



# 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?*

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Monday, February 24, 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

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

#### A. Call To Order

Chair Erickson called the meeting to order at 11:32 AM.

**Present** 11 - RUBEN ANTHONY, ROBERT CRAIN, HEATHER STOUDE, BREWER STOUFFER, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, ELLIE WESTMAN, LAURA HERSCHLEB, MICHAEL ENGELBERGER, and KEVIN SCHEIBLER

**Excused** 2 - TOM DECHANT, and ISADORE KNOX

#### B. Consideration of Minutes

1. [2024 MIN-441](#) Minutes of the October 21, 2024 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2024 MIN-441](#)

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

#### C. Action Items

#### D. Presentations

#### E. Reports to Committee

## 1. Introduction of hotel owners

*Erickson introduced the new owners of the Clarion.*

*Owners elaborated on hotels they currently own and shared excitement about AEC.*

*Indicated they will be rebranding hotel as Spark by Hilton, and described the hotel and the updates that will be made.*

*Construction is anticipated to start in a week.*

*Indicated that they are looking forward to being a good neighbor.*

*Christenson inquired if the lease terms will stay the same, and yes, they will.*

## 2. Report from Alliant Energy Center Redevelopment Committee Chair

*Erickson shared updates including:*

*Passing the county budget that included 1.5 million for design work.*

*For 2025 the work includes design documents, for 2026 would be construction documents.*

*\$1.5 million for stormwater planning as well as the ring road for the campus.*

*Erickson noted that integrating sustainability is important.*

*Also reported that the relationship with Vandewalle will continue.*

### 3. Report from Alliant Energy Center Executive Director

*Scheibler presented, indicated he has spent time with the county reviewing the work that has been done as well as talking with customers about what they want to see as the space evolves and is ready to provide some recommendations including to continue work on exhibition hall expansion and renovate the Coliseum.*

*Scheibler reviewed similar projects as well as potential revenue from an active Coliseum*

*Suggested an RFP to identify a public-private partner in 2025, start construction in 2026, completed in 2027 or 2028.*

*Items to consider with public-private investment, including that the county will need to make some concessions with control and revenue.*

*The committee provided thoughts on the approach.*

*Engelberger inquired about the tickets sold.*

*Scheibler indicated that there were under \$8 million for the last three years for concerts.*

*Have not had musical concert in 2 years and indicated that the only concert in 2024 and 2025 are comedy shows.*

*Scheibler indicated that musical entertainment is too costly to come here, the back of house is not what entertainers want*

*Stouder asked about opportunity costs*

*Scheibler has asked Hunden for projections for updated facility*

*Glazer asked where the \$150 million came from*

*Scheibler indicated the costs reflect renovation, not building out more*

*Glazer asked about how the RFP process would work – who would pay for other improvements?*

*Scheibler said that will be a part of drafting the RFP*

*Glazer asked if there is interest in the market for this type of space*

*Scheibler indicated that back in 2022 the County had 3 responses and have talked with people who have expressed interest*

*Westman Chin inquired about an RFI*

*Glazer asked if we need to start with gathering interest*

*Christenson indicated that when previously talking about renovating Coliseum, there was discussion that the limitations are too cost prohibitive. Also inquired about sporting events in the Coliseum*

*Stouffer asked about economic impact for concerts*

*Scheibler indicated that is what they'd like to see out of the RFP – an operating model*

*Stouffer inquired if this would be turning over the operation to a partner*

*Scheibler indicated there would be different options for operating the facility*

*Crain inquired if this is a proposal for concerts or for more*

*Scheibler indicated this could be used for athletic events, concerts, however, no ice unless there is a franchise team*

*Crain asked if they are we looking at a multi-use facility*

*Scheibler indicated they are*

*Westman Chin shared concerns related to an operator holding dates making it harder to book in the future*

*Dr. Anthony is excited that a proposal has been put forward with a timeline and an action plan, believes the only way to get revenue support that is needed, P3 is needed, suggest having a local emphasis, didn't see emphasis on sporting venues and local sports in previous plans*

*Glazer asked what Scheibler is looking for – guidance or support moving forward*

*Scheibler believes there are ways to work the redevelopment*

*Westman Chin asked about discussions about parking*

*Scheibler indicated the zoning needs to be changed, plan to update the entrance, hope to be done before Midwest Horse Fair*

*Christenson inquired about giving up the control, is the county having these discussions?*

*Scheibler indicated it will be a topic of discussion moving forward*

*Miles indicated this is a discussion that needs to continue – the form of P3 needs to be driven by the use – not a one size fits all for every type of use on the campus, need to be cognizant of scheduling for events*

*Crain indicated that an indoor youth sports facility has come up a few times – is it Scheibler's opinion that the sports facility needs to be on campus*

*Scheibler indicated right now he does not believe it should be on campus due to other buildings, parking, and space needs*

*Crain inquired of the 8 recommendations that were put forward by AEC Redevelopment committee, are there other items that should fall off*

*Scheibler indicated that nothing needs to come off, right now trying to please everyone – need to find ways to be more responsive to current customers.*

*Stouder hopes the county remains committed to transformative future, like idea of RFI that includes top 3 requirements and others that could be considered*

*Stouffer indicated that the committee has developed a vision, think of it as one big project as opposed to two different projects*

*Scheibler said they are looking at options for phasing*

*Glazer said he is hearing agreement around RFI approach, will continue to be difference in priority, propose to go out for RFI*

*Westman Chin inquired if there have been conversations around how to generate revenue for campus, does*

*Scheibler feel confident that this will bring in the revenue*

*Scheibler believes AEC will continue to outperform revenue expectations, sales team is booking 25 events/month*

*Stouffer noted that the reason the group put the expo hall first was the economic impact and how broad it is per the Hunden study*

*Scheibler indicated that the Coliseum will improve the quality of life for people living in Dane County*

*Erickson indicated that he has heard the facility is not up to par, if renovations are done – could attract the concerts?*

*Scheibler indicated yes*

*Aaron Collins indicated that this is something that the County Executive is interested in. Appreciate suggestion for RFI.*

*Rob Gottschalk asked if it makes sense to provide information on RFI or RFP*

*Miles noted that if the consensus is to move towards an RFI, what could be done that would be actionable for the committee. Bring back scope, questions, latitude, information for the future.*

[2024  
RPT-563](#)

AEC-REDEVELOPMENT COMMITTEE - FEBRUARY 2025 MEETING

Attachments: [2024 RPT-563](#)

## **F. Future Meeting Items and Dates**

## **G. Public Comment on Items not on the Agenda**

## **H. Such Other Business as Allowed by Law**

## **I. Adjourn**

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

The meeting adjourned at 1:03 PM.

Minutes respectfully submitted by Lauren Kuhl, pending committee approval