

## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

West Square Building, Rm 213  
505 Broadway Street, Baraboo, Wisconsin

November 27, 2017

### DRAFT

Economic Development Committee Members Present Marty Krueger, Dennis Polivka, Peter Vedro, Andrea Lombard, Nathan Johnson (arrived 4:13).

Others Present Jennifer Erickson, Brian Simmert, Alene Bolin, Phil Raab, Ian Crammond, Steve Schneider, Paul Kaster, Patrick Cannon, Tim Damos, Ed White, Dennis Deery, Rick Rolfsmeyer.

At 4:35 p.m., Chair Krueger called the Economic Development Committee meeting to order and certified compliance with the open meetings law.

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

Public comment None

Communications None

### Discussion of Future Regions Project through local Government Institute

Pat Cannon from Baraboo Community Development Authority spoke about the Future Regions project. Cannon discussed natural resource tourism while protecting natural resources and about employment opportunities. The Development Authority will apply to LGI group to do a study to develop a tourism plan that protects natural resources.

Alene Bolin spoke about the cost of participating governments to be about \$21,000, which consists of three 4-hour workshops and 6 months of follow-up coaching to begin implementation. Krueger spoke about local government partners to help defray costs including town participation.

Vedro stated that this effort needs to be integrated into the county's placemaking initiative. Polivka would like to see how this effort will benefit the county. Bolin stated an example would be how to better capture visitors at Devil's Lake to go to other parts of the county.

Consensus of the EDC to explore opportunities and local government partners.

### Discussion of Broadband

- a. Current grant opportunity. Jenny Erickson spoke about a survey to be distributed in the Spring Green Area as it relates to a broadband grant application. Phil Raab spoke about the grant application being started by the Reedsburg Utility. The grant application is for a fixed wire installation project in a small area in the Spring Green Area. Conceptually, this is test project. The survey will gauge the need for service as it relates to the grant application.
- b. Update from Steve Schneider, Hilbert Communications. Schneider spoke about the 10-year use agreement for broadband and towers and spoke about payments made to the county since 2009. Thirteen new sites have recently been added and additional sites are being assessed to provide service. Four sites were turned down to provide service in areas already provided service by AT&T. Schneider spoke about a partnership with Microsoft to provide a specified level of service to rural areas.

c. Broadband expansion plan.

Bolin spoke about how to develop a countywide broadband plan and planning process.

Update on SCIL reorganization and consultant work

Rick Rolfsmeyer and Dennis Deery, as consultants to SCIL, spoke about SCIL's new mission statement and next year's focus on curriculum as well as budget considerations. The consultant will also evaluate program recruitment and changing program roles and options. A final deliverable is to be completed by the end of April with the goal of having a SCIL class this fall. Discussion ensued regarding the need for an executive director and the importance of SCIL.

Consideration of job description and recruitment of Sauk County Community Liaison

Bolin spoke about the job description and timeline for advertising the position via a national recruitment.

Polivka made recommendations for an interview committee.

Consideration of Sauk County logo redesign contest

Krueger spoke about the updated rules and that this will be launched next year.

Great Sauk State Trail Update

Jeff Wright will present at the Board of Supervisors meeting on December 19<sup>th</sup>.

Next Meeting Date

December 18, 2017 at 4:00 p.m.

Motion by Polivka/Lombard to adjourn at 6:28 p.m. Motion carried, all in favor.

Respectfully submitted,

Andy Andrews  
Economic Development Committee Secretary