

**Agenda for the Monthly Meeting
of the
BARABOO ECONOMIC DEVELOPMENT COMMISSION**

Mission Statement:

*To provide intellect, vision, and advocacy for community development;
To serve as a catalyst for diverse economic growth*

Date and Time: Thursday, January 4, 2018 at 6:00 p.m.
Location: Civic Center, Room 12, 124 2nd Street, Baraboo, WI

Members Noticed: Jim Bowers, Chair, Laura Jelle, Vice Chair, Aural Umhoefer, Secretary, John Alt, Musa Ayar, Andrew Bingle, Nanci Caflisch, Dave Johnson, Mike Palm, Tim Reppen, Dave Taylor, Carolyn Wastlund, Ed White

Others Noticed: Ed Geick, Cheryl Giese, Mike Hardy, Tom Pinion, Jeff Maloney, Jim Michaels, Mark Schauf, Kevin Stieve, Meg Allen, Bill Nebel, Jenny Erickson, Baraboo Chamber of Commerce President, Patrick Cannon and the Media

I. Call Meeting to Order and Note Compliance with the Open Meeting Law

II. Roll Call

III. Approve Agenda

IV. Approve Minutes

- a. December 7, 2017

V. Public Comment

VI. Old Business

- | | |
|---|-----------------|
| a. Update on Development Activities | Geick |
| b. Update on Plan Commission and Council | Palm |
| c. Updates from economic development partners and collaborators | Representatives |
| d. Consideration and development of a strategic plan for BEDC | |
| i. Ad Hoc Committee on Eastside Corridor Study | Alt |
| ii. Ad Hoc Committee on Business Walk | Bingle |

VII. New Business

- a. None

VIII. Update Partner Presentation Schedule

Jelle

IX. Commissioner and City Staff comments

All

X. Adjournment

PLEASE TAKE NOTICE that any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format, should contact the Municipal Clerk (135 4th Street or phone 355-2700) during regular business hours at least 48 hours before the meeting so that reasonable arrangements can be made to accommodate each request.

Agenda Prepared by Patrick Cannon on 12/9/2017.

Agenda Posted by DMM on 12/29/2017

Future meeting dates: Thursday February 1, 2017 6:00 PM

Commission members are asked to notify the chairperson at least 24 hours before the meeting if they will not be able to attend this meeting.

Baraboo Economic Development Commission

Meeting Minutes

December 7, 2017

I. **Call to Meeting to Order and Note Compliance with Open Meeting Law**

Chair Jim Bowers called the meeting to order at 6:00 PM in the Room 12 of the Civic Center, 124 2nd St., Baraboo, WI. The meeting was noticed in conformance with Wisconsin State Statutes regarding open meetings.

II. **Roll Call**

Present: Bowers, Jelle, Umhoefer, Alt, Ayar, Bingle, Caflisch, Johnson, Palm, Reppen, Taylor, White

Absent: Wastlund

Other: Ed Geick, Patrick Cannon

III. **Approve Agenda**

Motion to approve the agenda as presented

Taylor (1); Umhoefer (2)

Aye: All via voice vote

Nay: None

IV. **Approve Minutes**

Motion to approve the minutes as presented for November 2, 2017 as presented.

Alt (1); Ayar (2)

Aye: All via voice vote

Nay: None

V. **Public Comment**

No one from the public wished to speak.

VI. **Old Business**

a. **Updates on Development Activities**

City Administrator Ed Geick indicated:

1. The City Municipal Building construction remains on schedule.
2. City has been working with a Developer about purchasing city property for a winery.
3. Another party is interested in property on Lynn St for residential development.

b. **Updates from Plan Commission and Council**

Mayor Palm updated BEDC on the following:

1. The City has completed their 2018 budget which includes \$2,000,000 in long term borrowing for road improvements.
2. The City has sold the school forest to the Village of West Baraboo.
3. The City, the Chamber and other parties are working on a branding campaign
4. The City is discussing with Strive On, the development of walking tours that uses social media to highlight certain places on the tour. Bill Bowen from Strive On gave a presentation of the software and how it interacts with people using the tours.

c. **Update from economic development partners and collaborators**

1. It was reported that the roof on Donahue Terrace has been completed
2. Staff provided a brief overview of a potential project with the Local Government Institute to create a Future Regions Plan involving Natural Resources and Tourism.
3. Mr. White indicated that SCDC is conducting a Housing Study in 2018
4. Mr. White also indicated that SCDC has completed over 100 Business Retention visits in 2017.

5. Ms. Caflich indicated that DBI is working on the rebranding project. She also indicated that they have finalized the Room Tax Agreement and they will be electing officers in the near future.
6. Mr. Bingle asked if the Pop up Shops were doing well and their prospect for becoming a full time business. It was reported that several were doing well, but it was still too early to see how they will mature.

d. Consideration of development of a strategic plan for BEDC

i. Ad Hoc Committee on Eastside Corridor Study

ii. Ad Hoc Committee on Business Walk

i. Mr. Alt reported that the subcommittee has not met since the past meeting. They will resume meeting in January.

ii. Mr. Bingle updated the Commission on the Ad Hoc Committee's progress. They have been analyzing the parking needs for the downtown area and have been researching for recommendations to address the parking issues. He also indicated that the City is exploring the addition of electric charging stations in the parking lots that will be resurfaced in 2018.

He also indicated that the Ad Hoc Committee has also been working with the Chamber on a Succession Planning Lunch and Learn program. The Committee is also reviewing the current sign ordinance and will determine if any suggestions are needed.

VII. New Business

None

VIII. Update Partner Project Schedule

Ms. Jelle indicated that if anyone has ideas for speaker, they should contact her directly.

IX. Commissioner and City Staff comments

No one from the Board had any additional comments.

Motion to adjourn the meeting was made at 7:07 pm

Palm (1); Caflich (2)

Aye: All via voice vote

Nay: None

Jim Bowers
Chairperson

Patrick Cannon
Recorder