



# Dane County

## Minutes - Final Unless Amended by Committee

### Alliant Energy Center Comprehensive Master Plan Oversight Committee

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Monday, April 24, 2017

3:00 PM Alliant Energy Center Conference Room @ 1919 Alliant Energy Center Way, Madison, WI

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Alliant Energy Center Conference Room @ 1919 Alliant Energy Center Way, Madison, WI

#### A. Call To Order

*The meeting was called to order by Chair Corrigan at 3:03 p.m. Others present: Clark, Franz, Gottschalk, Harrington, Robertson, Wood, Sup Nelson, Halverson, Mackinnon.*

**Present** 11 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT, SHERI CARTER, JONATHAN BECKER, DEB ARCHER, ROBIN SCHMIDT, NATALIE ERDMAN, BREWER STOUFFER, and GREGG SHIMANSKI

**Excused** 1 - ZACH BRANDON

#### B. Consideration of Minutes

2017  
MIN-022 ALLIANT ENERGY CENTER COMPREHENSIVE MASTER PLAN  
OVERSIGHT COMMITTEE - MINUTES OF THE APRIL 3, 2017  
MEETING

Attachments: [2017 MIN-022 AEC MASTER PLAN 4-3-17](#)

A motion was made by SCHMIDT, seconded by STOUFFER, that the minutes be approved. The motion carried by a voice vote.

#### C. Action Items

## 1. Survey Review

Vandewalle went over the results of the survey and discussion ensued among committee members regarding various survey results. Vandewalle will continue with these surveys of the committee members prior to future meetings as they help to inform the discussion and clarify priorities, etc.

*Discussion:*

*Survey of committee members was conducted prior to meeting; a lot of agreement on elements from the Hunden report*

*Results:*

- Physical improvements ranking – coliseum renovations, hotels, high level of agreement

- Restaurants, pavilions, parking – somewhat important (labor savings with new show ring– Arlyn Halvorson)

- Economic

- Conference/convention center – 12 very important
- Ag events – 10 very; 2 somewhat (note: ag events are not just livestock – ag tradeshows, etc. is important b/c of ROI vs. 50k' exhibition hall could pay – think “AG industry” vs. livestock)
- Trade/consumer shows – 11 very; 1 somewhat
- Sporting – 5/5 (very/somewhat)

- Housing – 5/interested; 7 not interested (on campus itself)

- Consensus on economic impact

- Generate hotel room nights
- Generate sales tax
- Support industries that drive existing businesses
- Create career oriented/high wage jobs (less important)

*Discussion:*

• Clarke: When we say agriculture shows, we need to think beyond animal livestock because the ROI is not high and these type of campus uses

• Archer: Sporting is very important because the current space offers many option and the opportunity is high. Sporting events have larger community multipliers because sports spectators tend to stay in the community longer. Volleyball and CrossFit are growing in popularity. Also, sports are more recession proof than other conventions

• Shimanski: We could have year-round opportunities if we had a facility that provided diversity of uses

• Stouffer: How do we factor in the fact that we are already viewed by the market as an expensive facility to operate in?

• Archer: The CVB works with AEC to buy down some products and it is important to continue to attract for-profit businesses

• Shimanski: We need to pick the best events. Lacrosse is one of the fastest growing sports and it is popular amongst girls

• Halvorson: Courts can be developed in a way that makes them flexible to different types of uses

• Archer: Ho-Chunk sports facility could be a good collaboration opportunity  
Community Meeting and Event Space

• Robin S: Ranked high because while it is not critical to the financial viability, it is important to the local neighborhood

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- Clarke: We don't make a lot from weddings and community events Hunden's Ballroom complements big trade shows. Small community meetings can be costly if heating and cooling of a large space is needed to accommodate a small group.
  - Stubbs: Community spaces could service free community events. It would benefit the neighborhoods to have this space available and in proximity.

## 2. Discussion and Development of Baseline Vision Component and Objectives

*Committee members responded with their major takeaways from the Hunden study.*

*Discussion of the committee's major takeaways from the study*

- Convening facility

- Sharon – takeaways – Market for making the changes we talked about; will be businesses that would take that up; excited about job potential growth for the community; not the goal, but a good benefit, pleased to see it in the report. Also, ballroom usage/need, potential capacity – a market for it and a definite need

- Robin – struggle w/seeing everything could be in it and everything would be successful; felt a little like it didn't help clarify what we should do first; I don't see priorities; additional info needed? Fundamental challenge is the \$242 million – where is it coming from? Will open the door to more partnership opportunities, etc; this study gave me a feeling that everything we have talked about is ok, it can be viable; now we have to go forward with engagement with community;

- Sherrie – looked at the wish list; what can we do to update the coliseum then add on

- Brewer – Achilles heel of what is presented by HSP – the concept that all of the pieces would come on line at the same time; projections would work with all of the piece; I would need to see projections w/pieces of the proposal, not all at once; what do you get if we did it in phases?

