



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

November 18, 2021

A. Administration:

- The State of WI has contracted with a new parking vendor to operate the MT Parking Ramp. The company's name is One Parking. Staff from One Parking, State DOA, and Monona Terrace participated in a Zoom meeting to review how certain operating details will be handled that impact MT customers, volunteers, and MC staff. One Parking will continue to operate as the previous parking vendor SP+ did, and will consult with MT about any changes that may come in the future
- The board will be voting on default meeting status for 2022 at the November meeting. A majority vote will decide the default; however, the monthly status can be switched, if needed. This switch should be voted on ideally one month in advance of the meeting date but no less than 2 weeks before the meeting is held. If the board votes for in-person meetings, teleconferencing into a meeting (when noticed on the agenda) is a valid way to attend and be counted towards quorum. Staff needs to know ahead of time to update the agenda and set up audio.

B. Operations:

- Operations managers are holding interviews for 2 hourly custodial positions and one permanent custodian 2 position.
- Setting up for the Greater Madison Chamber of Commerce event for 800 people was challenging but operations staff did an excellent job, as did AV. Similarly, Wisconsin Music Educators multi-day, multi-space event demanded a lot from staff but they were up for the task.
- Due to weather and vendor scheduling issues, the tile work on Olin Terrace may not be completed this year. Concrete repairs to the loading docks have started and will be completed in November.
- The fountain has been shut off and winterized and rooftop umbrellas have been removed for the season. Maintenance is prepping snow removal equipment for winter.

C. Community Relations:

- Meditation at Monona Terrace continues online Mondays at noon. Average attendance for October was 119 each session. The series is sponsored by SSM Health.
- Yoga Core on Tuesdays and Thursdays at noon continues as a hybrid program, with average attendance of 68 in October. Attendance online has

been outpacing in-person attendance, with 78 total in-person attendees in October and 403 online. The series is sponsored by Group Health Cooperative.

- Moon Over Monona Terrace was held virtually on Friday, Oct. 15 from 7:30 – 9:30 pm. The educational program is in partnership with Madison Astronomical Society, UW Space Place, and Madison Metropolitan School District Planetarium. Presentations included a virtual moon tour, telescope clinic, deep space tours, and an introduction to the night sky. Over 288 people attended virtually.
- The documentary “John H. Howe, Architect: Frank Lloyd Wright’s Master of Perspective” was screened virtually as part of its SITEseeing program on Oct. 6. The film was available online, followed by a pre-recorded discussion with panelists, director Rob Barros and historian John Holzhrueter. There were 115 log-ins for the program.
- The first Monona Terrace, Essential Madison Experience, “Inspired by Wright,” was launched on October 16. The program was designed in partnership with Destination Madison, and the experience features a special tour of our facility focusing on geometry and a coordinating mosaic art project.
- Staff welcomed the first motor coach group post-pandemic. Country Travel Discoveries had a tour followed by wine reception on October 13. It was attended by 28 people. Their itinerary focused on historic sites in Madison and Milwaukee. On October 8, staff provided a tour for travel writers, arranged by the Wisconsin Department of Tourism.

D. Gift Shop:

- The Gift Shop is participating in the [Madison BID and Dane Buy Local Passport Program](#). This runs from November 1 - December 19, 2021, and includes many area businesses in Dane County. When a customer spends up to \$10 at any listed location, they can email in their receipts to Lieneke@danebuylocal.com to be entered in a drawing to win gift certificates to area businesses.
- Website sales are beginning to pick up, as the holidays approach. Additionally, holiday cards and merchandise are on display in the store. The annual Gift Shop Holiday Sale will run from Saturday, November 27 - Thursday, December 23.
- Staff is researching custom merchandise ideas for Monona Terrace’s 25th Anniversary, and are working with the Friends of Monona Terrace group on this.
- The Gift Shop is planning to be open special hours from 5pm-9pm on Friday, November 12, for Gallery Night.

E. Sales and Marketing:

- The October booking pace report is attached.
- Work with JLL Consulting on the Optimization Study continues. Criteria for the booking priority of different sizes and types of events is being established, and JLL will devise a recommended optimized calendar with the desired number of each event priority type.

- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings and other industry events: Ungerboeck Convention Centers Industry Summit, DMI: New Faces/New Places (Hilton Garden Inn), MPI Monthly Meeting, DMI What's Up Downtown Breakfast, Chamber Lunch(UP)date, Cvent Group Business Insights, MPI-MD Chapter: Use Date to Plan Your Safe Return to Events, and OPEN Virtual Mix and Mingle, Greater Madison Chamber of Commerce Annual Dinner.
- The **Organization of Competitive Bodybuilding** has booked a bodybuilding competition here on September 17, 2022. Monona Terrace has not hosted an event of this nature before. Madison will be a new location for this group and there is the potential for this to become an annual event.
- **Wisconsin Collaborative for Healthcare Quality** has booked their 7th Statewide Quality Improvement meeting here next June. They have been hosting with Monona Terrace since 2006.
- **Midwest Family Broadcasting** is back for their Q106 Storytellers event. This event is hosted twice a year and will be return In March and October of 2022. They have been meeting here since 2017.
- Below is a summary of all other events booked in the month of October:

Repeat	New	Weddings	COVID-19 Rebook*
13	7	10	5

* 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 Face Covering Emergency Order #4 requires face coverings among people ages two and older when in any enclosed space open to the public where other people, except for members of the person's own household or living unit, are present. This order expires on November 27. PHMDC has stated they do not plan to renew the order.

Here is a summary of the events contracted (definite status) or under contract (pending status) for November, December and January. The attendance figures noted are preliminary numbers and will most likely change.

- November
 - Total events = 25 (23 definite, 2 pending)
 - 12 Meetings
 - 9 Banquets
 - 1 Conference
 - 2 Consumer Shows
 - 1 Community Use Event
 - Events of Note:
 - 2021 Madison Marathon Expo, Nov. 12-13, 4000 people
 - 2021 Winter Art Fair Off the Square, Nov. 13-14, 5000 people

- Dane County Farmers' Holiday Market, Nov. 20, 1200 people
- December
 - Total events = 21 (20 definite, 1 pending)
 - 4 Meetings
 - 10 Banquets
 - 1 Conference
 - 4 Consumer Shows
 - 1 Entertainment
 - 1 Community Use Event
 - Events of Note:
 - Fair Trade Holiday Festival, Dec. 4, 4,500 people
 - Dane County Farmers' Market, Dec. 4 & 18, 1,200 people
 - St. Ambrose Academy Annual Banquet, Dec. 10, 600 people
 - Promega Corporation Holiday Party, Dec. 11, 800 people
 - Alpha Phi Red Dress Brunch, Dec. 12, 500 people
- January
 - Total events = 12 (all definite)
 - 4 Meetings
 - 3 Banquets
 - 2 Conferences
 - 1 Convention
 - 1 Consumer Show
 - 1 Entertainment
 - Events of Note:
 - 2022 Madison Home Expo, 6,000 people
 - Dairy Business Association 2022 Dairy Strong, 600 people
 - Chosen Few Fighting Championships, 1,000 people

G. Business Office / Human Resources

- October's finances will be discussed at the board meeting.