



# Dane County

## Minutes - Final Unless Amended by Committee

### Alliant Energy Center Comprehensive Master Plan Oversight Committee

*Consider:*

*Who benefits? Who is burdened?*

*Who does not have a voice at the table?*

*How can policymakers mitigate unintended consequences?*

---

Monday, September 17, 2018

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

---

Alliant Energy Center, 1919 Alliant Energy Center Way, Madison

#### A. Call To Order

*Others present: Lynn Wood, Rob Gottshalk, Bill Franz, Scott Harrington, Rob Hunden,  
John Slack, Lauren Kuhl, Todd Violante, Jamie Patrick*

**Chair Corrigan called the meeting to order at 3:02pm.**

**Present** 8 - SHARON CORRIGAN, SHERI CARTER, JONATHAN BECKER, DEB ARCHER,  
ZACH BRANDON, BREWER STOUFFER, ROBERT CRAIN, and PAUL NELSON

**Excused** 4 - SHELIA STUBBS, ARLYN HALVORSON, TOM DECHANT, and NATALIE ERDMAN

#### B. Consideration of Minutes

1. [2018 MIN-231](#) Minutes of the August 20, 2018 Alliant Energy Center Comprehensive Master Plan Oversight Committee Meeting

Attachments: [2018 MIN-231](#)

A motion was made by CARTER, seconded by CRAIN, that the minutes be approved. The motion carried by a voice vote.

#### C. Action Items

#### D. Presentations

**Stubbs arrived at 3:13pm**

**Present** 9 - SHELIA STUBBS, SHARON CORRIGAN, SHERI CARTER, JONATHAN BECKER,  
DEB ARCHER, ZACH BRANDON, BREWER STOUFFER, ROBERT CRAIN, and  
PAUL NELSON

**Excused** 3 - ARLYN HALVORSON, TOM DECHANT, and NATALIE ERDMAN

- a. [2018 PRES-055](#) Alliant Energy Center Operations & Finances Presentation

**Attachments:** [2018 PRES-055](#)

*Goal is to get reserves back up by 2020*

*Bill Franz presented on the financials of the Alliant Energy Center:  
Exhibition Hall is the bread and butter – is the economic engine for the campus*

*Archer inquired about where the outdoor rent gets allocated to – Franz noted that is in the grounds line*

*Discussion ensued on the various lines of the Alliant Energy Center budget*

*Making progress to get back to their goal*

- b. [2018 PRES-056](#) Competition Presentation

**Attachments:** [AEC Comp Set Overview](#)

*Archer presented on the various types of competition, what they have to offer and their plans for future investment*

*Corrigan inquired about how the various facilities are financing their future plans, Archer noted that some of it is sales and room tax, and expo districts*

*Archer noted that large investments are being made in markets we compete with across WI and across the country.*

## E. Reports to Committee

- a. Discussion

1. [2018  
PRES-054](#) Perkins + Will Presentation

Attachments: [2018 PRES-054](#)

*Review of Campus Master Plan Phasing*

*Slack presented on the user group meeting that occurred in early September – highlights include discussion on:*

- o Overall access and circulation on campus*
- o New Arena building*
- o Parking*
- o HQ Hotel*
- o Private redevelopment*

*Changes since one month ago – took off existing residential, arena building is a little larger (resulted in net loss of 30 parking stalls), modified stormwater plan based on their engineering consultants input, continue to buffer the edge as much as possible*

*Slack noted that he walked through the work they've done with the user group*

*Perkins + Will will bring back more images next week that will give an idea of what the campus would look like*

*Additional Projects – Coliseum, locker/dressing room, expanded loading dock, remodel existing locker room, feasibility study for Phase 1 Expo Hall expansion*

*Stubbs inquired about the stormwater issues – the thought is that they are trying to improve stormwater improvements onsite. Stubbs requested there is clarification on language for stormwater.*

*Stubbs noted that stormwater is a big issue for the neighborhood, so having that clarification for the public will be important*

*Rob Hunden presented on the investment and making it sustainable*

*Need to create campus of critical mass of opportunities – need businesses and the events to maintain sustainability*

*A month ago they had overestimated the amount of parking that was needed which made the numbers inflated – don't see the need for a large parking investment. See that it would be critical for the private sector to have parking.*

*Public investment would be \$90 million, private investment would be more than \$200 million*

*1400 net new jobs that the facility would support*

*Have an investment close to \$300 million assuming public/county/city/private – public money would be recouped over 30 years*

*The fact that AEC generates enough revenue to pay for debt service is very unusual and*

*is commendable*

*Corrigan inquired about how to give numbers related to debt service out – Hunden noted caution on who gives out that information – should be financial advisor for the county*

*Archer inquired about the marketing costs/cost to buy business. Hunden noted that they do not factor that into their figures*

*Crain inquired about the tipping point that makes it more sustainable to have businesses on campus. Hunden noted the expo and the headquarters hotel all fit together*

*Carter inquired about looking at the possibility of housing on campus and if there are other examples of that in the US. Hunden noted the stockyards in Fort Worth Texas – are doing apartments as opposed to owner-occupied*

*Campus Master Plan Messaging Approach will be discussed at the next few meetings  
Next steps:*

*Oversight committee – October 15 – come back with transportation/stormwater - public meeting at 5:30*

*Draft Master plan document – provided November 5*

*November 19th – committee meeting*

*Committee meets – December 17th to review final plan*

*County Board Meeting – December 20th*

## **b. Destination District Public Event Overview**

*Scott Harrington from VandeWalle presented*

*There were approximately 40 attendees, there was a presentation with polling questions, small group work and discussed amongst tables*

*42% of people that attended weren't from Madison or Fitchburg*

*63% use facilities more than once or twice/month*

*Waterfront improvements and amenities were the top item for improvement – connecting everything to the water front*

*The summary of the public meeting is available on the Alliant Energy Center Master Plan Oversight Committee website – destination district items will be moved to their own tab in the coming days.*

*Creating a destination district needs to be authentic*

*Asked about concerns – traffic, transit options, where's the money coming from, timing, how to build on the momentum that is building*

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

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

*Barb Gilligan – lives in Capitol View neighborhood. Sees more concrete and less greenspace. Has concerns that the stormwater analysis is being put off until the end. Doesn't see how the stormwater is going to be handled. Looks like everything is going to be paved. Taking away wetlands and replacing it with paving. Is a big concern for the neighborhood.*

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

## **I. Adjourn**

**A motion was made by STUBBS, seconded by CARTER, that the meeting be adjourned. The motion carried by a voice vote.**

**The meeting adjourned at 4:54pm**

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