



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, May 18, 2026

12:00 PM HYBRID: In person at the Alliant Energy Center, in the Board Room of Exhibition Hall, 1919 Alliant Energy Center Way, Madison, WI; attend virtually via Zoom

See below for additional instructions on how to attend the meeting and provide public testimony.

Interpreters must be requested in advance; please see the bottom of the agenda for more information.

Los intérpretes deben solicitarse con anticipación; consulte el final de la agenda para obtener más información.

Yuav tsuam tau thov txog cov neeg txhais lus hau ntej; thov saib hauv qab kawg ntawm qhov txheej txheem rau cov ntaub ntawv ntiv.

يجب التقدم بطلب بخدمات الترجمة مقدماً. يرجى الاطلاع على أسفل جدول الأعمال للمزيد من المعلومات

The May 18th Alliant Energy Center Redevelopment Committee meeting will be a hybrid meeting. Members of the public can either attend in person or virtually via Zoom.

The public can attend in person at in the Board Room of Exhibition Hall at the Alliant Energy Center, 1919 Alliant Energy Center Way, Madison.

The public can access the meeting virtually with the Zoom application or by telephone.

To join the meeting in Zoom, click the following link (after you fill out the form, the meeting link and access information will be emailed to you):
https://zoom.us/webinar/register/WN_FpBcJMUROPenM6qpt67w

This link will be active until the end of the meeting.

To join the meeting by phone, dial-in using one of the following three toll-free phone numbers:

1-833-548-0276

1-833-548-0282

1-888-788-0099

When prompted, enter the following Webinar ID: 920 7662 4495

PROCESS TO PROVIDE PUBLIC COMMENT:

IN PERSON: Any members of the public wishing to register to speak on/support/oppose an agenda item can register in person at the meeting using paper registration forms. **IT IS HIGHLY ENCOURAGED TO REGISTER VIA THE ZOOM LINK ABOVE EVEN IF YOU PLAN ON ATTENDING IN PERSON.**

In person registrations to provide public comment will be accepted throughout the meeting.

VIRTUAL: Any members of the public wishing to register to speak on/support/oppose an agenda item **MUST REGISTER USING THE LINK ABOVE** (even if you plan to attend using your phone). Virtual registrations to provide public comment will be accepted until 30 minutes prior to the beginning of the meeting.

In order to testify (provide public comment) virtually, you must be in attendance at the meeting via Zoom or phone, you will then either be unmuted or promoted to a panelist and provided time to speak to the body.

If you want to submit a written comment for this meeting, or send handouts for board members, please send them to: kuhl.lauren@danecounty.gov

A. Call To Order

Others present: County Board Chair Patrick Miles, Cecely Castillo, Kaileen Mayoh, Nicole Anderson, Kevin Scheibler, Dave Gault, Rob Gottschalk, Isadore Knox, Rob Crain, Carolyn Clow, Trey Borgrud

The meeting was called to order by Erickson at 12:02pm.

Present 10 - TOM DECHANT, HEATHER STOUDE, BREWER STOUFFER, PAM CHRISTENSON, Chair CHUCK ERICKSON, LAURA HERSCHLEB, MICHAEL ENGELBERGER, AIMEE DAVIS, KATE LEMON, and NOAH LIEBERMAN

Excused 3 - RUBEN ANTHONY, JEFF GLAZER, and ELLIE WESTMAN

1. Introduction of New Member

Erickson introduced Noah Lieberman, Alder for District 14 in Madison

2. Election of Officers

Chair

Erickson asked for nominations for Chair

Engelberger nominated Erickson, seconded by Davis

Engelberger motion for unanimous ballot, seconded by Dehant, approved by voice vote

Vice-Chair

Erickson asked for nominations for Vice-Chair

Stouffer nominates Herschleb, seconded by DeChant

Engelberger motion for unanimous ballot, seconded by DeChant, approved by voice vote

B. Consideration of Minutes

[2026
MIN-039](#)

