1. PUBLIC ACCESS TO VIRTUAL MEETING
   a. From computer, iPad, Android device, click on this link to join the webinar: [https://zoom.us/j/95744123379](https://zoom.us/j/95744123379)
   b. Or dial this number for listen only: 312-626-6799
      i. Webinar ID: 95744123379

2. CALL TO ORDER - ROLL CALL

3. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

4. MEETING AGENDA

5. MINUTES FROM PREVIOUS MEETING
   a. Econ Dev 3-9-2020

6. ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON

7. PUBLIC COMMENTS
   a. If you are on a computer, click the "Raise Hand" button and wait to be recognized.
   b. If you are on a telephone, dial *9 and wait to be recognized.

8. CHAIRPERSON'S REMARKS

9. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION

10. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT
11. HAYWARD AREA VISITORS & CONVENTION BUREAU
   a. Sawyer County HLVCB Marketing - May 20
   b. Sawyer County Economic Impact 2019

12. NORTHWEST REGIONAL PLANNING COMMISSION

13. ECONOMIC DEVELOPMENT CORPORATION
   a. Economic Development Report
   b. COVID-19 Update - Discussion and Possible Action

14. FUTURE AGENDA ITEMS

15. CORRESPONDENCE, REPORTS FROM CONFERENCES AND MEETINGS, 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.

If you wish to view the meeting and are unable to access Zoom, contact Sawyer County Clerk’s office prior to the meeting at 715-634-4866.
Draft Minutes of the meeting of the Economic Development and UW-Extension Committee
Sawyer County Board of Supervisors
March 9, 2020; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

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

Others present: Carol Williamson, Tom Hoff, Sherry Beckman, Lori Baltrusis, Janice Snider, Don Mrotek, Bridget Rongner

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

Motion by Schlender, 2nd by Morgan, to approve the agenda. Motion carried

Motion by Schlender, 2nd by Morgan, to approve the minutes of the February 10, 2020 meeting. Motion carried

Janice Snider from the Sawyer County Agricultural Fair Association reported to the committee. Large event planned for the Fair on Friday night. Committee discussed events held on the fair grounds and how the Sawyer County fair compares to other county fairs. Administration working on an updated MOU between the Fair and Sawyer County.

Area Extension Director Lori Baltrusis reported to the Committee. Community Natural Resource Economic Development Educator Ariga Grigoryan updated the Committee on the days and times of the local farmers markets. Hayward will hold the market at the Lumberjack Bowl on Wednesday 11:00 to 4:00 with 20 vendors and on Saturday 9:00 to 1:00 with 40 vendors. The LCO market is located between the grocery store and gas station on Co Hwy K on Friday 10:00 to 2:00.

Baltrusis introduced the new Food Wise Coordinator Bridget Rongner. Rongner provided a handout showing a snapshot of events from 2019. The Committee and guests introduced themselves.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau provided a written marketing report to the Committee. Wisconsin Indian Head Governors fishing opener is May 2. Free Fish fry and free entrance to the museum at the Hall of Fame on Friday, May 1.

Supervisor Troy Morgan updated the Committee on the Economic Development Corporation. The EDC is conducting interviews for an admin/marketing person. Working on filling the Executive Director position. Received donations for computers for the jail training program. May 12 business symposium at the Senior Center 7:30 am to 11:00 am.

The regular meeting day in September falls on Labor Day. Motion by Schlender, 2nd by Morgan, to hold the September meeting on Tuesday, September 8, 2020. Motion carried

Adjourned

Minutes prepared by Carol Williamson
<table>
<thead>
<tr>
<th>Sport Show</th>
<th>Date</th>
<th>PD</th>
<th>Contract Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin State Fair</td>
<td>Aug 6-16, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snowmobile USA</td>
<td>Oct 16-18, 2020</td>
<td>Yes</td>
<td>Done</td>
</tr>
<tr>
<td>St Paul Ice Fishing Show</td>
<td>Dec 4-6, 2020</td>
<td>Yes</td>
<td>Done</td>
</tr>
<tr>
<td>Muskie Expo (St Charles, IL)</td>
<td>Jan 8-10, 2021</td>
<td></td>
<td>Different dates and moving to Kane County Fairgrounds.</td>
</tr>
<tr>
<td>Chicagoland Fish-Schaumburg</td>
<td>Jan 28-31, 2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cedar Rapids Boat &amp; RV Sport Show</td>
<td>Jan 31- February 2 last year</td>
<td></td>
<td>Recommend something different for Iowa. Poor attendance. Waterloo?</td>
</tr>
<tr>
<td>LaCrosse Sport Show</td>
<td>Feb ?</td>
<td></td>
<td>No date published yet</td>
</tr>
<tr>
<td>WI Fishing Expo-Madison</td>
<td>Feb 26-28,2021</td>
<td></td>
<td>June 1st</td>
</tr>
<tr>
<td>Milwaukee Journal Sentinel</td>
<td>Mar 3-7, 2021</td>
<td>Yes</td>
<td>Done</td>
</tr>
<tr>
<td>Canoecopia-Madison, WI</td>
<td>Mar 12-14, 2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eau Claire Wisconsin</td>
<td>Mar 19-21, 2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northwest Sports/Mpls</td>
<td>Mar 25-28, 2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MN Golf Show</td>
<td>Feb 19-21, 2021</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Only renewing sport show contracts that are refundable.

**ITBEC-Redesigning the Outdoor Trail Guide**

**Wisconsin Department of Tourism** -
- Top 20 Fish Fry Contest. Pine Ridge was nominated and voting until May 21st.
- Governor’s Conference on Tourism was cancelled and they are working on a new date (Madison)
- Applied for a JEM Grant “Sledding in Sawyer County: A Snowmobile Friendly Community”

**WI Indian Head Country’s Governors Fishing Opener** was cancelled this year but Hayward will remain the host site in May 2021.

**Discover Wisconsin** - Passport to Adventure Promotion started May 1st. Prize package of $800 includes 2 nights lodging at Holiday Inn Express & Suites, 4 passes to Fishing Hall of Fame, 4 tickets to LWC, one Birkie Registration and $100 in Chamber Bucks for dining courtesy of Hayward Area Chamber of Commerce.

**Midwest Living** - named our area as the “Best of the Midwest” for another year. (reached over 5000 on FB)

**Since March 13th vs. previous year-Marketing Stats:**
- Website users down 4%
- Website Sessions up 3.7%
- Website Pageviews are down 42%
- Webcam views up 23%
- 360 Tour views up 11.8%
- Instagram followers up 7%
- Facebook engagement is up 51%
- Twitter followers up 1.5%
SAWYER COUNTY SNAPSHOT

**TOTAL BUSINESS SALES**
Total business sales in Sawyer County was $124.6 million in 2019.

**JOBS**
993 jobs with a total personal income of $24.4 million were supported by visitors to Sawyer County last year.

**TAX REVENUE**
Visitors to Sawyer County generated $10.3 million in state and local taxes during 2019.

Direct Visitor Spending was $92 million to Sawyer County.