



# Sawyer County

## Agenda

**Economic Development & UW Extension Committee Meeting  
Monday, January 10, 2022 @ 8:30 AM  
Assembly Room/Virtual Meeting**

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### **1. CALL TO ORDER**

- a. To view or participate in the **virtual meeting** from a computer, iPad, or Android device please go to <https://zoom.us/j/97642007840>. You can also use the dial in number for listening only at 1-312-626-6799 with the Webinar ID: 976 4200 7840. If additional assistance is needed please contact the County Clerk's Office at 715-634-4866 prior to the meeting. If you are on a computer, click the "Raise Hand" button and wait to be recognized. If you are on a telephone, dial \*9 and wait to be recognized.

### **2. ROLL CALL**

### **3. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW**

### **4. MEETING AGENDA**

### **5. PUBLIC COMMENTS**

- a. At this time, members of the public will be given the opportunity to address the Committee on items not on the agenda. Please adhere to the following when addressing the Committee:
  - Comments will be limited to 3 minutes or less per individual.
  - Comments should be directed to the Committee as a whole and not directed to individual Committee members.
  - The Committee cannot respond to your comments during this time.
  - Please sign in and fill out a public comment sheet if you wish to speak on an item.

### **6. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING**

- a. [12.6.21 Econ Minutes DRAFT](#)

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**7. TRANSPORTATION ALTERNATIVES PROGRAM (TAP) LETTER OF SUPPORT REQUEST (DISCUSSION AND POSSIBLE ACTION)**

- a. [2022 TAP Grant Letter of Support](#)

**8. MUNICODE CODIFICATION UPDATE**

Link to Final Municode Proof: [Microsoft Word - Sawyer County Word Proofs 12-8-2021 - without markup.docx \(sawyercountygov.org\)](#)

**9. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT**

**10. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT**

**11. HAYWARD LAKES VISITORS & CONVENTION BUREAU**

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- a. [2021 HLVCB Marketing Activity Report](#)

**12. NORTHWEST REGIONAL PLANNING COMMISSION REPORT**

**13. ECONOMIC DEVELOPMENT CORPORATION REPORT**

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- a. [EDC Report December 2021](#)

**14. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT**

**15. FUTURE AGENDA ITEMS**

**16. CORRESPONDENCE, REPORTS FROM CONFERENCES AND MEETINGS, OTHER MATTERS FOR DISCUSSION ONLY**

**DISCLAIMER:**

*A quorum of the County Board of Supervisors or of any of its committees may be present at this meeting to listen and observe. Neither the Board nor any of the committees have established attendance at this meeting as an official function of the Board or committee(s) or otherwise made a determination that attendance at the meeting is necessary to carry out the Board or committee's function. The only purpose for other supervisors attending the meeting is to listen to the information presented. Neither the Board nor any committee (other than the committee providing this notice and agenda) will take any official action with respect to this noticed meeting.*

*Copy sent via email to: County Clerk and News Media. Note: Any person wishing to attend whom, because of a disability, requires accommodation should call the Sawyer County Clerk's Office (715.634.4866) at least 24 hours before the scheduled meeting so appropriate arrangements can be made.*

*Mission Statement: Provide the leadership for implementation of the Education and Economic Development for Sawyer County. To provide leadership in monitoring outcomes, reviewing, and recommending for the County Board all policies related to educational and economic development initiatives of Sawyer County.*

**Minutes of the December 6<sup>th</sup> meeting of the Sawyer County  
Economic Development and UW-Extension Committee  
Of the Sawyer County Board of Supervisors  
Assembly Room; Sawyer County**



**Voting Committee Members Present:**

- Chair:
- Tom Duffy
- Jesse Boettcher
- Stacey Hessel
- Brian Bisonette - Virtual

**Others Present:**

Tom Hoff  
Mike Coleson  
Lynn Fitch  
Lori Baltrusis  
Mike Gardner -- Virtual  
Sherry Beckman  
Linda Zillmer – Virtual  
Joan Cervenka

**Call to Order** – Vice Chair Tom Duffy called the meeting to order at 8:30 am.

**Certification of Compliance** with the open meeting law was met. Roll Call was taken. Quorum was met.

**Election of Committee Officers** – Clerk Fitch opened the floor for nominations for the position of Chair. Mr. Boettcher nominated Tom Duffy for the position; there being no other nominations, the nominations were closed and vote was called; motion carried without negative vote. Ms. Hessel nominated Jesse Boettcher for the position of Vice Chair; there being no other nominations, the nominations were closed and vote was called; motion carried without negative vote.

**Meeting Agenda --**

**Public Comments –**

**Minutes from previous meeting** – A motion was made by Ms. Hessel to approve the minutes of the November 1, 2021, meeting; second by Mr. Boettcher. Motion carried.

