



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

February 20, 2025

A. Administration:

- The new Momentus exhibitor service center module a.k.a. “webstore,” had a very smooth roll out. The first event to use it was January’s Madison Home Expo. The procedures for onsite use of the webstore were tried and tested. Staff is working on refining the procedures but is very pleased with the system overall.
- Staff is training on another module with Momentus. It used to be called Sale’s Quotes, but in the new system it is called Service Order Forecasts and operates differently. AV has been the primary user of Sales Quotes; however, Sales is interested in using this system to provide quality quotes to customers within the database so that when a prospective client becomes a definite client the quotes can be converted to actual service orders.

B. Operations:

- The building was closed for maintenance from January 6-8. Maintenance projects included valve replacements in the Grand Terrace, repair and patching of the level 4 east dome, carpet replacement in all passenger elevators and repair of the air conditioner in the Lake Vista Café.
- Work on the east side structured cable replacement project began in January and should be completed by the beginning of February.
- The HVAC software called Metasys has been updated. Training was arranged through Johnson Controls for the maintenance team.
- The scissors lifts and pallet jacks were inspected and serviced. The Skyjack 4626, the largest of the scissor’s lifts, is 28 years old and must be retired. Staff is currently gathering quotes for a new scissors lift with the same maximum height, but narrower to make it easier to maneuver throughout the building.
- Staff is meeting with Fleet services to discuss replacement for the outdoor sweeper. It has been with the building since 1997 and is not repairable.

C. Community Relations:

- Monona Terrace introduced a new program this January, the **Sound and Sense Immersion Workshop**, led by instructor Joan Herzing. This in-person event took place on Sunday, January 12, from 1-3 pm and offered participants a unique, multi-sensory experience focused on the connection between sound, movement, and mindfulness. The workshop had a strong turnout with 101 attendees.

- The **Yoga Core** program remains a community favorite, offering hybrid sessions led by Jo Temte and Devonna Peters every Tuesday and Friday at noon, running January 14 through May 23. Sponsored by Friends of Monona Terrace, the program saw a total of 573 participants in January, averaging 115 per session—505 attending virtually and 68 were in person.
- The **Lakeside Dance Lab** series continued to draw strong participation with its **BollyBeat** session on January 23, led by instructor Manisha Bharagava. This high-energy dance class introduced participants to Bollywood-inspired movements in a fun and inclusive environment. Held from 6 to 7 pm, the session attracted an impressive 241 attendees, reflecting the community's enthusiasm for diverse and culturally engaging fitness opportunities.
- In January, we hosted the Unitarian Meeting House docents for a hands-on session exploring Froebel blocks and facilitated a discussion between local teachers and the AIAW's Architects in Schools Committee to enhance architectural education in classrooms.

D. Gift Shop:

- The Gift Shop conducted its Annual Inventory and is now using that data to guide 2025 purchases and meet with vendors.
- The Gift Shop has finally been able to get a few favorites back in stock. All these products have been experiencing supply chain issues since the pandemic, the Mission Lamp, Midway Gardens Chess Set and the Midway Gardens Sprite Statue Collection (pictures below):





E. Sales and Marketing:

- The January booking pace report is attached.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings, and other industry events: AFP Board Retreat, MPI - Intentional Event Design - Appleton, WI, Middleton Chamber Business Social – As part of a building tour of SupraNet facilities, MT DOS Steve Dongarra saw the computer server where Monona Terrace’s website is housed. He thinks the server lights winked at him 😊.
- The Sales Team and Event Services Manager did a “field trip” and toured the Lacrosse Center for exposure to the sales, event coordination and operational practices of another municipal event venue.
- Steve and Bill bought a Celebration Breakfast at Monty’s for the sales team in honor of them exceeding the annual event revenue team sales goal in 2024.
- **New Events:**
 - WiSys Spark Symposium. Annual event brings together faculty, staff, students and alumni from across the UW System to network, collaborate, and celebrate great ideas and innovation.
 - Simple Life Hospitality is a new client that has booked their upcoming 2025 Simple Life Hospitality Planning Meeting.
 - Operation Fresh Start booked their 5th Annual Gala with Monona Terrace (1st year w/MT).
- **Repeat Events:**
 - Dane County Farmers Market rebooked their Holiday Farmer’s Market for winter 2025. This event has been here every year since 2010 except for 2020 (COVID).
 - TREK Retail and Dealer Convention will be here in November. This is a

repeat event from 2024, and TREK staff is thinking this may be growing back into the large “TREK World” events we hosted pre-COVID.

- Wisconsin Realtors Association booked their 2026 WI Realtor and Government Day with MT. They have been with us since 1998. In 2018 they went to a new venue and came back to us in 2023.

