



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, November 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 by Chair Corrigan.

Present 11 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT,
SHERI CARTER, JONATHAN BECKER, DEB ARCHER, ZACH BRANDON,
BREWER STOUFFER, ROBERT CRAIN, and PAUL NELSON

Excused 1 - NATALIE ERDMAN

Staff Present: Mark Clarke and Karin Peterson Thurlow

Others Present: Scott Harrington, Ron Shutvet, John Slack and Lynn Wood.

B. Consideration of Minutes

1. [2018 MIN-335](#) Minutes of the 10/15/18 Alliant Energy Center Comprehensive Master Plan Oversight Committee Meeting

Attachments: [2018 MIN-335](#)

A motion was made by ARCHER, seconded by NELSON, that the Minutes be approved as amended, to correct the spelling of Ron Shutvet's name. The motion carried by a voice vote.

C. Action Items

None.

D. Presentations

E. Reports to Committee

1. [2018](#)
[RPT-349](#) Draft Campus Master Plan Document Review and Discussion

Attachments: [DRAFT AEC Master Plan Document - 11-9-2011](#)
[AEC Meeting 11-19-2018](#)

J. Slack provided an overview of the draft master plan. He spoke of how the plan was built on previous work and references the 3 Es: Environment, Economy and Equity.

Mr. Slack spoke of the needs of the stakeholders and how the master plan responded to those needs. He discussed the public and private costs by the phase of the project.

Phase 1 and 1A for public \$90,750,000
Phase 1 and 1A for private \$215,700,000

There are a couple of things to be added:

- 1. Destination district and visioning strategy*
- 2. Stormwater*
- 3. Genuine Madison experience and regional sense of place*
- 4. Text from key stakeholder meeting. This will be the key theme*

B. Stouffer asked, "When will we see this additional text"? Response, that should be two weeks prior to the next meeting.

Any feedback on the next draft needs to go directly to Perkins & Will.

The committee will consider the master plan for approval at the 12/17/18 committee meeting

Nelson asked, "How will this be presented to the Board"? Corrigan responded that there will be a committee of the whole.

Brandon asked, "When it goes to the Board, will it be the full presentation? Corrigan responded, "Yes."

Corrigan: Stronger executive summary, with an explanation of what Dane County is and what the AEC means to the county. She believes the plan is good.

Stouffer wants the slide regarding the public/private investment and also the impact of making investments versus not doing so. This should be in the Executive Summary.

Brandon: Talk about tax dollars leveraging private dollars

Archer: The importance of the hotel development is critical and should be in the Executive Summary.

Discussion ensued regarding the location of hotels and how it increases the capacity for businesses.

Becker asked, "Are hotel owners interested in building here"? Clarke responded, "Yes, hotels are interested."

Becker say perhaps this should be reflected in the report. Clarke: Hotels and development must happen simultaneously.

Becker: The whole Coliseum aspect has been relegated to the back. The public was supposed to look at the Coliseum.

Corrigan: From the beginning, we have stated that we are focused on prioritizing the areas where we will see a return on our investments. It's clear that the Expo hall is the place to begin.

Becker: There is an expectation. Complete the phases for the future. Question, "Where are the Phases to accomplish the Coliseum"?

Stouffer: There should be language up front that the Coliseum is not the priority. Slack says the major Coliseum work is possibly 20 years out. He can include a page on future phases.

Corrigan: The investments to the Coliseum continue, they are not the end game.

Carter: There needs to be an improvement in technology. The plan needs to incorporate Technology, WiFi and Connectivity.

Nelson: Every report from AEC shows the Expo Hall as the money maker. It needs to be the first phase.

Corrigan says Becker's concern is the public's expectation.

Nelson indicated that there are many coming to events in the Expo Hall. There is a 10 - 1 difference Expo Hall - Coliseum.

DeChant: We need to make the business case for the plan.

Halverson: People care about the Coliseum. Do the Expo Hall but do not forget about the Coliseum. You get the big shows at the Coliseum.

Archer: Pg 87 estimated annual property taxes - They are all based on leasing. That needs to be clarified.

Corrigan: Clarifying Chart Pg 79 and Table on Pg 83. Question, "What is the time period"? They are annual projections.

