

## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, Rm 213

505 Broadway Street, Baraboo, Wisconsin

Monday, February 22, 2016

Economic Development Committee members present: Marty Krueger, Dennis Polivka, Dave Riek, Nathan Johnson, Brian Peper, Donna Stehling, Peter Vedro.

Others present: Keri Olson, Brian Simmert, Jenny Erickson, Bill Stehling, Andy Bingle, Jeff Boll, Ann Calhoun, Blake Duren, Lindsey Giese-Juarez, Maria Kopecky.

At 6:00 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 Polivka/Johnson to adopt the agenda. Motion carried, all in favor.

Adopt minutes of previous meeting – November 30, 2015: Motion by Polivka/Johnson. Motion carried, all in favor.

Public comment: None

Communications: Krueger noted the Next Generation Sauk County Initiative Report as a handout. Vedro spoke about an article in the Atlantic Magazine titled, "How America is Putting Itself Together."

### Millennial Task Force/Next Generation Initiative:

- a. Introduction and Background. The Economic Development Committee and the Millennial Task Force (MTF) introduced each other. Erickson and Olson gave summary of the Task Force work done to date.
- b. Strategy # 1 and Discussion. Strategy #1: Develop a Place Brand to Attract and Retain Young Adults to Sauk County. The MTF presented Strategy #1 to the committee. It was noted that Strategy # 1 will be largely implemented by the new Placemaking Planner and that identifying new ways to market Sauk County will be a component of strategy implementation. Discussion ensued regarding the goal of attracting and retaining Millennials.
- c. Strategy # 2 and Discussion. Strategy#2: Foster an Educational and Business Environment in Sauk County that is Attractive to Young Adults. The MTF presented Strategy #2 to the committee. Three components to implement this strategy include:
  - School- to-Work programs. Need to focus on expanding qualified labor for manufacturing jobs in the area.
  - Small business start-up. A rhetorical question was presented; Why would a new small business choose Sauk County? There is a need for accessible information to help startups. Methods of making information available were discussed.
  - Employer support. There is need to work with employers to educate them on how to attract Millennials. Millennials are not just looking for a 9-5 job, rather it's about lifestyle. Employers need to understand what Millennials are looking for and market their jobs accordingly.
- d. Possible approval of task force strategies. Motion by Johnson/Polivka to implement Strategy #1 and Strategy #2 as presented.

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### Placemaking

- a. Position Description. Simmert reviewed the draft Placemaking Planner position description. Major concepts, education and duties were outlined. Anticipated timeframe is to seek approval from the Personnel Committee in early March, followed by recruitment. It was suggested that representation from the Millennial Task Force be part of the interview panel.
- b. Website and Technology Platforms. Krueger spoke about updates to the county's website and county's online presence.
- c. Kristin Runge. Erickson spoke about a previous presentation given by Runge to the Committee and her interest in the Placemaking Initiative.
- d. #nextgeneration. The Committee viewed a tutorial on hashtags.

8. Great Sauk Trail Update. Krueger gave an update on the Great Sauk Trail and anticipated timeline for construction. Krueger noted that the RFP for design and construction services will be drafted, spoke about the Merrimac bridge, rail and tie removal, and the role the Sauk County Highway Department will play in construction.

Next meeting date. March 17, 2016.

Motion by Peper/Stehling to adjourn at 8:42 p.m. Motion carried, all in favor.

Respectfully submitted,

Donna Stehling  
Economic Development Committee Secretary