



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 21, 2025

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.

A. Call To Order

Others Present: Chair Miles, Kevin Scheibler, Todd Violante, Lauren Kuhl, Rob Gottschalk, Nicole Anderson, Carolyn Clow

Chair Erickson called the meeting to order at 12:08 PM.

CHRISTIANSON joined at 12:15 PM.

Present 9 - RUBEN ANTHONY, TOM DECHANT, HEATHER STODER, BREWER STOFFER, CHUCK ERICKSON, JEFF GLAZER, ISADORE KNOX, ELLIE WESTMAN, and MICHAEL ENGELBERGER

Excused 4 - ROBERT CRAIN, PAM CHRISTENSON, LAURA HERSCHLEB, and AIMEE DAVIS

B. Consideration of Minutes

1. [2025 MIN-192](#) Minutes of the June 16, 2025 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2025 MIN-192](#)
[6.16.25 Registrations](#)

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

C. Action Items

D. Presentations

E. Reports to Committee

1. [2025](#)
[RPT-203](#) Chair's Update

Erickson indicated that he has been talking with other County Board Supervisors to clarify information and process as it relates to AEC Redevelopment.

2. [2025](#)
[RPT-197](#) Director's Update

Status of RFP Advisor

Scheibler indicated they are finalizing agreement with CAA Icon, which is the organization that worked on the Deer District

Discussion ensued regarding how the RFP Advisor was selected

Event Overview

Secured dart league tournament for May 2027 - about 6,500 people attend

Financial statement from May 2025 vs. May 2024 shows an increase in rent and equipment and services

Present 10 - RUBEN ANTHONY, TOM DECHANT, HEATHER STOUDE, BREWER
STOUFFER, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER,
ISADORE KNOX, ELLIE WESTMAN, and MICHAEL ENGELBERGER

Excused 3 - ROBERT CRAIN, LAURA HERSCHLEB, and AIMEE DAVIS

3. [2025 RPT-196](#) Campus Experience Overview

Attachments: [2025 RPT-196.pdf](#)

Rob Gottschalk from Vandewalle presented and reviewed experience considerations. As the campus develops, it will be important to think about placemaking and experience guide for developers, designers, etc.

Gottschalk reviewed different zones on campus, materials and color palettes, public art, cultural heritage and regional icons

Discussion ensued regarding additional audiences that the presentation should be shared with, consideration as it relates to the RFP, parking, need for branding, creating a neighborhood feel, and year-round events.

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 GLAZER, seconded by DECHANT, that the meeting be adjourned. The motion carried unanimously.

Meeting adjourned at 1:12 PM.

Minutes respectfully submitted by Lauren Kuhl, pending committee approval