

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, Rm 213

505 Broadway Street, Baraboo, Wisconsin

March 28, 2017

Economic Development Committee Members Present Marty Krueger, Dennis Polivka, Andy Andrews, Nathan Johnson, Peter Vedro.

Others present Sarah Pittz, Jon Hochkammer, Ed White, Brian Simmert, Jeff Boll, Alene Kleczek-Bolin

At 4:01 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 – March 2, 2017 Motion by Johnson/Polivka to adopt the minutes. Motion carried, all in favor.

Public comment Lisa Wilson, CPZ Director introduced herself.

Communications

- a. 03/06/17 Letter to Todd Jonson, UW-Extension Land Use & Community Development Specialist.

Ed White, SCDC Executive Director: Introduction and SCDC Update

White introduced himself and provided his background. He started with SCDC on January 3, 2017. White's top goals are:

- Business expansion and retention;
- Workforce talent retention and attraction;
- Housing options (in 2018 White will conduct a county-wide housing study);
- Business attraction.

Presentation: PACE (Property Assessed Clean Energy) Program, Jon Hochkammer – WCA Manager.

Hochkammer reported on PACE as voluntary program that assists local businesses with financing to incorporate renewable energy, energy efficiency, and water conservation in their operations. Counties must pass a resolution and an ordinance accepting the program to make it available to businesses and appoint a representative to the PACE Commission. Loans under the PACE program are based on a 1:1 ratio where the cost savings must pay off the loan and interest. Benefits of the program include stimulation of the economy, revitalization of properties, lowering the cost of doing business, achieving sustainability goals, and the program is voluntary.

Krueger asked if any of the PACE member counties have used the program so far. Hochkammer indicated that there are a number of PACE loans in Milwaukee. There are a number of projects in other counties moving forward.

Pittz asked if the cost of the energy audit can be wrapped into the PACE loan. Hochkammer clarified that the cost of the audit can be wrapped into the loan.

Placemaking Update, Sarah Pittz, Consultant

a. Update on Process

Pittz reported on the Design Reedsburg event happening the first weekend in May. Nineteen professionals are committed with up to 25 people coming. A public survey garnered a response rate of 80 survey returns. Pittz stated that the process is being well documented to easily replicate it in other communities.

Working with the Village of Plain on a Main Street Program as part of the Connect Communities Program. The Main Street Program will also provide access to WEDC resources.

Pittz is working with the City of Baraboo and Village of Spring Green to identify opportunities for business development.

Pittz reported that the Fostering Collaboration initiative is considering combining with the Sauk County Conservation Network.

b. Social Media Implementation Plan

GROW SAUK COUNTY

A Social Media Implementation Strategy

Pittz noted that the social media implementation strategy is based on the recommendations of the Millennial Task Force. The document notes the technical pieces to implementing a social media strategy. Jeff Boll, member of the Millennial Task Force, indicated that the task force felt that the ideal candidate to implement the social media strategy would be a recent college graduate that would be able to run the program for a year or more and to pick up the project following plan adoption. The end goal will be to create a high level of interaction and to use a multifaceted approach. Pittz asked the Committee to think about implementation of the social media piece while she is still under contract to provide assistance. Discussion ensued that this is not a traditional county position. Polivka spoke about hiring an outside firm to implement the plan. Pittz stated that it would be a higher cost to use an outside firm. Krueger spoke about the use of levy dollars and the need to provide direction. Discussion ensued about how to move this strategy forward.

SMALL TOWNS: BIG IDEAS

Catalyzing Creativity & Innovation in Sauk County

Pittz presented on the Small Towns Big Ideas concept as a possible new grant program offered by Sauk County that promotes creativity and innovation. The program would be a 50/50 matching grant program that offers \$50 - \$5,000 to support the start-up of innovative and creative ideas and programs focused on enhancing Sauk County's "sense of place."

c. Social Architecture & Leadership Development

Pittz is working with Jenny Erickson to identify leadership development options and how to get people to take leadership roles in their communities. Considering ideas to combine

leadership development with the SKIL program. Combination ideas will be presented at the next EDC meeting.

- d. Placemaking Program Online. Previously addressed under items a-c.

Great Sauk Trail Update- Krueger, Simmert

Simmert provided an update on the technical aspects of design and engineering for the trail and the work being completed by the contracted consultant. Krueger provided an update on process and anticipated construction and opening of the trail.

Next Meeting Date

April 24, 2017 at 4:00 pm

Andrews left at 5:45

Motion by Polivka/Andrews to adjourn at 6:26 p.m. Motion carried, all in favor.

Respectfully submitted,
Andy Andrews
Economic Development Committee Secretary