



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, April 15, 2019

3:00 PM Alliant Energy Center Exhibition Hall, Board Room on
2nd Floor - 1919 Alliant Energy Center Way

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Center Way

A. Call To Order

S. Corrigan called the meeting to order at 3:04 p.m.

Present 12 - RUBEN ANTHONY, SHELIA STUBBS, SHARON CORRIGAN, SHERI CARTER,
TOM DECHANT, BREWER STOUFFER, ROBERT CRAIN, DAVE RIPP, TERESE
BERCEAU, GARY WOLTER, MARK CLARKE, and HEATHER STOUWER

Excused 1 - DEB ARCHER

Diane Morganthaler in for D. Archer

Others present: Alvarez, Franz, Harrington, Thurlow, Vandenberg, Violante and Wood

B. Consideration of Minutes

*This was the initial meeting of the committee and there were no minutes for
consideration.*

C. Action Items

None

1. Election of Officers

Stubbs/Carter nominated Corrigan as Chair

Stubbs/Clarke nominated Stouffer as Vice - Chair

Each received a unanimous vote.

D. Presentations

1. Intro & Committee Purpose

S. Corrigan asked committee members to introduce themselves and invited them to indicate their favorite AEC event.

Gary Wolter is the MG&E retired CEO and Chair of Board. His son played hockey.

Terese Berceau is a former Wisconsin State Legislator, former Dane County Board Supervisor and member of Monona Terrace Board.

Dave Ripp is a rural Dane County Board Supervisor. He was on the committee that built the Exhibition Hall.

Sheri Carter is Madison City Council Alder; she said her cousin remembers Jimi Hendrix concert at the Coliseum.

Diane Morgenthaler was present, representing Destination Madison.

Rob Crain is a Sports Commission member and his favorite event is Crossfit.

Mark Clarke is the Director of the Alliant Energy Center.

Brewer Stouffer is the owner of Roman Candle pizza.

Heather Stouder is the Director of the City of Madison, Planning Division; her favorite event is Crossfit.

Ruben Anthony is the President and CEO of the Urban League; his favorite event is the Cookoff.

Sheila Stubbs is a member of the Wisconsin State Legislator, and is a Dane County Board Supervisor. Her favorite event is the Brat Fest.

Tom DeChant is a neighborhood representative. His favorite event is the Dairy Expo.

2. Master Plan Overview

Scott Harrington of Vandewalle presented. He spoke of efforts from 2016 onward. He indicated the committee will focus on Phase I improvements.

Harrington indicated stormwater improvements would be continuous.

Committee members posed questions throughout the presentation.

Berceau asked about the multi-modal transportation

Harrington - the committee will look at it. He noted the importance of parking revenue and that would need to be off-set.

Berceau asked, can committee influence the RFP for private investment? Harrington responded. "Yes."

3. Preliminary Design Overview

Discussion ensued regarding the proposed 200,000 sq. ft. addition. It will include a ballroom, pre-function space.

Clarke said in process of pre-design, we can continue with one company as we move forward. The contract will be administered by county public works. The RFP for pre-design will be out on Thursday, April 18, due Tuesday, May 14, and the start date is Tuesday, June 18. He spoke of the specifics of what will be asked for in the RFP including 1) opinion of probable cost (OPC) and 2) pre-design costs. The draft report is anticipated Tuesday, September 3 and final Thursday, October 31. Proposals will be graded 10% on cost.

*R Crain left at 4:00 p.m.
T. Berceau left at 4:00 p.m.*

Stubbs asked about minority contractors. How to engage them to be part of the project? Perhaps, Dr. Rose could be helpful. Also, this will be important on the construction contract. Authentic engagement is important.

Anthony asked about the decision points of influence of this committee. Additionally, he wondered whether community out-reach would include labor and minority labor.

4. Destination District Overview

Harrington spoke of the destination district.

Corrigan spoke of how the Spirit of Madison, MG&E, Alliant Energy, Dane County, City of Madison, City of Fitchburg all contributed to this work. While this is not directly the work of the committee, it provides context.

Wolter asked was there analysis that if we build it, will we attract sustaining revenue?

Clarke indicated there is a current immediate need, especially for flat exhibition space. Destination Madison has gone after events for which we did not have sufficient space.

Stouffer indicated that Phase I was built on elements that would have the highest impact.

5. [2018](#) Work Plan Overview
[PRES-135](#)

Attachments: [AEC Redev Committee Work Plan 2019](#)

Harrington reviewed the workplan, including the pre-design work, private development, the City of Madison area plan, and projects by others. Discussion ensued

Pre- Design

Clarke spoke of the RFP and the role a consultant will play.

Private development

The plan is to have an RFP in 2020.

City of Madison Area Plan

Stouder spoke of the South Side Area Plan, which includes the AEC area, and is a 2yr process which will begin in July. It is complex given the annexation of the Town of Madison in coming years.

Other Projects

*The City of Madison will be doing a John Nolan Drive bridges evaluation study.
The Destination District Task Force has completed a report.*

E. Reports to Committee

1. State Funding Update

Discussion ensued regarding funding from the State Building Commission. Other approaches to raising revenue include establishment of an Expo district and commitments from vendors and large users. Funding for the project will be the focus of the next committee meeting.

2. Community Outreach

Discussion ensued regarding community outreach

Corrigan indicated that outreach would be ongoing throughout the committee's work. The County Board Office will work with committee on this.

F. Future Meeting Items and Dates

Harrington mentioned the DMI meeting with a presentation on the master plan. The committee members will be invited. He also mentioned the project website.

G. Public Comment on Items not on the Agenda

There was no public comment on items not on the agenda.

H. Such Other Business as Allowed by Law

There was no other business.

I. Adjourn

A motion was made by STOUFFER, seconded by CLARKE, that the meeting be adjourned. The motion carried by a voice vote at 4:50 p.m.

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