

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, Rm 213

505 Broadway Street, Baraboo, Wisconsin

Thursday, March 2, 2017

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

Absent: Vedro, Ament

Others present Sarah Pittz, Brian Simmert, Jennifer Erickson

At 4:07 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 Peper/Andrews to adopt the agenda. Motion carried, all in favor.

Adopt minutes of previous meetings – January 30, 2017 Motion by Polivka/Andrews to adopt the minutes. Motion carried, all in favor.

Public comment None

Communications

- a. SCDC Contribution Acknowledgment Letter.
- b. PACE Program attachment.

Approve Funding Request: \$2500 – “Design Reedsburg” facilitated by Todd Johnson, UW-River Falls

Motion by Polivka/Johnson to approve the funding request. Motion carried, all in favor.

Peper asked where the funds come from. Krueger stated that funding will be from the Economic Development/Placemaking funds.

Placemaking Update by Sarah Pittz, Consultant

- a. Status Update. Pittz provide an update on the Design Reedsburg effort. Established a Facebook page, logo, and website for the project. Subcommittee working with the high school, which is part of the project framework provided by UWEX. Also launched a fundraising effort to support the three-day community event.

Pittz spoke about the fostering collaboration workgroup. This group presented recommendations in January followed by the establishment of two subcommittees:

Economic Impact Analysis of Natural Resources and Marketing/Branding Based on Natural Resources.

Pittz presented the document: “Grow in Sauk: A Social Media Implementation Strategy” (to be an appendix to the final document).

Three core pieces: Social Media, Young Professionals, Community Placemaking.

Pittz reviewed examples of social media sites. Pittz cautioned about using social media that reposts information from other sites. The content needs to be new and authentic and targeted to the audience (marketing approach). Pittz reviewed Facebook and Instagram examples and data collected by Facebook.

Krueger spoke about what will be presented regarding the Placemaking Initiative at the upcoming Intergovernmental Meeting. Discussion ensued about who else to present to/invite to the Intergovernmental Meeting. Pittz suggested a separate meeting in addition to the Intergovernmental Meeting. It was suggested that Pittz should present a preview of Placemaking Initiative progress and activities to the County Board prior to the midterm assessment.

Discussion ensued about creating a county position to implement Placemaking. Launching and maintaining a social media presence is a full time position and will require participation in many community events. Consideration should be given to hiring a person that will partially be funded by UWEX, recognizing that UWEX in Sauk County is currently involved in Placemaking related initiatives.

b. Discussion & Development of Action Plan

Discussed under item a above. Pittz stated that the action plan will be a part of the final plan.

Great Sauk Trail Update

Simmert provided an update on the progress to develop design and engineering plans for the trail. Jewell & Associates is completing the surveying of the right-of-way and will begin to work on the geometric layout. Krueger reported that Notice of Interim Trail Use and WSOR's Notice of Termination has been filed with the Surface Transportation Board.

Next Meeting Date

March 27, 2017, at 4:00 pm

Motion by Johnson/Polivka to adjourn at 5:58 p.m. Motion carried, all in favor.

Respectfully submitted,
Andy Andrews
Economic Development Committee Secretary