



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, October 16, 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

Others Present: Scott Harrington, Rob Gottschalk, Lauren Kuhl, Nicole Anderson, Emily Connor, Lucas Neuteufel, Rob Hunden, Don Dethlefs

Chair Erickson called the meeting to order at 11:32 am.

STOUFFER left at 12:44 pm.

WESTMAN CHIN left at 12:54 pm.

Present 11 - RUBEN ANTHONY, ROBERT CRAIN, TOM DECHANT, HEATHER STOUDE, BREWER STOUFFER, Supervisor DAVE RIPP, PAM CHRISTENSON, CHUCK ERICKSON, JEFF GLAZER, ADAM HEFFRON, and ELLIE WESTMAN

Absent 2 - ZACH ZWEIFEL, and ISADORE KNOX

B. Consideration of Minutes

1. [2023 MIN-326](#) Minutes of the August 21, 2023 Alliant Energy Center Redevelopment Committee Meeting

Attachments: [2023 MIN-326](#)

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

C. Action Items

D. Presentations

[2023](#)
[PRES-185](#)

Market Analysis and Master Plan Update - Preliminary Findings

Attachments: [2023 PRES-185](#)

Lucas Neuteufel and Rob Hunden from Hunden and Don Dethlefs from Perkins and Will presented on the preliminary results of the updated market study.

Recommendations include a phased approach including:

Phase I/top priority – Ballroom, meeting space, expo hall expansion, infrastructure

Phase II / Second Priority: Entertainment Pavilion, Equestrian show ring, removal of Arena Building, centralized welcome area

Phase III / Third Priority: Veterans Memorial Coliseum, Onsite hotels, restaurants

Also to consider is a re-visioning of the Veterans Memorial Coliseum – add a second floor for sports/basketball courts – would bring sports tourism to the Madison market.

Stouffer asked a question about the size needs for volleyball, Hunden explained that there is enough space for volleyball.

Original costs in 2019 for the ballroom and Expo Hall expansion were \$80,000,000 - \$100,000,000 – cost adjusted for inflation is \$105,000,000-\$130,000,000.

Madison is considered the most underserved market in the Midwest for concerts and family entertainment.

In talking to promoters, Green Bay, Milwaukee, and Madison are the main markets in Wisconsin.

Green Bay and Milwaukee have facilities (Resch and Fiserv)

Lucas Neuteufel provided an overview of trends in meetings, conferences, and events.

Harrington inquired about parking for the additional facilities, Don noted that they are aware parking is needed and they agree.

Lucas Neuteufel provided an overview of a similar facility/campus in Kentucky.

There was a question about how the master plan is incorporated into the market study.

Answer from Hunden: Modeling is not completed.

Rob Hunden noted that public money has to be put first. Private developers need to understand that city/county are partners first, before private development/developers are willing to develop.

DeChant wanted to make sure that the priorities remain from the master plan.

Dr. Anthony commented regarding the public putting money first, but at this point, it is not likely going to happen. May need to look at this project different, may not get public

money up front.

Stouffer left at 12:44pm

Rob Hunden indicated you can do a public-private partnership where everyone leaps together, but will not get private sector to commit without the dollars from the public sector.

Westman Chin inquired about getting the slide deck so that it can be disseminated to the committee.

Westman Chin left at 12:54pm.

Glazer inquired about cost estimates.

Don Dethlefs noted that with inflation the estimate would be \$105-\$130,000,000.

Discussion around what can be done on event center site to make it as attractive as possible, so that private developers see that it is going to happen, and know that public support is there for development.

Dr. Anthony asked about what County is willing to give up for private development?

Hunden pointed out that state legislatures play a role in this type of development.

Next steps: Feedback will be sent to Hunden and the costs will be estimated.

Heffron inquired if ROI could be provided.

Hunden will have some ROI work done.

E. Reports to Committee

1. Neighborhood Meeting Results

Harrington provided an overview of the results from the two community outreach events that were held in September and October.

2. Community Organizations Forum Results

Information provided in item E1.

3. Director's Update

4. Other Committee Updates

Harrington provided an overview of the newsletter, website, and next meeting dates updates.

Discussion ensued about timing of the report and process for feedback.

[2023](#)
[RPT-360](#)

AEC REDEV COMMITTEE - OCTOBER REPORT - 2023

Attachments: [2023 RPT-360.pdf](#)

F. Future Meeting Items and Dates

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 CRAIN, that the meeting be adjourned. The motion carried unanimously.

Meeting adjourned at 1:19 pm.

Minutes respectfully submitted by Lauren Kuhl, pending committee approval