



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Monday, March 19, 2018

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

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A. Call To Order

Others present: Scott Harrington, Lupita Alvarez, Supervisor Richard Kilmer, Karin Peterson Thurlow, Mark Clarke, and Bill Franz

Corrigan called the meeting to order at 3:05pm.

Present 6 - SHARON CORRIGAN, ARLYN HALVORSON, JONATHAN BECKER, DEB ARCHER, ROBIN SCHMIDT, and ROBERT CRAIN

Excused 6 - SHELIA STUBBS, TOM DECHANT, SHERI CARTER, ZACH BRANDON, NATALIE ERDMAN, and BREWER STOUFFER

B. Consideration of Minutes

1. [2017 MIN-576](#) Minutes of the 2/19/18 AEC Comprehensive Master Plan Oversight Committee meeting

Attachments: [2017 MIN-576](#)
[2-19 AEC Registrations](#)

**The vote on the minutes was taken after Natalie Erdman arrived at 3:20.*

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

C. Action Items

D. Reports to Committee

1. Campus Master Plan Process Update

Mark Clarke reported to the committee. Consultants Perkins and Wills had a site visit on 3/15 and will be spending the next 6 weeks doing data gathering and analysis.

The Perkins and Wills schedule will be merged with the VandeWalle schedule.

The three phases of the project include: discovery, ideas, and implementation

Perkins and Wills will be onsite in April, May, July, and September and will meet with the committee at these times. The committee will try to maintain the current meeting schedule (third Monday of the month), but may have a need to meet on different days.

Perkins and Wills hopes to have a draft product by October. VandeWalle will continue to work into January.

2. Timeline Update

Corrigan asked how the master plan will dovetail with the area-wide planning process. How will they inform one another. Discussion ensued.

Harrington believes the plans will work together.

Harrington spoke of the key issues the City of Madison needs to inform/serve as foundations for a subsequent Madison-led process.

The April meeting will see a more definitive process for the area wide plan. VandeWalle hopes to start the multijurisdictional process in the next few weeks. This year, the multijurisdictional process will inform a larger, town-attachment area plan.

The City will make a financial contribution to support the area wide planning process.

Natalie Erdman arrived at 3:20pm.

Present 7 - SHARON CORRIGAN, ARLYN HALVORSON, JONATHAN BECKER, DEB ARCHER, ROBIN SCHMIDT, NATALIE ERDMAN, and ROBERT CRAIN

Excused 5 - SHELIA STUBBS, TOM DECHANT, SHERI CARTER, ZACH BRANDON, and BREWER STOUFFER

E. Discussion Items

1. [2017](#) Review of Past Survey Results
[RPT-739](#)

Attachments: [AEC Past Survey Results 2017 RPT-739](#)

Harrington reviewed past surveys and engagement regarding how to prioritize next steps.

The initial focus will be on public facilities.

Harrington reviewed committee members responses to a survey as part of the visioning process.

- Consensus on Coliseum renovation
- Consensus on conferences, trade shows, and ag events
- Less interest in hosting weddings or other gatherings
- Harrington reviewed the types of uses and response of committee members

On the POLCO survey:

- 88% thought festivals were important
- 65% support a high quality of life is important as opposed to economic impact
- Respondents wanted a walkable-district feel

2. Summary of Data Gathering & Outreach Efforts

VandeWalle has begun completing data gathering and outreach efforts.

Harrington spoke to Rob Hunden to see if there was information on breaking out the specific components of investment. There will be more information on this next month.

3. Improvement Prioritization Criteria

The Hunden study did not prioritize investment.

Clarke points out they were not asked to do this work, which is why VandeWalle is doing it now.

VandeWalle also met with two of the GMCVB staff. The goal was to understand what draws/what keeps people away.

Trade shows are better performing events.

Conventions are second - generally has an educational component. Need more break-out space plus a ballroom. We are not capturing the youth sports market.

There is a need to expand so there is more exhibit space.

Discussion ensued regarding the demand for a ballroom and the size of it along with breakout rooms.

The Coliseum lacks a wow factor. Hunden suggested a wrap around concourse.

Discussion ensued regarding the demand for concerts. Mark said they are trying to grow the concert and family show business. AEC is looking at both attendee experience and the promoter experience.

The Coliseum handles 8,000 to 10,000 attendees.

Harrington reviewed the key improvements.

- 1. Coliseum wrap around \$105 million*
- 2. Exhibit hall expansion \$24 million*
- 3. Exhibit hall ballroom \$19 million*
- 4. Show ring (replacing arena) \$7 million*

Archer asked whether the investment of ballroom along without a meeting space is a good investment. Harrington indicated that it might be possible to have flexible/dividable space.

Archer spoke of the need for concurrent sessions for larger meetings. She also indicated that the lack of hotel space is a problem.

Clarke spoke of the need to show private developers the demand for hotel space.

Schmidt said the sequencing of construction will be important.

The cost of the catering and the kitchen is factored into the increased exhibition hall cost rather than the ballroom estimate.

Archer urged consideration of other needed improvements if one builds a ballroom.

*Becker asked why phase it in, why not all at once?
- financial?*

- physical?
- not possible to physically do all at once?

Crain urges not prioritizing too quickly.

Harrington led the committee through criteria. There are 6 criteria in two groups.

1. Economic return on investment
2. Maximize operating revenue
3. Evaluate job creation that is associated with improvements
4. Stimulate tax base and business vitality in the surrounding community and nearby neighborhoods
5. Current demand needs by customer
6. Funding availability

He presented a matrix of improvements vs. criteria. VandeWalle will note each, and then share with committee members.

Archer noted the need to consider space and parking of each.

Becker - can there be a real timeline? Is it 5 years? 20 years?

Harrington indicated Perkins and Wills will look at that.

Halvorson inquired about how you can budget for 10 or 15 years? Anything can happen.

Clark noted that Perkins and Wills will include a consumer price index in their analysis.

Harrington linked the criteria to the vision foundations.

F. Future Meeting Items and Dates

Next meeting will be 4/16/18

G. Public Comment on Items not on the Agenda

Supervisor Richard Kilmer addressed the committee. His big concern is transportation and linking to downtown.

H. Such Other Business as Allowed by Law

There was no other business.

I. Adjourn

A motion was made by ROBERT CRAIN, seconded by DEB ARCHER, that meeting be adjourned. The motion carried by a voice vote. Meeting adjourned at 4:26pm.

Minutes respectfully submitted by Karin Thurlow, subject to committee approval.