



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Wednesday, January 18, 2017

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

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A. Call To Order

The meeting was called to order at 3:05 pm

Present 10 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, SHERI CARTER, JONATHAN BECKER, DEB ARCHER, ZACH BRANDON, NATALIE ERDMAN, BREWER STOUFFER, and GREGG SHIMANSKI

Absent 2 - TOM DECHANT, and ROBIN SCHMIDT

Others present: Mark Clarke, Ela Kakde, Lisa MacKinnon, Bill Franz, Paul Nelson, Brett Haverson and Karin Peterson Thurlow.

B. Consideration of Minutes

1. [2016 MIN-471](#) Minutes of the 11/1 AEC Comprehensive Master Plan Oversight Committee Meeting

Attachments: [2016 MIN-471](#)

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

C. Action Items

There were no action items.

D. Presentations

Ela Kadke, County Board Office Innovation Intern, presented to the AEC Master Plan Committee regarding approaches for inclusive engagement for the redevelopment project.

[2016 PRES-140](#)

DANE COUNTY AEC OUTREACH AND ENGAGEMENT

Attachments: [2016 PRES-140 Dane County AEC Outreach Goal](#)

Corrigan opened the discussion regarding Kakde's presentation. Key aspects of the discussion included:

- * The need to get the community engaged*
- * Need to pay particular attention to the neighborhood, but also engage the rest of Dane County.*

The committee identified areas to consider, including:

- 1. The Community Outreach Vision of what we want for community outreach,*
- 2. Space around the buildings, parking and noise.*
- 3. Need to connect businesses to workforce.*
- 4. AEC as a hub.*
- 5. The use of CDBG on this site prior to annexation.*
- 6. Opportunities for partnerships.*

Discussion shifted to anticipation of the market study and the need to place it in the context of being the first step to lay the foundation.

The AEC is a destination place and there is the neighborhood. The committee recognized the need to address both. While there is always talk about how does the county make money from the AEC, another question is, "What can we offer the community?"

Discussion ensued. Shimanski stated that we are here because of a depleting asset. Primary driver has to be economic feasibility. Need to frame the narrative as taking advantage of the equity in the site. Need to have an economic approach.

Erdman wants to frame the discussion regarding the AEC as a regional asset. Questions asked:

- 1. What does it mean to us as a region?*
- 2. When done with plan, what must it have? How does the AEC redevelopment address the three Es: Environment, economy and equity*

E. Reports to Committee

1. [2016
RPT-590](#)

Discussion of 2017 Draft Work Plan for the Alliant Energy Center
Comprehensive Master Plan Oversight Committee

Discussion ensued regarding a workplan for this committee. Corrigan stated that we can have a draft workplan for a February meeting. Shimanski stated that we need results of the market study for the full workplan. Halvorson stated that we need an open-ended structure. Brandon stated that framing is important. The committee should see the redevelopment as an opportunity; solving the communities' challenges is not a problem but an investment. Shimanski indicated it is important to unlock the value in this property.

Kadke stated that the people around this property is also part of the value. Workforce Development is more challenging than real estate.

Corrigan stated that there is a need for the workplan to address the results of investment; the key question is, "What is the approach to get from today to tomorrow"?

Brandon urged the committee to consider the question, "What is the cost to not engaging surrounding neighborhood from workforce and equity perspective?"

F. Future Meeting Items and Dates

The next meetings will be as follows:

Friday, February 10, 2017

Monday, February 27, 2017 (changed from 2/20/17)

Monday, March 20, 2017

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

This meeting was adjourned by unanimous consent.

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