



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Agenda - Amended

### MONONA TERRACE BOOKING EVENT ASSISTANCE ADVISORY COMMITTEE

*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, October 12, 2020

4:00 PM

Destination Madison via Virtual Meeting

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#### Zoom Link:

<https://us02web.zoom.us/j/88966372121?pwd=Y0J3QlB1SzRWRHlMd0hLbDJTa0dRZz09>

Meeting ID: 889 6637 2121 Passcode: 332200

To Join by Phone +13126266799,,88966372121#,,,,,0#,,332200# US (Chicago)

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 immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Kathleen Ripp, (608) 441-3953, [ripp@visitmadison.com](mailto:ripp@visitmadison.com)

#### CALL TO ORDER / ROLL CALL

Expected Attendees: Deb Archer, Alice O'Conner, Michael Verveer, Tom Ziarnik, Bill Zeinemann (All by phone or Zoom)

#### APPROVAL OF MINUTES

September 22, 2020: <http://madison.legistar.com/Calendar.aspx>

#### PUBLIC COMMENT

#### DISCLOSURES AND RECUSALS

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

#### REVIEW FUND ACTIVITY

There is no Fund Activity Memo to review for this meeting.

## REVIEW FUTURE FUND REQUESTS

There is no Fund Requests to review for this meeting.

## DISCUSSION ITEM

1. [62540](#) Discussion About MT BEA Fund Usage  
As a result of the pandemic, impact on the future of face to face attendance for events has great uncertainty. Meeting professionals are dealing with event budget constraints, unknown attendee travel behaviors/desires/funding, safety protocols, integration of virtual attendance capabilities, social distancing impact on space usage, F&B delivery and more.  
  
Destination Madison is requesting discussion points on these influences and impact on the current guidelines for usage of MT BEA funding. Two specific groups to be discussed are:
  1. International Society for Stem Cell Research, ISSCR 2021 International Symposia – approved for MT BEA funding and currently contracted at Monona Terrace.
  2. Collaborative Family Healthcare Association, 2021 CFHA Annual Conference – approved for MT BEA funding and currently in the process of contracting at Monona Terrace (contract is not definite yet).

## APPROVAL REQUEST

Approve exception for previously approved MTBEA fund usage.

## ADJOURNMENT