

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Cardinal CG
1024 East Madison Street
Spring Green, WI 53588

January 15, 2024

Economic Development Committee Members Present: Smooth Detter, Timothy McCumber, Carl Gruber and Marty Krueger by phone

Others Present: Melanie Platt-Gibson, Tammy Gruber, Toni Gruber, Marty Prem, Terry Prem, Dan Hackl, Mike Makarowski, Robin Reid

At 4:11 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 Detter, 2nd by Krueger. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Gruber, 2nd by Detter to approve the December 18, 2023 minutes. Motion carried.

Public Comment: None

Communication: None

Simply Rooted: Tammy and Toni Gruber provided insights into their Simply Rooted store and business model. They cater to locals looking for specialty soft goods, community visitors with ice cream and candies, and APT groups shopping prior to shows. Challenges include digital channel knowledge, time availability and staffing. Growth is projected with new product lines and viral visibility.

Prem Meats & Smoke in the Valley: Marty and Terry Prem shared their story of purchasing the market from their parents, growing their product lines and services to include wine, beer and liquor sales, specialty products, catering and more. Smoke in the Valley, a barbeque competition, grew out of an idea to create interest in smoked meats and competitive grilling, plus a way to give back to the Spring Green community. Smoke in the Valley takes place in early September and the Prem brothers promised no one leaves hungry.

Robin Reid, Spring Green Village President: Robin brought the committee up to speed on growth in the Village of Spring Green, plus shared challenges associated with the growth. She provided details on current and future direction, plus reached out with questions directed to the County for ideas, input and insights. Chair McCumber will circle back with Reid on specifics.

Cardinal CG: GM Dan Hackl shared information on Cardinal CG (Coated Glass) and their evolution in Spring Green. Cardinal currently has five (5) branches in Spring Green, with continued growth projected. Available workforce and housing continue to be challenges to expansion; however, this company values its location and relationship with the local municipality and provider networks.

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

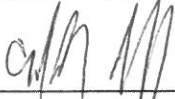
Cardinal CG Tour: Hackl escorted the group on a tour of Cardinal CG, with a quick Q & A at the conclusion of the tour.

Next Meeting Dates & Agenda Items:

February 19, 2024 – 4 pm, Room 213, West Square Building, Baraboo

Adjourn: Motion to adjourn at 6:15 pm by Detter, 2nd by Gruber. Motion Carried.

Respectfully submitted,



Carl Gruber

Economic Development Committee Secretary