**TAP Grant** -- Joan Cervenka, representing Town of Hayward Planning Committee, presented the Transportation Alternatives Program grant. This is a funding program that helps with development of ped/bicycle routes circling the town of Hayward. On January 22<sup>nd</sup>, the Town of Hayward will present a new route as part of this grant request. No funds are needed from the County but they would request a letter of support for the project from the County.

**Sawyer County Agricultural Fair Association** – Ms. Hessel reported that the fair board is working on next year's event. Financially they are remaining conservative in their planning.

**University of Wisconsin-Extension Department Report** – Written report was provided. Ms. Baltrusis advised that they are developing new food programs for seniors, working on a new curriculum with the Native American task force, and the open position for 4-H is still not filled. They are extending the deadline another week on this position.

**Hayward Lakes Visitors & Convention Bureau Report** – Written report was provided. Ms. Beckman brought copies of the new vacation guide; they are printing 80,000 this year. Their Destinations Wisconsin event won the Trail Blazer Award for the sledding campaign they developed, and they will receive a 2<sup>nd</sup> year grant for that promotion in the amount of \$11,000. They will also receive an award of more than \$89,000 from the Governor for a silent sports grant. The January Community Adventures are set up for winter sports and Hayward was included in the 25 Best Winter Trips in the World in the *Outside Magazine*.

**Northwest Regional Planning Commission** – Ken Pearson reported out for NWRPC. He advised that they are seeking participants to join them in Madison for the Heart of the North Days on February 3<sup>rd</sup>. Members of this committee were invited to participate.

**Economic Development Report** – A written report was provided. The EDC will be discussing strategic action goals at December meeting. The EDC is examining several different grant programs to see how it can help assist local businesses. He feels workforce housing will be theme for the Heart of the North Hayward Days in Madison meeting.

**Trail Reports** – Mr. Mrotek advised that there are not specifically set dates to open area snowmobile trails. Sawyer is preparing to host the January AWC snowmobile club meeting here in Hayward. Mr. Duffy shared a written update from Ben Popp advising that the Birkie has approximately 10,000 participants registered for 2022 and it anticipates 13,000. They are working on a World Cup bid to host a World Cup in 2024 as part of the 50<sup>th</sup> anniversary celebration. The area had about 1,500 skiers over the Thanksgiving holiday season on manufactured snow loops and the Ladies Fat Bike Getaway will be held next weekend with 50 women learning to fat-bike.

**Meeting Date/Time** – The next meeting of the Economic Development and UW-Extension Committee will be Monday, January 10, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:09 am  
Minutes recorded by Lynn Fitch, County Clerk

DRAFT

## Sawyer County

Sawyer County Board Chair, Tweed Shuman  
10610 Main St, Suite 10, Hayward, WI 54843  
[tweed.shuman@countygov.org](mailto:tweed.shuman@countygov.org)



January 21, 2022

Bill Zimmer  
NW Region  
Wisconsin Department of Transportation  
W7102 Green Valley Road  
Spooner, WI 54801

Dear Mr. Zimmer:

Please be advised that the Sawyer County Board of Supervisors, at their meeting held January 20, 2022, determined to support the Town of Hayward's application for Transportation Alternatives Program (TAP) grant funds to be used for development of an extension of the Town of Hayward's existing bicycle and pedestrian trail to connect to Sawyer County's bicycle and pedestrian trail to complete a trail loop around the City of Hayward and to provide a continuous trail system. This project will add to the economic development of the community and increase bicycling and pedestrian traffic by completing the existing trail corridor to the central commercial areas and connect to the LCO Schools Trail.

Please let me know if you have any questions or if I can be of any further assistance.

Sincerely,

Tweed Shuman  
Sawyer County Board Chair

Cc: Town of Hayward

Hayward Lakes Visitors and Convention Bureau  
2021 Marketing Activity Report

**Vacation Guide:**

Virtual Guide	2020 Downloads =161,601   2021 Downloads =
Printed Guide	2020 = 70,000   2021 = 73,000 (ran out and reordered 3,000)

**Website Referral Traffic: www.haywardlakes.com**

**Print Referral Traffic:**

1. Travelwisconsin.com	Midwest Living
2. Facebook.com	AAA Living
3. SC Snow & ATV Alliance	Midwest Outdoors
4. Chippewaflowage.com	On Wisconsin Outdoors
5. atvhayward.com	Pioneer Press

**Website: Top Five Pages Viewed-2021**

**Top Five Activities Viewed-2021**

1. Web cam	Snowmobiling
2. Lodging	Fishing
3. Outdoor Report	Fall Color Tours
4. Attractions	Hiking
5. Fishing	Biking

**Website** How they found our website address- 10% increase in new users compared to '20

52% Search Engine
10% Referral- travelwi, haywardwi, lake-link, johndee, etc.
26% Direct-typed in haywardlakes.com
9% Paid Search
3% 1.4 % display ad/email and 2.3 % social media and emails