- Gregg – Assuming you did the \$250M all in – net operating goes up on a non-incremental increase; not a great return; big thing we have to look at is (\$1.1 mil to \$1.6); not a great assessment; one element relies on the other; if you can't do it all at once, will it work? Peripheral development will draw it in if it is cool; if not, it won't be developed and be enticing to developers; need an infusion of resources to "fix" the whole thing; need to look at the all-in strategy; Answering Robin's question about revenue – Gregg talks about the assessment of risk; Mark – MN example of investments in sports investments that would not make the numbers themselves – but they are a "loss leader" in terms of the benefit of all of the other businesses that are impact (DEB –

- Natalie – What is the vision for the place? I see the pieces work, but I don't see the vision; I see good convention business, but at what cost to get it for us? Sharon – I think that is part of the work of the master planning committee – to figure out what that "special sauce" is.

- Mark – Marching order for Hunden was to focus on the 164 acres; Hunden did what we asked them to do.

- Arlyn – Got a lot of guidance, people want to invest in this to make it work; if we complement what we have, then we can make it work; we have to not be afraid; whatever we come up with and we are honest and going in the right direction

- Shelia – This is the next idea; goals beliefs vision – opportunity to embrace and empower our community; gave me opportunity to think about new opportunities; expanding our horizon; like concept of building for new attendees; not feel so far away from campus; Hunden opened my eyes to think about new things; this campus is ready to be the next thing.

- Jonathon – Very exciting proposal; we don't know the viability; focusing on valuable piece of land and community connection; whether we have political will or not is a different question; like the idea of working with existing coliseum building; need first stage to be successful (coliseum) for expansion

- Deb – long-term competitive analysis; significant investments need to be made or county needs to be out of this business; not survivable; this has a short-term lifespan

- Tom – Are we in this business, or not? If you want to stay in the business, do you have to do it all? ROI on convention center piece is better. Place does not have a story, money alone doesn't do that. What is unique about this? Madison is the unique proposition, how do we play on that?

- Bill/Mark – People don't come for the climate, contradicts what we have been told; chapter 4 was surprising to me.

Vandewalle presented a draft of foundational statements for the AEC master planning process:

- 1) Core Function
- 2) Impact
- 3) Active Uses (Opportunities)

The Committee members discussed and responded to the draft.

- Vision – inspiring; strategically sound; communicated; supported
- Planning objectives
- Foundation

#### *Foundational statements*

*Core function: Dane County's 164 acre AEC campus is a key asset to Dane County's residents and businesses. The AEC's core function is to continue serving as the region's premier multi-venue expo, convention and event destination.*

*Impact: The AEC has significant economic and community impact which can be expanded through increased investment to meet the diversifying needs of the convening (public gathering) industry and growing regional community.*

*Active uses (opportunities): The addition of a critical mass of activity including additional hotels, food, beverage, retail and entertainment establishments, office and new housing on or around AEC campus would benefit visitors and community residents.*

*Next meeting: will examine what's going on around the area, identify the opportunities*

### 3. Brat Fest Public Engagement

*Vandewalle presented on opportunities to begin public outreach and engagement to gather input from public at upcoming local events that draw large public presence. Brat Fest will be the first event. Several committee members (Corrigan, Dechant, Archer, etc.) committed to engaging volunteers--preferably two volunteers per shift. Vandewalle will speak with Metcalfe to determine which time periods are critical to have staff at the input/outreach table and get back to the committee to set shift times.*

*Vandewalle will work on a draft survey and the committee members will have a chance to review prior to finalizing.*

*Public Engagement objectives  
Take the "what" and go to public to explore potential "hows"*

#### 3A. Event Squad

#### 3B. Build Awareness

#### 3C. Next Steps

### D. Presentations

#### 1. Overview of the Final Workplan

*Vandewalle ran through the workplan timeline.*

2017            AEC MEETING SCHEDULE AND TIMELINE  
PRES-006

Attachments: [2017 PRES-006: AEC TIMELINE](#)

#### 2. Brief Review of Open Meetings and Open Records Laws

*Chair Corrigan referred all committee members to the open meetings materials and asked them to review in order to ensure committee member compliance with open meetings laws.*

2017            BRIEF OVERVIEW OF THE OPEN MEETINGS AND OPEN  
PRES-005        RECORDS LAW

Attachments: [2017 PRES-005: OPEN MEETINGS FACT SHEET](#)  
[2017 PRES-005: PUBLIC RECORDS FACT SHEET](#)  
[2017 PRES-005: CORP COUNSEL OVERVIEW](#)

### E. Reports to Committee

NONE

## F. Future Meeting Items and Dates

*Committee members should complete homework next survey from Vandewalle(will be sent to members) and come prepared to discuss.*

## G. Public Comment on Items not on the Agenda

*NONE*

## H. Such Other Business as Allowed by Law

*NONE*

## I. Adjourn

*The meeting was adjourned at 5:15 p.m.*