



City of Madison
Minutes - Approved

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

**MONONA TERRACE COMMUNITY AND
CONVENTION CENTER STRATEGIC
PLANNING STEERING SUBCOMMITTEE**

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

Thursday, August 24, 2023

1:00 p.m.

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: Mark Richardson, Jim Ring, Jason Ilstrup

Excused: Andrea Nilsen

PUBLIC COMMENT

1. 3 minutes per comment

None

DISCLOSURES AND RECUSALS

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

Jason Ilstrup is registered with the city as a lobbyist for DMI

APPROVAL OF MINUTES

November 7, 2019: A motion was made by Richardson, seconded by Ring to approve the minutes. The motion passed by voice vote/other.

NEW BUSINESS ITEMS

2. Selection of Chair

Mark Richardson volunteered to take on chair duties.

3. Review 3 Horizons Workshop Results

The committee conducted a brief review of the highpoints brought out in the 3 Horizons Workshop. Horizon 1 representing the present conditions and assumptions, horizon 3 representing the future in 2035, and horizon 2, the ways to bridge the present and the future.

The chair asked for the timeline of this strategic plan. The consensus was that a 3 year plan with a few longer term goals would be appropriate and feasible (2024-2026)

4. Identify the top 5 Key Strategic Themes

In the previous strategic plan, staff identified how the strategic objectives align with 4 of the City's elements: Culture and Character, Green & Resilient, Economy and Opportunity, and Health and Safety. The strategic plan should continue to align itself to these city elements.

The key strategic themes identified were:

1. Share Monona Terrace's story/narrative and economic impact.
 - a. Develop a way to consistently share the Monona Terrace story. Recruit community advocates that support the expansion.

- Develop a strategy to make Monona Terrace a valuable community asset.
2. Succession planning and internal knowledge transfer for both staff and board members, with diversity in mind and with attention on training and onboarding.
 - a. Create a matrix that helps identify the needs of the board and find people that fit these needs.
 3. Lakefront development and optimization, Monona Terrace needs a seat at the table in the discussions.
 - a. Optimization in booking of the building needs to be well established in order to prove the need for expansion.
 4. Technology needs and capabilities.
 - a. Develop a formalized process for educating staff and keeping up with trends.
 - b. Professional development for the tech staff and partnership with companies that are already on the cutting edge (i.e. Epic, Madison Chamber).
 - c. Develop a subcommittee on tech.
 5. Sustainability through advances in the technology of the building.
 - a. Explore building operation systems (HVAC, heating, lighting, windows, and kitchen) in need of upgrading to lower cost, energy consumption and reduce carbon footprint.

Update the Board on strategic plan progress twice per year over the 3 year plan timeframe.

ADJOURNMENT

A motion was made by Ring, seconded by Richardson to adjourn. The motion passed by voice vote/other