



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

May 15, 2025

A. Administration:

- The Director has been holding meetings with the newly elected Alders to introduce them to Monona Terrace and answer their questions.

B. Operations:

- AV is upgrading the internal servers as part of a capital project. The equipment has been ordered; installation and migration to the new servers will begin in May.
- JCI is working with staff on upgrading Metasys, the system that controls the building's HVAC.
- Pro Axis completed recalking the bike elevator lobby to fix the leak.
- JWC has been scheduled to repair the airwall in the Exhibition Hall in mid-May.

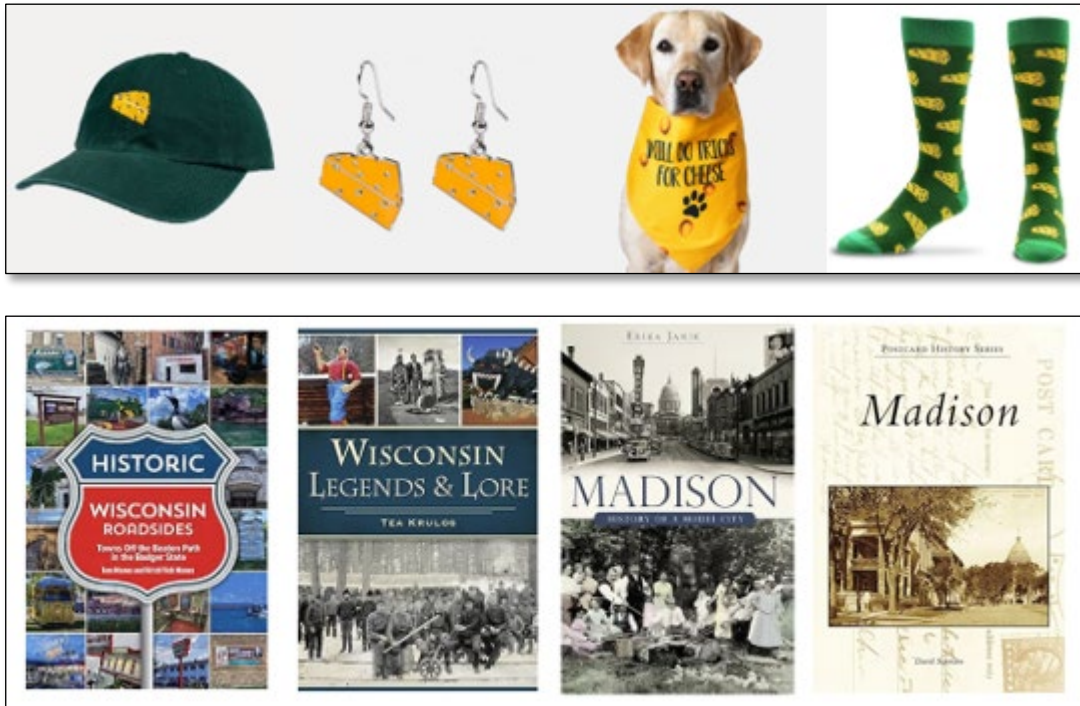
C. Community Relations:

- **Yoga Core** continues hybrid on Tuesdays and Fridays at noon from January 14 – May 23. The total attendance for April was 477 people, with an average attendance of 68. The series is sponsored by Friends of Monona Terrace.
- **Meditation at Monona Terrace** is held virtually on Thursdays at noon, February 6 – May 22. Total attendance for April was 227 people, with an average attendance of 57 per session. The series is sponsored by Friends of Monona Terrace.
- **Architectural tours** and Froebel block workshops were offered on April 9 to St. James School (30 students), April 21 to Brookfield Elementary (106 students) and April 30 to Waubesa Elementary (93 students).
- April was fashion and textiles month at Monona Terrace, in partnership with The Frank Lloyd Wright Foundation. Starting on Tuesday, April 1, with the virtual **Wright Design Series**: Dorothy Liebes, Modern Fashion's Starchitect with an attendance of 119. Then on Sunday, April 6 the **T-shirt Transformation** upcycling activities for all ages was held with 125 people in attendance. On Friday, April 25, a **Garbage to Glam** design competition making fashion out of recycled materials had 40 people in attendance. The month concluded with **The Wright Look Fashion Show** presented by UW's The Vault on Sunday, April 27 with 485 people in attendance.
- The last **Wright Design Series** presentation of spring occurred on Thursday, April 24. The organization Defining Humanity presented "Form Follows

Empathy | Transforming Communities with Compassion and Innovation.” Their vision is “to interweave empathetic engagement with inventive problem-solving approaches to create spaces that foster safety, learning and unity in underserved communities.” Attendance was 48 total virtual and in person.

