



Dane County

Minutes - Draft

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Friday, February 10, 2017

3:00 PM

Alliant Energy Center Conference Rm, 1919 Alliant
Energy Center Way, Madison WI

AEC Conference Room

A. Call To Order

Meeting was called to order by S. Corrigan at 3:00 pm.

Present 12 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT, SHERI CARTER, JONATHAN BECKER, DEB ARCHER, ZACH BRANDON, ROBIN SCHMIDT, NATALIE ERDMAN, BREWER STOUFFER, and GREGG SHIMANSKI

Others present: R. Hunden, M. Montgomery, E. Lukas (MKSK), D. Detzlaf, W. Beard, P. Nelson, S. Harrington, R. Gottshalk, A. Becker, D. Ripp, K. Peterson Thurlow, B. Franz and B. Haverson.

B. Consideration of Minutes

[2016
MIN-520](#)

ALLIANT ENERGY CENTER COMPREHENSIVE MASTER PLAN
OVERSIGHT COMMITTEE - MINUTES OF 1/18/2017 MEETING

Attachments: [2016 MIN-520 AEC MASTER PLAN 1-18-17](#)

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

C. Action Items

There were no action items.

D. Presentations

Hunden Strategic Partners provided initial findings of the AEC market study.

Hunden Present of Initial Findings of Market Study

E. Reports to Committee

Discussion ensued the following

Incremental benefit of renovating is greater than building a new facility

The lack of hotels and restaurants

*1000 Supported FTE jobs via ripple effects/jobs that are ladders to opportunity
whether educated or not*

A need for bigger Expo center and hotel rooms

Heads and beds generate revenue

Convention Center

Could be a full service,

Need a ballroom, meeting rooms and a decent kitchen

Create an onsite 5K running course

Governance:

Public management

Authority model

Private model

Questions asked

How does transit fit in?

How realistic to get restaurants?

Hunden stated the need critical mass and 6-8 restaurants. If we do not create critical mass of options, then it does not work

AEC cannot be talked about in isolation. It is ripe for development. That works with the restaurant cluster. It creates a sense of place.

Becker asked, "What is the order in which we tackle this"?

Hunden stated that the biggest deficit is the Coliseum. Would get renewed interest and faith in the site. If you get the money, then the will is there. A year to design, 2 years for new, if shut down, then 15-18 months. If not shut down, then seasonal is 2 summers. We would need to work around the horse show and world dairy.

Discussion of whether it makes sense to go vertical on Expo space. Not really for expo space. There would be a corridor for workers with food.

Stubbs asked about traffic and noise. Goal was to put restaurant near street, away from the neighborhood. The edge of the property would be landscaped.

Stubbs asked, "What outdoor activities"? Have mest in the parking lot in the front.

Carter asked, "How do you improve walkability?"

Corrigan asked for more information on governance. Hunden will point out the pros and cons of governance.

Naming Rights

We have three years before we are at that point.

How does the timing work on that?

Hunden stated that if you have a plan that funded that would be critical. Shop after first phase is funded. Clarke stated that economic impact as it sits now over thirty years. Hunden stated that we will put that in the report. Schmidt, stated that operational costs - impact of sustainability

Drainage

The ponds will be amenities, assuming LEED silver

Think in terms of solar green roofs

Recapture/repurpose and making sustainability part of calling card.

The committee meets in 17 days. Draft within a week, Near final by 2/27. Corrigan spoke of a final presentation to the County Board. Hunden said committee can email him

Corrigan outlined timeline. She mentioned hiring the project manager, discussing the role and negotiations with the consultant.

F. Future Meeting Items and Dates

The next meeting will be Monday, March 20, 2017.

G. Public Comment on Items not on the Agenda

H. Such Other Business as Allowed by Law

I. Adjourn

A motion was made by SCHMIDT, seconded by BECKER, that the meeting be adjourned at 5:11 pm. The motion carried by a voice vote.

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

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