



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

**May 20, 2021**

### **A. Administration:**

- As public health restrictions are easing and events are returning, a reopening and return to work plan is under development. To begin this process, employee feedback has been sought. A survey to gather input about returning to work in the office and reopening the building to the public was sent to all staff at the end of April. Results will be used to help inform the plan.

### **B. Operations:**

- Operations is busy covering events with limited staff. Everyone has been very flexible with rotating their work schedules to meeting building and event needs.
- Rooftop power washing continues, limited staff and weather have slowed this project.
- In early April, the cooling equipment had a test run, and the chillers passed inspection. Unfortunately, there are issues with the HVAC control air compressor. Maintenance is working on solutions to avoid the need for replacement.
- Maintenance will be sending out RFPs for capital projects that were postponed last year due to the pandemic, including: building re-caulking, tile paver work on Olin Terrace and building exterior pressure washing.
- AV wrapped up their work with the Wisconsin Department of Tourism, recording sessions for virtual conference. During the final awards ceremony, the clients had very complimentary things to say about the services and support at Monona Terrace.

### **C. Community Relations:**

- Online Mindful Movement on Tuesdays at noon had a total attendance in April of 204 people, with an average attendance of 51. The series is sponsored by GHC-SCW.
- Meditation at Monona Terrace continues online Wednesdays at noon. The series is sponsored by SSM Health. Total Attendance for April was 332 people, with an average weekly attendance of 83.
- Our Wellness Talk "Nature Connection: Forest Bathing and Exploring Wisconsin's Scenic State Parks" in April had the highest attendance of the program's history, with a total of 351. The webinar held on April 22 was in partnership with the Madison Senior Center.

- Monona Terrace has collaborated with the American Institute of Architects Wisconsin to produce three Virtual Wright Design Series lectures, two of which were held in April. Texas architect Max Levy spoke about his work on April 2; the event had 131 attendees. Mark Dytham, based in Tokyo, presented on April 26 with 180 attendees. The joint lecture was held as part of AIA Wisconsin's annual conference, held virtually this year.

**D. Gift Shop:**

- The Gift Shop remains closed to the public; but is open when suitable for booked events, for instance: the Home Remodel Store and Precision Arts Dance Competition in April.
- Gift Shop flyers/coupons were provided to Downtown Madison BID for their welcome bags to new home/condo buyers in the downtown area for 2021.
- Website sales are still in operation, including some curbside pickup orders.
- The Gift Shop Manager is assisting the City's Organizational Development Team.

**E. Sales and Marketing:**

- The April booking pace report is attached.
- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DMI–What's Up Downtown, DMI–New Faces New Places, Madison Chamber's Lunch (UP)date, DMI Nosh at Noon, AFP Happy Hour, IAVM Town Hall Meeting, Creative Sponsorship Ideas for Digital and Hybrid Events webinar , (PCMA) Pandemic Protocol–Who's Responsible for Enforcing Event Safety?, IAVM–CC Sales Round Table, DMI–The Madison and Downtown Milwaukee Exchange and MPI Spring Education Day.
- On April 19, the Director of Sales and Event Services Manager were invited as virtual guest speakers to discuss Event Safety Protocols at the Badger Bay Association Management Firm all-staff meeting.
- **MightyCon** comic convention will be returning in August of 2021. They have been with Monona Terrace since 2016. Also returning is **Access Community Health** for their Annual Celebration in April of 2022, which will be their 17<sup>th</sup> year here. Finally, the **Capital High and Shabazz Graduation** will be here in June of 2021. They first hosted this annual event in 2017 but due to the pandemic had to cancel for 2020. It's exciting for the students and their families to be able to meet in-person.
- Below is a summary of all other events booked in the month of April:

<b>Repeat</b>	<b>New</b>	<b>Weddings</b>	<b>COVID-19 Rebook*</b>
9	12	4	4

\* 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 #16 is in effect from May 5 at 12:01 am through June 2 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: 350 people or less if any food or drink is offered or provided  
500 people or less if NO food or drink is offered or provided.  
Guests must maintain 6 feet physical distance. Face masks are required (unless a guest is eating or drinking)
- Outdoors: No capacity limit. Guests must maintain 6 feet physical distance.  
Face masks are needed only if guests cannot maintain a distance of 6 feet

**Temporary & Permanent Retail Stores (Section 6 c):** Limit the number of individuals at the temporary or permanent retail store (excluding employees) up to 75% of approved capacity levels.

- UPCOMING EVENTS

The following events are currently contracted or under contract for May or June. The events have a “definite” status unless otherwise noted.

May 1	Bauling/Strutt Wedding Ceremony & Reception	100 ppl
May 1	Chiao/Stampfl Wedding Ceremony	25 ppl
May 1, 8, 15, 22	WYSO Rehearsals Percussion Section	12 ppl
May 2	Alan & Allison’s Baptism Reception	60 ppl
May 7	Class of 2021 Graduates & Families Reception	170 ppl
May 8	Dunham/Zeug Wedding Ceremony & Reception	66 ppl
May 8	Kappa Sig Graduates Celebration	55 ppl
May 8	UW-Madison Naval ROTC Commissioning Ceremony	75 ppl
May 8	Wisco 20 Graduation Celebration	97 ppl
May 9	Badger Babes Graduation Brunch	35 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	120 ppl
May 22-23	Starbound National Talent Competition	350 ppl
May 30	Cohen/Barak Wedding Ceremony & Reception	75 ppl
June 4	Dylan Simon Grad Party	50 ppl
June 4	MORP (private prom)	250 ppl
June 5	Buchholz/Quackenboss Wedding Ceremony & Reception	75 ppl
June 5	iForward Graduation (divided into two separate ceremonies)	1000 ppl
June 5	Schmiedicke/Fusco Wedding Ceremony & Reception	70 ppl

June 5	Kostelic/Bartleson Wedding Ceremony & Reception	90 ppl
June 8	Capital High & Shabazz Graduations	300 ppl
June 11	2021 Pediatrics Banquet	150 ppl
June 11	Herzing University Graduation	300 ppl
June 12	Sun/Kersten Wedding Ceremony & Reception	100 ppl
June 12	Samsin/Walcott Wedding Reception	150 ppl
June 12	Kampa/Koutnik Wedding Ceremony & Cocktail Reception	80 ppl
June 19	Hoyer/Jaskulski Wedding Ceremony	200 ppl
June 19	Lolita Dotson Celebration of Life	150 ppl
June 23	2021 Coaches vs. Cancer Wisconsin Gala	350 ppl
June 25	UW Department of OB-GYN Graduation Program	170 ppl
June 26	GSAFE Celebration of Leadership Awards & 25 <sup>th</sup> Anniversary	450 ppl
June 26	Grueter/Hague Wedding Ceremony	35 ppl
June 27	Walter Wiest Reunion	150 ppl
June 29-July 2	2021 American Volkssport Association (AVA) Biennial Convention	200 ppl
June 29	2021 Statewide Quality Improvement Event	200 ppl
June 29-30	2021 CMP Summer Workshop	50 ppl

**G. Business Office / Human Resources**

- April finances will be discussed at the Board Meeting.
- A study of the open AV Tech position description has been scheduled, using the city's equitable hiring tool to achieve equity in out hiring practices.
- Welcome bags have been put together to greet the returning redeployed staff in May, June and July. One of the redeployed staff members returning in May has accepted a new position with Traffic Engineering and will be serving his two weeks in May prior to leaving. Operations hopes to pull another redeployed person back early to take over 2<sup>nd</sup> shift lead work.