



# Dane County

## Minutes - Final Unless Amended by Committee

### Alliant Energy Center Comprehensive Master Plan Oversight Committee

---

Monday, June 19, 2017

3:00 PM AEC Conference Room-1919 Alliant Energy Center Way,  
Madison WI

---

AEC Conference Room-1919 Alliant Energy Center Way, Madison WI

#### A. Call To Order

*Meeting was called to order by Chair, S. Corrigan at 3:00 pm.*

**Present** 7 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM  
DECHANT, JONATHAN BECKER, ROBIN SCHMIDT, and NATALIE ERDMAN  
**Absent** 4 - SHERI CARTER, DEB ARCHER, ZACH BRANDON, and BREWER STOUFFER

*Others Attendees: Vandewalle & Associates Project Team: R. Gottshalk, S. Harrington,  
A. Robertson and T. Violante*

*Others present: P. Nelson, K. Peterson Thurlow, B. Franz, M. Clarke and B. Halverson*

#### B. Consideration of Minutes

1. [2017  
MIN-129](#) Minutes of the 5/15/17 AEC Comprehensive Master Plan Oversight  
Committee Meeting

**Attachments:** [2017 MIN-129](#)

A motion was made by ERDMAN, seconded by DECHANT, that the minutes be  
approved. The motion carried by a 7-0 voice vote.

#### C. Action Items

*None*

#### D. Presentations

*None*

#### E. Discussion Items

a. Potential Vision Components

*R. Gottschalk addressed the committee.*

*There are four foundational statements to guide the vision. How do we shape the experience of the place?*

*He spoke of the center being the core of the destination and anchored to the neighborhood.*

*A. Robertson discussed the response to the pre-meeting survey, which included 3 themes:*

- 1. Ag Heritage*
- 2. Lakes/city*
- 3. Biotech/Health tech*

*By incorporating the survey results, Vandewalle developed a foundational statement regarding experience, which is in the attachment.*

*If we brought a theme to the AEC, we would want to have a high tech image as a center of innovation.*

*The pulse of the County and the pulse of the economy should be reflected in the experience of a visitor to AEC.*

*Discussion ensued regarding what a "high tech" environment looks like.*

*Other comments on the foundational statement:*

*Erdman stated that she is not sure the high tech/bio tech is really a part of the AEC foundation.*

*Becker: Event planners will look at the facility itself. Then they would look at the location. We want to be able to promise some experience. We need much better transportation links. The AEC needs to be integrated with the rest of the community. How do we connect with the lakes?*

*Dechant: Needs to consider the ag heritage as the big theme.*

*R. Gottschalk: The statements will build into the vision.*

*S. Harrington: Commented on the four foundational statements.*

*Sustainability: The survey question about sustainability resulted in:*

- 1. Energy efficiency*
- 2. Alternative transportation*
- 3. Storm water quality/Quantity management*

*N. Erdman: Dane County is at the fore front of approaches to managing the watershed.*

*Schmidt: We need to set an example on the AEC Campus as an educational model. Economy Environment Equality*

*The Foundational Statement regarding sustainability is attached.*

*Discussion ensued, there was concern that it was too much of a laundry list. Becker suggested that the watershed and non-fossil fuel energy and possibly transportation.*

*Committee members discussed the cost of LEED certification and embracing the goals rather than seeking the certification.*

*Schmidt underscored the need to include transit.*

## b. Target Markets and Priorities

*Target Market opportunities:*

*S. Harrington: With reviews of Hunden report, discussed areas for a future market.*

- 1. Ag shows*
- 2. Consumer shows*
- 3. Trade shows*

*Schmidt suggested including concerts. Clarke says concerts have a high return on investment. They are the highest net revenue. But it is not a recession proof market.*

*Harrington pointed out there may be improvements to the Coliseum to increase business.*

*Following the vision process, you will want to understand where the county would get the best bang for the buck. Investigate the level of investment to have a certain result.*

*Erdman points out the size of the investment vs. the result.*

*There was an agreement that more information is needed.*

*S. Harrington - The vision is aspirational. Then we need to determine what the investments are that make the most sense to carry out that vision.*

*Schmidt - What does the community want? That is part of it.*

*Harrington: The AEC is a place to "gather, share and attract." He discussed three areas related to this. These are the markets we are trying to serve.*

c. Initial Identification of Potential Resources to Support AEC Redevelopment

*Potential Funding Sources:*

*Harrington spoke of the potential options for funding; these sources are delineated in the attached document.*

*Discussion ensued regarding a referendum. Timing and community support would be important.*

*As an example, M. Clarke spoke of the sources for funding for the New Holland Pavilions, including the state, the county, and private investment.*

*Schmidt spoke of the new state law that governs how the room tax can be spent.*

*R. Gottschalk shared vision document and framework.*

*S. Harrington spoke of the simultaneous need for a district corridor plan, governance and funding.*

d. Framework for Next Steps

*Scott Harrington stated that a master plan is one of the several needed next steps.*

e. Review of Engagement Activities and Plans for Additional Efforts

*A. Robertson provided an overview of the public engagement. She reviewed the "big ideas" that came out of the public engagement at the Brat Fest.*

*Becker liked the skating rink idea and believes a year-round farmers market inside would be great.*

*A. Robertson spoke of a way to do the survey differently.*

*Vandewalle has also held business round tables and shared key take aways.*

*Robertson provided a summary of the POLCO survey.*

*Corrigan asked Clarke to update on bus service. There are 3 bus stops on AEC 's property: 3 across the street. There are 6 routes.*

*Discussion ensued regarding the broader engagement plan.*

**F. Reports to Committee**

*None*

**G. Future Meeting Items and Dates**

*The August meeting will be on August 7th.*

*Monday, September 11, there will be a public input session. Then the committee will finalize and forward on.*

## H. Public Comment on Items not on the Agenda

### I. Such Other Business as Allowed by Law

*Corrigan let the committee know that Greg Shimanski needs to drop off the committee. She appreciates his service.*

### J. Adjourn

**A motion was made by SCHMIDT, seconded by HALVORSON, that the meeting be adjourned at 5:02 p.m. The motion carried by a voice vote.**

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