



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

May 17, 2018

A. Administration:

- Staff continues work with the City Performance Excellence committees. To date, the teams have drafted a Performance Excellence System and a new City of Madison Mission, Vision, Values and Service Promise. The Voice of the Process committee has drafted a process improvement model. Training and pilot testing will begin this month.
- Staff have completed updating the capital budget through 2024.

B. Operations:

- Greener Valley has finished the Olin Terrace paver project. New pavers replaced the damaged tiles from to last year's sinkhole. Some donor tiles have yet to be replaced
- The Monona Terrace fountain is up and running for the summer season.
- The rooftop plantings will continue to change from an annual base to a more sustainable format of native perennials. Some of our trees did not survive the winter and will need to be replaced. New art pieces will be installed in early May.

C. Community Relations:

- PechaKucha Night Series – Spring Season
 - Event series partner: High Tech Happy Hour (HTHH)
 - Event Total Attendance = 104
 - Event Average Attendance = 52
- Moon Over Monona Terrace – April 20
 - Event partners: Madison Astronomical Society & UW Space Place
 - Kids' FUN Zone Activities provided by:
 - Madison College
 - Monona Terrace

- UW Arboretum
 - Kid's FUN Zone Volunteers:
 - Zendesk
 - UWSFC
 - Total Attendance = 1000
- Terrace Town events occurred April 12-14, with over 1400 students building box cities in the Monona Terrace Exhibition Hall. Over 2000 people attended the public open house to view the cities and participate in family architectural activities. American Institute of Architects Wisconsin was a partner in presenting activities at the open house.
 - Wright Design Series occurred on April 17 with speaker Janet Parks presenting on the Frank Lloyd Wright Archives

D. Gift Shop:

- Reusable souvenir water bottles have arrived, as part of Monona Terrace's new innovation initiatives. The suggestion was to carry a souvenir water bottle in the Gift Shop for \$3.00 or less that could be advertised throughout our building as a green option compared to using disposable cups or purchasing the disposable water bottles. The bottles arrived and are retailing for \$3.00 plus tax. They come in Blue, Green, Smoke, or Purple, and they feature the city's skyline on the front.
- The last wrinkles in transferring our Gift Shop website to a new host, CP-Commerce are being ironed out. The changes being made are exciting and will be online and running very soon.
- A cross training program between some of the Guest Service Attendants and Gift Shop Clerks is in progress. The goal is to increase flexibility of staffing for both departments.
- Staff attended the Museum Store Expo this year in Washington DC. This is an excellent Expo and learning opportunity for the Gift Shop. Among some of the classes was a Customer Service class put on by the Ritz Carlton Leadership Academy. In addition to the training, new merchandise was purchased at the show including new jewelry, candles, and kids' items.

E. Sales and Marketing:

- The April booking pace report is attached.

- The MT Staff Ad Hoc Furniture Committee met April 5th and 26th to continue the process of selecting replacement furniture for Monona Terrace. Peter Rott with Isthmus Architecture has been hired to consult with the Committee on appropriate selections. Samples of six different chair styles have been requested from the manufacturers and will be shipped to Monona Terrace for further evaluation.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: Madison Civics Club, Latino Chamber Networking, Association for Fundraising Professionals, and Meeting Professionals International-Wisconsin Chapter monthly meeting
- The Wisconsin Board for People with Developmental Disabilities has signed a contract for their annual event in 2019. **Disability Advocacy Day** has been meeting here since 2014. Additionally, the **Rotary Ethics Symposium** hosted by the **Madison Rotary Foundation** has rebooked for 2019. This will be their 10th year here. Finally, the **Alliance** is booking their semi-annual Alliance Learning Circle meetings for their 19th year here at Monona Terrace.
- Below is a summary of all other events booked in the month of April:

Repeat	New	Weddings
27	7	1

F. Event Services:

- **UPCOMING EVENTS:**

May 8-10	AIA Wisconsin 2018 Convention & Building Expo	1,300
May 8	Madison Police Department Awards Reception	200
May 11	UW Law School Hooding Ceremony	1,600
May 16	The Madison Region's Economic Development & Diversity Summit (Urban League)	600
May 17	Madison Gives (Madison Community Foundation)	600
May 23-25	ACD Games Day 2018	550
May 25-26	2018 Run Madtown Expo	4,000
June 1-3	Pokemon Regional Competition	1,000
June 15	Madison Police Department Graduation	200
June 18-22	Fairway Independent Mortgage Managers Meeting	600
June 18	Capitol Neighborhoods Annual Meeting	80

June 23	Festival Foods Shake the Lake Rooftop Party	2,000
June 30-July 1	BrickUniverse LEGO Fan Experience	2,000
July 14-15	2018 Art Fair Off the Square	75,000
July 17-20	2018 PLC Institute	1,200
July 24-28	Cognitive Science Society 2018 Annual Meeting	750

G. Business Office / Human Resources

- April's finances will be discussed at the board meeting.