



**City of Madison**  
**Minutes - Approved**

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

**MONONATERRACE COMMUNITY AND  
CONVENTION CENTER BOARD OPERATIONS  
AND MARKETING SUBCOMMITTEE**

Consider:  
Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?

---

Monday January 10, 2022

2:30 p.m.

via Virtual Meeting

---

**CALL TO ORDER / ROLL CALL**

**Present:** Judy Karofsky, Andrea Nilsen, Jane Richardson

**PUBLIC COMMENT**

1. 3 minutes per person

**DISCLOSURES AND RECUSALS**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**APPROVAL OF MINUTES**

December 20, 2021: A motion was made by J. Richardson, seconded by Karofsky to approve the minutes. The motion passed unanimously.

**NEW BUSINESS**

2. Update and discussion of roles and expectations of the committee's community participants
  - a. Staff sent out the "Community Advisor" invitation on December 23, 2021. There has been five affirmative responses. The committee chair will be reaching out to them to welcome and thank them and get a sense of what level of involvement they might enjoy. The committee members need to look at the list of those invited to determine which people should have a follow up call or email to nudge them for a response. The goal this group of advisors is to have 10-12 advisors in total. The former board chair, prior to resigning, said she would be happy to do work for the committee. Another potential person to invite would be Eve Galanter. The chair plans to contact Mary Lang-Sollinger, as she verbally indicated interest but hasn't responded to the email invite.
  - b. Regina Milner with Rotary was someone who accepted the invitation. As an aside, the committee wants staff to get a concrete date on the Rotary calendar for the 25<sup>th</sup> Anniversary presentation.
3. Discussion of potential sponsor list and next steps
  - a. There are three potential sponsors who have expressed interest. They have not made a specific level commitment yet.
4. Sponsor materials finalization
  - a. There were no updates on this.
5. Programming updates, including committee's input on F&B for sponsors

- a. Staff is waiting on signed contracts for one of the bands. They've extended an invitation to Wisconsin Serma a Bollywood style, Indian dance group. Staff is looking into an entertainment led procession from Olin Terrace up to the rooftop. They are considering local drumline and step groups. Additionally, they are working out details on a collaborative art project.
- 6. Select the anniversary theme
  - a. The staff came up with a theme idea, "Building on a Dream." Another idea, from Destination Madison is "From Shoreline to Skyline." The committee's consensus was that "Building on a Dream," set the right tone.
  - b. This committee will meet again on January 24 at 2:30PM

#### **ADJOURNMENT**

A motion was made by J. Richardson, seconded by Karofsky to adjourn. The motion passed unanimously.