



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 15, 2018

A. Administration:

- Staff have entered into discussions with representatives from the Hilton about an extension of the current room block agreement.
- Staff extended a room block proposal to the Beitler Group that would establish a formal working agreement between the two parties.

B. Operations:

- The controls on one of the chillers, used in cooling the building during summer, will be upgraded. The upgrade will offer more control on the use and efficiency of the cooling system.
- The contractor to perform the Olin Terrace Tile project has been selected. The project is a result of the damage sustained during last summer's sinkhole. Greener Valley Landscaping, Inc had the winning bid. The project will be started in April and completed in May.
- The Audio Visual Department successfully carried out a very technically demanding American Family Children's Hospital fundraising event.
- Staff have been working hard on upgrading and updating the server infrastructure that runs many building systems including: Johnson Controls, Building Signage, Wireless User Management and Phone System.
- Also in progress is a project to update the small sign on John Nolen drive. The update includes a new digital sign that will automatically notify clients when the ramp is full also the sign will receive new paint and graphics. The project is currently in the sign permit process.

C. Community Relations:

- Lunchtime Yoga
 - Mondays & Thursdays, January 18 – February 15
 - Total Attendance = 674
 - Average Attendance = 74

- 96% Satisfaction Rate
- Wellness Talks – “Self-Care during Stressful Times” by Wendy Grapentine, CMT
 - February 2, 2018
 - Total Attendance Fall = 25
- BOUNCE
 - February 10, 2018
 - Attendance = 500 (reached capacity for event)
- The PeckaKucha Night Madison “GREATER Madison”
 - February 16, 2018
 - Presented by High Tech Happy Hour (HTHH)
 - Attendance = 40
- The first Wright Design Series of the season occurred on February 15. John Vetter of Vetter Denk Architects spoke to an audience of 70 about his award-winning work in the Milwaukee area.
- Staff attended an opening reception at the James Watrous Gallery for “Future Possible: Imagining Madison” on February 16. A video about the Terrace Town program is part of the Wisconsin Academy exhibit as an example of youth re-imagining their communities.
- Staff promoted Madison Maker Faire at the Madison Children’s Museum’s Steampunk-themed Adult Swim event on February 2
- The Community Relations team put final touches on a work plan in the second of two strategic planning sessions facilitated by Melissa Gombar, City of Madison HR.
- Monona Terrace is working on a collaborative billboard marketing campaign to promote the Frank Lloyd Wright trail with SC Johnson and Taliesin.
- Staff is completing grants for community programming through the Wisconsin Arts Board, Madison Arts Commission and Dane Arts.
- The Friends of Monona Terrace have hired an hourly grant writer to seek out new grant funding in support of community programs at Monona Terrace.

D. Gift Shop:

- The greeting card lines have been very successful in the shop, so the store will be doing a “guaranteed sale” trial-run of holiday greeting cards. It was started with a Valentine’s Day collection. We will also be testing out the Easter, Mother’s Day, Father’s Day, and Graduation collections. Any cards not sold will be returned to the vendor for a full refund.

- Staff is preparing for the March Civics Club book sale/signing event which will feature the book, *The Politics of Resentment*, by Katherine J. Cramer.
- The gift shop will again participate in the annual Wright and Like Tour on June 2, 2018. A sale booth will be set up in the tour's headquarters at the Wyoming Valley School in Spring Green, Wisconsin.

E. Sales and Marketing:

- The February booking pace report is attached.
- The Monona Terrace Event Assistance Fund Advisory Committee met on February 13th. Requests for \$136,175 in assistance funding were approved for eight conventions with total estimated direct spending of \$3,319,661.

Staff participated as a volunteer for the 17th annual Rotary Club of Madison Ethics Symposium on Friday, February 16th at Monona Terrace. About 220 eleventh grade students from 23 different Dane County high schools met to learn about ethical decision making and a framework they can use.

- Monona Terrace was represented by the sales team at the following networking and other industry events: DMI Networking, MESBA Networking, High Tech Happy Hour, Madison Credit Union Annual Meeting, Madison Community Foundation Future Possible event and the GM/DOS Meeting.
- To thank clients, the sales team delivered valentines themed treats to them around February 14th.
- **Madison Civics Club** will return for only two meetings in the 2018-2019 event year. The club has been struggling with lagging membership and is reformatting their events to try to bolster attendance. They have been meeting at MT since 1997 and it's exciting to have them back. **Ag Day at the Capitol** will be back again in 2019. They have been meeting here since 2000. Finally, thank you goes to **The Alliance**. They are returning for another "Learning Circle" meeting, which will be their 15th year of hosting events with us.
- Below is a summary of all other events booked in the month of February:

Repeat	New	Weddings
18	7	2

F. Event Services:

- UPCOMING EVENTS:

Mar. 5-8	2018 World Championship Cheese Contest	600
Mar. 18	Natural Family Expo	3000
Mar. 18	26 th Annual CSA Open House	1400

Mar. 21	Wisconsin Hospital Association 2018	1100
Mar. 23-24	Mary Kay Career Conference 2018	1300
April 20	Madison Fire Department Recruit Graduation	250
April 26-28	32 nd Annual WI Nurses Association APRN Forum Pharmacology & Clinical Update	500
May 5	Chosen Few Fighting Championships	1000
May 8-10	AIA Wisconsin 2018 Convention & Building Expo	1300
May 8	Madison Police Department Awards Reception	200
May 11	UW Law School Hooding Ceremony	1600
May 16	The Madison Region's Economic Development & Diversity Summit (Urban League)	600
May 17	Madison Community Foundation	400
May 23-25	ACD Games Day 2018	550
May 25-26	2018 Run Madtown Expo	4000

G. Business Office / Human Resources

- January & February finances will be discussed at the board meeting.
- The Operations Department has filled the vacant 50% cleaner position.
- A member of the cleaning staff accepted a promotion to a lead worker position offered by City Engineering. As a result, this full time cleaning position at Monona Terrace is now open and will be posted shortly.
- Staff is working on developing a Process Improvement Framework to be used as part of the City of Madison Performance Excellence System. This will include process improvement methodology, training, and staff to support this effort. Details are being worked out currently.
- Staff is also working on the Line of Site committee to develop a timeline for all work that is occurring as part of the Performance Excellence System.