



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?*

Tuesday, December 15, 2020

4:00 PM

Destination Madison Virtual Meeting

Agenda was Amended for Possible Action on #4

Zoom Link: [https://us02web.zoom.us/j/89199324284?](https://us02web.zoom.us/j/89199324284?pwd=b29PVWtUeXdkd1AvYVFrZVdPK3VWZz09)

pwd=b29PVWtUeXdkd1AvYVFrZVdPK3VWZz09

Meeting ID: 891 9932 4284

Passcode: 008242

To Join by Phone:

+ 13126266799,,89199324284#,,,,,0#,,008242# 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

CALL TO ORDER / ROLL CALL

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

APPROVAL OF MINUTES

October 12, 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

1. [63325](#) Fund Availability
Attachments: [FundActivityMemo.pdf](#)

REVIEW FUTURE FUND REQUESTS

2. [63326](#) American Association of State Highway and Transportation Officials - MAASTO 2023 Annual Meeting
Attachments: [BookingIncentiveRequest.pdf](#)

DISCUSSION ITEMS & POSSIBLE ACTION ITEM

3. [63353](#) Discussion Item: Resolution, Legislative File No. 63180 - Amending the Fund Policies and Guidelines by approving the creation of Guideline 4 to Permit the Monona Terrace Booking Event Assistance Advisory Committee to Waive Guidelines. (Referred to Monona Terrace Convention & Community Center Board, Finance Committee)
Attachments: [63180.pdf](#)
4. [63330](#) Optimization Strategy Funding Discussion
Attachments: [OptimizationStrategyFunding.pdf](#)
5. Temporary Destination Madison Appointee

ADJOURNMENT