



**City of Madison**  
**Minutes - Approved**

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

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

Wednesday, October 23, 2019

9:00 a.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 neej 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: Alice O'Connor, Jane Richardson, Jim Ring  
Excused: Mark Richardson

**PUBLIC COMMENT**

None.

**DISCLOSURES AND RECUSALS**

None.

**APPROVAL OF MINUTES**

October 10, 2019: A motion was made by J. Richardson, seconded by Ring to approve the minutes. The motion passed by voice vote/other.

**NEW BUSINESS ITEMS**

1. Review PESTLE/SWOT Analysis and key strategic themes
  - a. Political: The issues listed here are not ones that Monona Terrace can control. However, education of stakeholders, especially in the political arena, to communicate the value Monona Terrace offers to the city is something we can continue to do to influence these issues. Monona Terrace also must remain nimble enough to react quickly to changes in the political environment.
  - b. Economic
    - i. Continued work on the City's performance excellence efforts will increase the city's efficiency and allow them to leverage their purchasing power to get better pricing.
    - ii. Competition is a concern. Suggested goal is to work even more closely with Destination Madison to determine what more is being done / or can be done to get more leads and ultimately more conference and convention contracts.

- c. Social: Our social media presence has improved; however, there is still a long way to go. Consider collaborating with Destination Madison on social media promotion.
  - d. Technological
    - i. Younger clients have suggested the building is 'dated.' Technological advancement can go a long way towards changing this perception.
    - ii. Technology can be used to draw people to Monona Terrace as well as enhance attendee/visitor experience.
  - e. Legal: Many of these issues are out of Monona Terrace's control and therefore cannot be used in developing strategic goals.
  - f. Environmental: Sustainability has already been identified as something to add to the strategic goals.
2. Develop Strategic Direction
- a. The following categories have been identified as strategic goals:
    - i. Workplace Excellence: to include Innovation and Diversity
    - ii. Facility & Sustainability: this will encompass Financial Viability along with Environmental sustainability, Technology, as well as addressing the needs and requirements of the next generation of clients/visitors.
    - iii. Destination: Includes community events, PR including social media efforts, and working closely with Destination Madison to identify what good to excellent performance looks like.
    - iv. Education: This will incorporate community engagement and advocacy, and increased communication with city, state and other political stakeholders about this facility's value to the community.

**ADJOURNMENT**

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