1. PUBLIC ACCESS TO VIRTUAL MEETING
   a. From computer, iPad, Android device, click on this link to join the webinar: https://zoom.us/j/97642007840
   b. Or dial this telephone number for listen only: 312-626-6799
      Webinar ID: 97642007840

2. CALL TO ORDER

3. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

4. MEETING AGENDA

5. 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.

6. MINUTES FROM PREVIOUS MEETING
   a. Econ Dev 5-11-2020

7. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

8. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

9. HAYWARD AREA VISITORS & CONVENTION BUREAU
   a. June SC Econ Meeting
10. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

11. ECONOMIC DEVELOPMENT CORPORATION REPORT
   a. WEDC $2500 grants for small businesses - Discussion and possible action
   b. Annual Report_Econ Recovery Response Team 5.30.20-2

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
May 11, 2020; 8:30 a.m., Assembly Room; Sawyer County Courthouse

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

Members present virtually: Susie Taylor

Others present: Cindy Lehner, Carol Williamson, Tom Hoff, Sherry Beckman, Lori Baltrusis, Tweed Shuman, Mike Coleson, Sky Holt

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

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

Motion by Schlender, 2nd by Boettcher, to approve the minutes of the March 9, 2020 meeting. Motion carried


Chair Schlender called for nominations for the Vice Chair of the Committee. Jesse Boettcher nominated Thomas Duffy. No other nominations. Motion by Morgan to close nominations and cast a unanimous ballot for Duffy. Ballots were cast 4 ballots for Duffy with one abstention.

Area Extension Director Lori Baltrusis introduced herself and reported to the Committee.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau introduced herself and reported to the Committee.

Supervisor Troy Morgan invited Ms Wagner Schultz, President of the Economic Development Corporation, to update the Committee. The EDC is looking at options for local businesses and watching legislation.

County Administrator Tom Hoff reiterated the County is an arm of the state and bound by State law. Waiting for Supreme Court decision that may come today or tomorrow that may affect safe openings for local businesses.

Update on Farmers Market will be on June agenda

Adjourned 9:02

Minutes prepared by Carol Williamson
President, Amanda Wilson (Deerfoot Lodge & Resort)
Vice President, Cheryl Treland (Treeland’s Resorts)
Secretary, Margaret Hoffmann (Holiday Inn Express & Suites)
Treasurer, Kris Treland-Neumann (Pat’s Landing)

Sawyer County Representatives- Chuck Van Etten and Don Mrotek for trails

17 other board members to include marketing partners, lodging, quadrants in the county and industry representatives; Restaurants, Events, Services and Attractions.
MARKETING REPORT

NW ITBEC Marketing Committee- Redesigning the Outdoor Trail Guide

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 Event Registration, 4 Wilderness Walk tickets 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)
<table>
<thead>
<tr>
<th>Sport Show</th>
<th>Date</th>
<th>Paid</th>
<th>Contract Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin State Fair</td>
<td>Aug 6-16, 2020</td>
<td></td>
<td>Cancelled</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>July 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>
Wisconsin Department of Tourism -
Awarded $16,225 for JEM Grant. Sledding in Sawyer County: A Snowmobile Friendly Community.
Play the Ultimate Fishing Game (Chippewa Flowage)
Deals Program-FREE to businesses
Governor’s Conference on Tourism was cancelled and they are working on a new date (Madison is the host City)

Website - new analytics (better tracking information for membership pages). Cookie disclaimer needs to be added to all websites in the near future. New request page (easier to navigate)

Discover Wisconsin TV EPISODE - Draft for the ATV/Snowmobile episode is being reviewed. We are planning to film this fall and winter.
<table>
<thead>
<tr>
<th>Marketing Stats (April vs. May)</th>
<th>Marketing Stats (May 2019 vs. 2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website users up 34 %</td>
<td>Website users up 16 %</td>
</tr>
<tr>
<td>Website Sessions up 15 %</td>
<td>Website Sessions up 23 %</td>
</tr>
<tr>
<td>Website Pageviews are up 66 %</td>
<td>Website Pageviews are up 51 %</td>
</tr>
<tr>
<td>Instagram followers up 7%</td>
<td>WI up 19%</td>
</tr>
<tr>
<td>Facebook up 150 followers</td>
<td>IL up 31%</td>
</tr>
<tr>
<td>Twitter followers down 2%</td>
<td>MN up 14%</td>
</tr>
<tr>
<td></td>
<td>Iowa up 12%</td>
</tr>
</tbody>
</table>
3/13 Outdoor Life two videos: Chasing Monster Muskies on the Fly in Northern WI and Want to Catch a Muskie of a Fly Rod: Never Give Up

4/24 Travel WI-Fish Fry Faceoff- Pine Ridge

5/5 Go World Travel-7 Top Lakeside Vacation Spots in the United States-Ghost Lake Lodge and Nelson Lake was highlighted

5/9 John Gillespie’s Woods & Waters-Hayward Area Walleye Fishing with Pete Mania

5/7 Travel WI-Best Places to Fish in WI-Chippewa Flowage

5/19 Travel WI-Play the Ultimate WI Fishing Game

5/21 Milwaukee Journal-COVID-19 Won’t Shut Down WI Northwoods Tourism
New Deck
ECONOMIC RECOVERY RESPONSE

THE TEAM
Formed in March to aid local Sawyer County businesses during the COVID-19 pandemic.

James Netz
Mike Gardner
Karina Thompson

IMPACT
Businesses Helped 41
Industries

Food/Bev 14.6%
Retail 14.6%
Lodging 29.3%
Service 31.7%
Religious 5%
Entertainment 7.3%

WEBINARS
Webinars 9
Attendees 160

That webinar was great - thank you for putting it together! -Deanna Persson

ADVERTISEMENT
Facebook
Reach 4,062
Post Engagements 206
Link Clicks 126
Investment $67.01

Constant Contact
Emails Sent 15
Avg. Open Rate 45.5%
Avg. Click Rate 14.2%

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Page Views 33

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