaced. The second half of Lakeside Commons is scheduled for March. Painting is also continuing as space is available.

C. Community Relations:

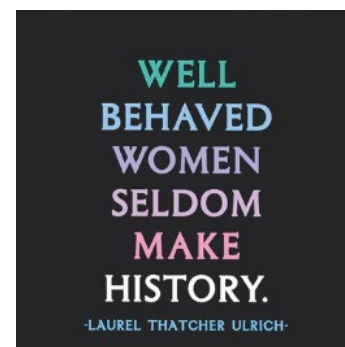
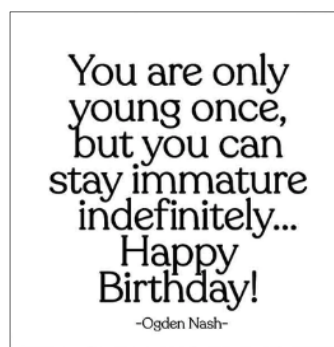
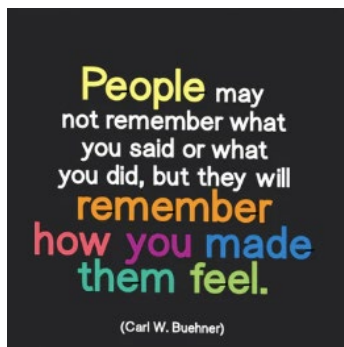
- Lakeside Dance Lab, a new winter dance series, launched in February and has proven to be a vibrant addition to the community events line-up. This series is aimed at adults aged 18 and up. It kicked off with BollyBeat led by Manisha Bhargava on Friday, February 2, attracting an impressive attendance of 165 participants. The second in the series featured Hip Hop and Movement Foundations with Kyra Johnson and José Cruz Arzon on

Friday, February 16, drawing in a crowd of 118. There are two more events in March, Black Power Dance led by Francis Medrano and Salsa with Luis Armacanqui.

- Yoga Core continues as a hybrid event on Tuesdays and Fridays from February 2 to May 10. Throughout February, a total of 928 individuals participated in the sessions, with 202 attending in-person and an impressive 726 joining online. Sponsored by Friends of Monona Terrace, this event not only provides an opportunity for physical and mental well-being, it showcases our commitment to adapting to hybrid models to ensure accessibility for all community members.
- Meditation at Monona Terrace is held virtually on Thursdays, January 11 - May 16 at noon. The series is sponsored by Friends of Monona Terrace, with a total of 396 attendees in February.
- In celebration of Black History Month, staff partnered with City of Madison's Department of Civil Rights and Dane County's Office for Equity and Inclusion to show the film *Leaders of Madison's Black Renaissance*, by Dr. Charles Taylor on Thursday, February 29 at 7 pm. Prior to the screening the new Black Heritage Stamp featuring Civil Rights Pioneer, Constance Baker Motley, was unveiled. The event was attended by 80 people.
- A Galentine's Day Inspired by Wright Essential Experience was hosted on February 8 with 14 attendees. Galentine's is a play on Valentine's Day and is dedicated to celebrating and empowering female friendships.
- Preparations are underway for Terrace Town events on March 15 and 16. This event is held every 2 years, and this year showcases the dream model cities of twelve Dane County schools. Working with the UW Extension's Land Use + Community Development specialist, Terrace Town students have the opportunity to provide input into the Lake Monona Waterfront project. Their ideas will be coded and analyzed for themes to inform the project designers (see attached document).

D. Gift Shop:

- The Gift Shop Team was still finalizing the annual inventory for February.
- The Gift Shop received a large variety of new Greeting cards from both the Leanin' Tree and Quotable brands.



- The Gift Shop has received several new Frank Lloyd Wright Products, including several pillow designs and tote bags. There are indoor and outdoor pillows to choose from.



