



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

November 21, 2019

A. Administration:

- Staff attended a Lean Leadership training provided by MIPRO (Meaningful Impact Professionals.) along with the ninth annual Continuous Improvement Summit sponsored by the Wisconsin Center for Performance Excellence.
- Monona Terrace was asked to help gather notes during the Comp Group 21 Performance Excellence Focus Groups, as well as participate in the City's Transgender Policy development, and participate the City's review of proposed Learning Management Systems (LMS) by trying out LMS demos.
- Staff attended a "Lean Basic training and best practices" gathering mission with the National Baldrige Quality Award winning city government of Fort Collins, Colorado.

B. Operations:

- The rooftop has closed due to snow accumulation. The landscaping project on the rooftop has not halted, but it has slowed due to weather conditions.
- The fall plantings have been bedded and irrigation systems shut down and prepped for winter. Snow removal work has begun.
- Holiday décor has been ordered and pending delivery, installation will start Thanksgiving week, while the building is quiet.
- November 1 marks the first day of the LEED Performance Period in which data for the LEED certification application is tracked. This period extends through October 31, 2020.
- Maintenance software, Akitabox is now running. Preventative maintenance schedules and other equipment data is being entered into the system.
- Staff is working with City IT to upgrade Kronos, the time keeping/payroll software. The update will go live early next year.
- Monona Terrace and City IT are migrating USI, the event booking software, to a new version on Windows Server.

C. Community Relations:

- Over 500 people attended Moon Over Monona Terrace on the evening of October 4. The event was held indoors due to complete cloud cover that night. Madison Astronomical Society provided kids and adults with hands on experience with telescopes and gave presentations on Jupiter and the Moon.

Kids' activities were provided by staff, volunteers, and partners at WI IceCube Particle Astrophysical Center, UW Astronomy Club, Madison College STEM Center, and the UW Arboretum. The event was sponsored by Alliant Energy.

- Group Health Cooperative of South Central Wisconsin sponsored our fall Lunchtime Yoga series Mondays and Fridays, Sept. 9 – Oct. 14. There were 550 attendees for the series, with an average attendance of 50 per class.
- A health and wellness workshop on Trauma and Tension Releasing Exercises (TRE) was held October 17, with instruction from Sarah Moore M.D., Jacy Sundlie, and Alex Greene. 76 people attended.
- Alec Sawalski of Group Health Cooperative gave a Wellness Talk entitled *Start the MOVE-ment* on Oct. 29, about ways to work more activity into everyday life. The event was in partnership with Group Health Cooperative of South Central Wisconsin. Ten people attended on the snowy day.
- The second installment of the SiteSeeing film series was on Oct. 15 with the film *That Far Corner* about Frank Lloyd Wright's work in Los Angeles. 125 people attended the event.
- Staff provided group tours to Madison Schools Community Recreation 50+ and First National Bank of DeKalb, Illinois in October.
- The Terrace Town program officially kicked off Oct. 29 with a workshop for all participating teachers and volunteer mentors. In addition to program updates, there were presentations by City of Madison Planning Director Heather Stouder and Safe Routes for Schools Program Coordinator Shawn Koval. There are 15 schools and approximately 1,200 students enrolled this year.
- Monona Terrace was the subject of a nice feature in Small Market Meetings magazine in early October. The article entitled *Convene with Waterfront Views* highlighted Monona Terrace's magnificent views, rooftop plaza, reception space, and attached hotel.

D. Gift Shop:

- Ads for the Annual Holiday Sale have been placed in the following publications:
 - Overture's *Footlights* program.
 - Rudolf the Red Nosed Reindeer
 - A Christmas Carol
 - Wisconsin State Journal
 - Holiday Idea Book
 - Last Minute Gifts section
 - Isthmus
 - Gift Giving Guide
- Staff is collaborating with Computer SOS and CP-Commerce on the Magento 2 website migration for the Gift Shop.

- New inventory has arrived from local artist, Jeremiah Logemann. His Wisconsin Winery tea towels feature names of state wineries in the shape of the state. More items with this design will be available in the future. New Frank Lloyd Wright items received include two doormat designs, several holiday ornaments, and a throw blanket.

E. Sales and Marketing:

- The October booking pace report is attached.
- Staff attended the Greater Madison Chamber of Commerce 67th Annual Dinner on October 1st to network and show support for this event hosted at Monona Terrace. Zach Brandon stated that 1,150 people attended, making it the largest GMCC event ever!
- Staff attended the Downtown Madison, Inc. annual dinner at Monona Terrace on October 28 to network and show support for this event. Attendance was strong with over 650 people.
- Staff worked with the Hiebing Ad Agency on a photo shoot to capture images of the Exhibit Hall to be used in new ads as part of our MT brand refresh.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: AFP Luncheon, YWCA Racial Justice Conference, and MAGNET networking.
- An exciting new event called the P5 Women's Summit will be hosted here in August, 2020. Twelve hundred women are expected. This summit "...is a game-changing new event in the Midwest." P5 stands for the five key elements needed for high-level success and happiness: Purpose, Passion, Profit, Progress and Possibilities. The speaker lineup features nationally known, multi-millionaire, female entrepreneurs, New York Times Best-Selling authors and Fortune 500 executives—examples of high-level success and innovation.
- In October, 2020, The La Movida Hispanic Heritage luncheon will return. They have been here since 2016.
- Below is a summary of all other events booked in the month of October:

Repeat	New	Weddings
23	7	13

F. Event Services:

- **UPCOMING EVENTS:**

Nov. 14-17	Sigma Xi 2019 Annual Meeting	500
Dec. 3-5	RTI at Work Institute	600
Dec. 6	ETC Holiday Party	1200
Dec. 7	Fair Trade Holiday Festival	4500
Dec. 20	Madison Fire Department Recruit Graduation	250
Dec. 31	Madison Family Eve	1300

Jan. 10-12	2020 Madison Home Expo	6000
Jan. 17-18	Well Expo 2020	1000
Jan. 21-23	Dairy Business Association 2020 Dairy Strong	600
Jan. 25	Chosen Few Fighting Championships	1000

G. Business Office / Human Resources

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