



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, February 10, 2020 @ 8:30 AM
Assembly Room

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1. CALL TO ORDER
2. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW
3. MEETING AGENDA
4. PUBLIC COMMENTS
- 3 5. MINUTES FROM PREVIOUS MEETING
 - a. [Econ Dev 1-6-2020](#)
6. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT
- 4 - 5 7. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT
 - a. [Sawyer UW Ext. February Report](#)
- 6 8. HAYWARD AREA VISITORS & CONVENTION BUREAU
 - a. [2019 Marketing Activity Report](#)
9. NORTHWEST REGIONAL PLANNING COMMISSION REPORT
10. ECONOMIC DEVELOPMENT CORPORATION REPORT
11. BIKE/PED CITIZENS ADVISORY COMMITTEE REPORT
12. FUTURE AGENDA ITEMS
13. OTHER MATTERS FOR DISCUSSION ONLY

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.

Draft Minutes of the meeting of the Economic Development and UW-Extension Committee
Sawyer County Board of Supervisors
January 6, 2020; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

Members present: Tom Duffy, Troy Morgan, Elaine Nyberg, James Schlender, Marc Helwig

Others present: Carol Williamson, Tom Hoff, Sherry Beckman, Don Mrotek, Lori Baltrusis, Ariga Grigoryan, Frank Zufall, Linda Zillmer

Chair Tom Duffy called the meeting to order 8:30 am

Motion by Schlender, 2nd by Nyberg, to approve the minutes of the December 9, 2019 meeting. Motion carried

Janice Snider attending the Wisconsin Association of Fairs convention in Wisconsin Dells. The Fair Social is at the Flat Creek Conference center on January 18, 2020.

Area Extension Director Lori Baltrusis provided a video to the Committee; it is included in the Committee materials.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau provided a written report and reported to the Committee. Room Tax is on the Town of Round Lake meeting agenda January 9.

Supervisor Troy Morgan updated the Committee on the Economic Development Corporation. The EDC is finalizing the job descriptions for a full time director. The Director will be responsible for fund raising as part of the job duties. Placemaking and jail inmate training are going well. The "OO" broadband grant is moving forward.

The September Committee meeting date will be on the February meeting agenda.

Adjourned 8:44

Minutes prepared by Carol Williamson



Extension
UNIVERSITY OF WISCONSIN-MADISON

Sawyer County February Report

4-H Youth and Families Educator – Sky Holt

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- Notification in January 2020 of being a recipient of Well Connected Communities Grant. This grant is \$2500 to be used during 2020 and 2021. We are partnering with LCO College Extension to create Master Health Volunteers for Sawyer County. Conversations with State 4-H and initial trainings have begun with professionals involved in the grant process to learn more about how to support youth and volunteers in this effort.
- The 4-H Cafe was a success! This new yearly training opportunity for 4-H volunteers from surrounding counties was offered with goals of connection, annual training and sharing of ideas and resources. Fifteen volunteers from Sawyer, Washburn, Burnett and Barron gathered in January. We are exploring more how to connect these important and valued volunteers in Area 2.
- Planning meetings are underway for Rusk/Sawyer 4-H Summer camp preparation. 4-H Summer camp is an opportunity for Sawyer/Rusk County 4-H/non-4-H youth to attend a 3 day camp with educational experiences based on outdoor activities.

FoodWise - Kimberly Clark (Nutrition Educator) and Bridget Rongner (Nutrition Coordinator)

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- Nutrition Educator providing six-week curriculums called *Show me Nutrition*, *Serving up My Plate*, and *Read for Health* to multiple grade levels at Winter Elementary School.
- Nutrition Educator providing five-week curriculum called *Serving up My Plate* with all fourth-grade classrooms at Hayward and LCO schools.
- Nutrition Educator received approval to use professional development merit money to attend a conference on the topic of Trauma-Sensitive Nutrition Education in Sacramento, CA. She will be able to bring this knowledge and cutting-edge information back to Sawyer County to share Extension colleagues and our community partners and to use in her programming.
- Nutrition Coordinator will be attending the February food committee meeting at the Hayward Community Food Shelf to introduce herself and make connections to the people in the community directly working with families with food insecurities.

Community Development and Resource Educator - Ariga Grigoryan

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- Designed a customized process for Barron County Department Heads to communicate their departmental goals and five year plans for the upcoming Barron County Strategic Planning. Roughly 12 departments participated to bring the voice of their departments into the process. In February the information will be presented as part of the Barron County Strategic planning process with the participating Board Members.
- Organized a Farm Succession Planning at the LCO College. Participants came from diverse backgrounds to learn about Farm Succession Planning. Resources provided in this training included UW Systems' resources and education available for further questions and assistance in this process. A curriculum designed by the American Farmland Trust was taught at this training providing diversity of information including legal, financial and

communication strategies necessary in this process. Participants learned about options available as land seekers. Worksheets were provided to the participants to explore communication strategies with landowners.

