

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, Rm 213

505 Broadway Street, Baraboo, Wisconsin

Wednesday, August 19, 2015

Economic Development Committee members present: Marty Krueger, Dennis Polivka, Dave Riek, Nathan Johnson, Donna Stehling (5:42), Brian Peper (absent)

Others present: Supervisor John Miller, Caitlin Shanahan, Keri Olson, Brian Simmert, Jenny Erickson, Brentt Michalek, Bill Stehling, Cheryl Giese, Marc Higgs, Sharon Barrett, Britt Solverson, Alan Anderson

At 5:30 p.m. Chair Krueger called the Economic Development Committee meeting to order and certified to be in compliance with the open meetings law.

Adopt Agenda: Motion by Johnson/Polivka to adopt the agenda. Motion carried, all in favor.

Adopt minutes of previous meeting – July 29 : Motion by Johnson/Polivka. Motion carried, all in favor.

Public comment: None

Communications: None

Next Generation Sauk County (place making/place branding effort):

a. Millennial initiative facilitator and funding.

Krueger introduced the millennial topic and talked about the SCDC initiative to bring in a facilitator for the millennial task force heading towards the fall forum. He identified that the idea was not to rush this process. The SCDC facilitator for the fall forum will be talking about the millennials.

Simmert outlined the content and context of the pilot project. We will be using the place making funding in the budget to support that task force. Information gained from this place making initiative will be an understanding of how to brand the county according to millennials.

Caitlin Shanahan introduced herself and her enthusiasm for the project.

Comments given and questions were asked by the committee. Polivka stated his support for Shanahan in this project.

b. Update on millennial task force.

Olson detailed the potential list of names, sectors that are represented, and other sectors to consider. There was discussion on suggested names and sectors to include. All suggestions would be directed toward Olson.

c. Discussion and possible action on Next Generation Sauk County Survey.

Erickson detailed the draft of the survey and talked about ways to distribute the survey. Committee members discussed the survey and ways to encourage the millennials to complete the survey. Some questions were asked on the potential for attracting others through media outlets. Motion by Polivka/Stehling to approve the expenditure of \$4,611 to \$10,000 for UW-River Falls to complete the millennial survey and report, motion passed with all in favor.

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Baraboo Dells Airport:

Giese- represented the Baraboo Airport and described the activity at the airport and the work on the Land Use Ordinance. Also have begun pavement activities and crack filling, she expressed the need for a new runway to be constructed. In 2014 a lot of time and effort was spent for tree removal in the runway protection zone. Motion by Stehling/Riek was made to approve the request of \$4,100 of Sauk County 2015 budgeted funds for the Baraboo Airport, motion passed all in favor.

Tri-County Airport:

Higgs –The airport is continuing to grow the fuel sales are up 15%. Additional activity is likely due to the addition of an airport maintenance facility and the restaurant at the airport. Will continue pavement maintenance and crack filling. The request is for \$15,665 from the county. Motion by Riek/Polivka to approve the request of \$15,665 of Sauk County 2016 budgeted funds, motion passed all in favor.

Wisconsin River Rail Transit:

Miller – WSOR is a profitable railroad operating in our area. The organization is a combination of different Counties that work through some of the major issues of the railroad within the area. Motion by Polivka/Riek for \$28,000 for the 2016 budget Sauk County budget which is our part with the WRRT, motion passed all in favor.

Sauk Prairie Airport

Sharon Barrett - For 2015 worked with the local recreation department, also held training a couple of events. The runway and the taxiway will need to be crack sealed in 2016. Motion by Stehling/Johnson was made to approve the request of \$4,100 of Sauk County 2015 budgeted funds for the Sauk Prairie Airport, motion passed all in favor.

Reedsburg Airport:

Britt Solverson – Request is for \$4,100, in the past they have used it for tree trimming and crack sealing. They will now be using it to support the construction of their new terminal building in 2015/2016. Motion by Stehling/Polivka was made to approve the request of \$4,100 of Sauk County 2015 budgeted funds for the Reedsburg Airport, motion passed all in favor.

Pink Lady Rail Transit:

Anderson's request from the eight member commission is for \$900. Motion by Polivka/Riek for \$900 of Sauk County 2015 funds for the Pink Lady Rail Transit commission, motion passed all in favor.

Sauk County Development Corporation:

Krueger expressed that there is no budget for SCDC at this time. He detailed the process in which SCDC is working through. There is some flux in the SCDC and the direction of some community involvement is in question. Some of the funding minimums may be proposed by some communities going forward. The minimums are \$1,250, which makes the likelihood of Sauk County funding to be around \$7,500.

Olson summed up the progress of the SCDC and the discussion of the formation of a task force and communicated the interest in establishing public private partnerships. She also mentioned the importance of the upcoming 40-year anniversary of SCDC.

General discussion continued on the possibilities of SCDC and the focus on economic development in Sauk County.

Krueger will work with County Accounting Department to firm up the requests for funding.

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Consideration of 2016 budget request:

Polivka identified the need to continue to fund placemaking. Amounts need to be considered on the amount of placement for the rest of this year. What is the cost of connecting a person to this idea of placemaking for a one – two year position. \$65,000 of unspent from the reduction of placemaking.

Maintaining the current levy amount of \$100,000 was recognized and agreed upon. Krueger and Michalek will work with accounting for final budget numbers and will come back the Committee next month. Discussion was made to have next month's meeting early enough so that a budget could be submitted on time.

Next meeting date(s) and agenda items:

Next meeting has been set for – 16-17th Sept. at 5:30

Motion by Stehling/Riek to adjourn at 7:25 p.m. Motion carried, all in favor.

Respectfully submitted,

Donna Stehling

Economic Development Committee Secretary