



# 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?*

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Monday, June 16, 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

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

#### A. Call To Order

Chair Erickson called the meeting to order at 12:01 PM.

**Present** 10 - ROBERT CRAIN, TOM DECHANT, HEATHER STOUDE, BREWER STOUFFER, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, LAURA HERSCHLEB, MICHAEL ENGELBERGER, and AIMEE DAVIS

**Excused** 1 - ELLIE WESTMAN

**Absent** 2 - RUBEN ANTHONY, and ISADORE KNOX

#### B. Consideration of Minutes

[2025  
MIN-117](#)

Minutes of the May 19, 2025 Alliant Energy Center Redevelopment Committee Meeting

**Attachments:** [2025 MIN-117](#)

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

Dr. Anthony arrived at 12:03pm

**Present** 11 - RUBEN ANTHONY, ROBERT CRAIN, TOM DECHANT, HEATHER STOUDE, BREWER STOUFFER, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, LAURA HERSCHLEB, MICHAEL ENGELBERGER, and AIMEE DAVIS

**Excused** 1 - ELLIE WESTMAN

**Absent** 1 - ISADORE KNOX

#### C. Action Items

## D. Presentations

### 1. Exhibition Hall 30% Design Document Update

Larry Barton from Strang presented to the committee on the progress of the design development phase

Contracted for April - October - 6 month design progress

Barton provided an update on the 30% design development

Barton provided an overview of the sustainable elements of the project

Barton indicated that 2025 is for design development, 2026 for construction documents and bidding, 2027 to start construction, with construction complete 2030-2031

Discussion ensued regarding sustainability features.

Discussion ensued about how the process was going and if Strang needs anything from the committee. Barton indicated they do not unless the committee has something for them.

Discussion ensued regarding coordination between multiple projects at the same time.

Strang noted that they are aware of the master plan, will need to react when the timelines are clearer

Scheibler noted the plan is to keep operations while the redevelopment is taking place

Questions about stormwater management, traffic, and parking. Barton indicated that is in process.

Discussion ensued regarding the timeline.

[2025  
RPT-154](#)

AEC EXHIBITION HALL 30% DESIGN DOCUMENT UPDATE - STRANG, INC.

**Attachments:** [2025 RPT-154](#)

## E. Reports to Committee

### 1. Chair's Update

a. Update on June 12, 2025 County Board Committee of the Whole

Erickson provided an update on the COW including the tour, Potter Lawson drawings, COW meeting

Issues brought up by Supervisors include housing, if a public/private partnership would create a monopoly, will continue to have opportunities for supervisors to talk with Kevin

Scheibler added that there were a lot of thoughtful questions about how to move forward

b. 2026 Dane County Budget Update

Budget shortfall, Exec asked departments to cut 4%, federal funding uncertainty for counties

Scheibler clarified that it is a 4% reduction from funds from the general fund

[2025  
RPT-153](#)

ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE - JUNE  
16TH, 2025

**Attachments:** [2025 RPT-153](#)

## 2. Director's Update

a. Veterans Memorial Coliseum Financial Assessment Update

Scheibler reviewed takeaways from Hunden report including:

- Renovation returns nearly same number of events at a significantly less capital cost
- Renovated Coliseum returns an estimated \$59 million in annual economic impact
- Renovated Coliseum generates 141 annual FTE's

Scheibler did a review of performance numbers and a comparison of other facilities

Scheibler reviewed the projected revenue for the facility

Scheibler will share the whole report with the committee

Herschleb left at 12:56pm

Stouder left at 1:00pm

- Present** 9 - RUBEN ANTHONY, ROBERT CRAIN, TOM DECHANT, BREWER STOUFFER, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, MICHAEL ENGELBERGER, and AIMEE DAVIS
- Excused** 3 - HEATHER STOUDE, ELLIE WESTMAN, and LAURA HERSCHLEB
- Absent** 1 - ISADORE KNOX

b. Update on Owner's Representative

Scheibler indicated they spoke with three groups, and are evaluating this week. Hope to enter agreement with owner rep this week.

Discussion ensued about the functions and tasks of the owner's rep as well as involvement in RFP process.

Scheibler indicated they were looking for help with evaluating the RFP, evaluating responses to RFP, help with contract negotiations to make sure the desire was clearly reflected. The role is more like an advisor through the process.

Discussion ensued about public/private partnerships as they related to the RFP and the owner rep

c. Update on Veterans Memorial Coliseum Request for Proposals (RFP)

Scheibler provided an update on the RFP for the Coliseum. Best way to move forward is to split the Coliseum and the Mixed use into two projects

Coliseum RFP released by end of June

Following responses, immediately release the RFQ for the mixed use development

**F. Future Meeting Items and Dates**

The next Alliant Energy Center Redevelopment Committee Meeting will take place on July 21, 2025 at 12:00 PM in a 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 DAVIS, seconded by GLAZER, that the meeting be adjourned. The motion carried unanimously.

Meeting adjourned at 1:24 PM.

Minutes respectfully submitted by Lauren Kuhl, pending committee approval