

## **ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

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

April 24, 2023

Economic Development Committee Members Present: Tim McCumber, Carl Gruber, Bryant Hazard and Marty Krueger

Others Present: Melanie Platt-Gibson, Sarah Young and Gaile Burchill by phone

At 4:00 pm, Chair McCumber called the Economic Development Committee meeting to order and certified compliance with the open meetings law.

Adopt Agenda: Motion to adopt agenda by Gruber, 2<sup>nd</sup> by Hazard. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Krueger, 2<sup>nd</sup> by Hazard to approve the March 20, 2023 minutes. Motion carried.

Public comment: None

Communication: Chair McCumber read a letter from the Wisconsin Joint Committee on Finance expressing gratitude and appreciation for the Sauk County Board's assistance in hosting the April 12, 2023 Joint Finance Committee's public hearing on the Governor's 2023-2025 biennial budget held in Wisconsin Dells.

Development Director's Report: Platt-Gibson reported that she met with the Sauk County Development Corporation Executive Leadership team regarding potential County funding and demarcation of duties for their Executive Director and the County's Development Director. She also reported on a series of Land Made Sauk County events that the team will begin this year including Fair on the Square, Great Circus Parade and the Sauk County Fair. The Administrator has approved a 10-12 hour per week paid summer internship for marketing and Platt-Gibson presented at the Wisconsin Rotary on Thursday, April 13.

### Government Relations

It was noted that the Wisconsin Joint Committee on Finance held a statewide listening session in Wisconsin Dells on April 12. Several County Board Supervisors attended. Also, Congressman Mark Pocan was in Baraboo. Platt-Gibson attended his listening session.

### Economic Development

- Platt-Gibson updated the committee on the T.I.P. Strategies, Austin, Texas Sauk County Economic Impact / Market Analysis study proposal. Once the contract is signed, the project will begin in May. The scope of the project will be a full in-depth economic development study, market analysis and economic development plan. The work will align with the County's strategic plan slated to begin May 23 with the mid-term assessment. The Sauk County Economic Development Committee will act in the capacity of steering committee during the life of the project.

- Additionally, Platt-Gibson reminded the committee that Sauk County, in collaboration with MadRep, had been awarded a Broadband Grant of approximately \$21,000 through the State of Wisconsin Public Service Commission to help create a statewide plan for enhanced broadband. A presentation from MadRep was provided outlining the mission-critical dates, work products and anticipated outcomes.
- The committee discussed and acted on the Sauk County Board regional representation on the MadRep Board. Motion by Krueger, 2<sup>nd</sup> by Gruber to approve a resolution for a Sauk County Supervisor to be on the MadRep Board. Motion carried. A motion by Marty Krueger, 2<sup>nd</sup> by Gruber named Chair Tim McCumber to that seat. Motion carried.

#### Brand Development:

- Explore SaukCounty.com Update – Social Media influencer (content creators) contracts are in place and include the Midwest Munchers (April to December 2023, across the County), Wisconsin Cheese Please (May 3-5, Plain, Sauk Prairie, Ferry Bluff, Lake Redstone), the Wisconsinista (May 12-14, Reedsburg area) and That Wisconsin Couple who will be in Spring Green, June 23-25.
- The Explore Sauk County website won a new award – in the AVA International Digital competition, honorable mention in the Tourism Website Category.
- Platt-Gibson is working on content for summer social, online, billboard and OTT.
- Platt-Gibson told the group that Medium Giant had previewed a few special options for additional brand programming including a “Picture Yourself, Red Barn, Land Made Sauk County Event series” and more. Platt-Gibson will work with Medium Giant on the Picture Yourself and Land Made Event series ideas.
- The County’s Arrivalist contract is due. It is under review by the Corp. Counsel and should be finalized by end of week. John Packard from the Arrivalist provided some interesting statistics including average overnight stays and more.
- A new Discover Wisconsin advertising and marketing package was discussed. Mr. McCumber asked that a budget resolution to amend the 2023 budget be brought to the next Economic Development Committee for discussion and potential action. Statistics were also shared on outcomes from the Uniquely Wisconsin series in 2022.

#### Community Development:

- Gaile Burchill, County Board Supervisor representing Spring Green and Sara Young, American Players Theatre in Spring Green, presented an update on initiatives impacting the Village of Spring Green and greater River Valley area.

#### Strategic Planning:

- Administrator Miller will kick off the process on May 23, 2023.

#### Special Projects:

- Congressionally Directed Funding requests to Congressman Pocan’s office have progressed favorably on the Great Sauk State Trail build from the backside of the Sauk Prairie Recreation Area to the 400 Trail in Reedsburg.

- Dr. Steve Swallen has officially taken over as the Campus director. He provided a brief update on campus events to the committee.

Next Meeting Dates & Agenda Items:

May 15, 2023 – 4 pm

Adjourn: Motion to adjourn at 5:05 pm by Hazard, 2<sup>nd</sup> by Krueger. Motion Carried.

Respectfully submitted,

  
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Carl Gruber

Economic Development Committee Secretary