



Sawyer County

Agenda

**Economic Development & UW Extension Committee Meeting
Monday, May 10, 2021 @ 8:30 AM
Assembly Room/Virtual Meeting**

Page

1. CALL TO ORDER

- a. The public is **strongly encouraged** to access the public meeting remotely due to public health and safety concerns. 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.
- b. If you are on a computer, click the "Raise Hand" button and wait to be recognized.
- c. 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

6. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING

3 - 4

- a. [4.8.21 Economic Development DRAFT Minutes](#)

7. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION

8. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT

9. HAYWARD LAKES VISITORS & CONVENTION BUREAU

5 - 6

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

10. NORTHWEST REGIONAL PLANNING COMMISSION

11. ECONOMIC DEVELOPMENT CORPORATION

7 - 8

- a. [EDC Activity Report April 2021](#)

12. MOTORIZED AND NON-MOTORIZED TRAIL REPORT

13. HISTORICAL SOCIETY UPDATE

14. MISSION STATEMENT (DISCUSSION AND POSSIBLE ACTION)

9 - 10

- a. [Econ Development/UWEX mission statement](#)

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.

**Minutes of the April 12th 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: **James Schlender**
- Tom Duffy
- Jesse Boettcher – Virtual (8:37am)
- Stacey Hessel
- Brian Bisonette - Virtual

Others Present:

- Tom Hoff
- Mike Coleson
- Ariga Gregoryan
- Lori Baltrusis
- Mike Gardner
- Sherry Beckman – Virtual
- Rick Christian
- Sheldon Johnson - Virtual
- Don Mrotek
- Jim Ferguson

Call to Order – Chair James Schlender 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.

Meeting Agenda --

Public Comments – Linda Zillmer

Minutes from previous meeting – A motion was made by Mr. Duffy to approve the minutes of the March 8th, meeting; second by Ms. Hessel. Motion carried.

Sawyer County Agricultural Fair Association Report – Mr. Christians provided a verbal report regarding fairground projects.

University of Wisconsin-Extension Department Report – A written report was provided; additional handouts for the local food summit on April 21-22 and the 2021 Hazardous Waste Collection Schedule were distributed by Ms. Gregoryan.

Hayward Lakes Visitors & Convention Bureau Report – A written report was provided which included the marketing update for April 2021.

Northwest Regional Planning Commission – A written report was provided which included the 2020 NWRPC Annual Report and Wisconsin Council on Forestry Regional Economic Diversification Summit (REDS) document. Mr. Johnson advised that the Town of Sand Lake applied for and received funding for their food shelf in the amount of \$101,700.

Economic Development Report – A written report was provided and reviewed by Mr. Gardner.

Motorized and Non-Motorized Trail Report – Mr. Mrotek identified the portions of the trail system that are open and those that are still closed. Publication of access is available on Facebook and the Hayward ATV Trail website.

Historical Society - Mr. Schlender reviewed the purpose of bringing this topic to Committee; to make more of the County's historical information readily available for viewing and access at multiple locations. Mr. Ferguson, president of the Sawyer County Historical Society, and Mr. Bisonette will arrange a meeting to discuss this project further.

Mission Statement -- The draft of the committee mission statement was presented. After the document has been through legal review, it will come back to the committee in the May meeting for consideration.

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

Meeting adjourned at 9:44 am
Minutes recorded by Lynn Fitch, County Clerk

DRAFT

May 2021
Hayward Lakes VCB Marketing Report

WI Indian Head Country’s Governors Fishing Opener- recap

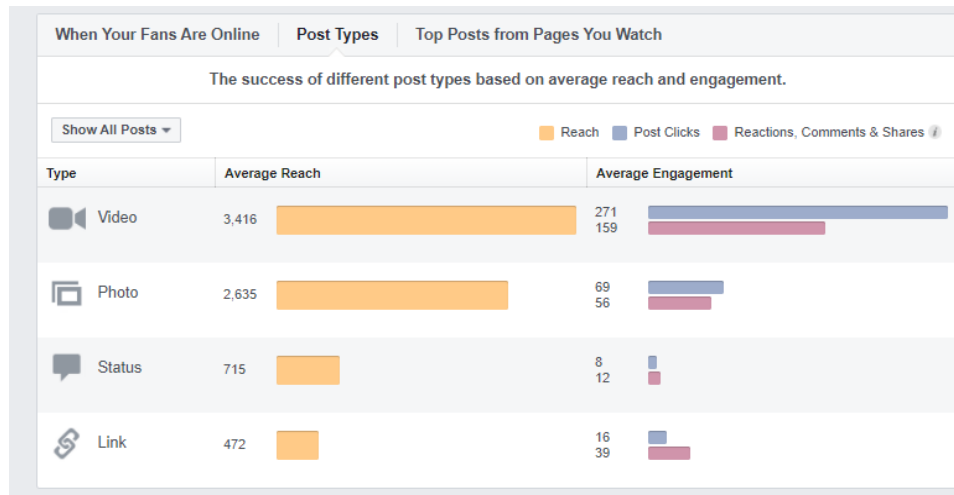
Tourism industry in spotlighting the Power of Travel during May 2-8 for National Travel and Tourism Week-Submitted a video for consideration to run (highlighted the Fish Hall of Fame), Newspaper insert for SCR and Four Seasons.

