

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Sauk County
West Square Building
505 Broadway
Baraboo, WI 53913

October 21, 2024

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

Others Present: Melanie Platt-Gibson, Brent Miller, Erin Hauck, Jennifer Nelson & Lisa Wilson

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 Kinsman. Motion carried.

Adopt Minutes from the Previous Meeting with a change to the amount provided to the River Valley Community Choir of \$400: Motion by Hazard, 2nd by Kinsman to approve the September 16, 2024 minutes with the change noted above. Motion carried.

Public Comment: None

Communication: None

Economic Development Chair Report: None

Arts & Culture: Jennifer Nelson of UW-Extension provided the committee with five Good Idea Grant Final Reports from Witwen Summer Concert Series 2024; Baraboo 21 Bronze Plaques; Sauk Prairie HS Drama, As You Like It; Sauk Prairie School District Drum Day and River Valley Community Choral Concert. Nelson noted there were no new Good Idea Grant applications.

There were no vouchers presented for payment. Nelson noted that the Good Idea Grant balance is \$1,100 and the 2025 budget remains the same at \$25,000 if passed by the full board on November 12, 2024.

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 and the recent Wisconsin Economic Development Corporation Summit.

Brand Development: Platt-Gibson updated the committee on overall brand performance to date including social numbers, conclusion of the Land Made Premier Event Series, new fall blog online and work that is being done on the 2025 media plan and channel mix.

Discover Mediaworks published the second Sauk County video short with the Field family and the Ring Brothers. The video went online in early October. The third in the shorts series is the Sauey Family and is currently being edited for publication online in November. Additional

components of the Discover Media contract are under review to ensure all items, including the Cabin podcast, have been delivered.

Platt-Gibson also shared an Arrivalist year-to-date (January 1 – September 31, 2024) travel update with the committee. While travel across the board is down due to inflation, election concerns and more, Sauk County continues to gain in terms of longer overnight stays, a smooth travel pattern across days of the week and continuing gains in the strength of our county travel partners including Wisconsin Dells / Lake Delton, Sauk Prairie, Reedsburg, Baraboo and Spring Green.

Economic Development: Platt-Gibson presented the committee with a 2024 budget resolution 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. The total cost for the three prioritized items of brand platform, Sauk County Future's Forum materials and Invest Sauk County website is \$110,000 and can be used from the 2024 carryforward. Motion by Hazard, 2nd by Prosser to adopt the resolution and send it forward to the Executive and Leadership committee for approval.

Finally, the UW-Platteville Baraboo Sauk County campus \$2 million redevelopment grant application process through Wisconsin Economic Development Corporation (WEDC) has been validated by the Governor's office. WEDC will be changing the current application to provide for the campuses who remain open to apply for the program. The new application should be available in November.

Next Meeting Dates & Agenda Items:

November 18, 2024 – 4:00 pm, West Square Building, Board Room 326, Baraboo, WI 53913

Adjourn: Motion to adjourn at 4:43 pm by Hazard, 2nd by Prosser. Motion Carried.

Respectfully submitted,



Peter Kinsman
Economic Development Committee Secretary