



City of Madison
Minutes - Approved

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

**Monona Terrace Community and Convention
Center Board – Strategic Planning Committee**

Thursday, November 7, 2019

1:30 p.m.

1 John Nolen Drive
Hall of Fame Room
Level 2

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

Monona Terrace Community & Convention Center
608/261-4000 TTY: 711 (Local) or 800/947-3529

CALL TO ORDER / ROLL CALL

Present: Alice O'Connor, Jane Richardson, Mark Richardson, Jim Ring

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

APPROVAL OF MINUTES

October 23, 2019: A motion was made by J. Richardson, seconded by Ring to approve the minutes. The motion passed by voice vote/other.

NEW BUSINESS ITEMS

1. Review strategic direction

- a. The four areas identified at the last meeting were reviewed. Staff will use this information to create goal statements.

2. Develop strategy

- a. The following strategic objectives were developed:
 - i. Workplace excellence
 1. Racial Equity - internal & external, outreach, programming and professional development
 2. Innovation - internal operations and customer experiences & desired customers
 3. Diverse and engaged workforce
 - ii. Education
 1. Outreach to general public, creation of diverse events

2. Communicate MT value to general public
3. Create new ways to engage local, county and state officials
- iii. Facility & Sustainability
 1. Outreach to sustainability organizations. Share sustainability stories and accomplishments
 2. Researching and identifying the use of technology to enhance the visitor experience
 3. Reserves
 4. Research the needs and requirements of the next generation of clients/visitors
- iv. Destination
 1. Study and evaluate the contractual relationship between MT, Destination Madison and Room Tax funding in order to assess effectiveness
 2. Achieve transparency of efforts and outcomes in relation to the dashboard of marketing and sales activities of business partners
 3. Identify untapped/potential markets, customers and community partners that are not a part of our current mix

3. Provide guidance on development of critical action plans

Suggestions about potential action plans were proposed:

- a. Regarding technology and the visitor experience
 - i. Engage next generation of meeting planners
 - ii. Leverage technology solutions and applications
- b. Regarding the relationship between MT, Destination Madison and Room Tax funding
 - i. Real-time sharing of data
 - ii. Reporting mechanisms, create a definition for what good to excellent performance looks like
- c. Regarding diversity and untapped markets, customers and community partners
 - i. Identify potential economic opportunities

ADJOURNMENT

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