



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

February 16, 2017

A. Administration:

- New parking rates go into effect on March 1. It should solve some of the parking availability problems.
- Staff is evaluating the feasibility of building a permanent guest services area at the Main Entrance.

B. Operations:

- LED lighting was installed in the Lecture Hall replacing the last of the cold cathode tubing.
- The annual steam trap survey was performed on the steam heating system. The survey process ensures that no preventable loss of steam is occurring.
- Maintenance has been working to keep Monona Terrace walkways and Monona Terrace staff parking lot clear of snow and ice.

C. Community Relations:

- Staff presented an advance screening of PBS Masterpiece Theatre's "Victoria" on January 8, in partnership with Wisconsin Public Television. Also offered was a special Victorian parlor recital by musicians Trevor Stephenson and Alisa Jordheim and English tea refreshments. The screening was attended by 132 people and the recital by 56.
- Staff attended meetings for the Frank Lloyd Wright Wisconsin Board of Directors and the Arts Educator Roundtable (AER). The AER is a service community of cultural organizations sharing information, providing professional development and communicating with the public to promote arts education in schools and beyond, advocating for arts education to all stakeholders.
- BOUNCE – January 28
 - New Event for 21 & Up
 - Attendance = 447 ppl

D. Gift Shop:

- Inventory went smoothly and has been completed for this year.
- Staff is working with the Frank Lloyd Wright Foundation on new products being produced for the Frank Lloyd Wright Collection as well as items specifically geared towards the 150th celebration of Frank Lloyd Wright.
- The Point of Sale software, Counterpoint, has been upgraded and the new Ingenico EMV Credit Card Readers have been installed and linked with Counterpoint.

E. Sales and Marketing:

- The January booking pace report is attached.
- Monona Terrace was represented by the sales team at the following networking functions and other events: SMBA Networking, DMI New Faces New Places, Latino Chamber of Commerce Networking, MPI Monthly Meeting, and the MPower event by Sustain Dane.
- Staff attended Senior Leadership Sales training by John Parke (former Marriott V.P. of Global Sales), hosted by the GMCVB on January 24th.
- **J.H. Findorff & Sons** has chosen Monona Terrace for their 9th holiday party in December 2017. Returning as well is **The Alliance** for their 2017 Annual Meeting. They have been meeting at MT since 2000.
- Below is a summary of all other events booked in the month of November/December:

Repeat Events	New Events	Weddings
37	14	9

F. Event Services:

- UPCOMING EVENTS:

Feb. 17-19	2017 Madison Build, Remodel & Landscape Show	4,000
Feb. 21-23	2017 WSCA Annual Conference (Wisconsin School Counselor Association)	1,100
Feb. 25-26	2017 Dairy-Aire Gymnastics Invitational	1,200
Mar. 31-Apr. 1	Mary Kay Career Conference 2017	1,000
April 20-22	US Academic Decathlon National Competition	1,000

G. Business Office / Human Resources

- 2016 Year-end finances will be discussed at the board meeting.
- Staff is working on establishing an innovation process to gather ideas, assess viability, implement the best ideas, inform staff of ideas and share the outcomes.
- Staff is developing a quarterly employee engagement survey process to increase the feedback received. This will provide more current information on employee engagement and response time to past employee feedback.
- Staff is working on automating operations department work schedules and work processes to reduce the amount of time it takes to perform these tasks.

H. Catering

- **2016 Revenue:** Year-end total revenue was a record setting \$8,040,549 (pre-audit), 12.2% up from 2015 revenue of \$7,162,593.
- **2016 Services:**
 - Hospitality (coffee breaks) 151,335 guests
 - Meals (breakfast, lunch, dinner) 127,578 guests
 - Receptions 82,402 guests
 - Total Services (includes all misc.) 518,620 guests
 - Approximately 6,500 pounds (3.25 tons) of food donated to Salvation Army and like organizations
 - Approximately 38,000 pounds (19 tons) of pre-consumer composting diverted from waste stream
- **Lake Vista Café:** Weather had a negative impact on the season resulting in lower than anticipated sales, specifically from the summer concert series. The season finished with \$183,464 in sales, which was approximately 10.5% down from 2015.

LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.05% and overall food satisfaction and value rated at 96.92%. LVC will reopen the second Tuesday in May 2017.

- **2017 Projections:** Revenue is estimated at \$7,150,000 with the highest months projected to be June and October. August will be substantially lower than normal due to TREK moving to the end of October and wrapping up their event in November.

- **2016 Marketing Activities:** The following is a snapshot of some of Monona Catering's 2016 marketing activities:
 - MT Client Appreciation Events
 - Client Menu Tastings
 - Wedding Menu Showcases
 - Spring Bridal Show
 - GMCVB - Client Cultivation Events
 - MT Sales Blitz
 - MT/MC Team Development Day
 - United Way Combined Campaign
 - Dane County CASA Gingerbread House Competition Sponsor
- Promotions:

Announcement by Patty Lemke, C.O.O, on November 17, 2016:
It is with great joy that I can announce the promotion of Wendy Brown-Haddock to the position of General Manager effective December 19, 2016. Wendy is in her 10th year with Monona Catering and has established a solid reputation for seeing the big picture; being fair and even handed in her dealings with all employees, peers, clients and Monona Terrace; and is dedicated to providing the highest level of product and service that both Monona Catering and Monona Terrace expect. Needless to say, we have a transition to work through, but plan on being methodical by taking our time to make the best decisions possible for our entire organization.

I will always be accessible to any of you and will continue to be involved as COO with regular communications, monthly visits and management payroll processing. Wendy will run the day-to-day operation, retain select client events and oversee marketing activities, so please join me in congratulating Wendy on her well-deserved promotion to GM.

Additional promotions to department leadership positions effective December 2016-January 2017:

 - Adam Weis, Director of Catering Operations,
Member of management team since 2007
 - Micayla Zapata, Senior Sales Manager,
Member of management team since 2010