



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, August 21, 2023

11:30 AM This is a Hybrid Meeting: Attend in person in the Board Room of the Alliant Energy Center, 1919 Alliant Energy Center Way, Madison.

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

A. Call To Order

Staff: Lauren Kuhl, Karin Peterson Thurlow, Todd Violante

Others: Scott Harrington (Vandewalle), Rob Gottschalk (Vandewalle), Nicole Anderson (Vandewalle), Lucas Neuteufel (Hunden)

Chair Erickson called the meeting to order at 11:33 AM.

- Present** 9 - RUBEN ANTHONY, ROBERT CRAIN, HEATHER STOUDE, Supervisor DAVE RIPP, PAM CHRISTENSON, CHUCK ERICKSON, ADAM HEFFRON, ISADORE KNOX, and ELLIE WESTMAN
- Excused** 3 - TOM DECHANT, BREWER STOUFFER, and JEFF GLAZER
- Absent** 1 - ZACH ZWEIFEL

B. Consideration of Minutes

[2023](#)
[MIN-233](#) Minutes of the June 15, 2023 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2023 MIN-233](#)

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

C. Action Items

D. Presentations

E. Reports to Committee

[2023](#)
[RPT-270](#)

AEC REDEVELOPMENT COMMITTEE UPDATE AUGUST 21, 2023

Attachments: [2023 RPT-270.pdf](#)

1. Market Study Status Report

Market study status report

Harrington from Vandewalle provided an update on the market study.

Lucas Neuteufel from Hunden joined to be available for additional information as needed.

Members from Hunden visited last month to do meetings with AEC staff, neighborhood residents from Bay Creek, Capital View, Greenbush, some members of the committee, reps from several major events.

Good feedback from clients – good kick-off point for Hunden to do work

Lucas provide an overview of the timeline. October 16 meeting will have draft recommendations and concept master plan. Late October/mid-November final report

Anthony asked about the neighborhoods that were included in the Hunden meetings. Erickson indicated that Erickson and Knox will be working on getting a more diverse representation included in the process.

Knox indicated that the South Madison Metropolitan Planning Council will be included in the process.

Anthony indicated that if we want this project to be successful that all of the neighbors need to be included in the process.

Knox indicated the daytime meetings are tough for the public to attend.

Christenson asked if anything stood out or was surprising from their visit. Lucas indicated that he was impressed how the groups use the facility for a wide variety of events.

2. Capital Improvements to Existing Facilities & Operating Finances

Heffron indicated they looked at the capital investments that are needed related to deferred maintenance.

Want to go to lighting that is consistent throughout – LED lighting. Lighting study and HVAC upgrades will serve for future expansion/construction.

Will be going to a HVAC system that is not proprietary, and can be controlled by a mobile device.

IT infrastructure is dated and old, will continue to update.

Will be paving the entrance way on to the property. Will be looking for half million to repave parking lots in the next year.

Heffron provided an overview of the Pavilion Plaza Project. Hope to peel surface off through May, June, July and have completed in advance of World Dairy next year.

Anthony inquired about how the short term capital investments work with the long term improvements.

Heffron indicated that all of the work that has done is with the master plan in mind.

Ripp inquired about stormwater. Heffron indicated there are drains. Working with an engineer.

Heffron indicated they had to remove about 150 Ash trees from the property. Have a sizeable budget to plant 200 trees and do other landscaping on the project. Looking at upgrading the Veterans monument at the coliseum as well.

Knox asked about pedestrian spaces in the project. Retaining wall and grass will be included.

Erickson noted that sustainability is a priority.

3. Financing Options for Major Capital Additions

Harrington provided an update on potential funding for the expo hall as developed in 2019. When master plan was completed in 2018 shortly after the request to the state for funds was submitted, without much time to make a case and relationships prior to submitting the request. Need to put together a strategy to do so.

Difficult to get a piece of the room tax because it is already used for several purposes.

Room tax commission presentation will take place this evening. Will know more about the tax for the Clarion.

The only area of the state that qualifies for the expo district is Milwaukee.

Tourism district is in statutes, but really for small rural communities and would require statutory changes.

Anthony indicated that he drove the property and noted that TIF may be a possibility.

Harrington indicated that TIF has a prohibition on public buildings. There are improvements on campus that could be funding such as parking for private development and stormwater.

There is very little that comes back to the county from the revenue.

Will continue to update and bring more information forward.

Christenson asked if the County has a lobbyist that could be asked to work on some of the statutory changes. Erickson indicated there is a lobbyist.

Christenson echoed that it's not too early to start working on the strategy for the state.

Christenson asked for clarification on the Clarion.

Harrington explained that the Clarion has a 99 year lease, and they are at 25 years. There are private individuals that have tried to acquire the property without success. Market study suggested a headquarters hotel, which the Clarion is not.

Anthony indicated that triggering the private investment needs to come first. There needs to be something that triggers that.

Anthony indicated we should go back to look at the responses from the RFP to see if there are any innovative ideas that could be applicable to the project.

Want to be ready so that when the final report comes out in November that there is a way to fund it.

4. Public Communication and Outreach

Harrington provided an overview of the communication and outreach that has been done thus far including a website, newsletters, press releases, surveys, neighborhood meetings, larger public meetings.

Harrington pointed out that the public has indicated that the center is important for quality of life.

Westman Chin said that the story needs to be told of memories and what could be lost.

Erickson indicated there needs to be multiple ways to contact and engage the neighborhood.

Need to balance quality of life and bringing in revenue.

5. Review of Area Plans Surrounding the Campus

Harrington indicated there are several plans taking place around the campus, and they are tracking them.

Harrington has met with the city, DOT consultant, and working on setting up a meeting with Adam and other county staff to talk discuss transportation planning.

Anthony indicated that development in the Park Street area needs to be included particularly if the neighborhood will be a part of the project.

F. Future Meeting Items and Dates

Hybrid: Monday, October 16th, 2023 at 11:30 AM.

G. Public Comment on Items not on the Agenda

H. Such Other Business as Allowed by Law

I. Adjourn

A motion was made by CRAIN, seconded by CHRISTENSON, that the meeting be adjourned. The motion carried unanimously.

Meeting adjourned at 12:57 PM.

Minutes respectfully submitted by Lauren Kuhl, pending committee approval