

Baraboo Economic Development Commission

Meeting Minutes

November 2, 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, Bingle, Johnson, Palm, Reppen, Taylor, Wastlund, White

Absent: Ayar, Caflisch

Other: Ed Geick, Patrick Cannon

III. Approve Agenda

Motion to approve the agenda as presented

Taylor (1); Alt (2)

Aye: All via voice vote

Nay: None

IV. Approve Minutes

Motion to approve the minutes as presented for October 5, 2017 as presented.

Alt (1); Taylor (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.

b. Updates from Plan Commission and Council

Mayor Palm updated BEDC on the following:

1. Ed White from SCDC addressed the City Council on the housing study and workforce development.
2. The City has sold the school forest to the Village of West Baraboo.
3. The City is entering into a three year agreement with Discover Wisconsin
4. The City is borrowing \$2,000,000 in 2018 for road improvements.

c. Update from economic development partners and collaborators

1. Mr. Bingle discussed the upcoming crane congregation viewing and its impact on the area.
2. Mr. White indicated that SCDC is holding its Fall Forum on November 9, 2017. He also indicated that Wisconsin Rural Partners are looking at Baraboo for a conference in 2018.
3. Mr. Taylor indicated that the International Rotary Club is working to eliminate Polio as a worldwide disease.
4. Mr. Reppen indicated that Servo is having a change in ownership and it will remain in Baraboo.
5. Mr. Geick indicated that the City is studying the results of the recent announcement regarding the merger of the two year Universities with a four year institute. Many members voiced their discontent with this action being taken.
6. Mayor Palm showed a series of post cards showing various items in Baraboo. The postcards were provided by Bill Johnson. He also indicated that over 75 people have signed up for the English as a Second language program.

7. Mr. Alt reviewed the Ad Hoc Committee report for the Eastside Corridor Study. Their key goals being recommended are:

Short Term

- Signage
 - Ordinance Review
 - Welcome signage
- Corridor Design
- Establish a Neighborhood Identity
 - Stakeholders
 - School District Parent organization
- Use of Fairgrounds
- Traffic Enforcement
 - Traffic signal at T and HWY 33
- Create a Bid District

Long Term

- Present plans to DOT in hope of expediting HWY 33 re-construction
 - Preliminary Street design
 - Intersection re-alignment
8. Ms. Umhoefer indicated that several former Deans from the Universities were authoring a position paper on the proposed merger of institutions.
9. Ms. Wastlund announced that the CDA is placing a new roof on Donahue Terrace.
10. Mr. Bowers indicated that the Village would only use the forest property for conservation purposes. He also indicated that it was his understanding that Gander Mountain would re-open.

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

It was noted that Mr. Alt reported in Eastside Corridor Study earlier in the meeting. Mr. Bingle reported on the Business Walk Committee and their recommendations. The Ad Hoc Committee is recommending the following short and long term goals. The recommendations are:

Short term

- Parking
 - Number of downtown Parking stalls
 - Number of County employees
- Signage
 - Enforcement
 - Fairness
 - Educational process
- Business Succession Planning
 - Work with Chamber
 - Speaker

Long Term

- Hotel Market Study
 - Cost
- Employee Soft Skill Training
 - Work ethics
 - Honesty
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The Ad Hoc Committees were directed to continue to meet and develop the plans outlined during their initial meetings.

VII. New Business

None

VIII. Update Partner Project Schedule

Ms. Jelle indicated that she was working on several new speakers with the help of Mr. Taylor.

IX. Commissioner and City Staff comments

No one from the Board had any additional comments.

Motion to adjourn the meeting was made at 7:40 pm

Palm (1); Umhoefer (2)

Aye: All via voice vote

Nay: None

Jim Bowers
Chairperson

Patrick Cannon
Recorder