



# 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?*

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Monday, December 18, 2023

11:30 AM Hybrid Meeting: Attend in person in Conference Room 2&3 in the Administration Building at the Alliant Energy Center, 1919 Alliant Energy Center Way, Madison, WI.  
See below for information to attend virtually.

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See below for additional instructions on how to attend the meeting and provide public testimony.

#### A. Call To Order

*Others present: Nicole Anderson, Rob Gotschalk, Carolyn Clow, Scott Harrington, Karin Peterson Thurlow, Todd Violante, Lauren Kuhl*

Chair Erickson called the meeting to order at 11:31 AM.

KNOX joined at 11:37 AM.

GLAZER left at 1:17 PM.

**Present** 10 - RUBEN ANTHONY, ROBERT CRAIN, TOM DECHANT, HEATHER STOUDE, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, ADAM HEFFRON, ISADORE KNOX, and ELLIE WESTMAN

**Absent** 3 - BREWER STOUFFER, Supervisor DAVE RIPP, and ZACH ZWEIFEL

#### B. Consideration of Minutes

[2023](#)  
[MIN-429](#)

Minutes of the October 16, 2023 Alliant Energy Center Redevelopment Committee Meeting

**Attachments:** [2023 MIN-429](#)

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

#### C. Action Items

#### D. Presentations

#### E. Reports to Committee

[2023](#)  
[RPT-440](#)

Market Analysis and Master Plan Update

**Attachments:** [AEC Redev Committee December 2023](#)

[Market Analysis Purposes and Uses](#)

[Hunden Alliant Energy Center Presentation](#)

*Erickson provided an overview of what the market analysis is and is not.*

*Rob Hunden, Lucas Neuteufel, and Don Dethlefs presented the market analysis.*

*Hunden provided a summary overview.*

*The area has a lack of venues for concerts and entertainments, leaking demand to other places – Chicago, Milwaukee, etc.*

*A strong market for conventions, meetings, and conferences – there has been a 96% recovery from pre-Covid.*

*There is a strong demand for equestrian.*

*There are possibilities for indoor sports complex.*

*Around the country destination districts are being created, which includes a walkable area with restaurants and hotels.*

*Return on investment is not going to be as robust for a concert venue as it would be for a convention center.*

*Dethlefs provided an overview of the study findings including order of priority.*

*Neuteufel summarized what has changed from the previous work to now. The proposed Expo Hall expansion with the ballroom and meeting rooms would be 250,000 increase in space.*

*Ballrooms provided a large amount of flexibility.*

*Dethlefs provided an overview of how the plans have evolved between the 2017 feasibility study, 2018 master plan, and the 2023 market study.*

*31% inflation in construction costs from 2017 to now, the price from 2019 has increased.*

*The numbers reflect the public and private investment.*

*Reviewed the re imagining of the Veterans Memorial Coliseum, expanded exhibit hall, and a new show ring.*

*Provided a review of two futures for the AEC that reflect projects for 2032.*

*The projects are expensive, but there's a cost to standing still.*

*Exhibition centers are almost always publicly financed.*

*Alder Knox inquired about the additional floor in the coliseum and whether a track could be included. Hunden responded that could be accommodated but would result in the loss of more seats in the upper level and it would be more of a warm-up area than a competitive track. There is less demand for indoor competitive tracks so they don't usually pay for themselves.*

*Dr. Anthony noted the presentation is a good starting point for a future discussion. How would they suggest taking a proposal out to talk with interested investors. Hunden responded that the market would need to be tested, potentially an RFI. Ask operators and owners what they think would be best, need to tease out the additional pieces. Try to keep informal as possible, the previous rfp was bureaucratic.*

*Crain asked for clarification on the gap that exists in entertainment space, Hunden noted there is a gap in the larger entertainment space, as there is not a venue large enough in Madison to accommodate the shows that want to be here and would do well here. The Kohl is large enough, but generally not available.*

*Crain inquired about parking, Defleths clarified that the Expo Hall expansion could be accommodated with existing and expanded surface parking but a new entertainment venue would require structured parking."*

*Chin inquired about the Kemper age when it was renovated, it was done in the late 70's. Hunden noted that they struggled with what to do with the facilities for several years prior to rehabbing into a sports complex.*

*Chin inquired about the room nights for the youth sports, Lucas noted there are around 20,000.*

*Chin noted that if there was an arena, Crossfit may be business to recapture.*

*Heffron noted that the Arena Building will not offend anyone by taking it down as it is.*

*Heffron asked if a new entertainment arena and expanded Expo Hall would replace the need for a separate sports facility. Defleths responded, no, that you would only get about 3 courts in the entertainment venue. While you could use multiple facilities on the campus for a large tournament, it would not be the same as having a separate sports facility that would always be available to the community.*

*DeChant asked for clarification on the prioritization if we can't get the money right away for the Expo Hall, can we take on other projects first. Defleths responded, yes.*

*Response: Critical to success that hotels are included. Important that private and public are happening simultaneously.*

*At this point in the stage, come up with business plan to move forward.*

*Stouder is concerned with how additional hotels onsite would impact existing hotels. Interested in potential impact from hotels included in plan to hotels going up in other areas of the city.*

*Glazer interested in the how to pay for it conversation, Hunden noted that would be the next phase of the project.*

*Christianson asked if the summary matrix could be improved to be used as a document for future conversations. Also inquired about the indoor sports recommendation as a maybe.*

*Chin noted that what needs to be included is that the sports facility would be great at the AEC because of the potential to connect with the area around it. Dr. Anthony agreed and noted it would make the campus seem less like an island.*

*Christenson suggested revising Summary Matrix to be useful for advocating interest in funding and buy in from taxpayers. Need to tell the story.*

*Christenson inquired about future input included, Hunden noted that edits can be incorporated still.*

*Erickson shared concerns about engineering concerns about the two floors of the Coliseum.*

## **F. Future Meeting Items and Dates**

## **G. Public Comment on Items not on the Agenda**

## **H. Such Other Business as Allowed by Law**

## **I. Adjourn**

**A motion was made by CRAIN, seconded by CHRISTENSON, that the meeting be adjourned. The motion carried unanimously.**

**Meeting adjourned at 1:17 PM.**

**Minutes respectfully submitted by Lauren Kuhl, pending committee approval**