



# Dane County

## Minutes - Final Unless Amended by Committee

### Alliant Energy Center Comprehensive Master Plan Oversight Committee

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Thursday, September 8, 2016

3:00 PM Alliant Energy Center Conference Room, 1919 Alliant  
Energy Center Way, Madison

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Alliant Energy Center Conference Room, 1919 Alliant Energy Center Way, Madison

#### A. Call To Order

*Corrigan called the meeting to order at 3:05 p.m.*

**Present** 11 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM  
DECHANT, JONATHAN BECKER, DEB ARCHER, ZACH BRANDON, ROBIN  
SCHMIDT, NATALIE ERDMAN, BREWER STOUFFER, and GREGG  
SHIMANSKI

**Excused** 1 - SHERI CARTER

*Others present: P. Nelson, D. Krause, B. Franz, M. Clarke, K. Peterson Thurlow, Brett  
Halvorson and Consultants from Hunden: Rob Hunden, Eric Lukas and Don Dethlefs.*

#### B. Consideration of Minutes

1. [2016 MIN-242](#) MINUTES OF THE 7/18/16 AEC COMPREHENSIVE MASTER PLAN  
OVERSIGHT COMMITTEE

Attachments: [2016 MIN-242](#)

A motion was made by SHIMANSKI, seconded by SCHMIDT, that the minutes be  
approved. The motion carried by a voice vote.

#### C. Action Items

*There were no action items.*

## D. Presentations

*Members of the committee and the consultants from Hunden Strategic Partners introduced themselves. The Hunden team included Rob Hunden, Eric Lucas from the firm MKSK, and Don Dethlefs of Sink, Combs, Dethlefs.*

*The consultants made a presentation to the committee regarding the marketing planning process. Hunden indicated an interest in hearing from the committee to understand their interests.*

*Corrigan discussed the potential to hire a consultant to perform community engagement. Funding the effort for the external project manager role is still developing.*

*Hunden indicated that the market study will be completed by the end of January and the firm would be happy to spend extra time for community engagement.*

*They have heard from people on the business end of campus - hoteliers and the Convention and Visitors Bureau; they will talk to employees as well.*

*Hunden asked committee members to share their ideas about the AEC campus. He posed several questions and each member of the committee offered ideas:*

1. *What are the most important issues facing the AEC campus?*
  - Employment*
  - Residential housing - both existing and possibly new housing; there are lots of apartments*
  - Transportation -*
    - Making the site pedestrian-friendly*
    - Transit*
    - The economy*
    - Concern about what could be done wrong, with long term negative effect*
    - The AEC is the gateway to the City; view shed is important*
    - The challenge is access to the economy; particularly racial inequity*
    - Understanding the opportunity of the lakes*
    - Neighborhood concerns: communicating those concerns and listening to the process*
    - Connectivity and access: the immense isolation of this parcel*
    - What is distinct about this area?*
    - Hard to reach by walking or bike*
    - Noise is an issue*
    - Concerns with water and runoff with the animal shows*
    - Underutilized space - no one uses the space for recreation.*
    - Alliant Energy Center (AEC) is part of 400 acres of public land in the center of a city linking to Olin Park and the lake*
    - There is a high level of poverty*
    - There is no connection to the lake from the neighborhood*
    - The World Dairy Expo and livestock shows are here. This is an investment.*
    - There is a need for data driven decisions - numbers to match the vision.*
    - Dane County's economy is based on agriculture. It brings rural and urban aspects of the county together; we need to build on that. Integrate the campus with the broader area.*
    - AEC Serves as an example of City and County working together. We need to consider the Impact of county's role and potential loss or gain if the AEC was not in the business.*

*Hunden asked the committee if there is a better management model for the AEC? Governance board? Funding mechanism? There was discussion of the economy, equity, and the environment as Dane County priorities. We need a vision in order to develop a plan, Madison Area Technical College is interested in locating on the south side. An investment is occurring and there could be synergy around the coursework there and AEC activity, collaborative city and county activity. We are growing into a regional community; we need to align the resources.*

