

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

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

November 21, 2022

Economic Development Committee Members Present: Tim McCumber, Carl Gruber, Bryant Hazard, Mark "Smooth" Detter, Brandon Lohr and Marty Krueger

Others Present: Melanie Platt-Gibson, Thomas Cox, John Fick & Lisa Wilson

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 Hazard, 2nd by Detter. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Gruber, 2nd by Hazard to approve the minutes from the October 17, 2022 meeting. Motion carried.

Public comment: None

Communication: None

Government Development:

- No Update

Economic Development:

- The new SCDC Exec Director Thomas Cox was introduced and invited to share a brief bio and thoughts as he moves into his new role.

Brand Development:

- Explore SaukCounty.com Update – Jordan Moize, Medium Giant, presented the results of the 2022 ExploreSaukCounty.com campaign and provided an overview of the 2023 plan. Discussion was held ensuring a 12-month, year-round media presence. Platt-Gibson and Moize will come back to the committee in December with the updated plan and statement of work document.
- The ExploreSaukCounty.com web site was awarded a global gold medal for excellence from MarComm and the site continues to beat national tourism benchmarks, while the social media sites are growing virally through business "likes" and layered alignment.

Community Development:

- UW-Platteville Interim Chancellor Tammy Evetovich, along with Sauk County staff, made a series of business, industry and school district visits in early November. The goal is to understand the needs of the county and provide aligned higher education today and moving forward.

Strategic Planning:

- Platt-Gibson continues to connect with Board Supervisors on listening sessions for next year's strategic planning process.

- Platt-Gibson and others also continued with departmental learning by visiting the Sauk County Health Center, the Law Enforcement Center and meeting with Public Health.

Special Projects:

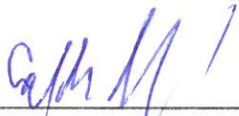
- Sauk Prairie Recreation Area Interpretive Center – Platt-Gibson is setting a date for the early part of 2023 to bring the work group together.
- Great Sauk Trail Update – the UW-Platteville senior design team who is working on the last ½ mile of the Great Sauk Trail to Goette Road, plus a parking lot, gave a brief overview of their plans, next steps and final delivery to Sauk County’s LRE team.
- Supervisor Krueger shared that an agreement has been reached with the railroads to begin plans for the Wisconsin River Bridge at Sauk Prairie.
- Lisa Wilson, LRE Director, noted that they are in the process of selecting a firm to work on easements for the Great Sauk Trail beginning at Goette Road.

Next Meeting Dates & Agenda Items:

December 19, 2022 – 4 pm

Adjourn: Motion to adjourn at 5:12 pm by Krueger, 2nd by Harzard. Motion Carried.

Respectfully submitted,



Economic Development Committee Secretary Carl Gruber