



City of Madison
Minutes - Approved
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 October 25, 2021

3:00 p.m.

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: Judy Karofsky, Andrea Nilsen, Jane Richardson

Excused: Alice O'Connor

PUBLIC COMMENT

1. None

DISCLOSURES AND RECUSALS

None.

APPROVAL OF MINUTES

October 4, 2021: Motion made by Karofsky seconded by J. Richardson to approve the minutes, the motion passed unanimously.

NEW BUSINESS

2. Anniversary sponsor levels and benefits

Staff is working on modification to the sponsor levels and their descriptor to make them more Monona Terrace specific. For example instead of "Platinum Level" it's "Lake Vista Level," or "Rooftop Garden Level." The committee likes this idea, but suggested that a \$500 level be added to allow small businesses to get involved..

3. Sponsor prospect list

The committee chair suggested that reaching out to Madison business chambers to get them involved: Latino, Black, Hmong, LGBTQ and Greater Madison. Inclusivity is a top priority to the committee, this is a community celebration and the community should feel involved and be invested.

Prior to contacting sponsors, there needs to be clarification on whether the donation is tax deductible. (Staff researched this for the 10-year anniversary and will be able to provide that information.) The committee plans to ask board members to review the sponsor list and members with connections to these organizations can sign up to approach them for a sponsorship. Board members that have connections with the various business chambers will be invited to open a line of communication.

The committee wants to have a list of talking points for the "ask" as well as an understanding of the benefits provided by each level of sponsorship.

There could be an offer made to each Chamber to ask for participants among their constituents, to submit a collective sponsorship under the auspices of that Chamber.

The world of media sponsorship has changed since the 10-year anniversary, staff will reach out to media groups. The Evjue Foundation, charitable arm of the Capital Times may wish to get on board.

Those sponsors who supported the 10-year anniversary should be the first to be offered a sponsorship opportunity. The committee should also pinpoint 5-10 bigger donors to solicit. Staff will assist by composing a list of previous sponsors, the committee members will review and add. Lastly, the board will get this list and can sign to make a personal request of the organizations to which they are connected.

In order to give organizations options to use their 2021 or 2022 budgets these letters, emails, phone calls and visits need to be done in November. A letter has put together It will be provided to the committee for review.

In regards to sponsor tables, these provide undesirable divides and would go against the inclusivity the event is promoting. Offering guaranteed parking or rooftop entrance would be a good substitute.

4. Theme ideas

The 10-year anniversary was themed; "Promises Kept." The 25 year anniversary needs to be more forward looking with emphasis on inclusivity and community. The chair is interested in something simple and memorable, as example, Monona Terrace's marketing tagline "Orchestrate your incredible."

5. Programming updates

When considering vendors for the programming offered, reach out to Chambers and find out what small and diverse businesses may be interested in participation, in-kind donation and other partnership opportunities.

The drone display is a brilliant alternative to fireworks, as it unique and more environmentally responsible. Having a top sponsor's logo displayed using drones would be a major benefit to offer. It would be an extraordinary show to deliver to the community. The cost for one hundred drones for 15 minutes is approximately \$50,000. As a comparison, fireworks are half that cost.

A community mural could be a good way to draw attention and families. The Community Foundation and Dane Arts Mural Arts would likely be able to assist. It would need to be temporary artwork that could be gifted afterward. Alternatively, the art medium could be temporary, i.e. chalk art.

Staff is currently working on booking bands, dance groups and other family oriented programing.

6. Other items

Staff can create materials to support the committee and board members. Compose letters for email or print them, as well as design materials to assist with asking sponsors.

Review the list of addresses for "save the date" notices. Former board members, those involved in the original Monona Terrace Commission, and public officials who helped make it happen are among the ones who should get these notices.

Ideas for potential sponsor organizations: Monona Terrace current customers, JDS hotel operator, Hiebing, Madison Community Foundation, CUNA, Merrill Lynch, Cherokee Country Club. Along with this, open a discussion with DMI and local Chambers to find out if they can recommended new businesses. Environmental groups may be interested in helping fund the drone show.

ADJOURNMENT

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