

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, B24 and B30

Baraboo, Wisconsin

Thursday, May 24, 2012

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

Members absent: Gerald Lehman

Others present: Kathy Schauf, Gene Dalhoff, Brian Simmert, Fred Clark, Gene Robkin, Tom Otto, Steve Muchow, Richard Vydrazil, Don and Gloria Larson

Stakeholders present: Steve Freese, Steve Schmelzer, Walt Smith, Larry Volz, Deb Bauer, Randy Puttkamer, John Chastan, Bill Lowe, Pete Schmitz, Representative Holtz, Cory Franczick, , Jim Bowers

The meeting was called to order and certification of Open Meeting compliance was given at 6:05 p.m. **The agenda was approved on a motion by Peper, second by Fish. Motion carried.**

Motion by Peper, second by Fish to nominate Riek for Vice-Chair. Motion by Stehling, second by Riek to close nominations and cast a unanimous ballot for Dave Riek as Vice-Chair. Motion carried.

Motion by Fish, second by Peper to nominate Stehling for Secretary. Motion by Riek, second by Fish to close nominations and cast a unanimous ballot for Donna Stehling as Secretary. Motion carried.

Motion by Riek, second by Fish to approve the meeting minutes from March 22, 2012 and April 26, 2012. Motion carried.

Update on acquisition by Watco, current status and future trends – Ken Lucht, WSOR.

Lucht covered the details of acquisition by Watco, the cost share private / public arrangement involved in routine maintenance and capital acquisition; and product that is moved by rail including agricultural product, commodities, and paper. Lucht also shared information on funding, needed improvements and details surrounding acquisition of the rail line.

Highway 12 / BD Stakeholder Discussion

Krueger introduced the topic and discussed the background and reasons for the process of discussion for Highway 12 by-pass.

Public Comment

Gene Robkin commented on sizes of the signs.

DOT report on temporary connection and barrier

Richard Vydrazil presented his report on this topic. Committee members and stakeholders asked questions regarding the barricade, frontage roads and the continuity of business. Concern was expressed over the diversion of traffic onto Ski Hi road for accessing Devil's Lake State Park. It was questioned if cosmetic changes could be made to the barricade to alleviate concerns that the road was closed and improve the appearance.

Discussion of draft letter to WiDOT regarding potential process improvements and strategies.

Content was discussed as well as routing of the letter, and development of a resolution stating the desired changes that are of benefit to the entire state. The County Board will consider a resolution which will then be sent to the Wisconsin Counties Association for dissemination to all 72 Wisconsin Counties.

Report from signage subgroup

On May 10, 2012, a subgroup of the Highway 12 Stakeholder group met to develop recommendations for consideration by the stakeholder group at their May 24, 2012 meeting. The subgroup addressed the topics of a cooperative sign, designation of a corridor theme, and renaming County Road BD. The results and recommendations of the subgroup are as follows:

Cooperative Signs

Recommendation

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Identify a coordinating non-profit agency to work with municipalities and businesses to continue to pursue the cooperative sign concept and identify an agency that will provide on-going administration support.

Consider the following:

- Conduct an assessment of potential interest and participation among businesses with the understanding that a high participation rate among businesses is critical to success. To increase participation, involve all businesses in the decision making process.
- Identify initial funding sources for sign construction and installation and establish an annual fee for participating businesses to be utilized for sign maintenance.
- Identify and contact potential landowners who may host the sign on their property and establish an understanding of benefits to the host landowner.
- Develop eligibility criteria based on the geographic location of a business to the new Highway 12 bypass.
- Develop a model sign ordinance policy to guide the location, height, and other parameters for the cooperative sign and provide the model to each municipality and the Ho-Chunk Nation for consideration and possible adoption.

Action

Identification of a group to take charge and provide input and guidance along with the County (Conservation, Planning, and Zoning) would be needed to move this initiative forward. There will need to be an effort to elicit cooperation from municipalities, businesses and a land owner willing to cooperate. The City of Baraboo and the Baraboo Chamber of Commerce are anticipated as being leads in this process. DOT representative Richard Vyrzal indicated that the DOT could be a partner in locating the sign as they own public right-of-way in the area.

The existing stakeholder subgroup will work on the issue of developing more details on the signage – such as criteria and design to provide additional input to the DOT. This is a short term initiative to deal with current issues prior to turning this over the above mentioned group for mid to long term follow-up.

Permit application for a temporary sign was discussed for a “businesses still open sign” for those who have already been affected by the bypass. The subgroup would begin working on temporary signage.

Theme

Recommendation

The subgroup recommends that the identification and application of a theme including the imposition of regulations to assure that future development abide by a theme not be addressed at this time. As the County Road BD corridor develops and it is better understood what type of development will occur along the corridor (i.e., professional office, tourist oriented, industrial), consider discussions regarding a theme at that time.

Action

It is anticipated that the theme will be developed by the sub-group in the future as the municipalities and other interested parties need to be involved and be the decision makers when the decision is made. It is anticipated to be an evolutionary process.

Complimentary Name to County Road BD

Recommendation

The subgroup understands that the name County Road BD will remain, but that there is an opportunity to add a complimentary name to differentiate the corridor from the image a County Road provides (i.e., a rural highway). The subgroup recommends that the stakeholder group choose a complimentary name from the following:

- Baraboo Dells Heritage Trail
- Baraboo Heritage Trail

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Action

The Baraboo Dells Heritage Trail is the recommended name. Discussion ensued on securing grant funding to defray costs. A resolution by the Board of Supervisors will be forwarded to the Wisconsin Department of Transportation to request the addition of an additional name to accompany County Highway BD on signs.

Long Range Issues – to be discussed at the next meeting.

Public Comment

Gene Robkin - League of Wisconsin Municipalities should be copied on the resolution as well.

Next regular meeting: June 21, 2012 at 6:00 p.m.

Motion by Peper, second by Polivka, to adjourn the meeting. Motion carried.

Respectfully submitted,

Donna Stehling

Economic Development Committee Secretary