



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 March 07, 2022

2:30 p.m.

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Angela Bozo, 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

February 7, 2022: Karofsky suggested two amendments to the minutes. First, remove the line about a sponsorship solicitation letter as there isn't one at this time and second add Connie Thompson, Executive Director of Monona Terrace as one of the rotary presenters.

A motion was made by Karofsky, seconded by J. Richardson to approve the minutes as amended. The motion passed unanimously.

NEW BUSINESS

2. Welcome
 - A welcome was extended to Angela Jenkins, who joined the meeting as a Community Advisor.
3. Drone Show Research: Heather Sabin, Monona Terrace Staff
 - Staff has consulted with several drone show vendors. This type of show needs a deposit in order to book it. The deposit is 50%. A 100 drone light show is at least \$30,000 for 15 minutes. A 100 drone show is visible from quite a distance. Staff will work on price negotiation once a vendor is chosen. The committee should consider at what level of fundraising they feel comfortable booking this entertainment and placing the deposit. The committee requested staff find out if a deposit is refundable should the fundraising goal not be met.
4. Discussion of Event Sponsors and Fundraising
 - Since the last meeting committee members and community advisors have reached out to Exact Sciences, American Family, Trek, and Hiebing.

5. Additional Updates

- Monona Catering has an agreement with Sassy Cow to create a customized ice cream flavor for the celebration.

6. Discussion of Rotary Presentation

- The Rotary presentation is April 13. Staff, as well as Ken Opin, are doing research for the presentation. These presentations are recorded by Rotary; however, if any of the committee is interested in attending, they will need to obtain an invitation from a Rotary member.

Mr. Opin plans to have his presentation outlined by mid-March and staff will develop a PowerPoint from that outline. Connie Thompson, Executive Director, will wait to see Ken Opin's outline and then will work on her own outline.

ADJOURNMENT

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