



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

June 25, 2025

A. Administration:

- Staff is working on ADA compliance for any public facing software applications. This includes Websites, and documents available on websites, like brochures, maps and forms. In addition, any digital documentation shared with the public must be ADA compliant. The city is in phase one of the plan which is projected to be completed by next year.

B. Operations:

- The A/V department was able to demo multiple types of Panasonic projectors and lenses. As part of a capital budget project, Monona Terrace will be replacing several older projectors with new 4K resolution, solid state laser light projectors. The 4K resolution laser projectors deliver incredibly sharp and vibrant images and are geared toward high-end visual applications and becoming the new standard for large event venues.
- AV staff are working with the city of Madison IT Network Services department to perform a site survey of the building as part of the process of upgrading the wireless network. This is also a capital project.
- Maintenance, Operations, and AV departments are putting together their maintenance days project lists. Maintenance days (where the building closes to the public to do important projects) will be held June 30-July 3.
- Nassco demonstrated a new autonomous vacuum that uses 3D LiDAR mapping. This robot sweeper will vacuum all the hallways every night to free up more time for our staff to detail other areas of the building.
- The repairs to the level 4 west side dome were started at the end of May and completed in early June.

C. Community Relations:

- **Yoga Core** continued to be a popular wellness offering this spring, with hybrid classes held Tuesdays and Fridays from January 14 to May 23. Sponsored by Friends of Monona Terrace, the program saw strong participation with a total spring attendance of 2,405 and an average of 78 attendees per session. Of these, 443 participants joined in person and 1,962 attended virtually. In May alone, the series drew 310 participants (79 in person and 231 online), reflecting consistent community engagement.
- **Meditation at Monona** Terrace offered a calming mid-week experience via virtual sessions every Thursday from February 6 to May 22. Also sponsored by Friends of Monona Terrace, the spring series attracted 988 total

participants with an average of 62 attendees per week. In May, 216 people participated, averaging 54 per session. The program continues to serve as a meaningful way to support mental wellness in the community.

- In May, Monona Terrace welcomed several school and adult groups for tours and hands-on Froebel block workshops. These included Waubesa Elementary (71 students), Winnequah Elementary (70 students across two days), Vel Phillips High School (10 students), Road Scholars (18 adults), Pewaukee High School (23 students), and Wakanda Elementary (55 students). These programs exemplify our continued commitment to education and engagement across all age groups.
- On May 1, Monona Terrace staff hosted a special event to recognize and celebrate our dedicated volunteers during **National Volunteer Week**. This gathering was a chance to thank those who generously give their time to support our public programs, tours, and events throughout the year.
- Monona Terrace participated in the statewide **Frank Lloyd Wright Trail Welcome Weekend** from May 30 to June 1, joining other sites in opening doors for enhanced public access. This initiative encouraged visitors to plan multi-site itineraries and explore Wright-designed buildings that are not always open. During the three-day event, 44 guests purchased tour tickets at Monona Terrace.

D. Gift Shop:

- Gift Shop moved for a couple weeks to a satellite location in Registration Counter #3 during the Dome Repair project.
- The Gift Shop received some new items in the shop. New Frank Lloyd Wright paper products, including Origami Kits, Painting Kits, Kids Books, and Decorative Labels. New Frank Lloyd Wright Scarf Designs, including the Hillside Theater Curtain at Taliesin and the Tree of Life stained glass design from the Darwin Martin House. These popular patterns are also being applied to shawls and umbrellas. New Frank Lloyd Wright cotton caps, featuring the Liberty Magazine Cover Designs, embroidered in a unique scatter pattern on the hats. They come in Stone and Navy:





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

E. Sales and Marketing:

- The May booking pace report is attached.
- Monona Terrace conducted interviews for the Associate Director position to fill the vacancy that will be left when Bill Zeinemann retires on July 18th after more than 28 years of service with MT. Current Director of Sales, Steve Dongarra, was the successful candidate from the interview process and started transitioning to the Associate Director role as of May 12th.
- We are currently recruiting for the MT Director of Sales position, and plan to conduct interviews in the early part of July.
- Monona Terrace was represented by the sales team at the following networking functions, training, and other industry events: Destination Madison Partner Pop Up Vitense 5/12/25; 2025 DMI Annual Dinner 5/14/25; MPI Green Bay 5/15/25; DM New Faces New Places – Tinsmith 6/12/25.
- New Events:
 - Fury Athletics is a new client with us; they booked their Fury Athletic Season 11 Banquet at Monona Terrace for the first time. They were extremely happy with our services and hope to return.
 - Aquia Inc is a new client with us, they booked their Aquia DAM Hackathon Board Meeting with us for the first time.
 - The City of Madison HR Department booked their 2025 Leadership Gathering with us for December 2025.
- Repeat Events:
 - Madison Community Foundation booked their Madison Gives in May 2026 (16th year).
 - Clean Wisconsin rebooked their An Epicurean Evening in April 2026 (10th year).
 - Grantsburg School District rebooked their iForward Graduation with us. They have booked this event with us every year since 2013 except 2020 due to pandemic.

- Organization of Competitive Body Building rebooked their OCB Wisconsin Natural Competition. They recently started booking with us in 2023 and plan to continue booking this event with us twice a year.
- Mad Hatters Experience booked multiple new concerts with us. They have been with us since September 2023 and continue to book this concert with us regularly, once a month or so.
- Wisconsin Manufacturers Commerce booked their Business Day in Madison event for 2026. They've been here every year since 2010.
- Below is a summary of all other events booked in May:

Repeat	New	Weddings
20	9	5

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.
- July 2025 Total events =31
 - 4 Convention
 - 2 Meetings
 - 10 Community Use
 - 1 Entertainment
 - 11 Banquets
 - 2 Conference
 - 1 Consumer
 - Events of Note:
 - 2025 Art Fair Off the Square 75,000
 - Concerts on the Rooftop 2,500
 - Candlelight Concerts 600
 - 2025 Summer Policy Conference 450
 - Health Physics Society 2025 Annual Meeting 400
 - Potato Association of America 109th Annual Meeting 350
 - Closers Camp 300
- August 2025 Total events = 31 (1 pending)
 - 3 Convention
 - 4 Meetings
 - 8 Community Use

- 1 Entertainment
- 14 Banquets
- 1 Conference
- Events of Note:
 - Dane Dances 3,000
 - 2025 PLC Institute 1,500
 - Panhellenic Primary Recruitment 1,500
 - Candlelight Concerts 600
 - Anesis Multicultural Mental Health Conference 500
 - 2025 National Child Passenger Safety Conference 350
 - Pink Lemonade Day Party 300

G. Business Office / Human Resources

- May's finance report will be discussed at the board meeting.
- Hourly Operations Worker interviews were successful and five hourly positions were offered. This pool of employees will assist fulltime Operations and Custodial staff over the busy summer.