



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

April 15, 2021

A. Administration:

- Redeployed staff members will start to slowly return to work. They will come back in phases, the first three will start back in May. Three more will be back in June and the last two in July.
- Staff attended Mandatory Reporter Training conducted via Zoom by the City Dept. of Civil Rights. The training was in support of APM 3-5 which covers Prohibited Employment Discrimination and/or Retaliation, and Management Procedures for Handling Discrimination, Including Harassment, and/or Retaliation.
- Staff has worked with artist Mike Burns to obtain three sculptures for this season. This includes the Olin Terrace work, plus two sculptures for the rooftop.
- Staff are working on the Racial Equity and Social Justice Initiative (RESJI) goal to review and revise, as needed, all position descriptions to ensure accuracy and equity.

B. Operations:

- Facility Maintenance met with the city's sustainability team to determine if sustainability funding can be used to perform capital projects that improve the building's energy conservation.
- The downtown murals that were at Monona Terrace have all been moved to offsite storage.
- Further training of CSC security staff has been done in preparation for April's Home Remodeling Store.
- Rooftop furniture has been set out, awaiting power washing of the rooftop tiles and walls prior to setting out umbrellas. Power washing starts in April and will take approximately 3 weeks.
- AV has been using the MT Studio to record sessions for the Governor's Conference on Tourism, which is a virtual event this year.
- Staff has starting to work on phone system upgrade installation.

C. Community Relations:

- Mindful Movement continues online Tuesdays from noon to 1 p.m. The series is sponsored by GHC-SCW. Total attendance for March was 321, with an average attendance of 64 people per session. The attendance for the health

and wellness programming has been affected by a technical issue with zoom notifications, the company is developing a patch to fix the problem.

- Meditation at Monona Terrace on Wednesdays at noon had a total attendance of 416 in March, averaging 83 people per session. The series is sponsored by SSM.
- “Madison Makes” debuted live on March 6. This compilation of community submissions showcased the work of 45 local makers and their creative activities during the pandemic. There have been over 325 viewers of the program so far, it’s available for viewing here:
<https://www.mononaterrace.com/madisonmakesevent>

Additionally, the event received great media coverage from [NBC15](#) and [Channel 3](#).

- A training called “Communicating for Understanding” was offered to volunteer docents on March 29- 18 attended. Staff co-facilitated with a docent who had previous experience working in health literacy. Topics included number analogies, asking questions of your tour audience, and previewing and transitioning tour content.
- Monona Terrace was prominently featured in a nice article from [Meetings Today](#), highlighting Madison as a destination.
- Pc/nametag did a great feature highlighting Monona Terrace and our experienced Event Services Manager, Meg Statz. It was wonderful promotion of the additional measures we've taken to help ensure the safety of our guests: <https://blog.pcnametag.com/gbac-star-venue-management>

D. Gift Shop:

- The Gift Shop will be open for the Home Remodeling Store April 9-11.
- Website sales are still in operation, including some curbside pickup orders.
- The Gift Shop Manager is continuing on a variety of in store projects during the closure. Additionally, she is assisting the City’s Organizational Development Team with Supervisory, Learning and Design development.

E. Sales and Marketing:

- The March booking pace report is attached.
- Staff worked with Destination Madison to finalize the contract with JLL Consulting on the Optimization Study, and get a City Purchase Order issued to DM to invoice against for the portion of the study funded from Room Tax (as authorized by the Room Tax Commission).
- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DMI: What’s Up Downtown, IAVM Town Hall on Convention Centers, DMI: New Faces New Places, Madison Chamber’s Lunch (UP)date, DMI Roundtable Capital Group Webinar, DM: Madison Venue Recovery Conversation, PCMA Convening Leaders Rebroadcast: Women Worth Meeting and Northstar Meetings Webinar: New Legal Issues for Event Planners and Suppliers
- With the change in the public health orders, there’s been an uptick in future

event calls which is exciting! The **Dairy Business Association** will be back in January 2023 for their Dairy Strong event. They have meeting here since 2016 but took a break in 2021 due to the pandemic. Also returning, the **Dane County Humane Society** who have rebooked their Toto's Gala in March of 2022 which will be their third year here. Also returning, the **Wisconsin Medical Society** who will be here for their 2022 Doctor Day event. This is their 7th legislative day event at Monona Terrace, but they have been hosting events with us since 1997.

- Below is a summary of all other events booked in the month of March:

Repeat	New	Weddings	COVID-19 Rebook*
18	7	0	8

* 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 #15 is in effect from April 7 at 12:01 am through May 5 at 12:01 am. This order includes the following categories that apply to upcoming events booked at Monona Terrace and the number of guests permitted in each category.

Gatherings (Section 2): Gatherings are limited to these numbers, not including employees:

Indoors:	150 people or less if any food or drink is offered or provided 350 people or less if NO food or drink is offered or provided <i>Guests must maintain 6 feet physical distance. Face masks are required (unless a guest is eating or drinking).</i>
Outdoors:	No capacity limit, <i>Guests must maintain 6 feet physical distance. Face masks are needed only if guests cannot maintain a distance of 6 feet.</i>
Vaccinated Individuals:	Individuals do not need to maintain six (6) feet of physical distancing or wear a face covering when in an enclosed space where all individuals are fully vaccinated.

Temporary & Permanent Retail Stores (Section 6 c): Limit the number of individuals at the temporary or permanent retail store (excluding employees) up to 50% of approved capacity levels.

- UPCOMING EVENTS:

The following events are currently contracted or under contract for April and May. The events have a "definite" status unless otherwise noted.

April 6	Spring Election, Polling site for Ward 53	
April 10, 17 & 24	WYSO Rehearsals Percussion Section	12 ppl
April 9-11	Madison Remodeling Store, estimate	2,000 ppl
April 14	Governor's Conference on Tourism: Virtual event	5 ppl
April 17	Edgewood High School Junior & Senior Prom	225 ppl

April 18	Delta Tau Delta Initiation Ceremony	59 ppl
April 18	WVMA (WI Veterinary Medical Assoc.) Blue Coat Ceremony	100 ppl
April 24-25	Precision Arts Challenge Dance Competition	150 ppl
April 24	MadHatters Spring Concert	200 ppl
May 1	Bauling/Strutt Wedding Ceremony & Reception	150 ppl
May 1	Chiao/Stampfl Wedding Ceremony	20 ppl
May 1, 8, 15, 22	WYSO Rehearsals Percussion Section	12 ppl
May 2	Alan & Allison's Baptism Reception (pending booking)	60 ppl
May 7	Class of 2021 Graduates & Families Reception (pending booking)	170 ppl
May 8	Dunham/Zeug Wedding Ceremony & Reception	100 ppl
May 8	Kappa Sig Graduates Celebration	75 ppl
May 8	UW-Madison Naval ROTC Commissioning Ceremony	50 ppl
May 8	AE Phi Graduation Celebration (pending booking)	97 ppl
May 9	UW Ladies Graduation Brunch	45 ppl
May 20-21	Aprilaire Product Summit	40 ppl
May 21	Mikkelson/Baker Wedding Ceremony & Reception	120 ppl
May 22	Lee/Smurlo Wedding Ceremony & Reception	175 ppl
May 30	Cohen/Barak Wedding Ceremony & Reception	125 ppl

G. Business Office / Human Resources

- The Internal Recovery Task Force has designed a post-pandemic orientation kit for staff returning to work in the building.
- March's finance report will be shared and discussed at the board meeting.