

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Sauk County West Square Building
County Board Room
505 Broadway, Baraboo, Wisconsin

August 21, 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, Steve Swallen, John Fick, Jordan Moize, Jon Roberts and Elizabeth Scott

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 Gruber. Motion carried.

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

Public comment: None

Communication: None

Development Director's Report: Platt-Gibson reported on a meeting with the UW-Platteville Baraboo Sauk County staff and the fall student enrollment which is up. The committee was also asked to consider a campus name change to UW-Platteville North Campus.

Economic Development

- Platt-Gibson reported that the Sauk County Development Corporation Executive Committee met with the organization's strategic planner on July 24 and July 25. The notes were shared with the committee.
- Platt-Gibson shared that the Broadband Sauk County plan is moving forward and that MadREP has formed a group of the 5 counties they are dealing with to establish best practices and provide enhanced ideas for the project.

Brand Development:

- Explore SaukCounty.com Update – Web site numbers, social media numbers and paid content numbers are continuing to beat industry standards. The fall and winter campaigns are being finalized.
- Discover Wisconsin finished filming for the Sauk County "Hidden Gems" program. Editing will begin with a target of early November for the finished production. Air dates will follow based on the final edits.

Special Projects:

- Platt-Gibson reported on the engineering listening session held at the campus on August 15 to learn about local business engineering needs as Platteville looks to expand 4-year engineering degrees to Baraboo Sauk County. The event attracted some 46 firms and

representatives all vitally interested in the campus as an engineering location for degrees and learning.

- Baraboo Train Depot Update – UW-Platteville engineering students will meet with the Sauk County Historical Society as they begin their Senior Design Project on the Baraboo depot this fall.

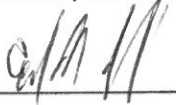
TIP Strategies Project Report: Elizabeth Scott and Jon Roberts from TIPs walked the committee through the initial online and library source data on Sauk County and their preliminary findings. The committee was then engaged in a SWOT analysis with a deeper dive into the Opportunities section of the analysis. Finally, the project managers of Scott and Roberts outlined next steps.

Next Meeting Dates & Agenda Items:

September 25, 2023 – 4 pm at McFarlane's in Sauk City.

Adjourn: Motion to adjourn at 6:10 pm by Detter, 2nd by Gruber. Motion Carried.

Respectfully submitted,



Carl Gruber

Economic Development Committee Secretary