

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

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

October 17, 2022

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

Others Present: Brent Miller, Melanie Platt-Gibson

At 4:03 pm, Chair McCumber called the Economic Development Committee meeting to order and certified compliance with the open meetings law.

Adopt Agenda: Motion to adopt agenda by Hazard, 2nd by Gruber. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Gruber, 2nd by Prosser to approve the minutes from the September 22, 2022 meeting. Motion carried.

Public comment: None

Communication: None

Government Development:

- WCA Update – Sauk County has been asked to assist with the 2023 annual conference tour of Sauk County. Staff will keep the committee abreast of programming.

Economic Development:

- The new SCDC Exec Director has been selected. Thomas Cox will begin November 2. Cox will meet with the ED committee in November.
- The SCDC will host its annual Economic Summit at Vennebu Hill on Nov 3 at 6 pm. Any committee members interested in attending should contact Platt-Gibson.
- A discussion was held on the approval of a Sauk County resolution supporting the Dane County Regional ED Designation. MOTION by Gruber, 2nd by Lohr to adopt a resolution that Sauk County be part of the 6-county Economic Development region. Motion carried.
- Rebecca Ryan, a Wisconsin economist and economic futurist who spoke at the WEDC Summit in September is willing to present to the Sauk County ED Committee pro bono on what she sees as the economic future of the county. The date will be arranged by staff.

Brand Development:

- Explore SaukCounty.com Update – Platt-Gibson reported on the Arrvialist data that showcases consumer profiles and preferences. A full recap of April 2021 to September 2022 report is being compiled and will be shared with Sauk County's Chamber partners.
- The photo session for Travel Wisconsin is complete, with the subsequent email being sent on October 17.
- LiveSaukCounty.com has been purchased for "next" development to the web site.

- Social Media Update – Facebook, Instagram and YouTube are being successfully driven by Ashley Klang who is including Sauk County businesses, events and employment opportunities.

Community Development:

- No update.

Strategic Planning:

- No Update.

Special Projects:

- Discover Media Works has released the cut of Circus World Museum and is working on additional short pieces for Sauk County.
- Sauk Prairie Recreation Area Interpretive Center – Platt-Gibson met with Gov. Office Deputy External Affairs Wenona Wolf and former Sauk County Supervisor, Ho-Chunk legislator Kristin White Eagle. Once past the elections in early November, they would like to learn more about the project. Additionally, the Friends of Devil's Lake State Park are now engaged in fundraising \$8 million for the park's Interpretative Center.
- Indigenous People's Day – Was held October 10 in Sauk City. The event was very well attended.
- Great Sauk Trail Update – Platt-Gibson has arranged for the UW-Platteville senior design students who are engineering the final ½ mile to Goette Road and a small parking lot, to present to this committee in November.

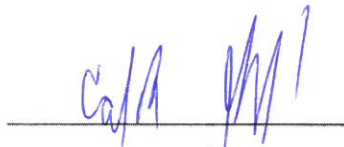
Next Meeting Dates & Agenda Items:

November 21, 2022 – 4 pm

December 19, 2022 – 4 pm

Adjourn: Motion to adjourn at 5:08 pm by Hazard, 2nd by Prosser. Motion Carried.

Respectfully submitted,



Economic Development Committee Secretary Carl Gruber