

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, B30 and B24

Baraboo, Wisconsin

Thursday, July 26, 2012

Members present: Marty Krueger, Donna Stehling, Dave Riek, Brian Peper, Dennis Polivka, Joe Fish, Gerald Lehman

Members absent: none

Others present: Kathy Schauf, Gene Dalhoff, Brian Simmert, Richard Vydrzal, Brent Michalek, Gene Larson, Ruth Dawson, Bill Stehling, Bill Brown,

Stakeholders present: Mary Dresen, Bruce Meyer, Walt Smith, Ed Geick, Steve Freese, Randy Puttkamer, James Carter, Tom Pinion, Larry Volz, Dave Pierce, Westley Laxman, Jim Bowers

The meeting was called to order and certification of Open Meeting compliance was given at 6:00 p.m. **The agenda was approved on a motion by Polivka, second by Peper. Motion carried.**

The meeting minutes from the prior meeting(s) were approved on a motion by Lehman, second by Fish. Motion carried.

Communications

1. Position paper delivered to DOT Commission on Finance and Policy 07/12/12.
2. Letter from Secretary Gottlieb in response to stakeholder correspondence.
3. Wisconsin River Rail Transit letter regarding budgetary request.
4. State of Wisconsin Department of Natural Resources staff will share information about the property (Badger) and the planning process at the open house that will be held from 5 to 7 p.m. on Monday, July 30, 2012 in the Lange Student Center on the UW-Baraboo/Sauk County campus, 1006 Connie Road, Baraboo.

Report from Trails Subcommittee. Stehling updated the committee on the meeting from the prior Monday. The committee gained an understanding of the next steps and the work that is being undertaken to begin research on the trail.

Highway 12 / BD Stakeholder discussion began at 6:30 p.m.

Public questions and comments. Walt Smith thanked the group for the joint effort to solve the issues associated with BD / Hwy 12.

Discussion and review of issues associated with the Highway 12 by-pass from Lake Delton to Ski Hi road - Richard Vydrzal. An interchange at the Point of Rocks was investigated. A partial interchange is not eligible for federal funding, therefore it was not considered. A full interchange is not possible due to environmental limitations. Discussion ensued regarding the likely-hood that the full environmental impact study would be re-opened or that the corridor would be subject for redesign. When environmental is re-opened it will open the entire corridor – not just one point.

Vydrzal will research timing, approvals and discussions of when the corridor in Sauk will be begun. Questions regarding the EIS will also be addressed, process, contents, etc.

Report from subgroup. Steve Freese reported on the work of the subgroup.

Stakeholder group established and includes representatives from:

Towns of Baraboo, Delton, Village of West Baraboo, City of Baraboo Ho-Chunk Nation	Chamber of Commerce Board Pierce's Market Baraboo Candy
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Organizational and planning assistance provided by the Chamber Exec. Dir and Sauk County CPZ staff.

The stakeholder group held its first meeting on July 19th and did the following:

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1. Worked on the development of eligibility criteria to have a spot on a cooperative sign for businesses and non-profit agencies including:
 - geographic location of the businesses to Hwy 12.
 - Limited to businesses with more than 40% retail sales and non-profits that provide for services that are of interest to tourists.
 - Businesses that do not qualify for a TODD or SIS will get a first chance to be located on a cooperative sign
 - Possible inclusion of downtown Baraboo businesses.
2. Began to develop an application and process for approval.
3. Contacting sign companies to get a general idea of appropriate size of signage and costs.

At the next meeting on August 3rd the stakeholder group will:

1. Finalize eligibility criteria and the application.
2. Begin to identify possible on-the-ground sign locations based upon exist locations, topography, and potential property owners who may be amenable to hosting a sign.

Additional work to be completed in the future (in no particular order):

- Decide on final design and construction costs of sign
- Begin contacting potential host landowners
- Develop ordinances to allow the signs
- Begin contacting businesses

The need to establish correct framework prior to involving other business entities and informing the businesses about cooperative signs was emphasized.

Local government representatives indicated that their respective units of government will take a pro-business approach to addressing changes in the sign ordinances to allow for the use of the cooperative signs.

Update on information on short range radio stations for updating on road conditions, attractions, etc. – Richard Vydrzal. Highway Advisory Radio (HAR). The equipment costs \$45,000 - \$50,000 for a radio that will broadcast four to five mile range. Kenosha tourism used to have a message updated every two to three months regarding events in the area. Advertising would have to occur on a shared billboard.

Evaluation of efforts thus far and future of stakeholders group. Goal is to transition to the subgroup led by the City of Baraboo and the Baraboo Chamber. Went into this knowing that we would not be able to solve all of the issues. The most significant portion was in requesting that the DOT take a more active role in working with stakeholders earlier.

Public questions and comments

Bill Stehling questioned use of federal funds on the portion of Highway 12 (beltline) through Monona. Vydrzal noted a change in regulation that allowed this to occur.

Tim Lins requested a copy of the Highway 12 map. A copy was provided.

Discussion of projects and priorities and Process for discussion of potential uses /re-uses of the closed landfill property.

1. Landfill property review.
2. Summary report of properties owned by the county with recommendations with for re-use.
3. Platform for a working relationship amongst county chambers.

Meeting date and agenda items for next meeting. Stakeholder meeting - To be determined. Regular committee meeting is set for August 27, 2012 at 6:30 p.m. Agenda items: Consideration of outside agency requests; Discussion of projects and priorities; Process for discussion of potential uses /re-uses of the closed landfill property.

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Motion by Lehman, second by Fish, to adjourn. Motion carried.

Respectfully submitted,

Donna Stehling

Economic Development Committee Secretary