- Below is a summary of all other events booked in January:

Repeat	New	Weddings
22	11	6

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.
- April Total events = 51 (1 pending)
 - 19 Meetings
 - 20 Banquets
 - 3 Conventions
 - 4 Conferences
 - 5 Entertainment
 - Events of Note:
 - Islamic Center of Madison, 1,000
 - Evening with Ezra Klein, 1,000
- May Total events = 42 (1 pending)
 - 10 Meetings
 - 18 Banquets
 - 5 Conventions
 - 6 Conferences
 - 1 Consumer
 - 1 Community Use
 - 1 Entertainment
 - Events of Note:
 - InterActivity 2024, 900
 - ACD Gamesday 2024, 550
 - Children & Nature Network 2024, 700
 - UW Law School Hooding Ceremony 2,000

- UW-Madison Economics Department Graduation Celebration, 1,400
- June Total events = 28 (2 pending)
 - 5 Meetings
 - 17 Banquets
 - 3 Conventions
 - 1 Conferences
 - 2 Entertainment
 - Events of Note:
 - ASLO 2024 Summer Meeting, 900
 - 2024 American Astronomical Society AAS Meeting, 750
 - 2024 NSMMS & CRASTE, 600
 - iForward Graduation 2024, 1,000

G. Business Office / Human Resources

- The finance report will be shared at the board meeting.

H. Catering

- 2024 was a strong year and showed continued growth over the past few years. Monona Catering's revenue for the year was \$7,014,297 (pre-audit) which was an increase of 2.51% higher than the 2023 revenue of \$6,842,495.
- THE 2024 SERVICES WERE:
- Hospitality (coffee breaks) 296,557 guests
- Meals (breakfast, lunch, dinner) 85,727
- Receptions 66,581 guests
- Total Services (including all misc.) 562,784 guests
- Monona Catering donated approximately 6771 pounds (3.4 tons) to local shelters.
- Approximately 41,420.00 pounds (20.7 tons) of pre-consumer waste was diverted from the local landfills through the composting program. From a greenhouse gas equivalency standpoint, these composting efforts are equivalent to 273 urban tree seedlings grown for 10 years.
- LAKE VISTA CAFÉ
 - The Lake Vista Café season began on May 21st and ran through September 22. The season started off with quite a few rainy days, which resulted in slower sales. The Monona Catering Culinary team introduced new items such as the Chojin Salad, and the Korean BBQ Taco.
 - The total revenue for the café was \$140,552 which was 6.2% lower than

the 2023 season.

- 2024 MARKETING ACTIVITIES

- Monona Catering participated in several marketing activities throughout the year, which include Client and Wedding Menu tastings, the Winter Prom event in January, and the summer client appreciation event, in August.

- 2025 PROJECTIONS

- Monona Catering projections are steady and comparable with 2024 with revenues at approximately \$6,975,000. The first quarter starts off with some nice events such the return of the Findorff Employee Recognition party in February and the American Family Children's Hospital Friends Gala in March. With the conference and conventions this year, we are looking forward to continued growth.

- 2025 RETIREMENT AND NEW PRESIDENT INTRODUCTION

After an outstanding career of 40+ years, Patty Lemke, CPCE, CEO of Kelber and Monona Catering has decided the time is right for her to retire. Patty was part of the initial team that helped to build Monona Catering, and has brought her skills, knowledge and excellence to both Kelber and Monona Catering. Her legacy is one of hard work, meticulous details and building dedicated staff to continue both companies moving forward.

Thank you, Patty, for giving your time, energy and expertise to both companies. We are so grateful for all you have done to ensure our success, and we wish you all the best in this new chapter of your life.

Beginning February 1st, Monona Catering is proud to announce our new President of Monona Catering, Linwood Campbell, CPCE.

As a seasoned hospitality professional with a distinguished career spanning over four decades in the catering and events industry, Linwood has led transformative initiatives in all the companies he has worked for. Known for fostering collaboration and innovation, Linwood has also trained and mentored emerging leaders in the industry through his leadership with the National Association for Catering and Events. He actively engages with professional and community organizations and has played pivotal roles in the local Chambers of Commerce, the Human Rights Campaign, and the National Association for Catering and Events.

A visionary with a proven track record across premier venues and world class hospitality companies such as Hilton, Marriott and Starwood Hotels and Resorts, Linwood has led teams that have executed large-scale catering operations generating multimillion-dollar revenues while driving strategic sales growth and client satisfaction. Recognized for leadership excellence, Linwood has earned numerous accolades, including the Mary Margaret Traxler Spirit of NACE Award for the Charlotte Chapter of NACE, the NACE national George Zell Spirit of NACE Award, Caesar's Entertainment Hunter Award and Member of the Year for the Charlotte Chapter of NACE. With a passion for mentorship, Linwood frequently guest lectures and shares insights on hospitality innovation, while contributing to national organizations that shape the future of catering and events. Certified as a Professional in

Catering and Events since 2007 and receiving an Honorary Doctorate of Food Service from North American Association of Food Equipment Manufacturers, Linwood exemplifies dedication, creativity, and a commitment to delivering extraordinary guest experiences.

Welcome Linwood to Monona Catering and the Monona Terrace Community and Convention Center!