



# 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 18, 2025

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.

#### A. Call To Order

Others Present: Lauren Kuhl, Aaron Collins, Matt Wachter, Carolyn  
Clow, Scheibler, Rob Gotschalk, Nicole Anderson

**Present** 9 - ROBERT CRAIN, TOM DECHANT, PAM CHRISTENSON, CHUCK ERICKSON,  
JEFF GLAZER, ISADORE KNOX, ELLIE WESTMAN, LAURA HERSCHLEB, and  
MICHAEL ENGELBERGER

**Excused** 4 - RUBEN ANTHONY, HEATHER STOUDEY, BREWER STOUFFER, and AIMEE  
DAVIS

#### B. Consideration of Minutes

1. [2025](#) Minutes of the July 21, 2025 Alliant Energy Center Redevelopment Committee  
[MIN-238](#) Meeting

Attachments: [2025 MIN-238](#)

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

#### C. Action Items

#### D. Presentations

#### E. Reports to Committee

1. [2025 RPT-265](#) Exhibition Hall 60% Design Document Update

**Attachments:** [2025 RPT-265](#)

Larry Barton from Strang presented the 60% design update  
Barton presented on placemaking, building on concept of placemaking and an update on Traffic and Stormwater Master plan and exhibition hall expansion contributions, Barton reviewed the proposed demo and additions and draft design renderings. Barton reviewed timeline - right on time to complete design development by end of October

- Preliminary design - 2024
- Design Development - 2025
- Construction documents and bidding - 2026
- Construction start - 2027
- Construction Completion 2030 - 2031

Discussion ensued on Leed certification, soundproofing, status of Ferris Center, land bridge, entrances, funding strategies.

2. Veterans Memorial Coliseum Renovation Update - RFP Advisor Introduction

Bryan Slater and Josh Cohen from CAALcon introduced themselves and the work they have completed  
CAALcon is providing feasibility, planning, and consulting including the development/review of RFP document, and management of the RFP process  
CAALcon will be coming in person in the next few weeks

3. Chair's Update

Working on doing more outreach - keep neighborhood associations updated on what is happening with the project  
Discussion ensued regarding committee role and action in educating Supervisors

[2025 RPT-310](#) ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE - AUGUST - 2025

**Attachments:** [2025 RPT-310](#)

#### 4. Director's Update

##### Event Update

Scheibler reviewed the confirmed and projected projects. Exceeded last year's event total already. Feel confident that 2026 will be strong. Up over \$1 million from 2024. Projected to end year significantly underbudget - projected to lose less than anticipated.

##### Road Construction

Three projects will impact center through the next year.

Discussion ensued regarding road construction projects

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

The next meeting will be September 15, 2025 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 CRAIN, seconded by DECHANT, that the meeting be adjourned. The motion carried unanimously.

The meeting adjourned at 1:17 PM.

Minutes respectfully submitted by Lauren Kuhl, pending committee approval