



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 16, 2017

A. Administration:

- Discussions with the State regarding Monona Terrace parking continued as the increase in the hourly and daily rate went into effect on March 1.

B. Operations:

- The building fire protection system upgrade is nearing the end.
- The cold cathode lighting in the Lecture Hall has been replaced with LEDs.
- Plans for this summer's plantings are being discussed for the Rooftop Gardens.
- The RFP went out for the Kitchen Fire Suppression System upgrade.
- Camera installation is at 60%.
- The Guest Services Center design drafts have been completed.

C. Community Relations:

- GEN X Dance Party featuring The Prince Experience – February 10
 - New event (21 & up)
 - Attendance = 164
- The PeckaKucha Night Madison “Myth Busting” – February 16
 - Presented by High Tech Happy Hour (HTHH)
 - Attendance = 101
- Staff marketed Madison Mini Maker Faire at the Madison Children’s Museum on February 3. Over 400 attendees received information about the event and several people received complimentary tickets.
- Architect James Shields presented his work on three waterfront museums at the Wright Design Series on February 9.

- Staff facilitated a Girl Scout workshop on the topic of Interior Design on February 25, in collaboration with new partners from Madison College's Interior Design program. The students led girls in the activity of making an inspiration board.

D. Gift Shop:

- The latest deadline for Rooftop tile orders was February 15th. These tiles will be installed in the end of spring/early summer of this year. In total, there were 22 rooftop tiles and 1 Olin Terrace tile sold.
- Staff is still working with the Frank Lloyd Wright Foundation on new products for the Frank Lloyd Wright Collection as well as items specifically branded for the 150th celebration of Frank Lloyd Wright.
- There are many new items in the shop including, coasters, mugs, jewelry, sculptures, and credit card cases. The greeting card section was expanded this year with a full display of Valentine's cards.

E. Sales and Marketing:

- The February booking pace report is attached.
- The Monona Terrace Event Assistance Fund Advisory Committee met on February 14. Requests for \$24,750 in assistance funding were approved for three conventions, with total estimated direct spending of \$1,074,531. Additionally, a subtraction of \$16,875 was made from the 2017 fund balance to adjust for a 2016 clerical error that resulted in an over allocation of 2016 funds.
- Staff volunteered for the 17th Annual Rotary Club of Madison Ethics Symposium on Friday, February 17, at Monona Terrace. About 210 eleventh grade students from 20 different Dane County high schools met to learn about ethical decision making and a framework they can use. They subsequently made decisions through the lens of "Egoism" (What action will benefit me the most?), "Social Group Relativism" (What action do my friends or group members think I should do?), "Utilitarianism" (What action would produce the greatest amount of good and the least amount of harm?), and the "Rights Approach" (What action will best respect the rights and dignity of each person?).
- Monona Terrace was represented by the sales team at the following networking functions and other events: DMI New Faces/New Place networking, Best Western Premiere Park Hotel Ribbon cutting ceremony, SMBA Monthly networking luncheon and MPI Monthly Meeting.
- Staff visited clients in February to deliver custom treats from Monona Catering around Valentine's Day as a gesture of thanks for their business.

- General Beverage has reserved Monona Terrace for their 85th Anniversary Celebration in April 2018. This will be the third time they have hosted that event here. Pharmacy Society of WI will be here again for their 2018 PSW Legislative Day. This will be their 9th year with us. Finally, we welcome Electronic Theater Controls (ETC) back for their Workshop 2018. They meet every two years for this event and returned to us in 2012.
- Below is a summary of all other events booked in the month of February:

Repeat	New	Weddings
17	8	4

F. Event Services:

- UPCOMING EVENTS:

Mar. 31-Apr. 1	Mary Kay Career Conference 2017	1,000
April 20-22	US Academic Decathlon National Competition	1,000
May 16-18	AIA Wisconsin 2017 Convention & Building Expo	1,300
May 22	Madison Police Department Awards Reception	200
May 24-26	ACD Games Day 2017	550
May 26-27	2017 Run Madtown Expo	4,000
May 30-June 3	Environmental Design Research Assoc. Annual Conference	500

G. Business Office / Human Resources

- January and February finances will be discussed at the board meeting.
- The Monona Terrace dataset inventory has been completed.