

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Sauk County West Square Building
505 Broadway
Baraboo, WI 53913

May 20, 2024

Economic Development Committee Members Present: Smooth Detter, Timothy McCumber, Robert Prosser, Nate Johnson, Bryant Hazard and Peter Kinsman

Others Present: Brent Miller, Erin Hauck, Melanie Platt-Gibson, Judy Gurgel and Jennifer Nelson

At 4:01 pm, Chair Smooth Detter 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 Johnson, 2nd by Prosser to approve the March 18, 2024 minutes. Motion carried.

Economic Development Chair Report: Chair Detter spoke to the Economic Development Committee about its roles, responsibilities and goals. As part of the new committee structure under the Sauk County Board of Supervisor committees, Economic Development will be home to the Arts & Culture grant program, budgeted under the Sauk County Administrator's yearly budget, administered through the UW-Extension Sauk County. The Chair emphasized the great work being done to move the County forward and thanked everyone for their upcoming service to achieving the committee goals.

Public Comment: None

Communication: None

Arts & Culture: Judy Gurgel, UW-Extension, updated the committee on the current Arts budget. There were no AHHP grants or final reports to review. The committee discussed a Good Idea Grant from the Sauk Prairie School District.

Motion: Motion to approve the \$500 Good Idea Grant to be awarded to the Sauk Prairie School Drum Day. Motion by Hazard, 2nd by Prosser. Motion carried.

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

Land Made Sauk County & Explore Sauk County.com Brand Development: Platt-Gibson provided information on the Summer Land Made Sauk County marketing campaign, along with the Explore Sauk County social media and online update. She also shared the latest Arrivalist data to gain insights into travel patterns and growth areas.

In conjunction with Josh Osterman from Discover Mediaworks, the team will be filming one of the two (2) 2024 video shorts in late June at Tower Rock Bakery, Natural Bridge State Park and

Carr Valley Cheese. The committee briefly reviewed options for the second video short, but asked the marketing team to finalize the components. The shorts will be aligned with Uniquely Wisconsin and Discover Wisconsin current assets and will be bolstered by stacked technologies and media stories.

The committee was updated on the progress of the 2024 content and additional notes will be brought forward as plans are made. It was shared with Committee member Prosser that the Discover Mediaworks executive team was visiting his business that evening to speak to a new project for the Wisconsin Dells / Lake Delton area. Prosser noted the information and will share back with the committee.

Community Development: Platt-Gibson provided details on the June 17, 2024 ED committee meeting that will be held in Sauk Prairie at Culver's Landing Park, where the team will hear about the new childcare initiative. She also noted several upcoming seminars that she will be attending including a broadband workshop and connecting Wisconsin Rural Communities for economic growth.

Economic Development: An update was provided on the TIPs Strategies group working on the economic development and market analysis study and 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.

Next Meeting Dates & Agenda Items:

June 17, 2024 – 4 pm, Culver Community Park, Prairie du Sac

Adjourn: Motion to adjourn at 5:38 pm by McCumber, 2nd by Johnson. Motion Carried.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'Peter Kinsman', with a long horizontal flourish extending to the right.

Peter Kinsman

Economic Development Committee Secretary