

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, Rm 213

505 Broadway Street, Baraboo, Wisconsin

Monday, January 30, 2017

Economic Development Committee Members Present Marty Krueger, Dennis Polivka, Peter Vedro, Andy Andrews, and Brian Peper.

Nate Johnson, excused. Ament, Absent.

Others present Sarah Pittz, Brian Simmert, Jennifer Erickson

At 4:04 p.m. Chair Krueger called the Economic Development Committee meeting to order and certified to be in compliance with the open meetings law.

Adopt Agenda Motion by Polivka/Andrews to adopt the agenda. Motion carried, all in favor.

Adopt minutes of previous meetings – December 28, 2016 Motion by Andrews/Polivka to adopt the minutes. Motion carried, all in favor.

Public comment None

Communications

- a. Letter of Support: Friends of the Baraboo River / JEM Grant

Krueger reported on a letter of support provided to the Friends of the Baraboo River.

Placemaking Update – Sarah Pittz

- a. Status Update. Pittz stated that the process is transitioning from the information gathering stage to the production stage. Pittz presented a timeline through June outlining the development, review, and approval of the final product. Pittz also handed out the table of contents of the draft plan to provide an idea of all of the pieces that will be included in the document.

Pittz reviewed the matrix handed out at the last meeting to seek consensus from the committee regarding the projected direction of the initiative. Krueger asked Sarah where she believed that Ed White from SCDC and the Economic Development Committee could meet jointly to discuss the process and deliverables. Pittz would get preliminary feedback from White before the April meeting.

Pittz spoke about the City of Reedsburg's placemaking initiative using a UWEX model. Pittz explained that UWEX will bring a team of professionals to work with the Reedsburg community for a weekend. If this model is successful, it may be useful for other communities. Discussion ensued regarding making an investment in the Reedsburg effort. Vedro suggested that the county make a \$2,500 contribution in addition to the current \$2,500 budgeted for the placemaking planning project. Discussion ensued about the opportunity to bring this caliber of experts to assist Reedsburg and the benefits from the investment. Erickson said that Sauk Prairie and Baraboo also want to complete a similar project. Erickson explained that the \$5,000 is the base fee to bring the experts here. The Committee agreed that the county would cover 50% of the cost (\$2,500) for other communities that want to go through the same process. Funding will be provided from the placemaking budget. Erickson suggested that a letter of support from the Economic Development Committee would be helpful to the process.

Pittz spoke about four primary pieces in the matrix:

- Social media/architecture framework: Need to communicate who we are and why people should come here (recommended by the Millennial Task Force).
- Young Professional Framework: Develop a countywide organization that operates like a YP group. Include a digital platform as primary form of communication. Have a phasing plan where the county acts as an incubator that can be transitioned to an independent fully functional YP group.
- County placemaking program. The Millennial Task Force utilized the “Cool Cities” program out of Michigan. Includes a tool kit and funding mechanisms to further community level projects to be partially implemented by a county place planner.
- Region-wide branding organization. Focus on marketing assets including tourism, education, and advocacy with a focus on coordinating a variety of organizations that are working on this effort.

Peper joined the meeting at 4:42.

Krueger spoke about the Fostering Collaboration Initiative between natural resource and economic development. Erickson spoke about two actions:

- Regional branding effort for the driftless area and that Sauk County can be the gateway to the area.
- Impact analysis of impact of nonprofit organizations in terms of their employees, wages, etc.

Erickson suggested that this is another effort where personnel can be committed. Pittz stated that the critical piece is that there will need to be a person(s) who can commit the time to implement any of this. Pittz stated that any money set aside should be for dedicated people to commit the time to implement efforts and recommendations.

Krueger asked Pittz if the process should be decompressed to give space for the Reedsburg project. Pittz agreed and also stated that it will be important to establish the SCDC partnership and allow this partnership to inform the economic development part of the plan. The Committee agreed to extend the process by a month into July and hold the Intergovernmental meeting on June 22.

Discussion of Action Plan. Previously discussed, see above.

Update on the Baraboo River Corridor Plan

Simmert provided an update regarding the implementation of the Baraboo River Plan. A Friends Group has been established to assist with implementation and apply for grants. The Friends are applying for a JEM grant with the Wisconsin Department of Tourism to develop a marketing strategy and eventually implement the strategy. Marketing will focus on water based tourism and economic development as it relates to the Baraboo River.

Great Sauk State Trail Update

a. Jewell & Associates Design & Engineering.

Simmert reported that a contract for design and engineering services been signed. Engineering plans should be completed by June with trail construction to commence shortly thereafter.

b. Sauk City Bridge

Krueger reported that there would be two filings to the Surface Transportation Board. One filing for that part of the trail north of the river and a second filing that includes the bridge and that portion in Dane County. An MOU will be developed to assure that snowmobile and biking interests to acquire a river crossing will be resolved.

Next Meeting Date

February 27, 2017 at 4:00 pm

Motion by Peper/Polivka to adjourn at 5:37 p.m. Motion carried, all in favor.

Respectfully submitted,
Andy Andrews
Economic Development Committee Secretary