



**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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Monday January 24, 2022

2:30 p.m.

via Virtual Meeting

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**CALL TO ORDER / ROLL CALL**

**Present:** Angela Bozo, Judy Karofsky, Andrea Nilsen, Jane Richardson

**PUBLIC COMMENT**

1. 3 minutes per person

None.

**DISCLOSURES AND RECUSALS**

None.

**APPROVAL OF MINUTES**

January 10, 2022, a motion was made by J. Richardson , seconded by , to approve the minutes.  
The motion passed

**NEW BUSINESS**

2. Welcome to New Committee Members and Community Advisors

- Newest member of the subcommittee, Angela Bozo was welcomed. An invitation has been extended to Aureliano Montes; he is unable to join at this point. The Community Advisors will be invited to our next meeting.

3. Discussion of Event Sponsors and Fundraising

- Communication materials for Committee/Board/Advisors
  - i. A one-pager is designed; it will be sent to entire board not just this committee. Additionally it will be sent along with a welcome greeting from the committee chair to the Advisors. The goal is to get the document into the hands of potential sponsors.
  - ii. Madison Community Foundation has committed to sponsor and may be willing to use a special fund to support the rooftop sculpture program.
  - iii. Staff will do work on the previous sponsorship list to obtain contact information. The committee chair will determine goals and deadlines on sponsorship solicitation for the next meeting.

4. Additional Updates

- The bands (2) are now contracted.

5. Discussion of Rotary Presentation

- April 13 is the official date for the presentation. Rotary will be expecting historical content, along with current and future plans. They have advised us that George Austin will be presenting in July and covering Monona Terrace from an economic impact standpoint.

Member, Karofsky suggested the committee ask Ken Opin to assist and co-present. He has a historical connection to the politics of getting Monona Terrace built. Director Connie Thompson can then discuss the inclusive nature of the building now the sustainability achievements, how the organization survived the pandemic and the path to recovery. The presentation should be very positive and forward looking. Briefly touch on potential expansion of the Nolen waterfront. End with the 25<sup>th</sup> anniversary. The presentation can be only 25 minutes. It should have no more than two speakers, Speakers should include a staff person. Staff will discuss internally.

**ADJOURNMENT**

A motion was made by J. Richardson, seconded by Bozo to adjourn. The motion passes unanimously.