

## Alliant Energy Center Master Planning Oversight Committee

### Visioning Process Progress Report May 4, 2017

#### May 15<sup>th</sup> Committee Meeting

Purpose: To review redevelopment plans and opportunities for the areas surrounding the AEC and to discuss the impacts the Committee would most like to strive for in these areas as well as the connections with other area destinations the Committee would most like to see.

Desired Outcomes: To receive Committee input and direction on:

- The commercial areas around the campus where improvements to AEC should have the greatest impact on redevelopment
- Improvements to the connections between the AEC and other local destinations
- Economic impacts that improvements to the AEC should have on area neighborhoods
- Commitments to volunteer at the project information booth at Brat Fest

#### Work Completed in April

- Completion of a Communications Plan, Public Engagement Plan, and Project Work Plan/Schedule of Committee meetings
- Preparation of a communication piece/press release describing the visioning process
- Preparation of foundational statements concerning core functions, impacts and opportunities
- Development of an information booth concept for use at Brat Fest and other public gatherings
- Consultant team tour of AEC campus with executive director
- Communication and media outreach strategy meeting with Wood Communications (public relations firm retained by the Greater Madison CVB)

#### Focus of Work in the Month of May

- Identification of desired impacts on surrounding areas and neighborhoods
- Finalization of the primary visioning process talking points for release to the public and use by committee members
- Meetings with owners of nearby key redevelopment sites
- Roundtable meeting with related nearby businesses (hotels, restaurants, etc.)
- Meeting with South Metropolitan Planning Council leadership committee to discuss neighborhood engagement strategies
- Selection of dates and locations for neighborhood meetings
- Meetings with the County Executive and Mayor
- Creation of materials for public information booth
- Use of public information booth at Brat Fest
- Creation of project website