Travel Wisconsin ATV Photo/Video Shoot: June 18th 9 am Sawmill Saloon. Don is out of town and we need ATVer and UTVer talent for the shoot. They want us to provide a mix of machines and drivers. Please contact Sherry if you can volunteer your time. Lunch will be provided.

Let’s Talk Hayward Facebook “live”- John Myhre and Sherry co-hosted the fourth episode on April 15th. Guests included Jeff Evans and Eric Thue (spring fishing) and Mark Kerner (Atving). Next show to air is on May 20th at 6:30 pm with experts on golfing and Musky fishing.

Date	Subject	Watched
April 15 th	ATVing/Fishing	2.9K
March 18 th	Spring Fishing/Snowmobiling	2.2K
February 18 th	DNR//Silent winter sports	1.7K
January 14 th	Ice Fishing/Birkie	5.3K

Videography-hired Beau Peterson Photography to produce 30 second videos highlighting properties to use on social media. Five videos have been posted on Facebook and Instagram.



PR:

Good Morning America weather map. National broadcast listed Hayward, WI March 30, 2021

Linder’s Angling Edge TV -Remembering Hayward, Al Linder first fishing experience. March 30, 2021

WTMJ Radio-Natural Wonders, Hayward, WI April 3, 2021

Vacation Idea Dream Vacation Magazine, “25 Best Places to Visit in WI”, Hayward #23 March 1, 2021

Research, news and updates shared from the WI Department of Tourism:

- Longwoods International COVID-19 and **Travel Sentiment Study** - Wave 34
 - According to the latest tracking study of American travelers, 88% of them now have travel plans in the next six months, the highest level in more than a year. However, less than a third of them are likely to visit a tourism attraction or business which does not have clear COVID safety protocols, such as mask requirements and social distancing, in place.
 - The pandemic continues to cause shifts in travel patterns, with domestic and drive destinations being favored over international and fly-to locations. Perhaps driven by where we are in the vaccine process, travelers have fewer near term trips planned in the next 30-60 days, with an increase seen in trips being planned more than six months out, when compared with travel planning in the past month.
- **Consumer Behavior** - New updates on American's social media use including spikes in YouTube. According to [Pew Research](#), where to reach consumers with demographics playing a key role:
 - 81% of US adults report using YouTube, up 8% year-over-year; YouTube was the only platform other than Reddit that saw significant growth since 2019
 - 50% of Americans over 65 are on Facebook
 - Pinterest is used by 46% women, but just 16% men
 - Instagram is used by 52% Hispanic Americans, 49% Black Americans and 35% of white Americans



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

April 2021 Activity Report

Recovery Assistance

Continued timely distribution of curated information of importance to local businesses regarding programs, grants, and guidance for COVID recovery. The email message service reported an average of 37% open rate as an indication of value.

- **April 5 Vaccine Guidance for Businesses:** Wisconsin Economic Development Corporation and Department of Health Services recommendations for the workplace.
- **April 16 Community Health Needs Assessment:** distributed Hayward Area Memorial Hospital and Sawyer County Public Health survey link and solicitation.
- **April 20 Small Business Administration Updates:** updates on the Restaurant Revitalization Fund, Economic Injury Disaster Loans, Shuttered Venue Operators Grants, Sevenwinds Job Fair, and the Hayward Area Chamber of Commerce Job Board.
- **April 26 Grant Opportunities:** announcements of the Wisconsin Tomorrow Small Business Recovery Grant, Wisconsin Fast Forward Grant Program, Restaurant Revitalization Fund Training, Shuttered Venue Operators Grant Portal Update, Upcoming Listening Sessions focused on supporting, developing, and diversifying Wisconsin's forest products industry.

Business Retention and Expansion

Sawyer County Forest Products Economy: The Wisconsin Council of Forestry to initiate a **Regional Economic Diversification Summit (REDS)** with the Wisconsin Economic Development Corporation (WEDC) and the Department of Natural Resources providing administrative, planning, and technical support. The Northwest Regional Planning Commission will be integral as their existing 2020-2024 Comprehensive Economic Development Strategies (CEDS) will help identify priorities. **Stakeholder listening sessions are scheduled for May 3 through May 13, Public listening sessions May 6 and 11, 2021.** The U.S. Economic Development Administration oversees the REDS process and assists local and regional stakeholders leverage federal programs to advance locally identified economic development opportunities.

