

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Sauk County
West Square Building
505 Broadway
Baraboo, WI 53913

September 16, 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, Jennifer Nelson, George Althoff and Gene Dalhoff.

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 Hazard, 2nd by McCumber. Motion carried.

Adopt Minutes from the Previous Meeting: Motion by McCumber, 2nd by Kinsman to approve the August 19, 2024 minutes. Motion carried.

Public Comment: None

Communication: None

Economic Development Chair Report: None

Arts & Culture: Jennifer Nelson of UW-Extension provided the committee with a Good Idea Grant recap by Sauk Prairie high school drama club and noted there were no new applications. A voucher of \$400 was approved for the Sauk Prairie High School drama club in a motion by Johnson, 2nd by Hazard. Motion carried.

Nelson also stepped the committee through the remaining, viable AHHP grant applicants from the Spring round that were not funded to determine if any might yet be eligible and could/should be funded with the remaining balance. Nelson provided information and the committee suggested funding the Reedsburg CAL Center request for a 2025 production and American Players Theatre, Spring Green, for drama education beginning fall 2024. Motion by Krueger, 2nd by Hazard to award remaining AHHP monies of \$1,500 to APT and \$1,500 to the CAL Center for education and production. Motion carried.

After the payment of the River Valley Community Choir voucher of \$400 and the \$3,000 awarded to the remaining 2024 AHHP applicants, the Good Idea Grant balance is \$1,100. If the monies are not granted, the committee would like to roll over remaining grant monies into the 2025 budget.

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.

Discussion and possible action regarding Sauk County Economic Development Corporation (SCDC): Administrator Miller led a discussion regarding deliberate misinformation from the Executive Director of SCDC regarding, most recently, Invest Sauk County: Driving Innovation, Building a Resilient Economy and Empowering Business Growth. After discussion, the committee recommended drafting and sending a vote of no confidence letter from the Sauk County Economic Development Committee to the SCDC Board of Directors. Motion by McCumber, 2nd by Prosser to draft and send the vote of no confidence letter from Administrator Miller to the SCDC Board of Directors. Motion carried.

Development Director's Report: Platt-Gibson provided the committee with her monthly report with specific focus on the upcoming Legislative Breakfast on Friday, November 1, 2024.

Brand Development: Platt-Gibson updated the committee on overall brand performance to date. Of note, Sauk County has seen a 42.9% increase in total sales tax revenue over the past four (4) years since the implementation of the Land Made brand. Working collaboratively with all areas of Sauk County, the travel and hospitality industry continues to thrive.

Discover Mediaworks is editing the second Sauk County video short with the Field family and the Ring Brothers. The video should be online in October.

Economic Development: Platt-Gibson noted that work is already underway for a Spring 2025 Invest Sauk County Futures Forum. Also, when final numbers are available, she will bring a 2024 budget resolution to this committee for discussion and possible action regarding work on the Invest Sauk County strategic ED plan that could be done yet this year to provide a platform for growth in 2025.

Next Meeting Dates & Agenda Items:

October 21, 2024 – 4:00 pm, West Square Building, Board Room 326, Baraboo, WI 53913

Adjourn: Motion to adjourn at 5:13 pm by Prosser, 2nd by Hazard. Motion Carried.

Respectfully submitted,



Peter Kinsman
Economic Development Committee Secretary