

SAUK COUNTY ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building
505 West Broadway
Baraboo, WI 53913

November 17, 2025

Economic Development Committee Members Present: Smooth Detter, Marty Krueger, Bryant Hazard and Timothy McCumber.

Others Present: Melanie Platt-Gibson, Lisa Wilson, Erin Hauck and Judy Gurgel.

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 Krueger. Motion Carried.

Adopt Minutes from the Previous Meeting: Motion by Krueger, 2nd by Hazard to approve the October 20, 2025 minutes. Motion Carried.

Public Comment: None

Communication: None

Economic Development Chair Communication: None

Arts & Culture: No new AHHP or New Idea Grants were presented. No invoices were presented for payment. An update was provided on the year-to-date budget which stands at \$9,045. Any remaining funds from the 2025 budget will be returned. The committee reviewed changes to the Arts, Humanities & Historic Preservation application, along with the proposed timeline and marketing.

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 updated the committee on the Discover Mediaworks.

Economic Development: Platt-Gibson updated the committee on economic development including progress with the SCDC/CEDA project to create a public/private partnership that will provide a strong structure for moving Sauk County forward; the conclusion of the Broadband Equity (BEAD) grant and spoke to the Baraboo Sauk County Campus redevelopment plan project.

Committee Updates / Reports: The committee members provided updates from various committees, commissions and boards on which they participate that intersect with the County's Economic Development efforts including the Wisconsin River Rail Transit Commission; Madison Region Economic Partnership Board; Sauk County Development Corporation; PACE Committee; Pink Lady Rail Transit Commission and the Tri County Airport Commission.

Next Meeting Dates & Agenda Items: December 15, 2025 – 4:00 pm, Sauk County West Square Building, Room 213, 505 Broadway, Baraboo, WI 53913

Adjourn: Motion to adjourn at 4:33 pm by Hazard, 2nd by Krueger. Motion Carried.

Respectfully submitted,



Peter Kinsman - Economic Development Committee Secretary