



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved

### MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

*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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Thursday, October 19, 2023

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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The City of Madison is holding the Monona Terrace Community and Convention Center Board of Directors meeting in-person.

1. **Written Comments:** You can send comments on agenda items to [mtcccboard@mononaterrace.com](mailto:mtcccboard@mononaterrace.com)

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting, you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>, or in person before the meeting. If you register to speak online, you will need to attend the meeting.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov toj hauv qab yam tsawg pib hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, contact:

Monona Terrace Community & Convention Center  
608/261-4000 TTY: 711 (Local) or 800/947-3529  
[mtcccboard@mononaterrace.com](mailto:mtcccboard@mononaterrace.com)

#### CALL TO ORDER / ROLL CALL

Andrea Nilsen will be attending by teleconference.

#### APPROVAL OF MINUTES

September 21, 2023: <http://madison.legistar.com/Calendar.aspx>

### PUBLIC COMMENT

1. [80397](#) 3 mins. per person.

### DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### PRESENTATIONS

2. [80388](#) Destination Madison Report: Ellie Westman-Chin, President CEO Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

### NEW BUSINESS

3. [80198](#) A resolution authorizing a five year sole source contract for tourism marketing services, between the City and the Greater Madison Convention and Visitors Bureau, Inc. (GMCVB), dba Destination Madison. (District 4)  
**Attachments:** [Greater Madison Convention and Visitors Bureau Inc. - Non-Competitive Selecti](#)

### REPORTS

4. [80390](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services
5. [80392](#) Finance Report: Jeff Boyd, Business Manager
6. [80394](#) Director's Report: Connie Thompson, Director
  - A. Administration
  - B. Operations
  - C. Community Relations
  - D. Gift Shop
  - E. Sales and Marketing
  - F. Event Services
  - G. Business Office/Human Resources
  - H. Catering

### ADJOURNMENT