

Alliant Energy Center Comprehensive Plan Master Plan Oversight Committee

Meeting Purpose & Progress Report March 2018

March 19th 2018 Committee Meeting

Purpose: Finalize the approach for prioritizing the major facility improvements for the purpose of informing the master planning process. Discuss market demand findings and project updates.

Desired Outcomes: To receive Committee input and direction on:

- Condensed list of recommended improvements
- Revised criteria that will be used to guide facility improvement prioritization
- Assumptions

Work Completed in February

- Teleconference with Hunden Strategic Partners to discuss economic impacts for each recommended facility improvement
- Market demands meeting with AEC (Mark Clarke and Bill Franz) and Greater Madison Convention and Visitors Bureau (John Leinen and Jamie Patrick)
- Communication planning session with Wood Communications to determine topics for newsletter
- Kick-off meeting with Perkins & Will and AEC
- Revised preliminary criteria based on Committee feedback

Focus of Work in the Month of April

- Conduct quantitative analysis to complete draft prioritization of improvements
- Initial coordination with Perkins & Will
- Solidify public engagement plan for campus master plan with Perkins & Will