



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Monday, April 3, 2017

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

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A. Call To Order

The meeting was called to order by Chair, Corrigan at 3:08 pm.

- Present** 9 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT, SHERI CARTER, ZACH BRANDON, ROBIN SCHMIDT, NATALIE ERDMAN, and BREWER STOUFFER
- Absent** 3 - JONATHAN BECKER, DEB ARCHER, and GREGG SHIMANSKI

Others present: Clark, B. Franz, Dodd, Gottschalk, Harrington, Robertson and a representative from Glass Nickel.

B. Consideration of Minutes

[2016
MIN-640](#)

ALLIANT ENERGY CENTER COMPREHENSIVE MASTER PLAN
OVERSIGHT COMMITTEE - MINUTES OF THE MARCH 9, 2017
MEETING

Attachments: [2016 MIN-640](#)

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

C. Action Items

There were no action items.

D. Presentations and Discussion

Gottschalk, Harrington and Robertson, the consultants from Vandewalle, introduced themselves.

Gottschalk presented general project phases and timeline, key project and deliverables, and he also discussed the meeting purpose:

*Schedule
ID Components
Communication Strategy
Public Engagement Plans*

*Discussion ensued regarding long term vision and relationship to partners, neighbors, downtown businesses.
Suggestion was made to fully read and react to the Hunden report and provide personal reaction for the next meeting.*

Discussion continued on potential vision components. Schmidt inquired if it is preferred to give the model from previous report as a starting point.

*Discussion ensued about missing elements, thinking outside of current models, and public engagement timing.
Question: Does the Committee put forth a model and ask for community voice, or does the community voice start the process?*

Carter noted that those most impacted, the direct neighbors, will have a strong opinion about the AEC campus.

Corrigan noted that the Committee can provide leadership but then genuinely engage the neighborhood and partners.

Stubbs requested that the Committee be mindful of asking for input if it is something that cannot be modified/created.

Discussion ensued around "good neighbors" - expanding the conversation beyond the campus, Madison, to other areas of the County.

Brandon noted the need for aspirational goals and language. Erdman asks how to measure if the plan is visionary? Equity lens utilized? How to measure success?

[2017
PRES-004](#)

ALLIANT ENERGY CENTER OPPORTUNITY ANALYSIS

Attachments: [2017 PRES-004 - Alliant Energy Center Opportunity Analysis 4.3.17](#)

1. Vandewalle Scope, General Project Phases, and Timeline

[2016
PRES-176](#)

SCOPE OF SERVICES FOR DANE COUNTY ALLIANT ENERGY
CENTER VISION FACILITATION AND REDEVELOPMENT
PROCESS MANAGEMENT

Attachments: [2016 PRES-176 VANDEWALLE AEC SCOPE](#)

- 1A. Questions to be Answered in the Process
- 1B. Schedule of Committee Meetings and Topics
2. Communications Approach
3. Public Engagement Approach

Three take aways regarding public engagement:

1. *Touch as many people as possible*
2. *Robust information (add value)*
3. *Synthesize information received in a meaningful way.*

An Event Squad is needed — The Committee suggested volunteers and use of outdoor chalkboards. Erdman can provide chalkboards to be used at Juneteenth, for the elderly community, CARPC "A greater Madison Vision", Faith Based communities, Clean Lakes Alliance, and chambers of commerce.

E. Reports to Committee

Consultants will work with county staff to develop talking points regarding the visioning process and appropriate handouts, powerpoints for committee member use.

Committee members suggested engagement at the following: farmers market, Monona/east side of Madison Business Alliance, small city websites, Urban League Young Professionals, LPA, Connect, Magnet, Centro Hispano.

[2017
RPT-027](#)

AEC COMPREHENSIVE MASTER PLAN VISIONING

Attachments: [2017 RPT-027-AEC Comprehensive Master Plan Visioning](#)

F. Future Meeting Items and Dates

1. *Be prepared with reaction to homework.*
2. *Review the report without the last chapter. Try to vision without the previous visual representation by Hunden Report.*
3. *Complete Homework for robust discussion.*

1. Homework for April 24th Meeting

1. Review the previous report and provide reaction
2. Review the communications plan
3. Review the "Potential Vision Components" – add your questions/edits
4. Review the Communication List and add any agencies, individuals that should be included

G. Public Comment on Items not on the Agenda

There was no public comment on items not on the agenda.

H. Such Other Business as Allowed by Law

There was no such other business as allowed by law.

I. Adjourn

This meeting was adjourned at 4:55 pm

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