



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Redevelopment Committee

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Monday, June 17, 2019

3:00 PM Board Room on the second level of the Exhibition Hall

Board Room on the second level of the Exhibition Hall

A. Call To Order

Meeting was called to order at 3:07 p.m.

Diane Morgenthaler in for Deb Archer

Present 10 - RUBEN ANTHONY, SHELIA STUBBS, SHARON CORRIGAN, SHERI CARTER,
TOM DECHANT, BREWER STOUFFER, ROBERT CRAIN, DAVE RIPP, GARY
WOLTER, and MARK CLARKE

Excused 3 - DEB ARCHER, TERESE BERCEAU, and HEATHER STOUDER

*Others Present: L. Alvarez, A. Becker, B. Franz, R. Gottshalk, S. Harrington, Josh
(YGP), L. Kuhl, K. Peterson Thurlow, T. Violante, and L. Wood.*

B. Consideration of Minutes

1. [2019 MIN-092](#) Minutes of the 5/20/19 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2019 MIN-092](#)

A motion was made by STUBBS, seconded by RIPP, that the Minutes be approved. The motion carried by a voice vote.

C. Action Items

None.

D. Presentations

None

E. Reports to Committee

1. State Joint Finance Committee Action

S. Corrigan reported that the Governor's proposal for \$30 Million was not included by Joint Finance. Instead, they put in a total of \$25 Million for all projects, limiting each project to \$5 Million. Corrigan reinforced the importance of this committee.

M. Clarke pointed out that Strang has been hired to do the pre-design work, and that will give budget numbers. We will continue with pre-design and then decide whether to move in to design. \$5 Million is not enough to prompt re-applying at this time.

D. Ripp stated that several said wonderful project but it was so much money. T. Dechante wondered if there are small-scale projects that could be paid for by the state? M. Clarke said they have to be project specific. It does not off-set county dollars.

R. Anthony asked, can we break up the project into steps? Is a phasing approach a possibility? M. Clarke said that the design work with costs would become out of date, and there is only one kick at the can per project. S. Corrigan said we should see if there are incremental ways to get there.

2. Additional Updates

3. Breakouts

S. Harrington provided the framework for the discussion. He spoke of topics for the up-coming meetings.

[2019](#)
[RPT-111](#)

Local Tax Funding Options Breakout Panel

Attachments: [AEC - Local Tax Funding Options Packet \(6.11.19\)](#)

Taxes

Legislative change long term

- Expo District
- Tax Changes

Focus instead on things in local control such as

- local room tax
- how co allocates sales tax
- TIF for private development

Local room tax is the lead choice

1. *New room tax*

When Town of Madison is annexed, money will go in to the city

AEC relies on 5% tax now from the Town of Madison

New 300 room hotel on site

4 hotels adjacent to the AEC

Other sharing

2. *Room tax breakout group*

Madison at 10%

Middleton at 8%

Others less

Questions: Would they increase? Could county use projected additional sale taxes?

Discussion ensued more data:

Public purpose calculation. Could Hunden do this?

What are collections from surrounding communities?

Challenges: Would Middleton send funding here when they already have a smaller convention center?

[2019](#)
[RPT-112](#)

Corporate Outreach Breakout Panel

Attachments: [AEC Corporate Outreach Packet \(6.11.19\)](#)

Corporate Outreach Panel

*Mark Clarke
Robert Crain
Rob Gottshalk
Karin Peterson Thurlow*

Discussion ensued regarding

Questions: How does AEC serve current and emerging business sectors?

Could facility help individual companies?

How could AEC do activities and events attract talent to the community?

What events drive business growth? World Dairy Expo

Think of broader regions.

Have another discussion to define sectors; ID companies for greater conversational.

Get Chamber, Destination Madison, Dane County together for further discussion.

[2019](#)
[RPT-113](#)

Project Messaging and Building Countywide Support Breakout Panel

Attachments: [AEC - Project Messaging Packet \(6.11.19\)](#)

Project Messaging Panel

*Lupita Alvarez
Sharon Corrigan
Lauren Kuhl
Brewer Stouffer
Shelia Stubbs
Gary Wolter
Lynn Wood
Josh*

*Need an elevator pitch
- different for different people
- segmented*

*Community gathering place
- develop that for neighborhood*

Opportunity for celebrations, events, quality of life force

Transportation needs in the area

Equity, economic potential, environment connectivity.

*This is an investment that will bring a return to the community. Economics for business
-- good reasons to invest. Treat this like a campaign. Use polling, reach out; get opinion
leaders to champion the redevelopment. We should package the data we have better.*

T. Dechant: Pocket-size cards

F. Future Meeting Items and Dates

*The next meeting will be held Monday, July 15, in the Public Works & Transportation
Administrative Building.*

G. Public Comment on Items not on the Agenda

There were no public comment on Items not on the Agenda.

H. Such Other Business as Allowed by Law

There was no such other business as Allowed by Law.

I. Adjourn

**A motion was made by CRAIN, seconded by DECHANT, that the meeting be
adjourned. The motion carried by a voice vote at 5:15 p.m.**

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