

SAUK COUNTY ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building
505 West Broadway
Baraboo, WI 53913

March 17, 2025

Economic Development Committee Members Present: Smooth Detter, Peter Kinsman, Timothy McCumber, Bryant Hazard and Nathan Johson. Robert Prosser and Marty Krueger via Zoom.

Others Present: Melanie Platt-Gibson, Lisa Wilson, Erin Hauck, Kurt Muchow, Andy Kurtz, Judy Gurgel and Jennifer Nelson.

At 4:00 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 Kinsman. Motion Carried.

Adopt Minutes from the Previous Meeting: Motion by Kinsman, 2nd by Hazard to approve the February 17, 2025 minutes. Motion Carried.

Public Comment: None

Communication: None

Economic Development Chair Report: None

Arts & Culture: Judy Gurgel and Jennifer Nelson shared there are no new updates on the Arts, Humanities & Historic Preservation (AHHP) grants. Additionally, no new Good Ideas Grants are in the pipeline. Gurgel asked the committee for approval of the AHHP grant awards invoices totaling \$15,300 as presented for payment to the committee.

MOTION by Kinsman, 2nd by Hazard to approve payment of the AHHP grants in the amounts as presented for 2025 to include Aldo Leopold Foundation in the Humanities category for \$4,000; Little Eagle Arts Foundation for \$1,250, American Players Theatre for \$4,000, Summit Players Theatre for \$4,000 and Friends of Devil's Lake State Park for \$2,050 in the arts category. Motion Carried with 6 ayes and Chair Detter nay. 2025 AHHP grants total \$15,300 and a balance of \$4,700 remains in the fund for 2025.

Gurgel and Nelson presented the Sauk County Arts & Culture 2024 Annual Report. MOTION by Hazard, 2nd by Kinsman to accept the annual report as presented. Motion Carried unanimously.

Erin Hauck gave an update on the Good Idea Grant process. She has held meetings with Gurgel and Nelson to obtain background and details. Additionally, she has done significant research into other grant processes. A DRAFT Good Idea Grant application and new process will be presented at the April meeting for the committee's review and input.

Development Director's Report: Platt-Gibson provided the committee with her monthly report.

Brand Development: Platt-Gibson shared current brand marketing and monthly social media numbers. She also shared that Discover Mediaworks continues to work on the 2025 program development around sports travel.

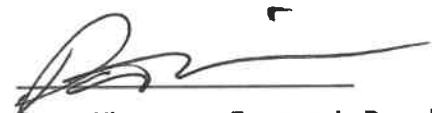
The committee discussed department "brands" that exist and provided direction that if a department exists today with no brand or brand mark, a new brand should not be developed. No action will be taken at this time with the departments like the Sheriff's Office, Public Health or Parks and Recreation who have evolved brand marks.

Economic Development: Platt-Gibson introduced Kurt Muchow, Vierbicher & Associates, who presented on Sauk County housing, population trends and how to best thrive as a municipality. A brief update on Sauk County High Ground roundtables was also presented by Platt-Gibson.

Next Meeting Dates & Agenda Items: April 21, 2025 – 4:00 pm, West Square Building, 505 Broadway, Baraboo, WI 53913

Adjourn: Motion to adjourn at 5:09 pm by Hazard, 2nd by Kinsman. Motion Carried.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Peter Kinsman', with a horizontal line underneath it.

Peter Kinsman - Economic Development Committee Secretary