



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Monday, February 19, 2018

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 p.m.

Present 8 - SHELIA STUBBS, SHARON CORRIGAN, TOM DECHANT, SHERI CARTER,
JONATHAN BECKER, ROBIN SCHMIDT, BREWER STOUFFER, and ROBERT
CRAIN

Excused 4 - ARLYN HALVORSON, DEB ARCHER, ZACH BRANDON, and NATALIE ERDMAN

*Others present: M. Clarke, B. Franz, K. Peterson Thurlow, S. Harrington, L. Alvarez and
L. Wood in for D. Archer.*

B. Consideration of Minutes

[2017
MIN-514](#)

Minutes of the 1/22/18 AEC Comprehensive Master Plan Oversight
Committee Meeting

Attachments: [2017 MIN-514](#)
[1-22-18 AEC Registrants](#)

A motion was made by SCHMIDT, seconded by DECHANT, that the minutes be
approved. The motion carried by a voice vote 10-0.

C. Action Items

There was no action items.

D. Reports to Committee

1. Update on Areawide Plan

*S. Harrington provided a breif update on teh areawide plan. The GMCVB non-profit arm
will coordinate the effort.*

2. Update on Campus Master Plan Consultant Selection

M. Clarke addressed the committee. He said there were seven proposals, six within price range. Top three were interviewed.

Chose Perkins & Wills; they are partnered with Hunden. They brought the best package to the table. AEC is in the contracting process now with Perkins and Wills.

Discussion ensued regarding the parameters of the work:

- 1. Each facility individually in terms of improvements and options*
- 2. Look at campus as a whole*
- 3. Relation of campus to area around it*

It takes the market study and vision process to make a plan. The deliverable is a document that can be implemented. It will be a phased approach with action items.

Corrigan stated that the committee will begin the work of overseeing the master plan process and also consider governance and finance.

3. [2017 RPT-674](#) AEC Master Planning Process: Preliminary Timeline

Attachments: [2017 RPT-674](#)

The committee considered the preliminary timeline of the master planning process.

Discussion ensued regarding 3 things

- 1. - Work of the committee*
 - How to start*
 - Funding*
- 2. Campus Master Planning*
- 3. Multi jurisdictional process*

(2 and 3 will happen in tandem)

The goal is a combined public meeting in January 2019.

The steering committee for corridor plan will have overlaps with oversite committee. The most recent timeline will be attached to the minutes.

DeChant pointed out that between both the master plan and corridor plan, there will be at least four public meetings, plus a final presentation.

E. Discussion Items

1. [2017](#) Facility Improvements Prioritization Approach
[RPT-675](#)

Attachments: [Improvements from Hunden Report](#)
[Memo to Committee 2.15.18](#)

Clarke spoke of recent capital improvements:

- *Landscaping - bathrooms*
- *ADA ramp improvements*
- *rigging and lights*
- *loading docks*
- *painted interior*
- *stadium lighting*
- *increase security cameras*

***** Natalie Erdman arrived at 3:30 p.m.

Present 10 - SHELIA STUBBS, SHARON CORRIGAN, TOM DECHANT, SHERI CARTER,
JONATHAN BECKER, DEB ARCHER, ROBIN SCHMIDT, NATALIE ERDMAN,
BREWER STOUFFER, and ROBERT CRAIN

Absent 2 - ARLYN HALVORSON, and ZACH BRANDON

Investments with good Return on Investment has guided action.

Becker asked, "Do we need to do anything about security"?

Clarke addressed questions about campus security. He said there are cameras on campus and he and the director of operations are getting active shooter training.

S. Harrington spoke of the Hunden report and the cost of certain improvements. The goal is to choose priority.

He reviewed 7 criteria:

- 1. Economic Return on Investment*
- 2. Maximize operating revenue*
- 3. Stimulate the tax base and business vitality in the surrounding area*
- 4. Advancing the vision*
- 5. Impacts on the neighborhood*
- 6. Non-county funding availability*
- 7. Create a vibrant and integrated campus with a recognizable identity*

S. Harrington asked if there are other criteria? The goal is to develop a matrix to evaluate building based on criteria. The idea is to decide where to begin campus improvements. This will help the master plan consultants develop their phasing.

Dechant asked for distinction between criteria 4 and 7. The vision is broader. Dechant suggested combining the two. He also asked about the neighborhood's impact. He spoke of the importance of the mitigating bad impacts. Becker spoke of emphases on good impacts.

Stouffer asked, "How do you evaluate building X vs Z and where does cost get factored in? What is the feasibility for county funding"? Corrigan indicated the ROI will help to drive that.

Erdman suggests reworking # 6 instead of "non-county funding" just "funding availability."

Stouffer asked, "Has the committee decided to renovate vs replace the Coliseum"?

Harrington: Hunden thought could get most benefits without replacement.

Discussion ensued:

Masterplan consultants will take the direction of where we get started and how it unfolds.

Corrigan asked, "Do we want to have a replace vs renovation of the coliseum"? The conclusion was there was no appetite to look at replacement. DeChant suggest getting a cost estimate for a new building, in case the questions is why not build a new one.

2. Next steps - Committee needs

What data and analysis are needed?

- impact analysis of improvements
- general market demands
- community needs
- opportunities with nearby properties
- visual impact and creating a cohesive campus

Over the next several months, Vandewalle will develop this analysis.

Becker asked about the interplay between Vandewalle and the new consultants. Harrington stated that the goal is that the consultants will embrace Vandewalle's analysis. Harrington also indicated that the committee members should reach out if they have other needs.

F. Presentations

Harrington pulled up the website for committee comment.

Lynn and Kenan Wood will put together a communications plan and an electronic newsletter.

1. Website overview

Discussion ensued regarding questions:

1. *What about POLCO*
2. *Where is the link to the AEC website from the home page?*
3. *How about the CJC website?*

G. Future Meeting Items and Dates

Next meeting will be held on Monday, March 19th at 3:00 p.m.

H. Public Comment on Items not on the Agenda

Stanley Jackson addressed the committee. He stated that for \$15 million dollars, how many parking places? That would free up space. He expressed interest in a bus facility, affordable housing, a YMCA and a grocery store. He would like drawings taken to community meetings and wants a focus on brick and mortar, with community needs hand-in-hand with Return on Investment.

I. Such Other Business as Allowed by Law

There was no other business.

J. Adjourn

A motion was made by CARTER, seconded by DECHANT, 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.