



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, March 9, 2020 @ 8:30 AM
Assembly Room

Page

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
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

3

4

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

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