

## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Village of Lake Delton

Kay C. Mackesey Administration Building

Lake Delton, Wisconsin

October 16, 2023

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

Others Present: Melanie Platt-Gibson, Brent Miller, Erin Hauck, Tom Diehl & Elizabeth Scott

At 4:01 pm, Chair Tim McCumber called the Economic Development Committee meeting to order and certified compliance with the open meetings law.

Adopt Agenda: Motion to adopt agenda by Gruber, 2<sup>nd</sup> by Prosser. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Lohr, 2<sup>nd</sup> by Gruber to approve the September 25, 2023 minutes. Motion carried.

Public comment: None

Communication: None

Wisconsin Dells / Lake Delton Tourism Industry Insights: Tom Diehl, Village of Lake Delton Trustee and area business owner spoke to the Committee about hospitality and tourism including room tax collections, TIFF and TID district development, Premier Resort Tax (PRT) in the Dells / Delton area, the role of the Wisconsin Dells Visitor & Convention Bureau, legislation currently up in front of the state legislature that will have a positive impact on tourism and more. Diehl stayed to answer several questions and the committee thanked him for his generosity in time and knowledge.

Development Director's Report: Platt-Gibson provided her Director's Report.

### Economic Development

- Platt-Gibson shared that she attended the UW-Extension Broadband Conference in Fond du Lac to learn more about the PSC upcoming grant, how counties might structure assistance to the municipalities and more. Chair McCumber recommended that a committee be seated at the county level to explore what's needed to help our municipalities when the PSC grants open.

### Brand Development:

- Explore SaukCounty.com Update – Web site numbers, social media numbers and paid content numbers are continuing to beat industry standards. The fall campaigns is currently running and the winter campaign has been approved.

### Special Projects:

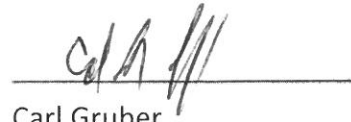
- The SCDC will be holding their annual meeting on Thursday, November 30 featuring the "State of Sauk County" and the SCDC strategic plan.

Next Meeting Dates & Agenda Items:

November 20, 2023 – 4 pm at Seats, Inc. - Reedsburg

Adjourn: Motion to adjourn at 5:10 pm by Lohr, 2<sup>nd</sup> by Prosser. Motion Carried.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Carl Gruber', is written over a horizontal line.

Carl Gruber

Economic Development Committee Secretary