



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 28, 2022

2:30 p.m.

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: Judy Karofsky, Andrea Nilsen, Jane Richardson

Excused: Angela Bozo

PUBLIC COMMENT

1. 3 minutes per person

None.

DISCLOSURES AND RECUSALS

None.

APPROVAL OF MINUTES

March 7, 2022: A motion was made by Karofsky seconded by Richardson to approve the minutes. The motion passed unanimously.

NEW BUSINESS

2. Welcome

- Two of the Community Advisors were in attendance, George Austin and Eve Galanter.

3. Program Updates: Kristen Durst, Monona Terrace Staff

- The custom Sassy Cow/Monona Catering ice cream flavor has been narrowed down to a short list of option and possible names.
- Staff is still looking to book the opening act on Olin Terrace, first choice options were not available for the date. Staff is looking at horn and drum playing groups.
- Staff has been talking to drone vendors about the event. The vendors are concerned about having the space to take off. They have very specific rules about how large a space they need and how far the launch must be from people. Staff is in continuing discussions about this. There are also other light show options to explore should a drone show not work; for example lasers shows and projection mapping shows.

4. Discussion of Event Sponsors and Fundraising

- Destination Madison is sponsoring at the Center Circle level of \$5,000. Findorff has agreed to donate \$3,000. Advisor Eve Galanter would like an example email to use for requests. Staff will reach out to her. For sponsors, rather than exclusive tables, the committee would like

other benefits, perhaps for some levels, guaranteed rooftop access and/or food and beverage tickets.

5. Additional Updates

- None.

6. Rotary Presentation PowerPoint

- Staff shared the draft rotary presentation slides, feedback was positive. A practice is scheduled for Ken Opin and Connie Thompson this Thursday.

ADJOURNMENT

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