**Website** Demographics-State visitors are from that search our website.

38% WI-top city Milwaukee
20% IL-top city Chicago
18% MN-top city Minneapolis
4% IA-top city Cedar Rapids
18% Other states CA VA IN FL TX others are less than 2%

**Website viewers: 56% are males. 24% are ages 55-64**

**Devices**

**Social Media**

42% Desktop	Facebook followers- 4316 (up 16 %)
54% Mobile	
4% Tablet	Instagram followers 2157 (up 17 %)

Top FB post was Outside Magazine reached 80,000  
Lake Day Contest reached 15,000  
New Vacation Guide reached 9,400  
#Sledsawyer2022 contest reached 9,000

Top Instagram was Facebook "Live"  
Member Spotlight videos 3000-10,000  
<https://vimeo.com/657867861?ref=em-share>

**Atvhayward.com**-users up 13 % from 2020

**Website viewers: 65% males, 53% are ages 45-64**

**Top Cities: Chicago, Minneapolis, Milwaukee**

**Top referrals: Haywardlakes.com, SC Snow & ATV Alliance, travelwisconsin.com**



**Sawyer County / Lac Courte Oreilles  
Economic Development Corporation**

**December 2021 Report**

**Sawyer County Forest Economy**

- Forest products industry ranked 1<sup>st</sup> in terms of both employee and industry output in the county respectively.
- Forest products industry average annual income was \$58,000, \$20,000 higher than the county average.
- Every ten jobs in the forest products industry supported six jobs in the county.
- Every million dollars of output in the forest products industry generated \$190,000 output in the county.
- Forest products industry shared 7.36% of jobs, 22.14% of output and 16.32% of value-added in the county.

Data collected by WDNR Division of Forestry using 2018 data. Impact of COVID-19: Between 2018 and 2020 Q2 the Wisconsin forest products industry lost about 4.8% of direct jobs, over 3,000 jobs. The industry also saw lower value in all respective economic indicators, labor decreased by 2.8%, industry output decreased by 9.6% and value added decreased by 7.6%. Direct value lost annually to Sawyer County resulting from the idling of the Verso mill is \$204,899 according to the Wisconsin County Forest Association.

**Heart of the North Legislative Days: February 3, 2022**

A grassroots community -based effort to bring issues of importance to the State Legislators for the northern counties of Barron, Rusk, Sawyer, and Washburn. EDC Director serves as co-chair of the Natural Resources Group. Position and advisory papers under consideration to support the four-county forest economy, natural resource and zoning enforcement needs, climate adaptation, and watershed planning.

**LCO Tribal Governing Board**

Attended December 20 meeting to renew EDC partnership and consider 2022 Funding Request.

- Approved EDC \$15,000 2022 Funding Request



- Renewed commitment to host a Tribal Enterprise & Economic Development Resources Toolkit Discussion in 2022 sponsored by EDC in partnership with the First American Capital Corporation and the U.S. Department of Commerce Economic Development Administration. The event will be hosted by the Lac Courte Oreilles Ojibwe College.
- Discussion of the mutual benefits and priorities of broadband collaboration, jail inmate training, housing, newsletter articles, placemaking, business startups, food sovereignty and board representation.

### **Wisconsin Tomorrow Main Street Bounceback Grants**

With the assistance of EDC, Hayward Area Chamber of Commerce and Northwest Regional Planning Commission 16 Sawyer County businesses have received \$10,000 grants to date. The program is available until June 30,2022 or until funding is no longer available.

### **Seasonal and Recreational Housing**

Sawyer Counties significant number of seasonal and recreational housing units create varying opportunities and challenges. Sawyer ranks 5<sup>th</sup> highest in Wisconsin with 47.7% (7,808) of all housing units indicated for seasonal, recreational, or occasional use according to figures collected by UWEX from the 2015-2019 U.S. Census Bureau American Community Survey. The impact of seasonal housing development on housing affordability and availability is a critical challenge facing our communities.

### **Contacts / Meetings**

- EDC Board of Directors meeting on 12/9: Draft 2022 Strategic Goals, Budget and Board development, fundraising discussed. To be finalized in January.
- Attended 12/1 Northwest Regional Planning Commission Quarterly meeting in Hayward.
- Met with James Bolin, President of Resorts of the Northwoods LLC to discuss updates and Phase 1 Executive Summary Final Report.
- Met with Steve Beining, remote worker / community activist living in the Town of Draper to discuss broadband issues and placemaking opportunities for southeast Sawyer County.
- Contacted Workforce Innovation Grant proposal partners to confirm commitment for 2022 Round 2 submission. Round 1 not selected for funding.
- Attended USDA Rural Development Strategic Economic and Community Development Funding Opportunity webinar. Contacted State office regarding Fiscal Year 2022 Rural Business Development Grants.

**Contact: Mike Gardner Executive Director [mgardner@northflow.net](mailto:mgardner@northflow.net) 715-462-4775**