

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Sauk County West Square Building
505 Broadway
Baraboo, WI 53913

February 19, 2024

Economic Development Committee Members Present: Smooth Detter, Timothy McCumber, Carl Gruber, Bryant Hazard, Marty Krueger and Robert Prosser via Zoom

Others Present: Brent Miller, Erin Hauck, Melanie Platt-Gibson, Jordan Moize, Josh Osterman, Stacy Olsen, August Neverman, Scott Feldt, Phil Raab, Joe Fleischmann, Dan Bullock, Thomas Cox and Gene Dalhoff

At 4:02 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 Gruber. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Krueger, 2nd by Gruber to approve the January 15, 2024 minutes. Motion carried.

Public Comment: None

Communication: Chair McCumber noted that Sauk County was awarded the Tourism Business of the Year 2023 by the Baraboo Chamber of Commerce and he was also notified that the County was the recipient of an American Engineering Award in remediating the Tri County Airport ditches and water runoff.

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

Brand Development: Jordan Moize and team from Medium Giant, Sauk County's advertising agency of record, reported on 2023 marketing year-end results and provided the 2024 marketing plan including channels, costs, timeframe and messaging elements to the committee for review. Platt-Gibson provided updates on social media numbers to date.

Arrivalist data for the year ending 2023 was provided to the committee by Platt-Gibson with a deeper dive into specific point of interest performance metrics, community (chamber) metrics, overnight stays, time in market and more. The data supports the success of the marketing plans to move visitors around Sauk County, while increasing overnight stays.

Discover Mediaworks, Josh Osterman and Stacy Olsen provided updates on the viewership and engagement with the Uniquely Wisconsin video series and the new Sauk County Hidden Gems Discover Wisconsin program. All products continue to perform above expectations and gain viewership and engagement. The committee was updated on the progress of the 2024 content and additional notes will be brought forward as plans are made.

Community Development: Platt-Gibson updated the committee on several committee initiatives that the County has been assisting with. A brief discussion was held regarding the number of “on the road” meetings for the Economic Development Committee. It was suggested that every 3rd meeting be held in the county, hosted by a community, township or business.

Economic Development: An update was provided on the TIPs Strategies group working on the economic development and market analysis study and August Neverman, Neverman Consulting, was introduced to provide details surrounding the Wisconsin Public Service Commission’s BEAD (Broadband Equity Access Program) and Sauk County’s ongoing opportunities to bring (provide) enhanced speed and service to both unserved and underserved residents of the county. Neverman is working with Sauk County under a grant from the PSC on the BEAD funding.

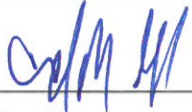
Additional Notes: Dan Bullock, Holtz Construction and President of the Sauk County Development Corporation (SCDC) Board, along with Thomas Cox, Executive Director of SCDC, provided the committee with a presentation on the organization’s strategic plan and end of year 2023 report.

Next Meeting Dates & Agenda Items:

March 18, 2024 – 4 pm, Room 213, West Square Building, Baraboo

Adjourn: Motion to adjourn at 5:40 pm by Krueger, 2nd by Hazard. Motion Carried.

Respectfully submitted,



Carl Gruber
Economic Development Committee Secretary