



MONONA
TERRACE

MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

January 15, 2026

A. Administration:

- Combined Campaign
 - Monona Terrace and Monona Catering raised **\$636.55** during our recent Cookie Sale. In honor of their contribution, Monona Catering has selected **The River Food Pantry** as this year's beneficiary.
- Monona Terrace and Monona Catering came together to celebrate the end of the year at the annual Holiday Potluck. Employee service awards were recognized and handed out for our 25-year, 15-year, and 10-year recipients. Congratulations to all and thank you for your continued service.

B. Operations:

- AV held its all-staff meeting on December 1. Discussion centered around learning process and procedures for new equipment obtained in 2025. In addition, for 2026 the AV Manager is hoping to standardize and upgrade uniforms, as well as establish a regular training schedule for staff.
- The AV department was able to purchase a new Yamaha DM7 digital mixer, this is a newer, more powerful audio mixer and a significant technological upgrade. This was a capital purchase, and it came in under budget.
- The Operations department completed several deep-cleaning and facility maintenance projects, including full-building carpet extraction, spot cleaning, and detail cleaning of all restrooms, escalators, and Level 4 airwalls. New trash and recycling receptacles were installed in all rooms, and various equipment, including privacy panels, easels, and whiteboards, was repaired. The team also prioritized safety and professional development, with staff attending and completing CPR and AED certifications.
- The Maintenance department completed repairs to the underside of the Olin Terrace bridge and continued to convert all lights on Level 4 over to LED. Recent infrastructure improvements included a Metasys HVAC system update by Johnson Controls and an inspection and repair of all movable walls by JWC. Compliance and safety remained a priority, highlighted by a successful fire inspection in December, the completion of biannual fire pump testing by Pertzborn, and the biannual cleaning of the kitchen hoods during planned maintenance days. The department is actively focused on recruitment for the vacant Facility Maintenance and Mechanic 1 positions.

C. Community Relations:

- **Wellness Talks:** On November 5, Dr. Beth Olson from the UW-Extension presented "Getting Older – Should We Care More About Our Nutrition?" This virtual session attracted 192 attendees, highlighting strong community interest in age-related nutritional health.
- **Mini Meditation Retreat:** Dr. Sarah Moore facilitated an intensive three-hour meditation retreat on Sunday, November 23. The event was well-received with 55 participants seeking a deeper mindfulness experience heading into the stressful holiday season.
- **Virtual Meditation at Monona Terrace:** This weekly series, sponsored by the Friends of Monona Terrace, concluded its fall season with a total of 788 attendees. Participation remained steady through the end of the year, averaging 58 guests per session in November and 52 in December.
- **Yoga Core** Our hybrid yoga program remains a popular offering, totaling 1,506 attendees for the fall season or an average of 63 per session. In November and December, the program successfully balanced a high volume of online participants (497 combined) with a dedicated in-person cohort (229 combined).
- **Wright Design Series** Two lectures were held to explore architectural history and design. Doug Hursh discussed the evolution of Potter Lawson in November (103 total attendees), while Eric Vogel provided a fascinating look at Frank Lloyd Wright's chair designs in December (119 total attendees), both utilizing our successful hybrid format.
- **Holiday Farmers Market Activity:** During the Dane County Holiday Farmers Market at Monona Terrace on November 15, we hosted a "T-shirt to Tote" upcycling workshop. Approximately 75 people participated in this hands-on activity, which promoted sustainability and community creativity.
- **Guided Tours:** Staff and volunteers provided educational tours to four diverse groups, including the Madison Area Rehabilitation Center, Donohue & Associates engineers, Pewaukee High School, and the Riedel Home School. These tours reached a total of 83 individuals, showcasing the facility's architectural and functional significance.

D. Gift Shop:

- The Gift Shop has officially started the ADA Compliance Audit for our e-commerce site, to find and correct all noncompliant concerns before the April 2026 Compliance Deadline.
- We received many fun new stocking stuffers from Kikkerland, just before the holiday season, including fun lip gloss, music boxes, rainbow makers, bag clips, kids' toys, and much more:



- We have a new vendor for Frank Lloyd Wright socks, that we stocked just before the holidays:



- Our Annual Holiday Sale ran from Saturday, November 29th – Tuesday, December 23rd.
- We ran a special, free gift of a Monona Terrace Puzzle, with any purchase over \$25 for our opening weekend of the sale.
- We opened extended hours for the duration of the sale and for the Holiday Season Farmers' Market mornings.
- The Gift Shop team is continuing the data management project for the Gift Shop.

