



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 December 20, 2021

2:00 p.m.

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: Judy Karofsky, Andrea Nilsen, Alice O'Connor, Jane Richardson

PUBLIC COMMENT

1. 3 minutes per person

None.

DISCLOSURES AND RECUSALS

None.

APPROVAL OF MINUTES

December 8, 2021 a motion was made by Karofsky, seconded by Richardson to approve the minutes. The motion passed unanimously.

NEW BUSINESS

2. Discussion of roles and expectations of the committee's community participants

The committee reviewed and liked the letter inviting community members to get involved in the 25th anniversary. This letter including the sponsor perks and a draft of the program will be sent to the list of names that was curated over the past week. The list is still a bit long, and the chair would like the committee to review and finalize the list by 10 am on 12/21. At which point staff or committee members will begin to send out letters.

The subcommittee members have had conversations that indicate there are community members that would like to be involved in some way. For instance, Regina Milner, the programming committee chair for Rotary is interested in fundraising and has an extensive network of connections. She is also interested in getting the committee's presentation booked; however, June is the earliest available month. The committee's presentation should concentrate on internal operations, staff, and events of note. Then in July, George Austin will speak to the history of Monona Terrace and it's economic impact. Despite June being later than this committee wanted, having two Monona Terrace related presentations will provide a great amount of awareness for the celebration.

At the next meeting, staff will report on the cost of marketing with WPR. At this point the meeting had to end due to lack of quorum.

ADJOURNMENT

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