

**Minutes of the January 11th 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
- Dale Schleeter

Others Present:

Tom Hoff
Mike Coleson
Lynn Fitch
Lori Baltrusis – Virtual
Mike Gardner -- Virtual
Sherry Beckman – Virtual
Janice Snider -- Virtual

Call to Order – Chair James Schlender called the meeting to order at 8:30 am. Roll Call taken.

Certification of Compliance with the open meeting law was met.

Minutes – A motion was made by Tom Duffy to approve the minutes of the December 7, 2020, meeting; second by Jesse Boettcher. Motion carried.

Sawyer County Agricultural Fair Association Report – Janice Snider reported for the Fair Association that new officers were elected at the annual meeting. The committee continues to plan for next summer's fair and the annual Fair fundraising social event, keeping in mind COVID-19 restrictions.

University of Wisconsin-Extension Department Report – Lori Baltrusis reported for UW-Extension. The Extension will be creating written reports on a quarterly basis instead of monthly. Due to COVID-19 constraints, staff and educators are operating virtually and remain available to the County.

Hayward Lakes Visitors & Convention Bureau – Sherry Beckman provided a written report and went through the highlights of the data. Downloads to the website have doubled since 2019; they have decreased the number of printed guidebooks; the sport of fishing has now moved to the top of the interest criteria on the website search engine which has shown a 6% increase in activity this past year. The City of Milwaukee has moved to the top of the inquiry list over Madison this past year in searches, and female viewership has increased 4%. The committee requested an updated room tax report and Sherry will send that to Board members.

Economic Development Report – Mike Gardner provided a written report and a verbal update on recent activities. The Sawyer County/Lac Courte Oreilles Economic Development Committee is beginning to receive information on new Covid government programs, and he is assisting area residents in navigating the new information. There is more support for loggers and truckers in this round. Mr. Gardner attended the Heart of the North Legislative Day and advised that he will be working on issues that affect Sawyer County. He is now beginning to meet with individual businesses to see how the EDC can assist them and also build their membership.

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

Meeting adjourned at 8:56 am
Minutes recorded by Lynn Fitch, County Clerk