



MONONA
TERRACE

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 17, 2025

A. Administration:

- The kickoff meeting for LEED recertification was held in October. Staff will be working with LEO (Leadership In Environmental Opportunities) the consultant over the next 3-years with the goal of getting platinum status.
- After September interviews for the Administrative Assistant / Office Administrator, an offer was made to Lauren West, who will be starting here in November.

B. Operations:

- The UW contract for security that Monona Terrace piggy backs on is up, and they are signing with a new security company, Best Security. Staff is vetting this new company and, in the meantime, still working with CSC the "old" company through the rest of the year.
- Staff training for CPR, AED by the Fire Department is being arranged for December.
- Maintenance completed rooftop winterizing of the fountain and Lake Vista Café.
- The AV department made a capital purchase of ClearCom wireless equipment. This is gear worn by the client to communicate internally during a show and has become ubiquitous for larger events at Monona Terrace. Until now this equipment has been rented. The ROI for this purchase is approximately 3 yrs.

C. Community Relations:

- Moon Over Monona Terrace returned on October 3 in partnership with the Madison Astronomical Society, drawing a total attendance of 1,329. Guests enjoyed telescope viewing, space-themed LEGO displays provided by WisLUG, and support from volunteers with the UW Astronomy Club and Alpha Phi Omega.
- The Sound and Sense Immersion Workshop, led by instructor Joan Herzing on October 26, welcomed 43 participants for an experiential session combining sound and mindfulness.
- Yoga Core continued its hybrid format on Mondays and Fridays, sponsored by the Friends of Monona Terrace. Total attendance for October was 252, with an average of 42 participants per session (77 in-person and 175 online).
- Meditation at Monona Terrace, also sponsored by the Friends of Monona

Terrace, maintained strong engagement through its virtual Thursday sessions. Total October attendance was 307, averaging 61 participants per class.

- Staff and volunteers provided tours on October 15 to EnsoData company (10) and October 17 to Road Scholars (15).
- The first of three Wright Design Series lectures occurred Monday, October 27. The speaker was Chandler Ahrens of Washington University and AVV A firm. His topic was adaptive reuse projects in St. Louis. There were 26 attendees in person and 48 on Zoom.
- Staff has registered 16 schools for Terrace Town 2026, occurring on March 13-14. Orientation meetings are offered to teachers new to the program.
- The annual volunteer field trip occurred on October 7 with a Two Rivers itinerary that included Still Bend, the Hamilton Wood Type Museum and Kohler Art Preserve. Over thirty volunteers participated, including docents from the Unitarian Meeting House.

D. Gift Shop:

- The Gift Shop is continuing to research ADA Website needs and solutions for the e-commerce site for the April 2026 Compliance Deadline.
- New items in the Gift Shop include: State Capitol Ornament for 2026, celebrating 250 years of the United States. It retails for \$20 each and a portion of the proceeds go to the State Capitol Restoration Fund, Ramen Noodle Bowls featuring Frank Lloyd Wright Designs, (four different sets of two that come nicely boxed), and felt building blocks from Lower Case Toys:



- The Gift Shop team is continuing the data management project for the Gift Shop.

E. Sales and Marketing:

- The October booking pace report is attached.
- Monona Terrace and Monona Catering are running a promotion for clients who are interested in holding meetings, to see if we can fill in some of the slower dates in January 2026. The promotion involves free coffee and tea for new clients (**see attached**).
- Monona Terrace was represented by the sales team at the following virtual networking functions, training, and other industry events: Destination Madison Partner Pop-Up at the World Dairy Expo, DMI – New Faces New Places, 72nd

annual Madison Chamber Dinner, MPI Wisconsin chapter Marriott Middleton

- Sales Team worked with Monona Catering to coordinate entertainment, décor and menu for the **Celebration of the Season** – client appreciation night.
- New Events:
 - Wisconsin Association for Energy Engineers, 350 attendees, October 2026. They were referred to by a long-term client.
 - MMSD 'MS iReady training', 220 attendees, October 2025. MMSD knows Monona Terrace well, but this is a new event they have decided to run at MT.
 - First Unitarian Society of Madison 'Frank Lloyd Wright 75th Gala', 250 attendees, June 2026
- Repeat Events:
 - Dane County Farmers' market, 1,200 attendees, November & December 2025 (been at MT since 2002)
 - Winter Art Fair Off the Square, 5,000 attendees, November 2026 (been at MT since 1997)
 - Wisconsin Medical Society, "Wisconsin doctor Day" 300 attendees, June 2026. (been at MT since 2019)
 - Wisconsin FIRST Robotics "First Wisconsin State Advocacy", 250 attendees, February 2026. (been at MT since 2023)
 - YWCA "Racial Justice Summit", 550 attendees, October 2026. (been at MT since 2007)
- Below is a summary of all other events booked in October:

Repeat	New	Weddings
15	9	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.
- December 2025 Total events = 37
 - 4 Meetings
 - 11 Community Use
 - 4 Entertainment
 - 13 Banquets
 - 1 Conference
 - 4 Consumer
 - Events of Note:

- Madison's 29th Annual Fair Trade Holiday Festival 4,500
 - DCFM Holiday Farmers' Market 1,200
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 - Promega Corporation Holiday Party 2025 800
 - Wisconsin Digital Government Summit 2025 620
 - Candlelight Concerts 600
 - Candlelight Concerts 600
 - St. Ambrose Academy Annual Banquet 500
 - J.H. Findorff & Son Inc. Holiday Party 450
 - Arrowhead Pharmaceuticals Holiday Party 450
 - M3 Holiday Breakfast 400
- January 2026 Total events = 23 (1 pending)
 - 2 Meetings
 - 7 Community Use
 - 3 Entertainment
 - 6 Banquets
 - 4 Conference
 - 1 Consumer
 - Events of Note:
 - 2026 Madison Home Expo 6,000
 - Chosen Few Fighting Championships 1,000
 - Candlelight Concerts 600
 - Candlelight Concerts 600
 - Wisconsin Junior Classical League (WJCL) 400
- February 2026 Total events = 34 (1 pending)
 - 1 Convention
 - 9 Meetings
 - 11 Community Use
 - 3 Entertainment
 - 6 Banquets
 - 3 Conference
 - 1 Consumer

- Events of Note:

- 2026 Dairy-Aire Gymnastics Invitational 4,000
- Orchid Quest 2,000
- WNA Nurses Day at the Capitol 1,000
- Wisconsin Hospital Association 2026 Advocacy Day 900
- Candlelight Concerts 600
- 2026 RENEW Wisconsin Summit 600
- Family Winter Prom 500
- WI Realtor and Government Day 2026 500
- Adult Prom 450
- 2026 PSW Legislative Day 400

G. Business Office / Human Resources

- October's financial report will be discussed at the board meeting.
- Offers were extended and accepted for the new Gardener and the new Event Services Manager. Both positions will start in November.

Meeting Promotion:



MONONA
TERRACE

**WARM UP YOUR
JANUARY 2026
MEETING!**

*Complimentary
Coffee & Hot Tea
Break*

with qualifying catering order*

BOOK YOUR MEETING NOW

mononaterrace.com

The background of the card features a blurred image of a coffee cup and saucer.