



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

October 15, 2020

A. Administration:

- Staff is continuing to work with Destination Madison on revising their contract with the City of Madison and Monona Terrace.
- The JDS Hotel is moving forward.
- Staff continues to work with the PHMDC Work Group convened by Destination Madison to help inform Public Health orders when the time comes for moving to a higher level.
- Staff is on the Destination Madison CEO Search Committee.

B. Operations:

- AV is in the process of putting together a studio that can facilitate both in person events and be the control center for virtual events. Some of the key features are:
 - State of the art streaming equipment
 - Large 15'x45' interactive screen with 20,000 lumen 4K projectors
 - Use the space for live events as well as a studio for virtual events
 - Easily pivot from in-person events to virtual event or vice versa
 - Studio is in the Exhibit Hall and allows for physical distancing
- Staff submitted and was awarded the GBAC Star Accreditation Certification. It is a great accomplishment for all involved. The cleaning staff has been diligently applying their new GBAC training and protocols to daily routines.
- The new Clorox Total 360 disinfectant machine was recently used for refreshing between events. This tool successfully allows operation staff to rapidly disinfect and clean providing a safe environment for guests and staff.
- There were two weddings on the Rooftop in September. The events went smoothly with current mask mandate and social/physical distancing policies.
- Garden Volunteers have been safely brought back to service to help with weed pulling/watering and in the future will be "splitting some plantings to add to empty areas. Monona Terrace staff from the administration office have also been able to assist with landscape maintenance.
- City Engineering will be collecting seeds & some plants to utilize in other areas of the city.

- Maintenance has replaced failed drives on one air handling unit and two return fans. Doing this in house has saved approximately \$5,000.00.

C. Community Relations:

- The average attendance for virtual Meditation at Monona Terrace weekly on Wednesdays in September was 120 people. Total attendance for the month was 602. SSM Health sponsors this program.
- Curator, Linda Eales, presented about the Frank Lloyd Wright-designed “Samara” house for the Virtual Wright Design Series on September 15, Attendance was 126 individual log-ins for the program.
- Staff recently filmed the second episode of our future Design Discoveries series about Mid-Century Modern and ranch houses with guest architect Della Hansmann of Mid Mod Midwest. These episodes will be showcased on social media over the winter.
- Monona Terrace applied for a Wisconsin TRAVEL Grant, with awards announced sometime in October. Because Monona Terrace is a government entity it could only apply for funding specifically for COVID-19 related marketing expenses.

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. We have sales coming in each week, although slower than usual.
- The Gift Shop is continuing to work closely with the Frank Lloyd Wright Foundation on new product development.
- The Gift Shop Manager is continuing on a variety in house projects during the closure.
- The Gift Shop Manager is assisting the City of Madison’s Voice of the Process Team to help the City finish this project and roll it out.
- 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 September booking pace report is attached.
- Staff spent considerable time preparing situation analysis and budget presentation materials for the two Room Tax Commission meetings held in September.

- The Monona Terrace Event Assistance Fund Advisory Committee met on September 22nd. Two conventions with previously approved funds were approved to roll those funds forward to a future year due to COVID. Iron Man WI went from 2020 to 2022, and American Mensa went from 2024 to 2025. Two conventions with estimated direct spending of \$1,640,722 were approved for funding. Solution Tree 2023 PLC Institute was approved for \$13,500, and American Astronomical Society's 2028 Summer Meeting was approved for \$19,500.
- 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, Caffeinate & Connect panel discussion by the Destination Madison, and a RESJI Courageous Collaboration Speaker Series Webinar, Women in Leadership Series Virtual event, YWCA Racial Justice Summit, MPI Virtual Monthly Meeting, "Pulse of the Meetings Industry" virtual meeting, and the GM/DOS Meeting.
- Staff participated in the B2B Recovery Strategy virtual meeting hosted by Destination Madison on September 28th.
- **Game Crafters** cancelled their 2020 Protospiel event due to COVID-19 but have booked here again for December 2021. According to their website, "Protospiel is an event where you can bring a board or card game prototype to play with other designers, play testers, and publishers." This event takes place in multiple cities across North America, and Monona Terrace has been hosting this event for Wisconsin game enthusiasts since 2017.
- On November 3, Monona Terrace will again be host to the **City Clerk's Office** as a polling site for the General Election for Ward 53 only. Total turnout is expected to be around 2,835 with about 576 people coming between 7am and 8pm to vote in person.
- Below is a summary of all other events booked in the month of September:

Repeat	New	Weddings	COVID-19 Rebook*
1	3	4	7

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

F. **Event Services:**

- Status report on October, November and December events:
Public Health Madison & Dane County's Emergency Order #9 Amendment 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."

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

- October
 - One (1) definite private dinner, 10 people
- November
 - One (1) definite election polling site, 10 voters in the room at one time
 - Three (3) definite events ,101 or more people (“New Normal” required)
- December
 - One (1) definite business event, 100 people (Phase 3 required)
 - Two (2) definite banquets,101 or more people (“New Normal” required)

G. Business Office / Human Resources

- September finances will be discussed at the board meeting.