



GREATER MADISON CONVENTION & VISITORS BUREAU
WWW.VISITMADISON.COM

615 E. WASHINGTON AVENUE D > 608.255.2537
MADISON, WI 53703 T > 800.373.6376

26 August 2010

MEMORANDUM

TO: City of Madison Ethics Board
FROM: Deb Archer on behalf of Greater Madison Convention & Visitors Bureau (GMCVB)
RE: Request for Mayor Cieslewicz to fundraise for hosting CNU 19

Honorable Members,

In June of 2011, nearly 1500 individuals will visit Madison as part of the Congress for the New Urbanism's (CNU) annual convention. This enlightened group of individuals are looking forward to exploring our city, learning about our city's development s and development processes and share their expertise and knowledge on the value and importance of new urbanism style development.

Mayor Cieslewicz played a key role in CNU selecting Madison as a site for their 19th annual Congress and has volunteered to serve as co-chair of the event's Local Host Committee.

The Host City for CNU events is required to share the costs of the convention. Madison's responsibility in this regard is to raise \$280,000. As the Host City's Mayor and part of the convention bid team, it is appropriate for Mayor Cieslewicz to become engaged in and part of this fundraising effort. Having its Mayor serve in this capacity for similar convention hosting is a common practice throughout the country.

To carry out the Host City's financial responsibilities and because we believe the Mayor is in compliance with City ethics ordinances, we urge you to approve the Mayor's request to serve in this fundraising capacity.

Thank you.

Deb Archer CDME
President & CEO