E. Sales and Marketing:

- The February booking pace report is attached.
- Staff volunteered to assist with the Rotary Ethics Symposium held at Monona Terrace on February 9. Organized by the Rotary Club of Madison (Downtown Rotary) the Symposium brings together about 200 high school juniors from more than 10 Dane County schools. The purpose of the half-day event is to engage the students in thinking about and discussing everyday ethical dilemmas and providing them with a framework to use for ethical decision making.
- Staff attended the Destination Madison organized General Manager and Director of Sales (GM/DOS) meeting. Monona Terrace hosted the meeting so we could show off our freshly renovated building to industry colleagues.
- The Monona Terrace Event Booking Assistance Advisory Committee met on February 27. The Committee approved a total of \$75,500 in new requests for funding from three conventions with combined estimated direct spending of \$3,773,559. Additionally, the Committee approved rolling forward a previously approved funding request of \$23,760 for the Christian Community Development Association – National Conference that will now be in Madison in 2026 rather than 2025. Their estimated direct spending is \$825,111.
- Interviews for a new Sales Associate were successfully concluded and Mandy Scamardo will start on Monday, April 1st. The incumbent had resigned to relocate due to their spouse's new job.
- Monona Terrace's current Event Services Manager (ESM), Meg Statz, is retiring April 26 after 23 years of service. Jeanne Pluemer has been hired as the new ESM and she started February 19. An arrangement was made (with City HR approval) of an approximate 10 weeks of overlap between Meg and Jeanne for maximum opportunity to train and learn from Meg's 23 years of experience and success in her role at MT.
- Monona Terrace was represented by the sales team at the following virtual

networking functions, trainings and other industry events: AFP Board Meeting; APF Roundtable; MPI March Education Team; MPI Monthly Meeting; AFP Membership Cocktail Chat; DMI Behind the Scenes.

- Staff has been working with City HR on the recruitment process for the Booking Coordinator position in the Sales Dept. The incumbent (Kara Noah) will retire in early June, after 25 years of service here, so having a 90 day overlap with the new hire is important for transfer of information/institutional knowledge.
- The **Hispanic Heritage Luncheon** will be back in October of 2024. Mid-West Family Broadcasting has been hosting this event here since 2016. Also returning is the **AmFam Sales Leadership Conference**. This conference will take place in November of 2025 and has been hosted intermittently here since 2014.
- Some exciting new business booked by the MT sales team includes:
 - “An Evening with Ezra Klein” - This event hosted by the LaFollette School anticipates over 500ppl coming to listen to this famous journalist.
 - “Perennial Farm Gathering” - Hosted by the Savanna Institute in October of 2024 this is *“Savanna Institute’s signature event, brings together a wide community of land stewards, farmers, and perennial enthusiasts. Over three days, folks gather to share work, research, and lessons learned in panels, workshops, deep dives, and nutshell overviews – all to advance perennial agriculture.”* (savannainstitute.org)
- Below is a summary of all other events booked in February:

Repeat	New	Weddings
17	8	3

F. Event Services:

- Here is a summary of the events contracted (definite status) or under contract (pending status) for March, April and May. The attendance figures noted are preliminary numbers and will most likely change.
- March Total events = 22 (all definite)
 - 7 Meetings
 - 8 Banquets
 - 1 Convention
 - 2 Conferences
 - 2 Entertainment
 - 2 Consumer Shows
 - Events of Note:
 - Wisconsin Vintage Fest, 3,500
 - World Championship Cheese Contest, 600

- ASAS (American Society of Animal Science) Midwest Section Annual Meeting, 900
 - Wisconsin Hospital Association Advocacy Day, 900
 - Q106 Storytellers Concert, 970
- April Total events = 51 (50 definite, 1 pending)
 - 18 Meetings
 - 21 Banquets
 - 3 Conventions
 - 4 Conferences
 - 5 Entertainment
 - Events of Note:
 - Islamic Center of Madison, 1,000
 - Evening with Ezra Klein, 1,000
- May Total events = 40 (38 definite, 2 pending)
 - 9 Meetings
 - 19 Banquets
 - 4 Conventions
 - 5 Conferences
 - 1 Consumer
 - 1 Community Use
 - 1 Entertainment
 - Events of Note:
 - UW Law School Hooding Ceremony 1,600
 - InterActivity 2024, 900
 - ACD Gamesday 2024, 550
 - Children & Nature Network 2024, 700

G. Business Office / Human Resources

- Recruitment for hourly Operations and Custodial positions started in February. 61 candidates were received, Operations Managers are setting up interviews and hope to hire 10 people.
- January and February financials will be discussed at the board meeting.