



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Redevelopment Committee

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Monday, April 21, 2025

11:30 AM HYBRID: In person at the Alliant Energy Center, in the Board Room of Exhibition Hall, 1919 Alliant Energy Center Way, Madison, WI; attend virtually via Zoom

See below for additional instructions on how to attend the meeting and provide public testimony.

A. Call To Order

Others present: County Executive Agard, Chair Miles, Mayoh, Kuhl, Clow, Fox, Gottschalk, Anderson, Collins, Gault, Castillo

Chair Erickson called the meeting to order at 11:33 AM.

Present 11 - ROBERT CRAIN, TOM DECHANT, HEATHER STOUDE, BREWER STOUFFER, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, ISADORE KNOX, ELLIE WESTMAN, MICHAEL ENGELBERGER, and KEVIN SCHEIBLER

Excused 2 - RUBEN ANTHONY, and LAURA HERSCHLEB

B. Consideration of Minutes

1. [2025 MIN-002](#) Minutes of the March 17, 2025 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2025 MIN-002](#)

A motion was made by ENGELBERGER, seconded by STOUDE, that the Minutes be approved. The motion carried by a voice vote.

C. Action Items

D. Presentations

1. [2024](#)
[PRES-201](#)

County Executive Agard Introduction and Questions

County Executive Agard introduced herself and provided remarks to the committee regarding the future of AEC.

Believes now is the time to renovate the Veterans Memorial Coliseum

Coliseum facility is outdated and does not have the facilities and infrastructure that performers require

Renovation is about what is good for the community

Thanked committee for support of RFP process

Priority that renovation of Coliseum will not slow down progress on Exhibition Hall

Putting together plan to go to state for funding for Exhibition Hall expansion

Introduced Lacy Fox as County Lobbyist

Questions ensued

Knox noted that he will continue to bring up a potential youth sports facility

DeChant inquired about the public hearing happening later this week.

Clarified that County Exec and Scheibler will both be providing robust remarks

Christenson pleased of the County Exec's support and willingness to work with County Lobbyist

County Exec stressed that continued conversations will provide information around the direction forward

Stouder shared excitement from the City's side for the momentum of the project and eager to be strong partner

Stouffer noted the importance of stressing in the messaging that the renovation will target a diverse range of types of events

E. Reports to Committee

1. [2025](#)
[RPT-006](#)

Chair's Update

Erickson provide an update to the Committee:

County Board Committee of the whole on June 12 at AEC at 6:00pm

County Executive's listening session on 4/23 at 5:30pm

2. [2025](#)
[RPT-007](#)

Director's Update

Director Scheibler provided an update on several items:

Midwest Horse Fair/Cheese Con

Scheibler provided an update on events that have taken place recently including sold-out events at the Coliseum and needing to flip the facility over night for large events

RFP Update

Scheibler provided an update on the RFP for the Coliseum including the scope, progress, and timeline

Erickson inquired about the role of the owner rep – Scheibler clarified that the idea would be to serve in the role for the RFP process, but it may evolve over time

DeChant inquired about if the capacity of the Coliseum is part of the discussion. Scheibler clarified that there will be some nonnegotiable in the RFP – would evaluate any changes in capacity as needed in RFP responses

Christenson asked if there is information related to what structural changes could take place – yes, this will be a priority

Christenson asked if there are any parameters out yet related to public-private partnerships

Miles asked for more information on the owner rep – Scheibler clarified that the owner rep will help meet the goals

Stouder asked about how ownership models may change based on the public – private investment/structure – Scheibler indicated discussions will be had

DeChant asked if owner rep will be brought on during the RFP drafting process, Scheibler clarified that they will

Hunden update

Scheibler provided an update on the work from Hunden related to the Coliseum

Exhibition Hall Design documents and Phase update

Reps from Strang will come at 30, 60, and 90% completion of engineering docs

Engelberger inquired about Public Works involvement in the Coliseum project, especially with a public private model, Scheibler indicated that has not been determined.

DeChant asked about the funding and capital budget process.

Erickson confirmed that sustainability is included in the work.

Traffic and stormwater study

Kicked off study. Strang will lead project, scope has been finalized. This is a public works project, they are currently finalizing contract – looking at May/June pending county approval

Stormwater/traffic study is critical to the neighborhood

DeChant asked if the geographic area includes the whole campus and it does.

DeChant asked if parking is included, and it is.

New Deputy Director – Event and Guest Services - Introduction of Janine Wachter, Deputy Director Event and Guest Services

3. [2025](#)
[RPT-008](#)

2025 Workplan

Rob Gottschalk from Vandewalle and Associates provided an overview of the 2025 work plan

F. Future Meeting Items and Dates

The next Alliant Energy Center Redevelopment Committee Meeting will take place on May 19th, 2025 at 12 PM in a hybrid format.

Lauren Kuhl will send out the calendar invites.

G. Public Comment on Items not on the Agenda

H. Such Other Business as Allowed by Law

I. Adjourn

A motion was made by CRAIN, seconded by ENGELBERGER, that the meeting be adjourned. The motion carried unanimously.

The meeting adjourned at 12:49 PM.

Minutes respectfully submitted by Lauren Kuhl, pending committee approval.