

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, Room 213

505 Broadway Street, Baraboo, Wisconsin

June 19, 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, Brennen Tofson, Steve Swallen, Thomas Cox

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 Prosser, 2nd by Hazard. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Hazard, 2nd by Prosser to approve the May 17, 2023 minutes. Motion carried.

Public comment: None

Communication: None

Development Director's Report: Platt-Gibson reported the 2022 Wisconsin Tourism Impact numbers, including Sauk County being ranked as number two in the state for direct consumer spending; the VA Clinic groundbreaking was held June 14 and she introduced the marketing summer intern – Brennen Tofson.

Government Relations

Sauk County staff volunteered at the recent Sauk County Dairy breakfast, plus shared revenue has won bi-partisan support through the Legislature. The bill is headed to the Governor's desk for signature.

Economic Development

- Platt-Gibson talked about TIP Strategies and is working to get a date for a broadbased discussion input session.
- Platt-Gibson shared that the Broadband Sauk County plan has been submitted to the state PSC.

Brand Development:

- Explore SaukCounty.com Update – Web site numbers, social media numbers and paid content numbers are continuing to beat industry standards and are up through Q1 2023.
- The Fox 47 program is now underway in Madison on the Summer Great Outdoors campaign.
- The Sauk County Land Made event series continues with the Great Circus Parade, where, for the first time, Sauk County will be present with assorted county vehicles and personnel to walk the parade route.
- The new Discover Wisconsin program is underway.

Community Development:

- Thomas Cox, Sauk County Development Corporation (SCDC) presented an update on the organization.

Strategic Planning:

- Administrator Miller kicked-off the planning process in May with the Board of Supervisors.

Special Projects:

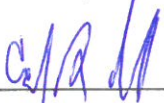
- Steve Swallen from UW-Platteville Baraboo Sauk County shared that an engineering listening session has been scheduled at the campus for August 15 to learn about local business engineering needs as Platteville looks to expand 4-year engineering degrees to Baraboo Sauk County.
- Great Sauk Trail Update – 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.
- Platt-Gibson was asked to move the next meeting to UW-Platteville Baraboo Sauk County to allow the ED Committee to view the campus and help to work on a capital improvement plan for the 2024 budget. Platt-Gibson was also asked to move the ED meeting around the county now and into the future.

Next Meeting Dates & Agenda Items:

June 19, 2023 – 4 pm

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

Respectfully submitted,



Carl Gruber

Economic Development Committee Secretary