D. Gift Shop:

- Gift Shop staff and Guest Service Desk team merged as one unified front of house customer service team.
- The Gift Shop received some new items in the shop. New cheesehead themed items, and new Wisconsin and Madison books from Reedy Press and Arcadia Publishing:



E. Sales and Marketing:

- The April booking pace report is attached.
- Monona Terrace was represented by the sales team at the following virtual networking, training, and other industry events: DMI Madison and Milwaukee Downtown Exchange April 04, DMI New Faces New Places at Embassy Suites April 10, MPI Spring Education Day – Baird Center April 17.
- MT Sales/Marketing staff met with Destination Madison’s marketing team, and our new ad agency Shine. Both of us use Shine as our ad agency. The meeting went well, and we believe that a strategic alliance can be formed to help leverage synergies that exist between Monona Terrace’s and Destination Madison’s marketing efforts.

New Events: Monroe Streets Arts Center 2026 Fundraiser is coming for the first time. MSAC is a welcoming, inclusive environment where people come together to learn, make, and share music and art. This fundraising event outgrew their current space (their location), and they’re excited to come here

in 2026. UW Conferences is a current client that has booked a new event here called the 50th Celebration for The Department of Gender and Women's Studies. Michelle Rehbein booked her first event here, Rehbein Trifecta – Family Reunion, Birthday party and going away party.

- **Repeat Events:** Q106 Storytellers has booked again for 2026. This event has been held here each year since 2016. L&L has booked their Madison Build, Remodel, and Landscape Show for 2027. This show has been held here since 2016, this client has had annual events at Monona Terrace since 1997. Go Big Productions booked Moms Unhinged Comedy Show with us for the second time this year. They hope to book 3 times a year.
- Urban League of Greater Madison booked, their 2026 Madison Region's Economic Development & Diversity Summit. They have booked this Summit at Monona Terrace since 2011 (other than 2020 and 2021 due to the pandemic) and have booked multiple meetings here each year since 1999.
- Dane County Humane Society will be returning here for their Toto's Gala in March 2026, their seventh.
- Below is a summary of all other events booked in April:

Repeat	New	Weddings
19	8	3

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.
- June Total events = 29 (2 pending)
 - 6 Meetings
 - 17 Banquets
 - 3 Conventions
 - 2 Entertainment
 - 1 Community Use
 - Events of Note:
 - ASLO 2024 Summer Meeting, 900
 - 2024 American Astronomical Society AAS Meeting, 750
 - 2024 NSMMS & CRASTE, 600
 - iForward Graduation 2024, 1,000
- July Total events = 23 (2 pending)
 - 3 Meetings
 - 15 Banquets
 - 3 Conventions

- 1 Consumer
- 1 Entertainment
- Events of Note:
 - IPMS/USA 2024 National Convention, 3,000
 - 2024 PLC Institute, 1,500
 - 2024 Art Fair Off the Square, 75,000
 - CASE Summer Institutes Closing Reception, 500
- August Total events = 13 (2 pending)
 - 3 Meetings
 - 1 Community Use
 - 1 Entertainment
 - 4 Banquets
 - 2 Conventions
 - 2 Conferences
 - Events of Note:
 - American Society of Biomechanics Annual Conference 2024, 900
 - American Family Insurance Leadership Meeting, 1,950
 - 2024 Red Bull Wake the City, 700
 - Latino Chamber of Commerce 20th Anniversary Gala, 600

G. Business Office / Human Resources

- April finances will be discussed at the board meeting.
- AV Manager interviews were conducted on April 2nd, 3rd, 4th, 8th and 9th and an offer has been made and accepted by Sara Carrizal. Sara has progressively taken on more responsibilities over her 19 years with Monona Terrace. She brings to the role experience with project management, purchasing, contracting, budgeting, AV / IT department and project support along with event booking management software administration. Sara will officially take over her new duties on May 12th.
- Hourly Operations positions have been offered to Miguel Gallardo Walther, Gabbi Quintero, Alyssa Bradley and Mariah Kelso.
- Full-time Operations positions have been offered to internal hourly employees Shea Standing and Nestor Barajas-Dominquez.
- Mechanic 1 positions were offered to Dominic Stenson and Tony Kraemer, and they have begun new employee onboarding and maintenance training.