

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Sauk County
West Square Building
505 Broadway
Baraboo, WI 53913

August 19, 2024

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

Others Present: Melanie Platt-Gibson, Brent Miller, Erin Hauck, AOR Medium Giant, TIPS Strategies Principals Jon Roberts and Elizabeth Scott, Sauk County Supervisor Lynn Eberl, et. al.

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 Johnson, 2nd by Prosser to approve the July 22, 2024 minutes. Motion carried.

Public Comment: None

Communication: None

Economic Development Chair Report: None

Arts & Culture: Jennifer Nelson provided the committee with a recap by Sauk Prairie elementary school district on constructing a Ho-Chunk Ciiporoke, as well as a Good Idea grant submission by the River Valley Community Choir. Motion by Prosser, 2nd by Kinsman to provide the \$500 grant to the River Valley Community Choir. Motion carried.

Asked about the remaining balance of the art grant fund for 2024, the committee asked to review the AHHP spring grants that were not funded to determine if any might yet be eligible and could/should be funded with the remaining balance. Nelson will have the information at the September meeting. Nelson also noted that the Wisconsin Arts Board will be in Baraboo on September 24 for a luncheon. She encouraged all that were available to attend.

Development Director's Report: Platt-Gibson provided the committee with her monthly report and directed their attention to the BEAD program and \$2 million redevelopment grant for the 2-year UW campuses.

Economic Development: Jon Roberts, managing partner and Elizabeth Scott, analyst from TIPS Strategies, presented the FINAL DRAFT of Invest Sauk: Driving Innovation, Building a Resilient Economy and Empowering Business Growth economic development and market analysis study. The document covers a 5-year strategy to leverages assets, opportunities and networks to grow Sauk County's economic base.

The committee had an opportunity to ask questions of Roberts and Scott, ensuring a solid plan and program for Sauk County. Both TIPs team members will be at the Tuesday full county board of supervisors meeting to speak to the resolution forwarded from the Economic Development Committee in July to the full board. Platt-Gibson will also be at the meeting to answer questions by the Board of Supervisors.

Brand Development: Platt-Gibson updated the committee on Discover Mediaworks. The Tower Rock/Carr Valley Cheese agritourism segment began airing last week on social media channels. Filming has wrapped as well for the Ring Bros. and Field's of the Dells piece and the Sauey Family of Nordic Brands short.

Agency of Record, Medium Giant was on hand to share an update on the current marketing tactics and plan items, plus performance in the marketplace. Medium Giant also went through a proposed additional \$88,000 option for the Land Made Sauk County travel and hospitality 2025 budget, as well as an approximate \$100,000 option for the newly approved Economic Development Invest Sauk County to include a web site, brand platform alignment and Future's Forum framework.

No action was taken or recommended. Should the committee wish to include any or all of the optional budget items above, they will do so after the Administrator presents his budget later this fall.

Next Meeting Dates & Agenda Items:

September 16, 2024 – 4:00 pm, West Square Building, Board Room 326, Baraboo, WI 53913

Adjourn: Motion to adjourn at 6:03 pm by Krueger, 2nd by Johnson. Motion Carried.

Respectfully submitted,



Peter Kinsman
Economic Development Committee Secretary