



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, November 18, 2019

3:00 PM Board Room on the second level of the Exhibition Hall

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A. Call To Order

The meeting was called to order at 3:04 p.m. by S. Corrigan.

- Present** 10 - RUBEN ANTHONY, DEB ARCHER, Supervisor SHARON CORRIGAN, MARK CLARKE, ROBERT CRAIN, TOM DECHANT, HEATHER STOUDE, BREWER STOUFFER, Supervisor DAVE RIPP, and GARY WOLTER
- Excused** 3 - TERESE BERCEAU, SHERI CARTER, and Supervisor SHELIA STUBBS

Attending Staff: Lupita Alvarez, Scott Harrington, Karin Peterson Thurlow and Lynn Wood

B. Consideration of Minutes

[2019
MIN-323](#)

Minutes of the 9/16/19 Alliant Energy Center Redevelopment Committee meeting

Attachments: [2019 MIN-323](#)

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

C. Action Items

There were no Action Items

D. Presentations

There were no Presentations

E. Reports to Committee

1. Preliminary Design Update

Clarke addressed the committee. He spoke of pressures on the costs including labor market, timing, and contingencies.

Corrigan indicated that there is work going on with Strang on bringing numbers down that are more in line with the figures from the Master Plan. Strang will spend the next six months working on how to maintain the master plan at a more reasonable cost.

Anthony asked if the design fee will be adjusted. Is it \$600,000.00? Clarke replied that the budget includes \$495,000.00 for schematic design and \$100,000.00 for Vandewalle, that is \$600,000.00.

Strang will review several options. The goal is to have the same programmable square footage. Strang will also come to this meeting for direction and scope. One idea may be a single story building. This would have parking ramifications.

Stouffer stated that the footprint may not differ much from the long range plan.

Archer asked if the Arena was part of the \$177 million estimate? Clarke stated, it was the entire program. We can do elements of the plan. The focus will be on A: the Exhibition Hall and Parking. The plaza and arena would not happen first, nor the ring road or plaza.

Archer asked, Can the return on investment stand if the refocus is on the Exhibition Hall? Clarke replied that Hunden will go back and look at this.

Harrington mentioned that Hunden did 2017 market study and worked on Strang's study. He will be part of the schematic study. The biggest return on investment is the Exhibition Hall. Clarke stated that Return On Investment (ROI) has to consider economic impact. You cannot ROI a \$90 million building with rental income. Corrigan stated that this is about retaining the vibrancy of the area and adding to the community.

Clarke stated that it is a half dozen things that increased costs. Wolter stated that the tariffs are affecting the cost of construction and that could change over time. Corrigan mentioned that there is also a huge demand for construction labor at this time. Clarke stated that the two estimates were very close in what they believed the costs to be.

2. Overview & Discussion of Vision Foundations and Goals

Harrington spoke of the need to embrace the vision

1. *Market role*
 - Agriculture*
 - Health/wellness*
 - Corporate/public events*
2. *Impact and Return on Investment need to stay off the tax levy*
3. *Creation of a walkable district*
4. *Focus on equity and access*
5. *Focus on sustainability*
6. *Transit and multi-modal transportation*
7. *Creating an authentic experience*

Harrington indicated a need to keep our eye on the forrest and not the trees.

Corrigan asked, How can we set conditions to continue the work of the core?

Harrington spoke of the destination district and how it can help drive redevelopment.

Clarke stated that there is a new hotel across the street plus a restaurant.

Wolter said that development can change the way people look at this area. What will we do to get people thinking? We are struggling more than we should be. What is the catalyst??

Anthony - Two things have taken the wind out of our sails

1. *\$30 million not being allocated by the state and*
2. *The inflated cost.*

Question: How are we going to keep this going? Corrigan asked, How can we spark something?

Archer stated that it may be hard for the campus to be the first catalyst. She spoke of the destination district committee. She said that we need a concurrent conversation. They cannot be dependent on each other or wait on one another.

Wolter said that connecting the AEC is important. We need to build infrastructure to integrate the property into the community.

Harrington stated that the city will be focused on the plan.

Wolter - The premise is that with the Expo Hall (build it and they will come) is different than what makes this a destination site. Question: What can we do without the building to make it a destination? These are different questions.

Anthony asked, Is debt service our only certain source of funding? How much would that be? Can we phase it and get started?

Clarke - We asked Strang to design to the master plan. Now, lets design to the dollar value in the Master Plan. Make assumptions about revenue sources.

Anthony expressed his concern about losing the public's opinion. Brewer believe we

need to communicate the process so that the public understands. Carter stated that the community will believe we are nowhere close to getting it done. We need to communicate to the neighborhood.

Archer spoke of the destination district.

Anthony: SSM will present to the community this evening. Representatives will bring projects every other month.

Archer said, we will want to hear from the community regarding the destination district too.

Crain asked, Do we need to be intentional as the surrounding area develops? External forces may push development in the county.

Stouder - There is a fear of displacement as part of the neighborhood plan. A common thread is that the neighbors want to be the ones pushing change. There is anxiety about being displaced. Carter stated that the residents of the Town of Madison are fearful regarding coming in to Madison.

Ripp says that rural people believe the agricultural focus will go away.

3. Communications Update

A. Public survey

Wood addressed the committee. The idea is that committee members have a tool to share with networks. Archer stated that we need to let people know there is a newsletter.

4. WisDOT Meeting Update

Harrington spoke of a meeting with WisDOT officials regarding design of the off-ramp and the land bridge John Nolan Drive is a city facility in part and county facility in part.

5. Alliant Energy Center Redevelopment Committee 2020 Framework

Harrington discussed the work of the redevelopment committee, the destination district task force and the city planning committee.

The intent is that the first meeting next year will be to update this plan. The topics will be funding, governance, infrastructure investment, private investment and community engagement.

The idea is that the committee meet every other month on the 3rd Monday from 3:00 p.m. - 5:00p.m. The first meeting will be the approval of the work plan. Archer included WisDOT to the work plan. Carter suggested that we invite WisDOT to speak to the committee.

Anthony wants to see how we communicate the work to right-size the project. Archer stated that every communication should list members on the committee.

Wolter said that we need to underscore the things that speak to the broader county community.

Ripp - Suggested the targeting the audience and be aware of their concerns.

F. Future Meeting Items and Dates

The next meeting will be held Monday, February 17, 2020 at 3:00 p.m.

G. Public Comment on Items not on the Agenda

None

H. Such Other Business as Allowed by Law

None

I. Adjourn

A motion was made by ANTHONY, seconded by ARCHER, that the meeting be adjourned at 4:40 p.m. The motion carried by a voice vote.

Minutes respectfully submitted by Janice L. Lee, subject to the committee's approval.