Minutes of the April 20, 2026 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2026 MIN-039](#)

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

C. Action Items

D. Presentations

E. Reports to Committee

[2026
RPT-089](#)

Reports to Committee - Alliant Energy Center Redevelopment Committee Meeting May 18, 2026

Attachments: [AECRC May 18 Slides](#)

1. Chair's Report

a. Past Committee Member Recognition

Isadore Knox and Rob Crain were recognized for their previous work on the Committee

b. Committee Makeup

Erickson reviewed the committee makeup

2. Director's Report

a. Marketing Video for Exhibition Hall Expansion

Scheibler shared a video highlighting the exhibition hall expansion that will be on the news stations throughout the year

b. Review of Work Plan & Upcoming Milestones

Rob Gottschalk from VandeWalle presented the updated work plan to the committee

Scheibler has done some presentations throughout the County

c. Master Plan Discussion - How the Pieces Fit Together

Sonja Kreusel and Rob Gotschalk reviewed the background for the master plan from 2018 including the redevelopment areas on the campus

Reviewed trends in convening districts including examples

Reviewed large ag events and mixed-used land use areas

Reviewed mixed-use site access

Reviewed order of magnitude parking estimates

Questions regarding parking ensued

Reviewed mixed-use conceptual massing example

Reviewed mixed-use development assessed value estimates

Request to have a drawing with entertainment and dining and then add the housing and other things on the perimeter, also need to improve transportation to and from the campus

Chair Miles shared concerns with housing on the campus as it is conflicting land use, and the master plan elements are to generate sustainability for the area and symbiosis of experience.

Questions for the City of Madison related to TIF and housing policy.

Stouder explained the housing component related to TIF - it is about the assessed value

Lieberman shared that the neighborhood views the AEC as a separate island, having housing would help the campus feel like part of the neighborhood

Herschleb shared concerns about ag events and housing on the campus

Christenson spoke to the housing and land use balance

Sonja reviewed why a summarized master plan needed and the general timeframe for the zoning process and committee review of master plan summary and potential mixed-use zoning districts summary

Stouffer asked if the master plan that is approved could limit potential future use

Stouder indicated that the level of generality of the draft document was a good

start

Committee should review documents that have been shared with them related to the summary master plan.

F. Future Meeting Items and Dates

The next meeting will take place on June 15, 2026 at 12:00pm in hybrid format

G. Public Comment on Items not on the Agenda

H. Such Other Business as Allowed by Law

I. Adjourn

A motion was made by DECHANT, seconded by ENGELBERGER, that the meeting be adjourned. The motion carried by a voice vote. The meeting was adjourned at 1:37pm.

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—preferably at least three business days but no fewer than 24 hours prior to the meeting.

Nota: Si necesita un intérprete, un traductor o materiales en formatos alternativos o cualquier otra adaptación para tener acceso a este servicio, actividad o programa, llame al número de teléfono que puede encontrar a continuación — de preferencia con al menos 3 días de anticipación y como mínimo 24 horas antes del evento en cuestión.

Sau tseg: Yog koj xav tau ib tug neeg txhais lus, txhais ua ntaub ntawv, cov ntaub ntawv uas nyob rau lwm yam kev lawm los sis lwm yam kev pab nkag rau qhov kev pab no, kev ua si los sis kev pab cuam, thov hu tus xov tooj rau hauv qab no—xav kom hu li peb hnuv ua ntej tuaj tab sis tsis pub tsawg tshaj 24 xuab moos ua ntej rau lub rooj sib tham no.

ملحوظة: إذا كنت بحاجة لترجمة شفوية أو كتابية أو مواد بصيغة مختلفة أو تسهيلات أخرى للحصول على هذه الخدمة أو النشاط أو البرنامج، يرجى الاتصال برقم الهاتف أدناه قبل ثلاثة أيام عمل رسمية على الأقل من تاريخ الجلسة.

County Board Office (608) 266-5758 TTY WI RELAY 711