

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Culver Community Park – Prairie Landing Pavilion

340 21st Street

Prairie du Sac, WI 53578

June 17, 2024

Economic Development Committee Members Present: Smooth Detter, Timothy McCumber, Robert Prosser, Nate Johnson, Marty Krueger and Peter Kinsman

Others Present: Melanie Platt-Gibson, Tywana German, Jeff Wright, Marietta Reuter, Mary Eps, John Lehan and Alyssa Parks

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

Adopt Agenda: Motion to adopt agenda by Prosser, 2nd by Kinsman. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by Kinsman, 2nd by McCumber to approve the May 20, 2024 minutes. Motion carried.

Economic Development Chair Report: None

Public Comment: None

Communication: None

Community Development: John Lehan, Sauk Prairie Community Education & Recreation Director shared a presentation on the building of Culver Community Park as a community-wide initiative. The presentation highlighted history, present-day status and future plans as the communities of Sauk City and Prairie du Sac grow.

Tywana German, Sauk Prairie Chamber of Commerce Executive Director, provided a presentation on a collaborative approach to a new childcare / education center within the community. She shared data including novel perspective, how the numbers will work, how the school district has played, and will continue to be, a foundational component of the plan and proposed implementation timeline. Building will commence upon final fundraising, budget number, outcomes.

Arts & Culture: Platt-Gibson provided an update of the Arts & Culture budget to the committee. There are no new Good Idea Grant submissions or AHHP Grant updates.

Development Director's Report: Platt-Gibson provided her Director's Report.

Land Made Sauk County & Explore Sauk County.com Brand Development: Platt-Gibson shared that the Wisconsin Dept. of Travel, Travel Wisconsin, announced the 2023 Wisconsin Tourism Impact numbers. Of the \$25 billion statewide impact, Sauk County is responsible for close to \$2 billion of the total, with the county ranked as #3 contributing county statewide in total

economic impact – behind Milwaukee County and Dane County. Sauk is also ranked #2 in direct consumer tourism spend, 2nd only to Milwaukee County.

The committee reviewed new Arrivalist data affiliated with the overall tourism economic impact of Sauk County, with a major contributing factor being longer overnight stays within the county. Additionally, Q1 year-over-year data was shared with the group and an update was provided on summer marketing component performance, website data and social media. Platt-Gibson concluded with an update on Discover Mediaworks and the summer production schedule. Chair Detter asked for future data to be reported as roll up numbers – high level, with deeper dive details available via an executive brief document attached to the report as needed.

Economic Development: TIPs Strategies group has completed the Sauk County economic development and market analysis study. The committee asked for the July meeting to be moved to Monday, July 22, 2024, at 3:30 pm for the presentation of the FINAL DRAFT by the TIPs team.

Move the July Economic Development Committee Meeting to Monday, July 22, 2024 at 3:30 pm for presentation of the FINAL DRAFT Economic Development strategy by TIPs: Motion by Prosser, 2nd by Johnson. Motion carried.

Finally, Platt-Gibson updated the committee on current status of the Wisconsin Public Service Commission's BEAD (Broadband Equity Access Program) and Sauk County's ongoing opportunities to bring (provide) enhanced speed and service to both unserved and underserved residents of the county.

Next Meeting Dates & Agenda Items:

July 22, 2024 – 3:30 pm, West Square Building, Board Room 326, Baraboo, WI 53913, with a FINAL DRAFT Sauk County Economic Development presentation.

Adjourn: Motion to adjourn at 5:08 pm by Prosser, 2nd by Krueger. Motion Carried.

Respectfully submitted,



Peter Kinsman
Economic Development Committee Secretary