1. CALL TO ORDER

2. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

3. MEETING AGENDA

4. PUBLIC COMMENTS

5. MINUTES FROM PREVIOUS MEETING
   a. Econ Dev 2-10-2020

6. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

7. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT
   a. FoodWise

8. HAYWARD AREA VISITORS & CONVENTION BUREAU
   a. Marketing-Sawyer County meeting March 2020

9. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

10. ECONOMIC DEVELOPMENT CORPORATION REPORT

11. SEPTEMBER COMMITTEE MEETING DATE

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
February 10, 2020; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

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

Others present: Carol Williamson, Tom Hoff, Sherry Beckman, Lori Baltrusis, Frank Zufall, Linda Zillmer, Jan Snider

Chair Tom Duffy called the meeting to order 8:32 am

Motion by Nyberg, 2nd by Schlender, to approve the minutes of the January 6, 2020 meeting. Motion carried

Janice Snider and seven others attended the Wisconsin Association of Fairs convention in Wisconsin Dells. The Fair Social at Flat Creek was a success. Some events planned for the 2020 Sawyer County Fair are a horse pull on Friday night, Bulls and Barrels on Saturday, Dirt Dash racing, and clean up demo derby.

Area Extension Director Lori Baltrusis provided a written report including updates from UW Extension staff on programs and activities.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau provided a 2019 Marketing Activity Report and reported to the Committee. 350 vacation guides handed out in January; average distribution is 141 a month. Room Tax is on the Town of Round Lake meeting agenda February 13.

Supervisor Troy Morgan updated the Committee on the Economic Development Corporation. The EDC is accepting applications until February 21 for a full time director. Received an anonymous donation for computers for the jail program. Need a facility for computers and training. Currently have two parties interested in the PACE-Property Accessed Clean Energy, program. PACE offers attractive loans for businesses installing energy efficient systems.

Adjourned 8:48

Minutes prepared by Carol Williamson
Healthy Choices, Healthy Lives

FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

Who We Serve

- Parents and caregivers of children
- School-age youth
- Adults without children
- Older adults

Program HIGHLIGHTS

- After five-eight-week programming with Extension in schools, students are able to demonstrate how each food group helps the body grow, stay strong, and be healthy. They can see that half their plate should be filled with fruits and vegetables.

- Teachers are observing students talk about what foods belong to what food groups, what they think being healthy is, and what is included when making healthy choices at lunch time.

- 44-50% of parents said that their child was eating more vegetables, was drinking less sugary beverages, and seemed more willing to wash his or her hands when asked.

- 50% of students said they would eat vegetables as snacks in the upcoming week and would wash my hands for twenty seconds with soap and warm water before eating and handling food.

ACHIEVING MORE TOGETHER

UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools and throughout urban and rural communities. In Sawyer County, FoodWise partners with the school districts, LCO tribe, senior centers, libraries, food pantries, and Head Start help make the healthy choice the easy choice in our communities.
**Strong Bodies Program**
*Strengthens, Empowers, and Connects Participants!*

Extension Educator Kim Clark partnered with elder meal site assistant director on LCO Reservation to coordinate opportune times to host the *Strong Bodies* program to Native elders. Nutrition lessons were taught once weekly in addition to the strengthening classes, which supports adults in increasing strength, bone density, balance, and energy!

Strong Bodies empowered our participating Native elders to take charge of their physical health and nutrition. It also addressed the issue of social isolation for rural elders, whose access to social activities can be limited due to transportation options, distance, and cost.

**Feedback from our project participants:**

"My legs don't jiggle anymore!"

"The social part of the class was very important to me."

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**Youth and Family Programming Has Lasting Impacts**

With a variety of curriculums to offer many grade levels and family events, like *Grow it, Try it, Like it!; Read for Health; Serving up My Plate, Color Me Healthy, Show Me Nutrition; Healthy Weighs for Less*, and more, participants learn about the MyPlate food groups, safe food handling and preparation, drinking more water and fewer sugary drinks, reducing sedentary behavior, and reading nutrition labels.

"Over the weekend, my daughter was drawing *My Plate* and being the teacher and teaching everyone she could about the food groups! She has learned a lot!"

"One of our students was proud that he likes green and red peppers more now!"

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**Contact Us**

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**FoodWise**

*FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program (SNAP) and Expanded Food and Nutrition Education Program (EFNEP). An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.*
February 2020
Hayward Lakes VCB Marketing Report

**Midwest Outdoors TV**-episode in partnership with LCO Tribal Governing Board will air this weekend. Larry and crew are ice fishing this week for extra exposure of our area!

**SEM Campaign**-see attached

**WI Indian Head Governor’s Fishing Opener**- May 1st
Fish Fry-Friday 11 am – 2pm at the Hall of Fame
Outdoor Expo—we have commitments from the following: LCFRA, Fishing Has No Boundaries, Birds of Prey, DNR Casting Course
Goodie Bags-Need items
Auction Items-Need items

**Discover Wisconsin Episode Filming**-Creative meeting yesterday with Discover Wisconsin staff and Douglas County Tourism. Filming for ATVing in September and Snowmobiling in Jan or Feb 2020. The TV episode will air April 17, 2021 and live stream in late March , 2021. Second TV airing probably will air in October 2022. Kris, Kaci & Don are on the committee.

**ITBEC**-new corridor maps available

**360 photography project:** Phase III of the 360 photography project will take place this summer by filming with non-lodging members.

**Website:** continuously adding more video. Updating copy “words” in the website to capture tourists asking their phone for assistance. Example…Best fish fry near me.

**PR:**
*Chicago Tribune*, Midwest events-Fat Bike Birkie, February 24, 2020
*KBJR TV 6 Duluth*, Birkie race “Super Bowl” of Hayward Area, Feb 19, 2020
*Chicago Tribune*, “See Skiers Race in Wisconsin” Birkie, Feb 9, 2020
*On Wisconsin Outdoors*, January/February Cover highlighted “Birkie” and “Fat Bike Birkie” 2020
*WI Department of Tourism Blog*, “48 Hours to Explore Hayward”
*AAA Living*, “Bring on the Birkie” Jan/Feb 2020 issue
*WI Department of Tourism Snow Report* January 16, 2020 “Plan Your Winter Getaway-Sawyer County”
*Milwaukee Journal Sentinel FUN TIMES* “American Birkebeiner” January 16, 2020