



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, March 17, 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: Kuhl, Garcia, Anderson, Miles, Clow, Collins, Gottschalk, Castillo

Chair Erickson called the meeting to order at 12:06pm.

Present 12 - ROBERT CRAIN, TOM DECHANT, HEATHER STOUDE, BREWER STOUFFER, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, ISADORE KNOX, ELLIE WESTMAN, LAURA HERSCHLEB, MICHAEL ENGELBERGER, and KEVIN SCHEIBLER

Excused 1 - RUBEN ANTHONY

B. Consideration of Minutes

1. [2024 MIN-514](#) Minutes of the February 24, 2025 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2024 MIN-514](#)
[2.24.25 Registrations](#)

A motion was made by CHRISTENSON, seconded by ENGELBERGER, that the Minutes be approved. The motion carried by a voice vote (12-0).

C. Reports to Committee

1. [2024 RPT-580](#) Chair's Update

Erickson provided updates

Shared personal experience of visiting campus for event, was impressed by how everything was laid out and had a positive experience

2. [2024](#)
[RPT-579](#)

Director's Update

Scheibler provided an update on:

Events that have been/are occurring

Financial summary update – outperformed 2023 in 2024

Hunden will provide projections (for cost and revenue) for renovated Coliseum, update numbers from 2018 master plan – will take 6 weeks to do work

Meeting with Strang tomorrow for exhibition hall expansion and stormwater and traffic management plan – anticipate late spring/early summer to have completed to be able to include in 2026 budget

Spark by Hilton construction work is underway and is projected to be completed on time

Landed athletes unlimited – will be doing 8 professional volleyball matches in Fall

D. Presentations

E. Action Items

1. [2024 ACT-410](#) Consideration and possible action on RFP parameters

Attachments: [Alliant Energy Center RFP Parameters 03.17.25](#)
[Alliant Energy Center RFP Sub Areas](#)
[March 17, 2025 Presentation](#)

Scheibler expressed gratitude to the committee, Committee Chair, County Executive and County Board for keeping the redevelopment moving forward and the work that has been put in

Would like to reiterate that the Coliseum will be able to attract more than just concerts

The work done over the last several years by the committee has been the RFI process

Westman Chin suggested that the language in the RFP be solid and serious, make sure respondents are aware that this is serious

Scheibler noted that the RFP will focus on Coliseum, but is aware that there may be other ideas that respondents would like to include

Stouder noted the lack of fiscal constraint from the last RFP could be problematic if not included. Concerned there will be a lot of good ideas but may not be feasible.

Christenson noted that clarity will be very important – if items are a “no go” for the county, they should be included. Requested the committee be able to see the final draft of the RFP

Miles thought the outcome from the last meeting was that the RFI was the way forward. Pleased that County Executive is engaged and interested in moving forward. Erickson did a lot of work with committee to discuss RFP approach. Priority and vision can be expressed through scoring criteria for RFP.

Glazer indicated that absent an RFI, if RFP approach – should focus on how activation informs how Coliseum can make a more active and vibrant place as a whole

DeChant inquired about the language around land vs. building ownership

Scheibler noted that the buildings would be county owned, but could be managed by a private entity, option for a land lease similar to the Hilton

Glazer noted that should be clear about what is and isn't out of bounds

*Engelberger asked if the Coliseum was designated as a historic building
Erickson and DeChant indicated it is likely not*

Miles indicated that ownership is an important parameter for the RFP – could change equation for potential to use TIF

Scheibler indicated additional conversations around ownership parameters may need to occur

Westman Chin asked about the process for the RFP

Scheibler indicated a committee would be established to include AECRD committee members, committee chair, and members of the community

Crain expressed thanks for the process that is playing out as is much improved

Stouffer inquired if there is any desire to quantify county participation

Scheibler indicated it would be best to be vague

Stouder indicated that housing can be a generator/tool for TIF. See missed opportunity to not include housing.

Scheibler indicated that having housing may be difficult to have certain events

Stouder asked about wording to include a possibility for housing

Herschleb indicated that that as an event, having housing would not help achieve

Stouder suggested changing the wording to "minimal public financial participation"

Gottschalk indicated the McGrath project on a small site on an acre will have 190 units.

Scheibler reviewed the RFP parameters

Stouffer asked if the language can be strengthened for #10 to support multiple day events

Scheiber asked for clarification about the language – asked about keeping the whole campus in mind for proposal

Knox indicated language should be included regarding the impact on neighbors to the campus

Glazer asked if it's appropriate to include transportation needs in RFP response

Scheibler suggested language could be included in #6 – such as including public transportation.

DeChant suggested that it is important that all RFP responses need to be able pull out the financial projection information for the Coliseum only.

Erickson noted that the planning for the Exhibition Hall is moving ahead simultaneously

Westman Chin for #10 include language for events that are here that do not use the coliseum

Engelberger asked Chair Miles for clarification on the process for the county

Miles indicated the committee is a creation of the County Board. The Board has a role when it is time to execute contracts. Due to turnover on the Board, there are several Supervisors who do not have full information on what has taken place over the last several years (master plan, etc.). Schedule a committee of the whole to educate on the history of where we're at and what is to come. Believe concerns from Board may be that looking ahead at tough budget cycles, on heels of authorizing the funding for the jail

project.

The longer it takes to modernize campus, the greater the drain on the county budget this will become.

Potential committee of the whole potentially in June

A motion was made by ENGELBERGER, seconded by CRAIN, that the motion to proceed with the framework be approved. The motion carried by a voice vote.

F. Future Meeting Items and Dates

The next meeting will be on April 21, 2025 at 11:30am.

G. Public Comment on Items not on the Agenda

H. Such Other Business as Allowed by Law

I. Adjourn

Minutes respectfully submitted by Lauren Kuhl, pending committee approval.