

## **ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

West Square Building, Room 213  
505 Broadway Street, Baraboo, Wisconsin

July 18, 2022

Economic Development Committee Members Present: Marty Krueger, Carl Gruber, Robert Prosser, Brandon Lohr, Bryant Hazard, Mark "Smooth" Detter

Members Absent: Tim McCumber

Others Present: Brent Miller, Melanie Platt-Gibson, Ashley Klang

At 4:00 pm, Vice Chair Krueger called the Economic Development Committee meeting to order and certified compliance with the open meetings law.

Adopt Agenda: Motion to adopt agenda by Gruber, 2<sup>nd</sup> by Detter. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Gruber, 2<sup>nd</sup> by Lohr to approve the minutes from the June 20, 2022 meeting. Motion carried.

Public comment: None

Communication: None

### Government Development:

- Legislative Breakfast – Platt-Gibson provided the committee with details on the upcoming legislative breakfast on Friday, August 12 in Wisconsin Dells. All county supervisors will receive an email invitation from Administrator Miller.
- Pocket Directory – Information was provided on a new pocket directory. The piece will be published annually with any changes updated on the county website.

### Economic Development:

- SCDC Exec Director Update - The Sauk County Development Corporation, the county's 501c3 economic development organization, is seeking a new executive director. Platt-Gibson reported the search is underway.
- WEDC Meeting/s – Platt-Gibson has connected with the WEDC regional representative and will be holding monthly meetings.
- DOT Interstate Expansion Update – Sauk County provided updated population and housing projections numbers to the Wisconsin Department of Transportation. The DOT is planning to upgrade the I-39/90/94 Madison to Wisconsin Dells corridor.
- Discussion / Possible Action – Approve Attendance to MAD Rep August 16 Annual Forum: Motion by Gruber, 2<sup>nd</sup> by Prosser to approve. Motion carried.

Brand Development:

- Explore SaukCounty.com Update - Platt-Gibson updated the committee on current status of the County's consumer-facing "Land Made" web site and corresponding marketing campaign. Numbers show the site is beating national tourism benchmarks the first 90 days
- Apparel Store – The administration team is building a Sauk County online apparel store that will be opened to staff to purchase logo wear. The site will go live in September.

Community Development:

- Service Club Presentations – Baraboo Rotary - Platt-Gibson provided the committee with a list of external networking engagements and presentations she has done including Baraboo Rotary, A Round for Grace and as a Baraboo Circus Parade volunteer.

Strategic Planning:

- Listening Sessions Update - Platt-Gibson noted that she is continuing listening sessions with supervisors and has started with the internal depts. Outcomes will be the basis for Miller's upcoming county strategic plan.

Special Projects:

- Uniquely Wisconsin Update - Discover Mediaworks, formerly Discover Wisconsin Media, will be in Sauk County later this month as part of a new program titled "Unique Wisconsin," a behind-the-scenes look at what drives unique state businesses.
- Great Sauk Trail Update – Vice Chair Krueger updated the committee on current status of the Great Sauk Trail (GST) additional notes on partners and railroad bridge reconstruction efforts.

Next Meeting Dates & Agenda Items:

August 15, 2022 – 4 pm

September 19, 2022 – 4 pm

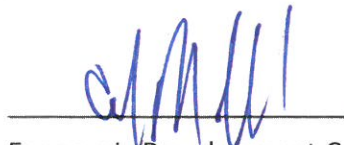
October 17, 2022 – 4 pm

November 21, 2022 – 4 pm

December 19, 2022 – 4 pm

Adjourn: Motion to adjourn at 5:30 pm by Hazard, 2<sup>nd</sup> by Gruber. Motion Carried.

Respectfully submitted,



Economic Development Committee Secretary Carl Gruber