



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 October 4, 2021

3:00 p.m.

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: Judy Karofsky, Andrea Nilsen, Jane Richardson

Excused: Alice O'Connor, Ellie Westman-Chin

PUBLIC COMMENT

1. 3 minutes per person

None.

DISCLOSURES AND RECUSALS

None

APPROVAL OF MINUTES

April 19, 2012: A motion was made by Karofsky, seconded by J. Richardson to approve the minutes with the notation for the record, none of the current subcommittee members were on the committee during the 2012 meeting. The motion passed unanimously.

NEW BUSINESS

2. Selection of a Committee Chair

A motion was made by J. Richardson, seconded by Karofsky to select Nilsen as chair of the subcommittee. The motion passed unanimously.

3. Monona Terrace 25th Anniversary Planning Discussion

Monona Terrace Staff shared the history of planning the 10-year anniversary event for Monona Terrace. \$80,000 was raised using a tiered approach to sponsorship. There were five levels with Platinum at the top for \$10,000 and the Patron level at the bottom at \$500. Depending on the pledge a business would get a number of perks, including credit towards facility rental in the future.

Among the expenses incurred for the event were: equipment rental, advertising, permits, security, entertainment and fireworks.

The program went from 5pm-9:45pm and featured 3 popular local bands, roaming performers (i.e. jugglers, face painters) and for the finale the Wisconsin Chamber Orchestra played during a spectacular fireworks display. The attendance was around 4,000. The event theme was, "Promises Kept."

For the 25th Anniversary, the staff is looking at developing three types of activities using the whole day rather than just the evening. They categorize these as "family activities," "Educational and building showcase activities," and "the big party." The committee would like staff to consider the more environmentally friendly drone show vs. a fireworks show, if it is financially feasible.

The next step to consider is fundraising, who to tap and how to do it. Staff will provide the list of 10-year anniversary sponsors to the committee. The process of tiered giving was discussed, with the thought that securing a few large sponsors with some exclusive benefits first, might be wise. It

was also mentioned that previous event sponsors should be given the opportunity to sponsor this, out of respect for their support of other events.

The committee chair made arrangements to meet next on Oct 25. In the meantime, committee members should email ideas for good sponsors to Monona Terrace staff so that a list can be compiled and a decision on how to ask and who should ask can be made at the next meeting.

ADJOURNMENT

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