



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Monday, April 16, 2018

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

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A. Call To Order

The meeting was called to order at 3:00 p.m.

Morgan Thaler in for Deb Archer and Brett Halvorson in for Zach Brandon

Present 9 - JONATHAN BECKER, SHERI CARTER, SHARON CORRIGAN, ROBERT CRAIN,
TOM DECHANT, NATALIE ERDMAN, ARLYN HALVORSON, BREWER
STOUFFER, and SHELIA STUBBS

Excused 3 - DEB ARCHER, ZACH BRANDON, and ROBIN SCHMIDT

*Others present: Carter (via phone) , M. Clarke, Don Dethlefs, B. Franz, D. Grinberg, S.
Harrington, R. Hunden, R. Kilmer, P. Nelson, K. Peterson Thurlow, D. Ripp, R. Shutvet,
J. Slack, B. Sporer, T. Violante, K. Wood, L. Wood, and Perkins & Will
Representatives*

B. Consideration of Minutes

[2017](#)
[MIN-613](#)

Minutes of the 3/19/18 Alliant Energy Center Comprehensive Master Plan
Oversight Committee Meeting

Attachments: [2017 MIN-613](#)

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

C. Action Items

D. Presentations

1. Introductions

The Perkins & Will Team introduced themselves, as did each committee member.

The Perkins & Will team includes: John Slack, Don Dethlefs, Rob Hunden, Cory Hawkins, Michael Montgomery, Andre Ost, Swati Khimesra, and Don Grinberg.

2. Campus Master Plan Planning Process

Slack provided an overview of the team's approach. It is a three phase process:

- 1. Discovery*
- 2. Generating Ideas*
- 3. Implementation*

The team is committed to public engagement, including going to existing meetings of groups, having hearings, and allowing for written engagements.

How do we integrate vision components into the Master Planning effort? Corrigan spoke of the vision document as the core values to guide the plan.

Kilmer spoke of access and noise. Dechant echoed the difficulty of neighborhood access and the context of the neighborhood

Becker suggested mindfulness of financial realities

Hunden discussed the AEC market, financial, facility and impact analysis.

What are the most relevant Goals and/or Objectives to consider?

A. Halvorson noted the need to do this correctly.

Becker reported that the Coliseum has become an after-thought; it does not play a big role when thinking about Madison. It is not a destination, but it should be.

Erdman noted how the AEC impacts the health and vitality of the city; people who have needs; lower income, transportation, access to services. Also need the underutilization of the tax base. AEC should be complimentary and contribute to Monona Terrace and hotels downtown; support hotel market – if the room tax increases more can be done; need to look at good connectivity and how this area connects to all other things; need to make it a part of our community instead of separate.

DeChant stressed the need for a successful business solution addressing future needs and markets; taking the successful operation and integrating it into a new part of the fabric of the area; always having equity in mind;

Kilmer said, Invest. Need to have the right plan/foresight to make the best use; neighborhoods will benefit;

Corrigan stated that there is tremendous potential to make this a stronger economic engine, at the same time we need to look who benefits, where the burden is and make sure they are at the table; How do we make all boats rise? The potential is huge not just on surrounding areas, but on all of Madison while addressing the equity issues.

Stubbs who is a local supervisor stated that they need to be cognizant of the potential – it is the next thing;

Question: How do we create that excitement for AEC? Response: Use it as part of the marketing; include voices of neighbors, be honest about what we do with that input; less talk, more action – need to do that with this project; employment opportunities.

Question: How do you create jobs and incentivize employers? What does it look like elsewhere in the country? Address the issues of the adjacent neighbors and be ready to address their concerns; create excitement; branding is important. You need to consider the input of the neighbors

M. Thaler – GMCVB looking at opportunities this enterprise can offer to the community to bring more events and people to the community and build economic drivers; make this community feel integrated; support but not compete with Monona Terrace; we are fortunate to have both options which offer different things; want residents to benefit as much as the visitors. Looking to attract more to the community.

B. Halvorson stated that the Chamber of Commerce is concerned about connecting AEC to downtown - bring some integration to downtown – make it a destination; opportunity to engage; create jobs for the neighborhood.

Stouffer asked: How to define success? Need fully integrated and connected space to the lakes, UW, downtown, etc. we will be successful; I learned a lot with the attraction of the CrossFit games – incredibly successful event that used every inch of space; making a connection – do not recreate downtown – but make each area so strong that it makes everyone benefit; not sure if having 7-8 restaurants on campus is not the win, per-se; but to let people know there are 30 restaurants a mile away.

Carter, speaking via phone, stated that she agrees with previous comments.

[2018
PRES-015](#)

DANE COUNTY ALLIANT ENERGY CENTER CAMPUS MASTER PLAN

Attachments: [2018 PRES-015 Dane County Alliant Energy Center Campus Master Plan](#)

3. Campus Master Plan Schedule

Discussion turned to the regional context. Sporer addressed the committee. Harrington spoke of the schedule for the area wide plan. He spoke of incremental steps.

Discussion ensued regarding the approach to guide the process. Stouffer volunteered to be a part of that process.

Becker stated that while there is talk about the campus having a Madison or Dane County feel, asked how do we do that? Perhaps, start from historical perspective.

Kilmer asked, "What is the Town of Madison's position. Corrigan responded, "They will be included in the area wide effort."

Perkins & Will will return in June and again in August hoping to finalize the master plan by Thanksgiving.

4. Campus Master Plan Community Engagement Plan

The team spoke of the goals of the community engagement plan for the area wide planning process.

5. Prioritization Exercise

6. Next Steps

E. Reports to Committee

1. Update on Hotel and Parking on Parcels near AEC

Discussion ensued from E. Samuel with North Central Group

They are proposing a hotel and retail area across the street. They are working with Hilton, Home & Suite Hotel; this is an extended stay hotel. There would be 1-3 rooms.

AEC has land adjacent to Department of Revenue's (DOR) parking lot. By leasing two acres to the state for additional parking facilitates getting a hotel.

Dechant suggested screening from sidewalk to parking lot.

North Central would like to move forward to be ready for 2019 CrossFit.

F. Future Meeting Items and Dates

G. Public Comment on Items not on the Agenda

R. Shutvet addressed the committee. He wants the planners to respect the past public comments and respect the neighborhood. Mr. Shutvet asked for public's input early.

Stubbs asked, "Could we articulate and put on the website opportunities for engagements?" The response was, "This will happen."

H. Such Other Business as Allowed by Law

There was no other business.

I. Adjourn

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

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