



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Monday, January 22, 2018

3:00 PM

1919 Alliant Energy Center Way, AEC Conference
Room

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A. Call To Order

Chair Corrigan called the meeting to order at 3:04pm.

Present 11 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT,
SHERI CARTER, JONATHAN BECKER, DEB ARCHER, ROBIN SCHMIDT,
NATALIE ERDMAN, BREWER STOUFFER, and ROBERT CRAIN

Excused 1 - ZACH BRANDON

B. Consideration of Minutes

1. [2017 MIN-475](#) Minutes of the 11/27/2017 Alliant Energy Center Comprehensive Master Plan Oversight Committee meeting

Attachments: [2017 MIN-475](#)

Corrigan noted a correction in the spelling of Ron Shutvet's name in the 11/27 minutes.

Ron Shutvet spoke in opposition to the 11/27 minutes. His name is spelled incorrectly and would like that fixed, and also questioned the committee as to why the link for 2017 DISC-017 was not working. He would like it corrected.

Corrigan noted that his name and the link would be fixed.

Shutvet also made a request to revise the 9/11/17 minutes because they do not include the public speakers names and their comments.

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

Amendment: Correct the spelling of Ron Shutvet's last name and also make sure the link for 2017 DISC-017 is working.

C. Action Items

There were no action items

E. Reports to Committee

1. Status Update of Master Plan RFP

Mark Clarke provided an update of the master plan RFP. The responses for the RFP are due January 26, will be interviewed on February 13, and then ideally will make it to the 3/1 County Board meeting for approval.

Bill Franz did a walk through with about 25 people from 12 different firms and additional six contacted purchasing with questions.

DeChant inquired about the make-up of national vs. local firms - Franz noted it was a mix of both.

2. Status Update of Multijurisdictional Plan

Corrigan reported on the update of the multi-jurisdictional plan. The County, City, GMCVB put in money for the multi-jurisdictional plan to bring the communities in the area together to lay out a vision for the campus. Hoping to kick-off work on the MJP by April.

Schmidt inquired about who is looking at being a part of the team. Corrigan clarified that it will include some members of AEC committee, advisory group, City of Fitchburg, County, City – will include reaching out to entities that have an interest in the plan being moved forward.

Carter arrived at 3:19pm.

3. Update on New Development Surrounding the AEC

Clarke spoke about the proposed hotel by the North Central group which will be located next to Department of Revenue. North Central Group has purchased the land and is planning a 144 room hotel. They have already started the permitting process with the City.

Stouffer arrived at 3:23pm.

Clarke continued updating the committee on the hotel development. There are parking issues that DOR/AEC are currently working out. Timeline for hotel is to break ground in 2018, open in summer 2019.

Becker inquired about what will happen to the Huber facility.

Corrigan noted that it will be closed when the jail is built. The Huber property has been thought of as part of the master planning process already.

Stouffer inquired about what type of hotel. Clarke responded that it will be an extended stay – HomeStay (Hilton brand)

Becker inquired about how much use the Sheraton and Clarion gets from AEC events. Clarke noted that it is hard to say.

4. Other Items

Clarke mentioned that the Kalahari in Wisconsin Dells is building a 100,000 square foot conference/exhibition center. This is the same size as the current AEC exhibition hall. Archer noted that the company that is building this center has a very large marketing budget.

5. Next Steps

D. Presentations

1. [2017 PRES-144](#) Update on Economic Impacts of CrossFit Games

Attachments: [2017 PRES-144](#)

Archer gave an update on the CrossFit Games impact. There were 640 athletes which generated 7.2 million in spending.

2. [2017 PRES-130](#) Alliant Energy Center Master Planning Process: Conceptual Timeline

Attachments: [2017 PRES-130 AEC Conceptual Timeline](#)

VandeWalle presented on the conceptual timeline, which included their 3 goals :

1. *How to do this in a way that makes sense to the public.*
2. *Try to forecast how this is going to play out.*
3. *Make sure best possible outcome happens – make sure it's in the communities best interest*

Noted the importance to have public meetings to gather input.

Discussion ensued on the next steps for the master planning timeline and the level of involvement from the committee and what their role will be.

Stubbs noted the importance of including the public and surrounding neighborhoods in the process. Discussion ensued on timing for the public meetings. VandeWalle noted that after the master planning consultant is brought on, the timeline will likely shift.

F. Future Meeting Items and Dates

February 19th at 3:00pm.

G. Public Comment on Items not on the Agenda

Stanley Jackson – Believes this is a great thing. Has concerns about inequity in Dane County. Would like to see the AEC campus be a hub for an indoor bus station. Wants to make sure the people that are suffering over the other side of the fence around AEC are included in the planning. Would like to see development dollars used to address equity which includes thinking beyond brick and mortar for the site - transportation, parking, affordable housing, jobs, grocery store, boys and girls club, swimming pools

Suzane Stude – Lives in Capitol View neighborhood. Supports the project, worries about the neighborhood being forgotten – wants AEC to be an asset. Can hear events, doesn't think it detracts from her house. Concerned about losing green space. Only a few ways to get into Capitol View neighborhood. Has concerns about traffic on Rimrock Road by Rusk road and new hotel. She hopes that development adds value to community and neighborhood. Would like neighborhood to feel included and to make AEC for everyone.

Ron Shutvet – Likes Stubbs suggestion – have meetings for surrounding neighborhood – will be discussing things that other residents wouldn't be. Has concerns about the two master plans happening at the same time. Concerned about public input getting lost in process. Would like to be able to give comments online.

H. Such Other Business as Allowed by Law

I. Adjourn

A motion was made by SHERI CARTER, seconded by DEB ARCHER, that the meeting be adjourned. The motion carried by a voice vote.

Meeting adjourned at 4:26pm.

Minutes respectfully submitted pending committee approval by Lauren Kuhl.