

## **SAUK COUNTY ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

West Square Building  
505 West Broadway  
Baraboo, WI 53913

April 21, 2025

Economic Development Committee Members Present: Smooth Detter, Marty Krueger, Bryant Hazard, Nathan Johnson and Robert Prosser. Timothy McCumber via Zoom.

Others Present: Melanie Platt-Gibson, Lisa Wilson, Erin Hauck, Judy Gurgel and Jennifer Nelson.

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

Adopt Agenda: Motion to adopt agenda by Hazard, 2<sup>nd</sup> by Johnson. Motion Carried.

Adopt Minutes from the Previous Meeting: Motion by Krueger, 2<sup>nd</sup> by Hazard to approve the March 17, 2025 minutes. Motion Carried.

Public Comment: None

Communication: None

Economic Development Chair Report: None

Arts & Culture: A recap of the 2025 Sauk County Arts Grant program budget was presented with a total of \$20,000 in the Arts Humanities & Historic Preservation program which includes \$7,100 from the Wisconsin Arts Board and \$12,900 from Sauk County. A total of \$5,000 is in the 2025 budget for Good Idea Grants with the \$5,000 coming from Sauk County funds.

The current balance of the AHHP grant fund is \$4,700 and the Good Idea grant fund is at \$5,000. In preparation for the 2026 AHHP grant program, the Wisconsin Arts Board has increased their funding to Sauk County to the amount of \$9,500. The question then becomes does Sauk County fund at the current level of \$12,900 for a total of \$22,400 in the 2026 budget for AHHP or fund at \$10,500 to continue the program at the \$20,000 total grant fund level for 2026. The committee will provide additional input at future meetings.

Discussion and possible action was taken on a \$500 after school arts program Good Idea grant application from St. Aloysius Catholic School in Sauk Prairie. Following discussion, motion by Hazard, 2<sup>nd</sup> by Johnson to approve the grant request at \$500. Motion Carried. Following this action, the Good Idea Grant program for 2025 will have a balance of \$4,500.

The guidelines for the transitioning Good Idea Grant to the New Idea Grant were presented to the committee for review. After discussion on public access, final report components, budget requirements and methodology, the Economic Development team, along with Gurgel and Nelson from UW Extension will bring a revised version back to the committee for approval.

Development Director's Report: Platt-Gibson provided the committee with her monthly report.

Brand Development: Platt-Gibson shared current brand marketing and monthly social media numbers. She also updated the committee on the Discover Mediaworks and the 2025 program development around sports travel.

Economic Development: A brief update on Sauk County High Ground roundtables was also presented by Platt-Gibson.

Next Meeting Dates & Agenda Items: June 16, 2025 – 4:00 pm, West Square Building, 505 Broadway, Baraboo, WI 53913

Adjourn: Motion to adjourn at 5:03 pm by Hazard, 2<sup>nd</sup> by Krueger. Motion Carried.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Peter Kinsman', written over a horizontal line.

Peter Kinsman - Economic Development Committee Secretary