



City of Madison
Minutes - Amended

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 February 7, 2022

2:30 p.m.

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: Angela Bozo, Judy Karofsky, Andrea Nilsen

Excused: Jane Richardson

PUBLIC COMMENT

1. None.

DISCLOSURES AND RECUSALS

None.

APPROVAL OF MINUTES

January 24, 2022: A motion was made by Karofsky, seconded by Bozo, to approve the minutes. The motion passed unanimously.

NEW BUSINESS

2. Welcome

- The chair welcomed Eve Galanter and Alice O'Connor, who were invited to join the meeting as community advisors. The advisors will continue to be invited to the meetings, however participation is completely optional on their part. The main "job" our advisors agree to is sharing their enthusiasm for Monona Terrace and the 25th Anniversary with their communities. The committee would also appreciate any help they may be able to provide in identifying sponsors and introducing them to the efforts

3. Discussion of Event Sponsors and Fundraising

- Several sponsors have signed up since the last meeting including The Hilton and the Madison Community Foundation. Additionally, the chair is in talks with Associated Bank. These sponsorships were obtained via work done on the 10th anniversary sponsor list. This work continues by staff and committee members. Community advisors, Eve Galanter and Alice O'Connor, would like to see the potential sponsor list. O'Connor, specifically is interested assisting in contacting potential sponsors.

4. Additional Updates

- Booking contracts have been signed or issued for People Brothers Band, Orquesta-MAS Madison All Stars, Black Star Drumline, and staff is talking with Wisconsin Surma (Bollywood dance troupe). Dan Arts mural arts group has come to the table to discuss a community arts project. Additionally, staff is working on drone show price comparisons. Lastly, the chair has been talking to Madison Community Foundation about rooftop art funding.

5. Discussion of Rotary Presentation

- Karofsky was in touch with Ken Opin, who has agreed to be part of the presentation to Downtown Rotary. He was involved in the campaign to pass the Monona Terrace referendum, and would be able to talk about the historical people and politics involved. The second part of the presentation will be given by Executive Director of Monona Terrace, Connie Thompson about overcoming COVID, LEED Platinum certification, innovations, community events, and what the future holds. Staff will put together the PowerPoint slides.

ADJOURNMENT

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