



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, July 20, 2026

12:00 PM 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.

Interpreters must be requested in advance; please see the bottom of the agenda for more information.

Los intérpretes deben solicitarse con anticipación; consulte el final de la agenda para obtener más información.

Yuav tsuam tau thov txog cov neeg txhais lus hau ntej; thov saib hauv qab kawg ntawm qhov txheej txheem rau cov ntaub ntawv ntiv.

يجب التقدم بطلب بخدمات الترجمة مقدماً. يرجى الاطلاع على أسفل جدول الأعمال للمزيد من المعلومات

The July 20, 2026 Alliant Energy Center Redevelopment Committee meeting will be a hybrid meeting. Members of the public can either attend in person or virtually via Zoom.

The public can attend in person at the Alliant Energy Center, in the Board Room of Exhibition Hall, 1919 Alliant Energy Center Way, Madison, WI.

The public can access the meeting virtually with the Zoom application or by telephone.

To join the meeting in Zoom, click the following link (after you fill out the form, the meeting link and access information will be emailed to you):
https://zoom.us/webinar/register/WN_ngb4z5YJRwWF2Qn--nw05Q

This link will be active until the end of the meeting.

To join the meeting by phone, dial-in using one of the following three toll-free phone numbers:

1-833-548-0276

1-833-548-0282

1-888-788-0099

When prompted, enter the following Webinar ID: 957 1910 4465

PROCESS TO PROVIDE PUBLIC COMMENT:

IN PERSON: Any members of the public wishing to register to speak on/support/oppose an agenda item can register in person at the meeting using paper registration forms. **IT IS HIGHLY ENCOURAGED TO REGISTER VIA THE ZOOM LINK ABOVE EVEN IF YOU PLAN ON ATTENDING IN PERSON.**

In person registrations to provide public comment will be accepted throughout the meeting.

VIRTUAL: Any members of the public wishing to register to speak on/support/oppose an agenda item **MUST REGISTER USING THE LINK ABOVE** (even if you plan to attend using your phone). Virtual registrations to provide public comment will be accepted until 30 minutes prior to the beginning of the meeting.

In order to testify (provide public comment) virtually, you must be in attendance at the meeting via Zoom or phone, you will then either be unmuted or promoted to a panelist and provided time to speak to the body.

If you want to submit a written comment for this meeting, or send handouts for board members, please send them to: kuhl.lauren@danecounty.gov

A. Call To Order

Others present: County Board Chair Miles, Kevin Scheibler, Rob Gottschalk, Sonja Kreusel, Nicole Anderson, Carolyn Clow, Trey Borgrud, Lauren Kuhl, Aaron Collins

Chair Erickson called the meeting to order at 12:06pm.

Present 11 - RUBEN ANTHONY, TOM DECHANT, HEATHER STOUDE, BREWER STOUFFER, PAM CHRISTENSON, Chair CHUCK ERICKSON, ELLIE WESTMAN, LAURA HERSCHLEB, MICHAEL ENGELBERGER, AIMEE DAVIS, and NOAH LIEBERMAN

Absent 2 - JEFF GLAZER, and KATE LEMON

B. Consideration of Minutes

1. [2026 MIN-156](#) MINUTES OF THE MAY 18, 2026 ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE MEETING

Attachments: [2026 MIN-156](#)

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

C. Action Items

G. Public Comment on Items not on the Agenda

With no objection, Chair Erickson moved public comment up:

Teri Giannetti, Executive Director of Midwest Horse Fair spoke.

D. Presentations

E. Reports to Committee

[2026](#)
[PRES-080](#)

Presentations from July 20, 2026 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [AECRC July 20 Slides - Items A, B, D](#)
[AECRC July 20 Slides - Items C, E](#)

1. Chair's Report

a. Neighborhood meeting update

Erickson had a tour of the fair over the weekend. Enjoyed the tour and loved the diversity of attendance - represents the community.

Had a meeting with the Capitol View neighborhood - found it valuable, the neighborhood had good suggestions. One being foliage to block the view of the campus. Kevin Scheibler indicated they are working on getting different foliage planted.

