



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, October 21, 2024

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: Kuhl, Harrington, Gotschalk, Schroeder, Clow, Violante

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

Jamie Patrick attending on behalf of Ellie Westman Chin

Present 8 - ROBERT CRAIN, HEATHER STOUER, BREWER STOUFFER, CHUCK ERICKSON, JEFF GLAZER, LAURA HERSCHLEB, KEVIN CONNORS, and MICHAEL ENGELBERGER

Excused 3 - TOM DECHANT, Supervisor DAVE RIPP, and PAM CHRISTENSON

Absent 2 - RUBEN ANTHONY, and ISADORE KNOX

B. Consideration of Minutes

[2024
MIN-279](#)

Minutes of the June 24, 2024 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2024 MIN-279](#)

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

C. Action Items

D. Presentations

E. Reports to Committee

1. Report from Committee Chair

Supervisor Erickson provided an update on several items for the committee.

Erickson introduced Kevin Scheibler, new AEC Executive Director

Erickson indicated that it is important to do community outreach

There have been recent meeting to discuss sustainability features for redevelopment, will provide update when more information is available, and has also made a request to have staff from public works and Office for Climate Change at future redevelopment committee meetings.

The County will soon have a new County Executive that will serve until April 2025

Erickson also provided an introduction of Supervisor Mike Engelberger as new Redevelopment committee member, currently Chair of the Public Works and Transportation Committee

[2024](#)
[RPT-392](#)

REPORTS TO COMMITTEE

Attachments: [2024 RPT-392](#)

[AEC-Redev - Pace Report - 20241007](#)

2. Introduction of new Executive Director Kevin Scheibler

Scheibler introduced himself as well as what he's been working on since starting 5 weeks ago. Including: meeting with stakeholders and clients, working on analyzing event contracts and profit and loss statements, working on 2025 budget, putting pieces in place to start a 5 year capital plan.

3. Overview of 2024 Center financial performance and projections for 2025

Scheibler provided an overview of the financial performance over the last few years as well as center confirmed events. Strong in sporting events, tradeshow and training events.

Indicated that it will take a few more years to get back to pre-pandemic levels.

Rigging in Coliseum requires extra setup time, which many concerts do not have time to allow for.

Questions ensued about the revenue related to CrossFit.

4. Overview of proposed capital budget for 2025

*Scheibler provided an overview of the budget items for the 2025 budget.
Discussion of items in the budget ensued.*

Erickson inquired if the funds are included to continue forward on the redevelopment work.

Scheibler indicated the funding is included.

Erickson and Engelberger provided an update on some budget amendments.

5. Report on Dane County Tourism

*Jamie Patrick provided an update on Dane County tourism including room nights.
Trending in correct direction, back to 2019 levels.*

*Erickson inquired if there are numbers specific to AEC.
Jamie indicated they can pull numbers, but doesn't have them today.*

Erickson interested in economic impact of World Dairy's impact on countywide and state, as well as AEC's impact.

Clow indicated there will be an annual report that includes the economic impact similar to Monona Terrace.

6. World Dairy Expo Update

*Herschleb provided an update on the World Dairy Expo including total attendees
Information provided is from October 1- 4.*

Herschleb indicated that World Dairy uses all of the space available at AEC as well as Quann Park.

Herschelb provided a description of how the facilities are used including putting up very large tents.

*Erickson inquired about wifi issues, Herschleb noted there were connectivity issues
Erickson inquired if using Quann Park for parking works for World Dairy, Herschleb indicated it has worked, although there has not been rainy weather.*

F. Future Meeting Items and Dates

Next meeting will be on February 5, 2025.

Topics to include redevelopment and tickets

G. Public Comment on Items not on the Agenda

H. Such Other Business as Allowed by Law

I. Adjourn

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

Meeting adjourned at 12:31pm.

Minutes respectfully submitted by Lauren Kuhl, pending committee approval