- Designing another training opportunity with the LCO College on Grant writing and leadership programs. As a result of this program, local organizations and staff will learn skills to effectively work in teams and be able to address their organizational needs. Trainings may include facilitation techniques, critical conversations, customer service and marketing.

Agriculture Development Educator - Kevin Schoessow

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- To help strengthen local food systems and provide farmers, nutrition educators and consumers with the latest researched-based information I continue to partner UW-Madison Researchers and staff at the Spooner Ag Research Station on the Seed to Kitchen Collaborative (SKC). Through this partnership I am helping growers increase their knowledge of new and novel vegetable varieties, and how those varieties can enhance their marketing efforts. With donated produce from the SKC nutrition educators and consumers are learning about the health benefits of fresh local produce.
- Co-presented a workshop with Ariga on Farm Succession planning on January 22 at LCO college (*see above*). We led discussions and engaged participants in activities to help them better understand the intricacies and critical conversations that need to be taken into account navigating farm succession to the next generation.
- Assisted USDA Farm Service Meeting with Farm Bill update meetings in Spooner and Siren on January 28. In partnership with USDA Farm Service Agency, two meetings were held to update farmers about changes in the new Farm Bill. At these meetings we provided resources and examples on several of the new programs so that farmers could make informed decisions on which programs to participate in.
- Assisted Jason Fischbach, UW-Extension woody plants specialist in Bayfield County, with a Commercial Hazelnut growers update meeting on January 29 in Spooner. 53 participants attended, including 10 from Sawyer County where we shared information on plant material, production, economics, pest management, post-harvest processing and marketing. Participants learned more about the research that Jason has been doing on Hazelnuts and the new varieties so an industry can be launched and production increased in NW Wisconsin. The Hayward Nursery and Spooner Ag Research Station properties are partners in this effort.
- Providing connections to research based information regarding CAFO inquiries
- Sharing expertise on a variety of Horticulture topics with the State of Wisconsin through Garden Talk on WPR and planning for the following educational programs:

Upcoming Trainings with Kevin: (please contact Kevin to register)

Level 3 training for certified Master Gardener Volunteers - March 10, 24; April 7 and 21; May 5
(Additional information about upcoming events at <https://www.northcountrymgv.org/>)
Pesticide Applicator - Tuesday, March 17 (Spooner Ag Station)
Apple Grating - Thursday, April 9
Grape Pruning - Saturday, April 18
Northwest Graziers Winter Grazing Conference - Saturday, March 7 (Shell Lake)

Area Extension Director - Lori Baltrusis

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- Working to streamline budgeting line items for ease of communication with educators and finance department.
- Supporting partnerships among counties to better communicate the educational opportunities to all of Area 2
- Encouraging partnership between Barron and Sawyer Counties for Strategic Planning - utilizing Community Development expertise (Ariga)

Hayward Lakes Visitors and Convention Bureau
2019 Marketing Activity Report

Vacation Guide:

Virtual Guide	Downloads 79,751
Printed Guide	75,000

Website Referral Traffic: 2019

Print Referral Traffic: 2019

1. Sawyercountyalliance.com	Midwest Living
2. atvhayward.com	Pioneer Press
3. travelwisconsin.com	Midwest Outdoors
4. chippewaflowage.com	MN Offroad
5. snowtracks.com	Musky Hunter

Website: Top Five Pages Viewed-2019

Top Five Activities Viewed-2019

1. Lodging	Snowmobiling
2. Web cam	ATVing
3. Snowmobile Trail Report	Fishing
4. ATV	Hiking
5. Events	Fall Color

Website How they found our website address- 7 % increase in new users compared to '18

48% Search Engine
14% Referral- travelwi, haywardwi, lake-link, johndee, etc.
26% Direct-typed in haywardlakes.com
8% Madden SEM Program March –December Paid Search
4% 1.1 % display ad/email and 1.5 % social media

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

34% WI-top city Madison
25% IL-top city Chicago
18% MN-top city Minneapolis
3% IA-top city Des Moines
20% Other states IN FL TX VA OH others are less than 1%

Website viewers: 60% are males. 26% are ages 55-64

Devices

Social Media

43% Desktop	Facebook followers- 3262 (up 31%)
45% Mobile	Twitter followers 611 (up 6%)
12% Tablet	Instagram followers 1421 (up 50 %)

Atvhayward.com-users up 7.4 % from 2018

Website viewers: 67% males, 26% are ages 45-54

Guest Book Signatures: Tourists visiting the Hayward Information Center and signing book. (15,000+ annual visitors)

2020	WI 31 %	MN 20 %	IL 12%	IA 4%	Other States & Countries are less than 1%
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