E. Sales and Marketing:

- The November and December booking pace reports are attached.
- Monona Terrace and our ad agency Shine have completed our strategic marketing plan for 2026.
- We are currently recruiting for the Marketing Communications Specialist position and began conducting interviews on January 12. Todd Brei is retiring April 1.
- Celebration of the Season attracted 95+ of our most loyal clients as well as some of our city partners, Destination Madison, and board members.
- Monona Terrace was represented by the sales team at the following virtual networking, training, and other industry events: GM/DOS meeting at the Park Hotel, Madison + Milwaukee DMI Exchange, DMI The I.D.E.A. Series, Monona Terrace Client Appreciation Party, AFP End of Year Luncheon and Meeting

- New Events:
 - UW Conference & Events to host the Society of Engineering Science Annual Technical Meeting.
 - Professional Insurance Agents of Wisconsin “PIAW”.
 - Blueprints Events booked the “Shive Hattery - Architecture & Engineering Luncheon” for the 1st time.
 - UW-Madison School of Medicine and Public Health has booked multiple different events with us since 1997, but this is the first time they have booked UW Heart Failure Summit with us.
 - Gordon Food Service is a new client, bringing their ‘General Sales Meeting’ to us.
- Repeat Events:
 - UW-Madison Department of Plant Pathology, OGRAIN. 4th time returning since 2024.
 - Foundation for Black Women's Wellness rebooked their Annual Black Women Wellness Day for the 4th year.
 - Mad Hatters Experience booked 4 more Candlelight Concerts in 2026. They have been booking with us since September 2023.
 - Operation Fresh Start Annual Gala, 3rd year returning.
 - Holiday Farmers Market 2026
- Below is a summary of all other events booked in Nov & Dec:

Repeat	New	Weddings
33	10	8

F. Event Services:

- Here is a summary of the events contracted (definite status) or under contract (pending status.) The attendance figures noted are preliminary numbers and will most likely change.
- February 2026 Total events = 44 (2 pending)
 - 1 Convention
 - 13 Meetings
 - 16 Community Use
 - 4 Entertainment
 - 6 Banquets
 - 3 Conference
 - 1 Consumer
 - Events of Note:

- 2026 Dairy-Aire Gymnastics Invitational
- Orchid Quest
- WNA Nurses Day at the Capitol
- Wisconsin Hospital Association 2026 Advocacy Day
- (2) Candlelight Concerts
- 2026 RENEW Wisconsin Summit
- Family Winter Prom
- WI Realtor and Government Day 2026
- Adult Prom
- 2026 PSW Legislative Day
- March 2026 Total events = 37 (2 pending)
 - 1 Convention
 - 5 Meetings
 - 13 Community Use
 - 4 Entertainment
 - 9 Banquets
 - 3 Conference
 - 3 Consumer
 - Events of Note:
 - Wisconsin Vintage Fest
 - 2026 Madison Build, Remodel & Landscape Show
 - Terrace Town 2026
 - Q106 Storytellers
 - Clasen Quality Chocolate 2026 Perfect Attendance & Safe Driving Dinner
 - 2026 World Championship Cheese Contest
 - Candlelight Concerts
 - Badger Cheer & Dance Championship
 - Disability Advocacy Day
 - Breakthrough T1D Wisconsin Gala 2026
 - Dane County Humane Society Toto's Gala 2026
 - TruStage Wealth Management Solutions Dinner

- April 2026 Total events = 42 (1 pending)
 - 2 Convention
 - 10 Meetings
 - 14 Community Use
 - 2 Entertainment
 - 13 Banquets
 - 1 Conference
 - Events of Note:
 - 2026 Access Community Health Centers Celebration of Service Dinner
 - Madison East High School Prom
 - La Follette High School Prom
 - Fury Athletic Season 12 Banquet
 - OCMH Mental Wellness Student Leadership Summit
 - Candlelight Concerts
 - WVMA Blue Coat Ceremony
 - Make the Magic 2026
 - ACCA 2026 Cancer Center Administrators Forum (CCAF)
 - 2026 Night to Remember
 - 2026 PSW Educational Conference
 - Clean Wisconsin: An Epicurean Evening
 - Wilson Law Group RWay Forum Dinner

G. Business Office / Human Resources

- The November and December 2025 financial reports will be discussed at the board meeting.