*Hunden asked about the core and sustainable businesses in the area. Discussion ensued regarding how this is the Town of Madison land and will be coming in to the City at the latest by 2022; there has not been a lot of planning, but there will be infill development as AEC is developed. Bus rapid transit is critical. There is \$450 million in development potential. This parcel needs to develop in an orderly way. This is an appealing piece of property, but is blighted. The area needs an infusion of capital. New urbanistic, high-density development could be special, but there is a need to capture the economic value. There is a need to integrate the neighborhood property which has depreciated, and people cannot sell their homes. The community needs a vision of what this can be. We need a public and private partnership. The AEC is a showcase for agricultural heritage and community events, but the quality of the buildings vary and there is a lack of things for people to do. It is a limited experience.*

*Members wondered about the expectations of people visit the AEC in terms of amenities. We need a reasonable expectation of success based on the data.*

*Members of the committee asked the consultants to address issues the committee itself may not have yet identified. Integration is challenged by the network of roads and the Huber Center Cultural integration that offers something to the community as a whole as well as the neighborhood. There is great opportunity of this parcel and great potential for impact. The committee does not want to piecemeal development. While development may take place over time, it should be guided by a comprehensive plan. The redevelopment of the site needs to be sustainable over the future.*

*Hunden asked in what order they should proceed with the study. Members indicated they should weigh in with core users to understand what services they need. The area is seriously underutilized for office space. Should there be passenger rail out to Airport or park and ride options. Some believed there should be a civic center feel. There is a food dessert. The committee stressed the need for broader community engagement.*

*There was discussion regarding how to have the AEC off the tax levy in 20 years - do we need piecemeal to keep the AEC off the levy? The World Dairy Expo is a very big deal; members would hate to see that moved out to rural Dane County.*

*Corrigan suggested review of the appendices of the Hammes report for the neighborhood input.*

*Stubbs asked the consultants to tour the neighborhood.*

*Hunden suggested calling the committee the stewardship committee for the process. He asked for help in the way the work is communicated to the community. How do we best deliver a set of plans?*

*Hunden asked, "What would cause reaction in the community?" Would an authority structure be considered? Discussion ensued. Becker asked 'what you get as benefits*

*out of an authority?' How would it raise money? There is one authority in Milwaukee with three taxing authorities. Allowing Dane County taxing authority for the AEC would require state action.*

*Hunden asked, "Are there things happening on site that need a lot of space that should happen somewhere else?" Shimanski asked how we evaluate what makes sense. Are there uses that have missed its time? What doesn't work? Becker indicated that if the Dane County fair will not be here, we must be very specific about where it should be. Halvorson said this is not like a farm progress place, but more like an ag business place.*

*Clarke pointed out that people coming to a national event do not want to be in a rural area with no services.*

*Becker wondered about the potential for musical events. Stouffer asked if musicians come because Madison is convenient to other areas. Madison may not be a draw onto itself.*

1. [2016](#) PRESENTATION BY HUNDEN STRATEGIC PARTNERS REGARDING  
[PRES-055](#) MARKETING PLANNING PROCESS

## **E. Reports to Committee**

### **1. Update on the Consultant RFP**

*Corrigan indicated that there were strong proposals. The responses to the RFP indicate Phase I would cost about \$140,000 and Phase II would be just over \$100,000. GMCVB has committed \$25,000. We need to do additional fundraising. For the Hammes report, the cost was shared by the GMCVB, the City, and the County. That said, Corrigan believes there should be community partners. She will reach out to members of the committee to see if people are interested in doing outreach.*

*Shimanski wants to be able to share a one or two page summary of the project management proposal and the proposal itself. Clarke will research what information can be shared prior to contract approval.*

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

*The next meeting will be Monday, September 19th. Topics will include an update on the project manager consultant and Town of Madison annexation in to the City of Madison update.*

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

*There was no public comment on items not on the agenda.*

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

*There was no other business.*

## I. Adjourn

*Meeting was adjourned at 5:00 p.m.*

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

*Minutes respectfully submitted by Janice L. Lee, subject to approval by the committee.*