

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

UW-Platteville Baraboo Sauk County
1006 Connie Street, Baraboo, Wisconsin

July 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, Jason Schulte

At 4:01 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 June 19, 2023 minutes. Motion carried.

Public comment: None

Communication: None

Development Director's Report: Platt-Gibson reported a \$2.1 million economic impact on the Baraboo area based on an approximate 25,000 attendees at the Great Circus Parade. The marketing team helped the Baraboo Chamber of Commerce with the numbers identifying the full impact of the event. She also noted to the committee that Beth Anacker, Ho-Chunk Nation, has stepped back into a leadership role with the tribe.

Government Relations

The WCA annual convention will be held on September 17-19 at the Kalahari Resort Convention Center in Wisconsin Dells. The Sauk County brand team will be hosting a booth at the trade show with giveaways, Explore Sauk County materials and more. Due to the date of the convention, the committee voted to change the date of the Economic Development Committee's meeting.

Motion by Prosser, 2nd by Gruber to move the September Sauk County Economic Development Committee meeting to Monday, September 25, 2023 at 4:00 p.m.

Economic Development

- Chair McCumber spoke to the MadRep strategic planning session held by the organization the week prior. They toured several Sauk County businesses, worked through a SWOT analysis and will use the information to develop a comprehensive 5-year strategic plan.
- It was reported that the Sauk County Development Corporation will be meeting with their executive committee the following week to do strategic planning and discuss turning rural towns into smart cities.
- Platt-Gibson talked about TIP Strategies and is working to get a date for a broad-based discussion input sessions in late September.

- Platt-Gibson shared that the Broadband Sauk County plan is moving forward with the WISER Group providing surveys to test upload and download speeds and Sauk County has been provided with a digital mapping platform and dashboard.
- Platt-Gibson will be attending the WEDC annual summit on October 23 & 24 at Fox Valley Convention Center in Appleton.

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 Q2 2023.
- The Fox 47 program continues in Madison on the Summer Great Outdoors campaign.
- Discover Wisconsin has begun filming in the area for the Sauk County “Hidden Gems” program.

Community Development:

- A list of the upcoming committee meetings was provided with the county meeting location listed.

Strategic Planning:

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

Special Projects:

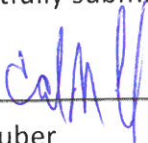
- Jason Schulte from UW-Platteville Baraboo Sauk County reminded the committee of the upcoming engineering listening session scheduled at the campus for August 15 to learn about local business engineering needs as Platteville looks to expand 4-year engineering degrees to Baraboo Sauk County.
- Baraboo Train Depot Update – the committee was reminded that UW-Platteville engineering students will be using the depot as a Senior Design Project similar to the GSST done in 2022.
- The committee took a tour of the UW-Platteville Baraboo Sauk County campus to view the campus and help to work on a capital improvement plan for the 2024 budget.

Next Meeting Dates & Agenda Items:

August 21, 2023 – 4 pm

Adjourn: Motion to adjourn at 5:45 pm by Hazard, 2nd by Prosser. Motion Carried.

Respectfully submitted,



Carl Gruber

Economic Development Committee Secretary