



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

September 17, 2020

A. Administration:

- HVS Consulting presented preliminary findings of the Hotel and Meeting Space Demand Study they are conducting (contracted and largely paid for prior to COVID) to a group of stakeholders for a round of feedback before continuing their work. The stakeholders included Destination Madison, the Madison Design Professionals Group, Monona Terrace, City Parks, George Austin, Mayor's Office, and other City Staff.

At August's board meeting, Deb Archer alluded to the Dane County COVID Safety Plan Coalition. This committee was formed by Destination Madison, Monona Terrace and several other local industry leaders to meet with the Dane County/Madison Public Health Department regarding event capacities. The group wants to help inform policy and propose a systematic approach designed to produce safe and healthy ways to meet that would allow for higher capacity events. An update on their progress will be discussed at the board meeting.

B. Operations:

- Maintenance staff saved \$1000 by replacing the drives on an air handling unit and a return fan in-house.
- Replacement of roofing membrane above the skywalk elevator has been scheduled.
- City Engineering and the Maintenance department are collaborating on some facility repairs including: main electrical supply conduit protection, structural concrete repair, adding heat tape to an exterior drain pipe under the Olin Terrace Walkway, and extending the emergency generator exhaust pipe.
- In August, Monona Terrace successfully held 3 wedding ceremonies and two receptions. Operations and AV were flexible and able to adapt to an entirely outdoor format of these events on the rooftop.
- The GBAC Star Facility Accreditation application has been completed and submitted.

C. Community Relations:

- Meditation at Monona Terrace continues online on Wednesdays from noon to 1 pm. Total attendance in August was 483 people, with average attendance of 121. The program is sponsored by SSM Health.

- Kids learned all about butterflies in our August Lakeside Kids! event held online on August 12. Butterfly Exploration was held in partnership with Olbrich Gardens, who produced the program video and created an activity sheet to accompany programs. Total attendance was 98.
- Monona Terrace participated in a Facebook Live on August 27 as part of the Wright Virtual Visits series. Paired with the Hollyhock House in Los Angeles, the video allowed staff representatives to compare and contrast gardens and terraces at each site. Over 2,000 people tuned in online.
- Architect Ken Dahlin presented the Virtual Wright Design Series “The Misunderstood Wright: Modernism and Traditionalism” on August 20. There were 126 individual log-ins for the program.
- Staff presentations about Monona Terrace were given to two senior groups via Zoom: Schaumburg Township (August 5) and Berlin Senior Center (August 13).

D. Gift Shop:

- The Gift Shop remains closed to the public and will be open when suitable for booked events in the building.
- Website sales are still in operation, including some curbside pickup orders. Sales continue coming in each week, although slower than usual.
- The Gift Shop is working with the Frank Lloyd Wright Foundation on new product development, which includes facemasks.
- The Gift Shop Manager is continuing to manage a variety of in store projects during the closure. Projects include:
 - Website Editing
 - Inventory Management
 - File Digitizing
 - Data Entry
 - File Clean Up
 - Instruction Manual & Training Material Development
- The Gift Shop Manager is assisting of the City of Madison’s Voice of the Process Team with the City and Monona Terrace’s continual improvement efforts.
- The Gift Shop Manager is assisting the City’s Organizational Development Team with the following:
 - Supervisory Development Academy’s Process Improvement Projects
 - Supervisory Development CI Presentation & Coaching
 - Learning & Development Support Team

E. Sales and Marketing:

- The August booking pace report is attached.
- Staff participated in a training session conducted by the City of Madison Dept. of Civil Rights on use and benefits of the City's Equitable Hiring Tool.
- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DMI: New Faces/New Places, DMI: What's Up Downtown, Madison Chamber of Commerce Lunch (UP)dates, IAVM Town Hall on Convention Centers, Madison Chamber's Downtown Town Hall webinar, and a RESJI Courageous Collaboration Speaker Series Webinar.
- Monona Terrace was happy to act as a polling site for the **City Clerk's Office** in the Partisan Primary Election on August 11, 2020 and will again be a polling site for the November 3, General Election. Additionally, the **League of Wisconsin Municipalities** will return for their Municipal Government & Utility Day event in May of 2021. This will be their third year with here. Lastly a new client, **Westerfield Management, Inc.** is hosting their first Showbiz Dance Competition here in February of 2021. This is a quote from their website:
"Showbiz National Talent was founded in 1988 with the idea that a dance competition could be more than students performing on a stage. Those same principles continue today with an experienced staff that takes pride in making our clients feel welcome and come away from each event looking forward to the next one!"
- Below is a summary of all other events booked in the month of August:

Repeat	New	Weddings	COVID-19 Rebook*
2	3	7	6

* Events that had been previously confirmed/definite, but moved to a new date due to COVID-19

F. Event Services:

- Public Health Madison & Dane County's Emergency Order #9 is in effect. Mass gatherings are limited to 25 people outdoors and 10 people indoors.
- For some of the events listed below, we will need to move to Phase 1, 2, or 3 of the Forward Dane plan for the events to be held due to the number of attendees. For events with more than 100 people, we will need to be in the "new normal."

Emergency Order # 9		Phase 1	Phase 2	Phase 3	New Normal
Indoor Capacity	10	50	50	100	No restrictions
Outdoor Capacity	25	50	100	250	No restrictions

- September
 - A wedding ceremony and reception took place on the Rooftop Gardens on Sunday, September 6 for 25 people.

- All other September events have canceled. One University of Wisconsin event canceled because of a University restriction on in-person meetings. The remaining September events that canceled expected more than 100 attendees and thus were not allowed to take place under the current PHMDC Emergency Order.
- October
 - Five (5) definite events and one (1) pending event are currently on the calendar for October:
 - One (1) definite private dinner, 10 people
 - One (1) definite wedding reception, 80 people (Phase 3 required)
 - Three (3) definite events ,101 or more people (“New Normal” required)
 - One (1) pending event, 20 people (Phase 1 required)
- November
 - Five (5) definite events, one (1) pending event and one (1) tentative event are currently on the calendar for November:
 - One (1) definite events, 90 people (Phase 2 required)
 - Four (4) definite events ,101 or more people (“New Normal” required)
 - One (1) pending event, election polling site, number of voters allowed inside at one time limited to 10 people
 - One (1) tentative event, 100 people (Phase 3 required)

G. Business Office / Human Resources

- August finances will be discussed at the board meeting.