



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, February 19, 2024

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.

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

A. Call To Order

Chair Erickson called the meeting to order at 11:32 AM.

ANTHONY arrived at 11:41am.

KNOX arrived at 12:15pm.

Present 10 - RUBEN ANTHONY, ROBERT CRAIN, HEATHER STOUDE, BREWER STOUFFER, Supervisor DAVE RIPP, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, ADAM HEFFRON, and ELLIE WESTMAN
Absent 4 - TOM DECHANT, ZACH ZWEIFEL, ISADORE KNOX, and LAURA HERSCHLEB

B. Consideration of Minutes

1. [2023 MIN-505](#) Minutes of the December 18, 2023 Alliant Energy Center Redevelopment Committee meeting

Attachments: [2023 MIN-505](#)

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

C. Action Items

D. Presentations

E. Reports to Committee

[2023 PRES-224](#) AEC REDEV COMMITTEE FEBRUARY 2024

Attachments: [2023 PRES-224.pdf](#)

1. Report from Executive Director

Heffron provided an overview of the 2023 Alliant Center financials and indicated that 2024 is looking on pace with 2023 numbers. The Center is gaining back some lost business from pre-2020.

Partnerships are coming back strong. There are a few multi-year agreements in process.

Heffron gave an overview of capital projects including the Pavilion 1 plaza project; mechanicals for Pavilions 1 & 2; infrastructure for county-owned EV's; funds for asphalt patching, storm water, and storm water planning; as well as a lighting study and HVAC controls.

Regarding staffing, the Center is in the process of hiring a Deputy Director of Operations and has authority to hire more Center workers.

Regarding initiatives, they are out to bid for parking operations along with technology to charge people for parking on the grounds via smart phones.

Heffron remarked on his departure, and hopes the Interim will be strong through the transition.

Ripp inquired about where the EV charges will go. Heffron responded that they will go outside of Admin Building because the electrical infrastructure already exists and they are generally screened from public view.

Stouffer asked if they are for internal use or public, and Heffron indicated they are for internal use, and they are looking long-term at EV on campus for visitors.

2. Processes for Filling Interim and Permanent Director Position

Supervisor Erickson gave an overview of the process for filling the interim and permanent Director positions. Interim will be determined by County Executive, permanent will be a longer process. Erickson indicated there are a lot of transitions in the county, so work of the redevelopment committee will provide a blue-print for the forward trajectory once the new leadership is in place.

3. Process for Concluding Market Analysis Update

Erickson provided an overview of the coming months work for the committee and how the timing interacts with upcoming elections. To keep the process moving forward, he would like recommendations from the Committee at the April meeting as to the projects the County should move forward with. He will then bring those forward to a County Board Committee of the Whole after the new Board is seated.

4. [2023 RPT-515](#) Overview of Facilities Matrix

Attachments: [AEC Proposed Facilities 2.12.24](#)

Harrington provided an overview of the layout of the matrix, and reviewed each of the items in the matrix with the Committee

Green section:

Erickson pointed out that the schematic plans and cost estimates for the Expo Hall expansion are being revised by Strang under an existing County contract..

Christenson inquired about where the process is regarding the triage center is.

Erickson responded that he believes the County is dealing with state regulations, and there is concern as to whether that is the best location.

Ripp added that the Huber center was built maybe 30 years ago, It was built as cheap as possible with the intention that it would be around for 10 years. There are a lot of facility upgrades needed to make it usable again that probably aren't cost-effective.

Stouffer remarked that the exhibition hall is going to be the economic driver for this project.

Westman Chin noted that there are events that are being lost, and some that are not being sought after because of the limits of the current exhibition hall.

Glazer noted that it is important to put the money together now thinking into the future.

Blue section:

Harrington provide an overview of the three items in the blue section

Heffron remarked on the 7 acres the County owns east of Rim Rock Road and the potential for development on the property and that there is someone interested in buying out Clarion.

Stouffer inquired about the potential conflict with the Clarion and the potential hotel development.

Heffron noted that if the property is sold, there is no issue.

Westman Chin inquired about the agreement with the Clarion regarding someone buying the hotel.

Heffron noted that he is unsure if the Clarion is bought by another buyer if the agreement still stands.

Heffron also noted that he has had discussions with Big Top Baseball who is looking to bring a pro women's soccer team to Madison and is looking for locations for an indoor practice facility. They are looking at other sites as well, and more discussion will be needed to determine if the Alliant Center is the best fit.

Ripp noted concern about parking in future redevelopment.

Discussion ensued.

Ripp inquired about the potential for Lyckberg Park.

Heffron noted that it could be an entryway or gateway to the neighborhood.

Alder Knox noted that there is a community that lives close with little or no greenspace.

Orange section:

Harrington provided an overview of the orange items.

5. Committee Discussion and Questions on Final Hunden Report and Matrix

Glazer indicated that we should view this as our piece of a much larger investment in the facility. Thinking about what can be accomplished as quickly and efficiently as possible.

Ripp suggested to be careful with Coliseum. He's heard from Veterans organizations that are unhappy the name was taken out of marketing years ago. If the Coliseum goes away, we need to think about a way to honor Veterans in a future building.

Christenson noted the need to figure out the Coliseum before moving forward as the estimated price tag to rehab to a youth sports facility seems low. Need ballpark numbers on rehabbing Coliseum for that purpose.

Dr. Anthony appreciates the tone of the meeting, and that project is moving forward.

Alder Knox indicated they have a good priority list of the things that are going to bring investment. Looking to pursue entertainment facility. Have heard a lot about how inadequate the Coliseum is for events. Prioritize to bring sports events to the area. Time to make investment and upgrade facilities.

Heffron noted the move and commitment into exhibition space brings forward other development efforts and groups. Expansion of the exhibit space will help with sporting events and banquets. Helps with current clientele as well. If commitment is made to put money in, organically other things will start to happen.

Crain indicated that the expo space was identified as a driver years ago and is still today. Also, the community needs an indoor track with a sports facility, but the Coliseum rehab likely cannot accommodate it.

Westman Chin noted that messaging is important. Agreement with green. Be careful with Coliseum – need feasibility study, ask clients about Kemper model. Need to be careful with taking this out to the public.

Stouffer noted that the County is at nexus of change, and is a time for leadership with recommendations. Need to act as a group. If we don't do anything, we'll just be going backwards.

Westman Chin noted need to ask developers about what they will give back to redevelopment.

Heffron inquired about what is the long-term commitment At nexus of decision about next steps.

Laura Herschlab spoke, and in thinking about AEC as an event venue, she likes the ideas of the multi-use facility and being nimble. World Dairy puts in significant investment into temporary facilities just to have the event on site. Deferred maintenance also is noted by the people at the event. Expanded Exo Hall would be a significant improvement and help to them,

Ripp noted that selling the project to the County Board will need some other information. For example, room tax goes to the City of Madison. Need other selling points in messaging.

Erickson indicated that the green section is a good place to start and that the Central Plaza would make a big visual splash. Want to know about how the proposed rehad of the Coliseum as a sports facility would evolve. Coliseum serves as memories for other people. Key step will be to get the County Executive and Board to allocate the needed funds.

Next steps:

At the April meeting, the Committee will make recommendations. Committee should send any questions to Scott Harrington or Supervisor Erickson.

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 CHRISTENSON, seconded by RIPP, that the meeting be adjourned. The motion carried unanimously.

Meeting adjourned at 1:00pm.

Minutes respectfully submitted by Lauren Kuhl, pending Committee approval