



**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?

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Wednesday December 1, 2021

2:00 p.m.

via Virtual Meeting

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**CALL TO ORDER / ROLL CALL**

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

**PUBLIC COMMENT**

1. None

**DISCLOSURES AND RECUSALS**

None

**APPROVAL OF MINUTES**

November 15, 2021: A motion was made by Karofsky, seconded by J. Richardson to approve the minutes, the motion passed unanimously.

**NEW BUSINESS**

2. Discussion of potential sponsor list and next steps
  - a. The google document link sent out to the board last week has had little engagement. The committee would like staff to resend the email. The chair had a conversation with the Community Foundation about sponsoring the event. She shared the general information about it to gauge interest. Event specifics were not needed. The board could start making similar calls. Staff should create a timeline and produce some dates by which the board needs to get their calls out. Consider devising pre-holiday and post-holiday goals as well as fundraising goals tied to deadlines
3. Sponsor materials finalization
  - a. The sponsorship levels are complete, work is still being done on the letter and talking points.
4. Update on receiver of sponsorship contributions
  - a. Morgan Murphy Media is on board to sponsor with in-kind promotional/PR programming. The Community Foundation is interested in participating, no level commitment yet. This committee could do a presentation at a Downtown Rotary meeting, staff will make arrangements to get on their schedule. The chair will be meeting with the Madison Chamber to discuss outreach to all the chambers.
  - b. Individual involvement should be considered. A list of all the people involved in getting Monona Terrace built. Committee members should send staff the names of people they remember being involved as community activists, government planners, etc. Staff has a

list of all the former board members and will add to this list the names of Monona Terrace pioneers and planners (i.e. elected officials, the Monona Terrace Commission)

- c. Original project fundraisers like Mary Lange Solinger can be tapped for guidance or other support. O'Connor will be seeing her soon and will find out what level of interest she may have and then let the chair know whether to reach out. J. Richardson will reach out to Alder Verveer to assist with name recollection.
5. Programming updates, including committee's input on F&B for sponsors
- a. Program updates will be provided at the next meeting.
  - b. Consider asking the pioneers and planners to pool money for the drone show, an "Adopt a Drone" program. This would eliminate need for a large corporate sponsor for the show. The program has 100 drones at \$500 ea. Multiple individuals/community members may wish to do this. Staff should provide a list of names for the Olin Terrace Tile program participants, as this could be of interest to them.
  - c. The chair will finalize the letter to sponsors this week so it can be send by the end of next week. The next meeting date was determined: 12/8/21, at 2pm.
6. Ideas for the anniversary theme
- a. This was not discussed.

#### **ADJOURNMENT**

A motion was made by Karofsky, seconded by O'Connor to adjourn, the motion passed unanimously.