



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

July 16, 2020

A. Administration:

- Staff worked with board members, clients, community partners and volunteers to advocate for the funding of Monona Terrace through room tax, to the greatest extent possible.

B. Operations:

- Staff is collaborating with City Engineering, Finance and several vendors on a long-term energy savings program.
- City Engineering, Monona Terrace staff and the State are putting together a schedule for parking ramp repairs.
- Operations staff completed GBAC (Global Biorisk Advisory Council) Star Accreditation Program Cleaning Certification. This training prepared staff to respond to, and recover from biohazards in the workplace. Staff learned infection and contamination control measures for infectious disease outbreak situations such as COVID-19.
- Staff is working on emergency and security protocols.
- Plexiglas shielding was installed at the guest services desk. Transportable shielding to be used at client registration tables and counters has been added to the inventory for future event needs. Additionally, Plexiglas has been installed throughout the administration offices for employee protection.
- AV has turned Ballroom AB into a studio for the professional recording of community programs like Lakeside Kids! the Community Events staff will be using this studio for several other virtual programs they are developing.

C. Community Relations:

- The virtual Meditation at Monona Terrace series continues to be popular, with average attendance for the weekly Wednesday series of 119 people, with 475 total attendees in the month of June.
- Lakeside Kids! is being held virtually this year with six scheduled performances in June through August. Hip-Hop: Past, Present and Future with Urban Community Arts Network on June 17 had 83 online attendees. Interactive Comedy Magic with James the Magician on June 24 had 148 participants.
- Upcoming Lakeside Kids! programs include Wisconsin Dells Singers and Dance Troop - Ho Chunk Nation, The Physics Experience and Butterfly Exploration with Olbrich Gardens. New this year, Overture's: Kids on the Rotunda, has been producing an activity sheet to accompany each program.

Performance fees for Lakeside Kids! are funded by a grant from Dane Arts.

- The team is launching a new video series called Design Discoveries, with programs for families about architecture and community planning. The first presenter will demonstrate arch and dome structure with blocks. Future partners include the Madison Trust for Historic Preservation, and Carol Richard, architect of a LEED Platinum residence.
- Kim Bixler spoke about “Growing Up in a Frank Lloyd Wright House” for our latest virtual Wright Design Series lecture on June 16 with 137 people in attendance.
- Staff is coordinating a potential exhibit with the Madison Arts Commission and Downtown Madison’s Central Business Improvement District of the State Street murals, created in response to the Black Lives Matter protests downtown.

D. Gift Shop:

- An additional Plexiglas sneeze shield was placed in the shop so that both angles at the register are protected. Directional signage and floor clings have been added to the entrance and exit of the shop.
- The Gift Shop will remain closed to the public and will be open when suitable for booked events in the building.
- Website sales are still in operation. Sales continue coming in each week.
- Some of the new fixtures, purchased at the end of 2019, have been assembled and placed into the store.

E. Sales and Marketing:

- The June booking pace report is attached.
- MT and MC staff from a number of departments worked together as the internal “MT Recovery Task Force” for reopening the building to the public. A successful and informative full-building walk through was held with Bonne Koenig, business liaison with Public Health Madison and Dane County. Ms. Koenig verified Monona Terrace was meeting or exceeding the requirements of PHMDC for hygiene and safety to host events.
- Staff participated in two destination work groups focused on safety and cleanliness across hotels and facilities in Madison.
- Staff created a new report to track COVID-19 rebooks and their value which will help with end of quarter reporting.
- AV staff helped sales staff create a report to calculate the average time it takes for an event to go from tentative to definite for conferences and conventions booked by Monona Terrace (Conferences = 115 days average, Conventions = 405 days).
- Staff collaborated and enhanced the Virtual Tour capabilities for prospective clients. This has been successful in sharing the information on Zoom calls, particularly with wedding couples.
- Staff entertained a client for a physically distanced lunch at the Lake Vista Café. The client was very complimentary about the quality of the food and

the safety of the delivery.

- Staff has been staying ever abreast of the changing orders from the Public Health department and communicating these changes to clients where applicable
- Staff continues to work with clients in addressing contract questions and “what-if’s” regarding COVID and their event as well as process cancellations and rebooks.
- Staff has ramped up efforts in delivering information to clients about the virtual and hybrid meeting capabilities of the facility.

F. Event Services:

- July
 - Public Health Madison & Dane County emergency order #8 goes into effect on July 13. The new order requires every individual, age five (5) and older, in Dane County to wear a face covering that covers their nose and mouth when in any enclosed building.
 - Public Health Madison & Dane County’s emergency order #7 was put into effect on July 2. The order limits outdoor mass gatherings to 25 people and indoor mass gatherings to 10 people.
 - The July 17 wedding ceremony for 70 people scheduled to take place on the rooftop has canceled.
- August
 - Three (3) definite events are on the calendar for August. Depending on the number of attendees, we will need to be in Phase 1, 2, 3 or the “New Normal” phase of the Forward Dane plan for the events to be held:
 - One (1) wedding reception for 50 people (Phase 2 required)
 - Two (2) wedding receptions for 100 people (Phase 3 required)
 - One (1) pending event, reception for 80 people (Phase 2 required if event held outside)
- September
 - Fourteen (14) definite events are currently on the calendar for September:
 - One (1) association event for 30 people (Phase 1 required)
 - One (1) wedding reception for 75 people (Phase 3 required)
 - Twelve (12) events for 101 or more people (“New Normal” phase required)
 - One (1) pending event for 20 people (Phase 1 required)
 - One (1) pending conference for 100 people (Phase 3 required)

G. Business Office / Human Resources

- June finances will be reviewed at the board meeting.