



# Dane County

## Minutes - Final Unless Amended by Committee

### Alliant Energy Center Advisory Commission

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Wednesday, October 26, 2016

5:30 PM

Conference Rooms 2 & 3, Admin Bldg  
1919 Alliant Energy Center Way, Madison

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#### A. Call To Order

*Chair Berkenstadt called the meeting to order at 5:32*

*Staff present: Mark Clarke and Bill Franz*

*Others present: Deb Archer, Greater Madison Convention & Visitors Bureau*

**Present** 7 - JIM BERKENSTADT, JEFFREY LEVY, MARY STRICKLAND, LARRY FRANK,  
SHARON CORRIGAN, JIM CAMPBELL, and PAUL NELSON

**Excused** 1 - RICHARD KILMER

**Absent** 2 - JOE OSWALD, and SCOTT FAULKNER

#### B. Consideration of Minutes

[2015](#)  
[MIN-164](#)

Minutes of the June 8, 2015 Alliant Energy Center Advisory Commission  
Meeting

**Attachments:** [AEC Cmsn min 150608](#)

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

#### C. Action Items

#### D. Presentations

#### E. Reports to Committee

#### Market Study

*Executive Director Mark Clarke briefed the Commission on a Market and Economic  
Impact Study for the Alliant Energy Center that is being performed by Hunden Strategic  
Partners Inc. out of Chicago. The study is in it's early stages of data gathering and  
interviewing. The study is expected to be completed in February.*

### **City Annexation**

*Town of Madison Chair Jim Campbell gave a brief update on the City of Madison and City of Fitchburg's request for early annexation. The Town is evaluating the impact of the proposed December 31, 2016 annexation date on the Town's staff, residents and businesses.*

### **SMG Agreement**

*Executive Director Mark Clarke discussed an agreement with SMG for business development for the Coliseum. SMG will provide a contracted sales position dedicated to the Coliseum to book sporting events, concerts, and family entertainment shows. The arrangement is similar to the contracted sales position the AEC has with the Convention & Visitors Bureau. SMG, a Philadelphia area company, manages and operates venues around the world and has the necessary contacts within the industry to help bring additional business to the Coliseum.*

### **YTD Financials**

*Executive Director Mark Clarke updated the Commission on the Year-To-Date financials for the AEC. Through August operating profit is up 16% from 2015. The projection for the end of the year is to show a modest profit, similar to last year based on the event changes for the fourth quarter.*

### **2017 Budget**

*Assistant Center Manager/CFO Bill Franz discussed the 2017 Budget request with the Commission. The Center has requested to fund an additional Janitor position in 2017. The Center has requested \$250,000 for Center Improvements in the Capital Budget. The County Executive has recommended funding in the Capital Budget to renovate the restrooms and paint the concourses in the Coliseum, as well as additional funding for the next phase of the master plan.*

### **GMCVB Update**

*Deb Archer, President and CEO of the Greater Madison Convention & Visitors Bureau, updated the Commission on their current activities related to marketing the Madison and Dane County area. The discussion included a rebranding effort, attendance at various conventions, and successful bookings so far this year.*

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

*The next meeting will be scheduled for after the completion of the Hunden market and economic impact study is completed.*

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

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

## I. Adjourn

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

The meeting was adjourned at 6:53.

Respectfully submitted by Bill Franz

*NOTE: If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.*

*NOTA: Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.*

*LUS CIM: Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.*

*Alliant Energy Center of Dane County, 608-267-3976; TTY: Call Wisconsin Relay 711*