

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

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

May 17, 2023

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

Others Present: Melanie Platt-Gibson, Brent Miller, Erin Hauck and Jim Bowers

At 4:00 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 Prosser. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Prosser, 2nd by Lohr to approve the April 24, 2023 minutes. Motion carried.

Public comment: None

Communication: Chair McCumber provided information on the Sauk County Child Support team who recently won recognition for best in class service at a state level.

Development Director's Report: Platt-Gibson reported that she has secured a booth location for Sauk County as this year's host of the Wisconsin Counties Association annual meeting on September 17-19, 2023, at the Kalahari Resort Convention Center in Wisconsin Dells. This year's theme is Wisconsin Roadhouse. She further shared that she is hiring a 10-12 hour a week intern this summer to focus on social media for the Land Made brand and introduced Erin Hauck as Brent's new administrative assistant.

Government Relations

Governor Ever's visited Baraboo on Thursday, May 11 as part of National Tourism week. Administrator Miller and Board Chair McCumber joined the Governor's team at the Al. Ringling Theatre.

Economic Development

- Platt-Gibson updated the committee on the T.I.P. Strategies, Austin, Texas Sauk County Economic Impact / Market Analysis study. A kick-off meeting was held and the team has begun work on the background data. TIP will send a full guide to help plan for the components of the study. The scope of the project is a full in-depth economic development study, market analysis and economic development plan. The work will align with the County's strategic plan which will begin May 23 with the mid-term assessment. The Sauk County Economic Development Committee will act in the capacity of steering committee during the life of the project.
- Platt-Gibson reminded the committee that Sauk County, in collaboration with MadRep, had been awarded a Broadband Grant of approximately \$21,000 through the State of Wisconsin

Public Service Commission to help create a statewide plan for enhanced broadband. The first set of deliverables are the week of June 12.

Brand Development:

- Explore SaukCounty.com Update – Social Media influencer (content creators) contracts are in place and have already begun to pay dividends on viral shares for Land Made Sauk.
- Platt-Gibson and Medium Giant have the content complete for summer social, online, billboard and OTT.
- Platt-Gibson told the group that Medium Giant is working on the additional brand programming “Picture Yourself and the Land Made Sauk County Event series.”
- With monies already in the budget, the Land Made Sauk brand will be working with Fox 47 in Madison on the Summer Great Outdoors campaign.
- A new Discover Wisconsin advertising and marketing package was discussed. There are enough monies in the current budget to cover the \$50,000 cost fully in 2023. The programming will run over the course of two years.

Community Development:

- Jim Bowers, Village of West Baraboo presented an update on initiatives impacting the Village.

Strategic Planning:

- Administrator Miller will kick off the process on May 23, 2023.

Special Projects:

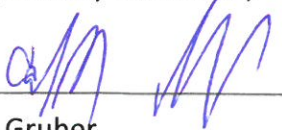
- Chancellor Evetovich, University of Wisconsin-Platteville Baraboo Sauk County will be in the area on Tuesday, June 13 and would be interested in meetings with community leaders.
- Great Sauk Trail Update – a route is taking shape from the back side of Badger Army Ammunition to the trailhead of the 400 State Trail in Reedsburg. LRE and the consultant will continue their work on the route.

Next Meeting Dates & Agenda Items:

June 19, 2023 – 4 pm

Adjourn: Motion to adjourn at 5:05 pm by Gruber, 2nd by Hazard. Motion Carried.

Respectfully submitted,



Carl Gruber

Economic Development Committee Secretary