Stouffer: The Financial Consideration sections needs clarification. It does not flow. This information needs to come to the front. He thinks it is an excellent report.

Brandon asked, "Why do it"? "What problems are we trying to solve"? The 3 Es help

- 1. The flood drove home Environment and stormwater*
- 2. Economy*
- 3. Equity - workforce and housing*

We need to talk about trusting that this is a good time to put your money here.

Becker: If we don't do something, it will begin to lose money. We see an opportunity.

Brandon: We need to talk about the Madison/Dane County Experience. Gateway to our city.

Archer: Some of the "Dreaming" that is in the destination district should be in here. She also said that the "trust" issues and how the county has been a great steward of the campus.

Question: "Can we use POLCO information"?

Harrington says 'quality of life' was the most important function of the campus.

Archer asked, "Can we add some comments/testimonies from neighbors, users"?

Brandon: The public market has no champion. It is plotting along. We want to build the excitement.

Corrigan asked, "What should the visuals be for the report"? Stouffer responded, use some from the destination district.

Brandon: You need to know your assets and be able to tell a story about it. We need to change the imagery.

Crain: Beef up the Executive Summary: Got to do the "Why", the "What", and "Why New." The rest can almost be an appendix.

Stubbs asked, "Should Town of Madison and City of Fitchburg be listed"?

Pages 27-29 needs to be moved up.

Crain asked, "How do you incorporate the destination district report"?

Slack: End of background or part of goals and visioning.

Stouffer: Maybe rename "background" to "opportunities"

Benchmark the effort. Usually do "X". We did "Y" and included the appendix, the number/type of engagement.

Stubbs: It needs to reflect adjourning neighborhoods. Use same testimonials.

Archer: Put in photos. She can help.

Stouffer: 3 Core Markets, "What are they"?

DeChant: Parcels A, B, C. Need a graphic. There are a number of areas where resolution on graphics are poor.

Crain: Complementary not competitive to Monona Terrace. That should be reflected.

Corrigan: All comments should go direction to J. Slack.

There was discussion of the need for better imagery. Look at 2010 East District Corridor. Same with Law Park.

Images need to be inspiring. Imagine what could be.

Testimony

Ron Shutvet:

1. *There needs to be a better quality resolution on the report.*
2. *Noise is a problem. There is no mention of noise. Buffering will not address noise.*
3. *Other concerns were addressed: transportation, stormwater, but not noise.*
4. *Pg 45 Lichburg Park misspelled. Question: "Will it be gone"?*
5. *Need sidewalks and pedestrian/bike lane on the ring road. Question, "How will people get a ticket?"*

There was an agreement to discuss the destination district next.

S. Harrington provided an overview. He spoke of 4 key drivers to success:

1. *Ignite private sector investment*
2. *Optimize development on sites*
3. *Create a public/private vision collaborative*
4. *Plan for a destination district parks system*

The public real estate is 400 acres. There needs to be thought about how it all fits together.

Harrington discussed implementation collaborators.

A TIF district would be key once the annexation occurs.

The adhoc panel is considering how to continue to move forward.

DeChant asked, "How would this be integrated into the Master Plan"? Harrington respond, It provides context for how improvements on campus drive the destination district.

Stouffer asked, "Does Expo development drive the development for the region"? "How do we tell that story"?

Archer: There will be a discussion with the Nolan Waterfront Project.

The destination district study was funded separately so not simply incorporated.

2. Funding Approach Refinement and Long-term Project Schedule

Corrigan: We need to look at the public options: TIF, the state, and county funding.

Clarke: Master plan not quite far enough. The county committee is necessary. Harrington agrees. The pre-design will bring finer level of detail. That is a critical next step. He complemented the committee for moving this along.

Archer: There is an Expo District Law and that is possibility.

3. AEC Implementation Committee Options

Corrigan indicated that she will have a resolution to create an implementations tasks force.

4. [2018 RPT-383](#) Update on the Destination District Vision and Strategy

Attachments: [DDVS Update PPT 11.19.18](#)

F. Future Meeting Items and Dates

The next meeting will be held Monday, December 17, 2018 at 3:00 p.m.

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 NELSON, seconded by CARTER, that the meeting be adjourned. The motion carried by a voice vote at 4:55 p.m.

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