2. Director's Report

a. Update on Exhibition Hall City approval process

Moving design through the City approval process. Had first approval at the Urban Design Commission. Positive comments from the commissioners.

Will be going to Plan Commission on July 27.

Contract in process for demolition of the Ferris Center

b. Update on Agricultural Events

Intention is to continue to grow agricultural events

Currently host 18 different agricultural events

Scheibler detailed the different planned improvements supporting large ag events

Discussion ensued regarding the planned improvements for ag events

c. Update on Range Hill Partners development project for the Coliseum Bar site

Addition to neighborhood will improve area - Looking forward to working with developers as it moves forward

3. Work Plan/Calendar

Rob Gottschalk reviewed the work plan and calendar with the committee

4. Review mixed-use components of the AEC campus master plan

Rob Gottschalk discussed why residential development is important to mixed-use event districts including what the benefits could be specifically for the AEC campus and connections with neighborhoods.

Creates stronger relationship with campus and connected areas.

Reviewed potential integration of mixed-use areas on the campus edge

Sonja Kreusel reviewed the RFI responses that now include the responders names. Indicated the responders have credibility both locally and nationally.

Reviewed value comparisons approximations for planning purposes

Reviewed considerations for City of Madison TIF policy

Discussion ensued on the information shared and how it is helpful for the discussion, and future language for an RFP

5. Review condensed summary document of the 2018 Master Plan

- a. [2026](#)
[ACT-058](#) APPROVAL OF THE CONDENSED MASTER PLAN AND AUTHORIZATION
TO SUBMIT WITH A REZONING APPLICATION FOR THE CAMPUS
MIXED-USE SITES TO THE CITY OF MADISON

Attachments: [Committee Review Draft - AEC Condensed Master Plan 7.20.26](#)

City requested a condensed master plan for review and consideration.

Sonja Kreusel reviewed the general time frame and how the condensed plan fits in,
also reviewed the condensed plan

Discussion ensued regarding what a land bridge could include

Discussion ensued regarding submittal of the condensed master plan and rezoning
request to City of Madison

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

F. Future Meeting Items and Dates

The next meeting will be held on August 17 at 12:00pm in hybrid format.

H. Such Other Business as Allowed by Law

I. Adjourn

**A motion was made by ENGELBERGER, seconded by STOUFFER, that the
meeting be adjourned. The motion carried by a voice vote.**

Meeting adjourned at 1:21pm

Note: 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—preferably at least three business days but no fewer than 24 hours prior to the meeting.

Nota: Si necesita un intérprete, un traductor o materiales en formatos alternativos o cualquier otra adaptación para tener acceso a este servicio, actividad o programa, llame al número de teléfono que puede encontrar a continuación — de preferencia con al menos 3 días de anticipación y como mínimo 24 horas antes del evento en cuestión.

Sau tseg: Yog koj xav tau ib tug neeg txhais lus, txhais ua ntaub ntawv, cov ntaub ntawv uas nyob rau lwm yam kev lawm los sis lwm yam kev pab nkag rau qhov kev pab no, kev ua si los sis kev pab cuam, thov hu tus xov tooj rau hauv qab no—xav kom hu li peb hnuv ua ntej tuaj tab sis tsis pub tsawg tshaj 24 xwab moos ua ntej rau lub rooj sib tham no.

ملحوظة: إذا كنت بحاجة لترجمة شفوية أو كتابية أو مواد بصيغة مختلفة أو تسهيلات أخرى للحصول على هذه الخدمة أو النشاط أو البرنامج، يرجى الاتصال
برقم الهاتف أدناه قبل ثلاثة أيام عمل رسمية على الأقل من تاريخ الجلسة.

County Board Office, 608-266-5758 TTY WI RELAY 711

[2026](#)
[RPT-225](#)

Public Comment 7-20-26

Attachments: [2026 RPT-225](#)

Minutes respectfully submitted by Lauren Kuhl, pending committee approval.