



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

November 16, 2017

A. Administration:

- Staff continues to work on the City Performance Excellence initiative as a member of the Line of Sight Sub-Committee and as a member of the Voice of the Process Sub-Committee. Both are under the Strategic Management Oversight Committee.
- Staff will attend the Mayors Department/Division Head Retreat on 11/29/17.
- Jeff Boyd was hired as the Business Manager and will oversee Finance, Payroll and Human Resources.

B. Operations:

- The steam heating plant has been started and maintenance staff will continue to monitor its operation for effective and efficient heat distribution.
- The cooling plant has been shut down for the season.
- Maintenance is readying the snow removal equipment for the winter.
- An hourly maintenance position has been posted, interviews will start soon and the department hopes to hire someone in the next few weeks.
- The Guest Services Desk will be installed the week of December 11th.

C. Community Relations:

- Mindful Yoga
 - Total Attendance = 576
 - Average Attendance = 72
 - Total # of participants = 176
 - 100% approval rating & 100% projected return rate
- Wellness Talks
 - "Natural Medicine for Brain & Mood Health" by Dr. Ruddy, ND

- Partnership with Group Health Cooperative of South Central Wisconsin
- Total Attendance = 89
- Moon Over Monona Terrace – October 27
 - Event partner – Madison Astronomical Society
 - Kids' FUN Zone Activities provided by:
 - UW Space Place
 - Space Science & Engineering Center
 - WI IceCube Particle Astrophysics Center
 - UW Arboretum
 - Glacier Edge Elementary
 - Kids' FUN Zone Volunteers provided by Zendesk
 - Event was moved inside due to complete cloud cover and rain.
 - Total Attendance = 306
- The “Wright On!” family program was offered on October 1 as part of the roster of Frank Lloyd Wright’s 150th birthday events. Over 150 people participated in hands-on activities with Froebel blocks, 3-d paper sculpture, faux stained glass, and a scavenger hunt. American Institute of Architects Wisconsin was a partner and offered a Lego build and “So you want to be an architect?” table.
- A fall Wright Design Series event took place on Monday, October 23 with the film screening of “Masterpieces,” featuring eight of Frank Lloyd Wright’s works.
- Terrace Town registration occurred on October 18. Seventeen participating elementary schools (representing nearly 1400 students) include Brooklyn from Oregon Schools, Eastside and Westside from Sun Prairie Schools, Glacier Edge, New Century and Country View from Verona Schools, Park and Sauk Trail from Middleton-Cross Plains Schools, Crestwood, Glendale, Hawthorne, Lowell, Muir, Randall, Sandburg, and Van Hise from Madison Schools and Wingra Independent.

D. Gift Shop:

- The Gift Shop is working with the Museum Store Association and area Museum shops to promote the all new Museum Store Sunday. Nationally shoppers have Black Friday, Small Business Saturday, Cyber Monday, and Giving Tuesday. New this year is Museum Store Sunday. For this event on Sunday, November 26th the Gift Shop will be open extended Sunday hours from 10am-5pm. We will also be offering a free snow globe with all purchases over \$25 that day, while supplies last.

- Staff is prepping the shop and the website for the annual Holiday Sale. This year it will be from Saturday, November 25th – December 23rd.
- Artwork is currently under development for Gift Shop holiday ads. Ads will be posted in the Isthmus Giving Guide, The Wisconsin State Journal's Holiday Idea Book and on Madison.com this year.
- Also in progress is the artwork for a Staff Innovation Suggestion to produce a very inexpensive souvenir water bottle. Once made and available for sale in the Gift Shop, signs will be posted at the drinking fountains to advertise that these reusable souvenir bottles can be purchased and used again and again by event attendees instead buying bottled water. The goal is to have these produced and available before the end of the year.

E. Sales and Marketing:

- The October booking pace report is attached.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: DAIS Donation event, DMI New Faces/New Places, Taps and Technology Networking event, Latino Chamber networking luncheon, Meeting Professionals International-WI Chapter monthly event, Sustainable Business Networking event, and MESBA Networking event.
- Staff attended the Downtown Madison, Inc. Annual Dinner on October 30th to network and show support for this event taking place at Monona Terrace. Turnout was excellent at about 700 people and Susan Schmitz was honored for her pending retirement and many years of service to DMI.
- Staff provided a tour for a group of hospitality instructors from Ireland. This group was being hosted on an exchange by Madison College.
- A warm welcome is extended to **WP Beverages** hosting their Pepsi Cola AOP event in December 2017. This is their first event at Monona Terrace and they are excited to be here. Returning for their second year is **Midwest Family Broadcasting** and their Q106 Storytellers event. They have hosted this event for years as a fundraiser for the American Family Children's hospital moved to Monona Terrace in 2017 after many years in Middleton. Finally, **Access Community Health Centers** is welcomed back as they return for their Celebration of Service Dinner in April of 2018. This will be their 15th year at Monona Terrace.
- Below is a summary of all other events booked in the month of October:

Repeat	New	Weddings
29	9	16

F. Event Services:

- UPCOMING EVENTS:

Nov. 10-11	2017 Madison Marathon Expo	4000
Nov. 11-12	2017 Winter Art Fair Off the Square	5000
Nov. 16	United Way of Dane County Community Celebration	1000
Nov. 30-Dec. 1	Wisconsin Digital Government Summit	500
Dec. 2	Fair Trade Holiday Festival	4000
Dec. 10	United Against Hate: Public Forum	1000
Dec. 15	Madison Fire Department Recruit Graduation	250
Dec. 17	Edgewood College Commencement Ceremony	2000
Dec. 31	My Family Eve presented by KEVA Sports Center	3000
Jan. 5-7	2018 Madison Home Expo	6000
Jan. 16-18	Dairy Business Association 2018 Dairy Strong	600
Jan. 19-20	Well Expo 2018	1000

G. Business Office / Human Resources

- October was a record sales month and the details of our financial picture will be discussed at the board meeting.
- Staff is working with a vendor to develop a contingency plan training exercise which will occur on 1/11/2018.