- Met with Kietra Olson, Rural Initiatives Manager, Office of Rural Prosperity, Wisconsin Economic Development Corporation
- Communicated with Crystal Rohde, Administrator, Visions Northwest Regional Economic Development

- Met with Tom Hittle, Chairman Wisconsin Council on Forestry
- Met with Bill Johnson, President of Johnson Timber Corporation, Hayward
- Met with Henry Schienebeck, Executive Director, Great Lakes Timber Professionals Association
- Met with Josh Burling, Chief Operations Officer, Steigerwaldt Land Services, Hayward office

Wisconsin Score SBA: met with David Maaske, District Director and Peter Bushman, Chapter Chairman. They have received grant funds from the Wisconsin Economic Development Corporation and plan to work with EDC to host a workshop or networking event in Sawyer County later in 2021.

Visions Northwest Regional Economic Development: attended quarterly meeting.

Remote Worker Virtual Meet Up: attended the Vilas County Economic Development Corp. session to learn the challenges and opportunities they are experiencing.

Lac Courte Oreilles Tribal Governing Board: met with Michelle Beaudin, Secretary-Treasurer and EDC Board member to discuss updates and opportunities. EDC provided letter of support for RTAP Minong Access Commuter Project grant application.

Broadband Expansion

The Broadband Committee and Board of Directors are working to develop criteria to support decision making regarding priority areas and partners to address underserved areas of Sawyer County and the Lac Courte Oreilles reservation. Recent Federal legislation including the Emergency Broadband Benefit, Broadband provisions of the American Rescue Plan and the Affordable Internet for All Act are being monitored.

Fundraising and Sustainability

- Annual Fundraising Campaign: The Fundraising Committee continues to meet in support of the launch of contacts to area institutions and businesses for annual and renewed support of EDC mission and priorities. Early response has been very favorable.
- Community Navigators Pilot Program: to better reach small businesses, the Small Business Administration (SBA) is launching the program to strengthen outreach to underserved businesses by partnering with organizations with deep roots in their communities. SBA is projected to release the Notice of Funding Opportunity by April 30. EDC is positioned to be a potential applicant.
- Board Development: The Board approved adding Mary Jo Becker of Frandsen Bank & Trust to the Board of Directors.

Contact: Mike Gardner Executive Director mgardner@northflow.net 715-462-4775

Part I Section D: Economic Development and UW Extension and Agriculture Committee

The following provisions shall apply to the Sawyer County Board of Supervisor's ("County Board") standing committee entitled the Economic Development and UW Extension and Agriculture Committee (the "Committee"):

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

Statutory Authority and Responsibilities: Wis. Stat. § 59.56(3).; Wis. Stat. § 92.06(1)(b)1.

Membership: Shall be comprised of five (5) elected County Board Supervisors appointed by the Chair of the County Board at the April meeting of the County Board in even numbered years and approved as required by the County Board Policy and Procedure Manual (as may be amended). Pursuant to Wis. Stat. § 92.06(1)(b)1, at least two (2) members of the Committee shall also be members of the County Land, Water & Forest Resources Committee.

Term: Committee members shall serve for a two (2) year term concurrent with their terms of office as County Board Supervisors.

Reporting Relationship: The Committee shall have responsibility for outcome, monitoring and oversight of the performance of economic development initiatives supported by Sawyer County. The Committee shall have the primary responsibility of conferring with and acting as liaison for the following organizations:

- Northwest Regional Planning Commission
- Sawyer County Visitor and Convention Bureau
- Snowmobile Trails Association
- UW Extension
- Sawyer County Fair Association
- SC/LCO Economic Development Corporation

Duties and Responsibilities of the Committee include but are not limited to:

1. Foster the implementation of Sawyer County's initiatives related to economic development.
2. Identify the need for, and recommend to the County Board, policies related to education and economic development initiatives appropriately supported by Sawyer County.
3. Review new programs and associated budget requirements prior to their being considered for inclusion in Sawyer County's annual budget.
4. Facilitate broad-based discussion of issues and policies relating to education and economic development by encouraging public involvement.

5. Serve as the initial contact point for individuals and/or organizations who wish to influence County Board policy regarding Sawyer County's economic development.
6. Review and recommend operational procedures and practices to appropriate administrative committee(s) and department(s) of the County.
7. Review and recommend to the County Board programmatic and facility plans consistent with the community's expectations for the University of Wisconsin-Extension.
8. Serve as Sawyer County's Extension and Education Committee, as defined in Wis. Stat. § 59.56(3)(b) by performing the following responsibilities:
 - Establish UW/ Sawyer County based extension policy; and
 - Provide budget oversight of UW/Sawyer County based extension department; and
 - Provide input and monitor the performance of the UW Extension programming; and
 - Create policies and strategies that accomplish educational needs in an efficient and cost-effective manner; and
 - Provide a leadership role with the County Board and other community partners to preserve and enhance access to the resources of the public university; and
 - Assess future community educational needs; and
 - Facilitate a partnership between Sawyer County and the University of Wisconsin.
9. Additional duties as assigned by the County Board.