

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, B24 and B30

Baraboo, Wisconsin

Thursday, April 26, 2012

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

Members absent: Joe Fish

Others present: Kathy Schauf, Gene Dalhoff, Brentt Michalek, Brian Simmert, Don Larson, Gloria Larson, Gene Robkin, John Dietz, Bill Stehling, Steve Muchow, John Meegan, Tom Otto, Richard Vydrzal,

Stakeholders present: Steve Freese, Steve Schmelzer, John Kessenich, Walt Smith, Bruce Meyer, Tim Colby, Larry Volz, Steve Cohoon, Tom Pinion, Dave Pierce, Westley Laxman, Mary Dressen, Deb Bauer, Randy Puttkamer, Dave Lohr, John Chastan, Tara Bartol, Bill Lowe

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 Polivka, second by Riek. Motion carried.**

Review of committee purpose and work

Krueger reviewed the history of the Economic Development Committee. The committee is a platform for utilizing multiple county departments and county assets. Fiber extension project (EDA grant) , rail and trail initiatives, and re-use of county properties have been specific areas of work. Dalhoff provided background on the Sauk County Development Corporation and the complementary role that it has with the county Economic Development committee.

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.

Introductions

Attendees introduced themselves.

Public Comment

Public comment is available at both the start and end of each meeting. No public comment at this time.

Report from signage subgroup

Steve Cohoon provided a committee update. The report was discussed at length by the stakeholder group. The full report is attached to the minutes.

Point No. 1: Workshops – the short term is accomplished. Long term is that should be an ongoing process – an established framework for workshops and continue this action moving forward until the road is constructed. Steve Muchow commented that work on potential signage should begin as soon as practicable as much is decided in the initial planning stages at the DOT.

Point No. 2 Consistent standard for public and private signage. Local government variance in regulations may prove problematic. The goal of this point is to divert off of the by-pass and encourage a stop in the Baraboo area. Short term is gaining concurrence on signage and cooperative efforts at accomplishing this task. Long term work with DOT to develop a plan for addressing areas where signage is not currently allowed. The task force will be enlarged and then undertake a discussion on points 2 and 3 further. Task Force: Bill Lowe, John Chastan, Steve Cohoon, Mary Dressen, Larry Volz, Steve Freese, Tom Pinion.

Point No. 3: Theme – identity / marketing

Point No. 4: Request of changes for DOT to consider. Draft of a letter will be produced with Krueger, Schauf, Dalhoff, and Vydrzal to layout requests for DOT's consideration.

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Richard Vyrzal presented information on the barrier and the results of the study that was conducted by DOT.

Next regular meeting: April 26, 2012 at 6:30 p.m.

Motion by Pinion, second by Cohoon, to adjourn the meeting. Motion carried.

Respectfully submitted,

Economic Development Committee Secretary