



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Monday, October 15, 2018

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

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A. Call To Order

The meeting was called to order by Chair Corrigan at 3:05 p.m.

Brett Halverson (in for Zach Brandon)

Present 10 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT,
SHERI CARTER, DEB ARCHER, NATALIE ERDMAN, BREWER STOUFFER,
ROBERT CRAIN, and PAUL NELSON

Excused 2 - JONATHAN BECKER, and ZACH BRANDON

Staff Present: Mark Clarke, Bill Franz and Karin Peterson Thurlow

*Others Present: Scott Harrington, Lee Koppy, Andre Ost, Ron Shouvet, John Slack
and Lynn Wood.*

B. Consideration of Minutes

1. [2018 MIN-276](#) Minutes of the 9/17/18 Alliant Energy Center Master Plan Oversight Committee meeting

Attachments: [2018 MIN-276](#)

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

C. Action Items

None.

D. Presentations

1. [2018](#) Perkins + Will Presentation - October 15, 2018
[PRES-064](#)

Attachments: [AEC UOC Meeting 10-17-2018](#)

- a. Stormwater Specs
- b. Traffic Specs
- c. Phasing Refinement
- d. Funding Approach and Messaging Refinement
- e. Destination District Vision Vision and Strategy Update

Lee Koppy addressed the committee in regards to storm water. He did an analysis of storm water impacts at total build out. The consultants had discussed storm water requirements with the city. Discussion ensued regarding solids and run-off rate. The consultant needs to continue modeling. Koppy explained that each individual project must meet storm water requirements. There will be no permit unless the project improves current run-off.

Erdman reminded the committee of the three "E"s:

1. *Environment*
2. *Economy*
3. *Equity*

She urged the consultant to call for a demonstration project regarding water quality.

Questions asked:

Which practice brings us to a higher level and at what cost?

Stouffer says if ponds are base level, then what does it take and how much might it cost to do additional measures? Perkins and Will will complete this analysis.

The intent is to have a draft report on the 4th and be back on the 19th for the next meeting.

One registrant would like to speak. R. Shouvet addressed the committee. He expressed concerns regarding storm water control. He wondered about the ring road, will they have ped-bike lane?

1. [2018 RPT-273](#) Potential Funding Sources

Attachments: [2018 RPT-273](#)

S. Harrington addressed the committee.

D. Archer spoke about current state statute regarding Expo Districts. She spoke of the revenue lines supporting the district. Legislation would be required.

Harrington mentioned that the City of Superior is looking to have a district and is working with the Legislature.

This is the beginning of a conversation regarding funding. Private funding and government funding will be needed. The state building fund manages available state funding.

E. Reports to Committee

J. Slack, A. Ost, and L. Koppy addressed the committee regarding working on completing the master plan. Slack spoke of hotels on campus. He proposed an alternative alignment for a hotel associated with the Clarion. An expansion would provide another 200 rooms. Another hotel on Rimrock would potentially add up to 300 rooms. There would also be a primary hotel with additional rooms associated with the Expo Hall. Clarion now has 144 rooms.

There would be language in the plan about upgrading and level of services. Stubbs indicated an interest in making sure we build what we need. Corrigan asked about how expansion rather than a new hotel affects the visual impact of the site. Work continues on how an expansion would sit on the site.

An additional 600 rooms is a sweet spot. Two hundred and fifty connected room blocks would be great. Archer said a 400 room block capacity would be great by the second and third phase of development.

J. Slack provided an overview of the fine tuning of the plan.

The presentation continued with A. Ost providing a focus on multi model circulation. Halvorson raised the issue of transit. Erdman indicated Madison is moving forward with bus rapid transit.

He spoke of the next steps regarding circulation. This included intersection modifications. Phasing of the DOT traffic study will be important.

A. Ost described a trip generation chart using peak levels.

The John Nolan intersection need to be studied.

Stubbs asked about congestion in the neighborhood. She does not want more neighborhood traffic.

F. Future Meeting Items and Dates

The master plan document and destination district documents both will be done early November, to be discussed Monday, November 19, 2018. At the December meeting, the committee will make recommendations to the full Board and there will be a presentation to the Board by Perkins & Will on Thursday, December 20, 2018.

Harrington spoke of the schedule for the public meeting. There will be key pad polling on audience response to 18 questions. They will also capture feedback on post it notes.

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 as allowed by law.

I. Adjourn

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

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