



**City of Madison**  
**Minute - Approved**

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

**Monona Terrace Community and Convention  
Center Board – Strategic Planning Committee**

Thursday, October 10, 2019

1:00 p.m.

1 John Nolen Drive  
Hall of Fame Room  
Level 2

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 tooj hauv qab yam tsawg pab hnub ua hauj lwm ua ntej yuav tuaj sib tham.

Monona Terrace Community & Convention Center  
608/261-4000 TTY: 711 (Local) or 800/947-3529

**CALL TO ORDER / ROLL CALL**

Present: Jane Richardson, Mark Richardson, Jim Ring  
Excused: Alice O'Connor

**PUBLIC COMMENT**

None

**DISCLOSURES AND RECUSALS**

None

**APPROVAL OF MINUTES**

September 15, 2016: A motion was made by Ring, seconded by J. Richardson to approve the minutes. The motion passed by voice vote/other.

**NEW BUSINESS ITEMS**

1. Establish framing guidelines
  - a. Must be able to control
  - b. Must be able to measure
  - c. Must fall in the 3-Year horizon (with some exception)
  - d. Must move the organization forward
2. Review Mission, Vision, Guiding Principles and other foundational documents
  - a. No changes to the Mission
  - b. Work on Vision wording: define “endless possibilities”
  - c. Mandates stay the same
  - d. Guiding principles: need to align with city’s 7 elements. Expressly state how Monona Terrace, as a “Flagship” agency aligns with city’s elements

3. Review current strategic plan
  - a. Goals will mostly change, however should determine if we have met the goals. Sustainability should be considered for addition to goals.
  - b. Role of board: consider a succession plan for board, to the best of our ability influence appointments to lean towards younger, more diverse board members.
  
4. Review PESTLE/SWOT Analysis and key strategic themes
  - a. Determine how strategic plan aligns to the city's 7 elements, goals should indicate which element they fall under.
  - b. SWOTs discussed: Madison has not gained reputation of sustainability, Monona Terrace is perceived by younger generation as "old" and "dated," City doesn't view Monona Terrace as a revenue generator.
  - c. Committee wants to see measurement side of the strategic plan to determine how we are doing. This will help them decide if a goal has been achieved and is now standard operating procedure, opening room for a new goal. At next meeting committee will review current strategic plan, decide what to carry over (adopt), what to change (adapt), and what to leave behind (abandon).

**ADJOURNMENT**

A motion was made by M. Richardson, seconded by Ring to adjourn. The motion passed by voice vote/other