



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, June 7, 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

- a. At this time, members of the public will be given the opportunity to address the Committee on items not on the agenda. Please adhere to the following when addressing the Committee:
 - Comments will be limited to 3 minutes or less per individual.
 - Comments should be directed to the Committee as a whole and not directed to individual Committee members.
 - The Committee cannot respond to your comments during this time.

- Please sign in and fill out a public comment sheet if you wish to speak on an item.

4 - 5	6. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING a. 5.10.21 Econ.UWEX Minutes DRAFT
	7. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT
	8. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT
6 - 7	9. HAYWARD LAKES VISITORS & CONVENTION BUREAU a. Hayward Lakes VCB June 2021 Report
	10. NORTHWEST REGIONAL PLANNING COMMISSION REPORT
8 - 10	11. ECONOMIC DEVELOPMENT CORPORATION REPORT a. 1) EDC Activity Report May 2021 2) Executive Summary 2020
11	12. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT a. Birkie June 2021 Update
12	13. LETTER OF SUPPORT LCO OJIBWE COLLEGE a. Letter of Support. LCOOCC
	14. HISTORICAL SOCIETY UPDATE
13 - 14	15. MISSION/PURPOSE STATEMENT (DISCUSSION AND POSSIBLE ACTION) a. Econ Development mission statement
	16. FUTURE AGENDA ITEMS
	17. 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 May 10th 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
- ☒ Stacey Hessel
- ☐ Brian Bisonette

Others Present:

Tom Hoff
Alex Butterfield
Lynn Fitch
Lori Baltrusis
Mike Gardner
Sherry
Don Mrotek

Call to Order – Vice Chair Tom Duffy called the meeting to order at 8:30 am. Mr. Schlender resumed order of the meeting at 8:31 am.

Certification of Compliance with the open meeting law was met. Roll Call was taken. Quorum was met.

Meeting Agenda --

Public Comments –

Minutes from previous meeting – A motion was made by Ms. Hessel to approve the minutes of the April 12, 2021, meeting; second by Mr. Duffy. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report –

University of Wisconsin-Extension Department Report – A written report was provided. Ms. Baltrusis advised that Skye Holt has been advising the public about requirements to hold in-person and virtual meetings during the Covid period using UW protocols.

Hayward Lakes Visitors & Convention Bureau Report – A written report was provided. Ms. Beckman shared a copy of the *Sawyer County Celebrates* newspaper insert prepared by Destination Wisconsin that was recently published in the Sawyer County Record and 4 Seasons. The HLVCB is completing videography projects now; stats show more public interaction when videos are used. They have finished eight videos and are working on the next four. One more FB LIVE event is scheduled for May 20th where they will talk about golfing and musky fishing. Indicators say that 88% of people have travel plans; thus, we anticipate a good summer. The Town of Bass Lake passed room tax effective July 1, 2021.

Economic Development Report – A written report was provided. Mr. Gardner reported a recent active roll-out of Covid-19 recovery programs. The EDC has sent out weekly notices of the programs and received good feedback. Efforts are currently focused on fund-raising; creating and firming up relationships. Broadband priorities are under consideration at this month's EDC board meeting.

Motorized and Non-motorized Trail Report – Mr. Mrotek stated that all ATV/UTV and bike trails are open. They are expecting a busy summer on the trails.

Historical Society Update – Mr. Schlender thanked Mr. Ferguson for attending; Mr. Schlender updated the committee on developing a connection with the Tribe. The Hayward Historical Society site is opening the first Friday in June for two days a week. Ms. Hessel advised that a 16x16' mural of our founding fathers will be installed on Main Street this month.

Mission Statement – A copy of the proposed mission statement was provided. A motion was made by Mr. Boettcher to approve the mission statement with the noted revisions below under the Reporting Relationship section; seconded by Ms. Hessel. Motion carried without negative vote. The revised mission statement will move to the May County Board meeting for approval.

- Change “Snowmobile Trails Association” to “Sawyer County Snowmobile/ATV Alliance
- Add American Birkebeiner and Silent Sports as their own bullet points
- Change Sawyer County Visitor and Convention Bureau to Hayward Lakes Visitor and Convention Bureau

Future Agenda Items – Add the Historical Society to the July meeting agenda

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, June 14, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:10 am

Minutes recorded by Lynn Fitch, County Clerk

June 2021
Hayward Lakes VCB Marketing Report

Grants Received:

Economic Injury Disaster Loan (EIDL) Grant: July 2, 2020 \$3,000.00
Destinations Wisconsin (WACVB) Grant: July 17, \$500
WI Department of Tourism, Tourism Information Center (TIC) Grant August 17, \$1500
WI Department of Tourism, Travel CARE Grant: December 18, \$37,198.53
WI Department of Tourism, Joint Effort Marketing Grant, Snap a Selfie Snowmobile Promotion \$16,225
Frandsen Bank, Paycheck Protection Program, February 26, \$15,167
Economic Injury Disaster Loan (EIDL) Grant: March 9, \$7,000

COVID Relief:

Employee Retention Tax Credit, \$6,992.00

Wisconsin Indianhead Country's 55th Annual Governor's Wisconsin Fishing Opener: recap

Over 250 people attended the Friday Fish Fry at the Hall of Fame. We had 16 vendors, LCO Drummers and Dancers, Attached the sponsor and thank you list. Governor and Lieutenant Governor fished. They appeared by video at the banquet along with several DNR representatives. Sevenwinds Casino, Lodge & Convention Center was the venue.

Website Development Project and YouTube Account Optimization. Summer kick-off and completed by Labor Day.

PR:

KBJR Duluth TV-Wisconsin Fishing Opener, April 28, 2021
WTMJ Radio Milwaukee-Fishing, Businesses and Attractions in Hayward, April 28, 2021
WQOW TV News 18 Eau Claire, WI Fishing Opener Returns: 55th Annual Governor's Fishing Opener bring sense of normalcy, May 3, 2021
KBJR TV News Duluth Hundreds Flock to Hayward for 2021 Fishing Opener, April 30 and May 1, 2021
WDIO TV Duluth- WI Fishing Opener April 30 and May 1, 2021
Musky Hunter Magazine-Hayward Lakes VCB Fishing Report Podcast, May 1, 2021
Milwaukee Journal Sentinel-The WI Fishing Opener Always Brings Optimism But This Year? Oh Yeah, this one was extra special. May 1, 2021
WI Department of Tourism" Ultimate WI Fishing Game-Northern WI: Chippewa Flowage Cast line & Catch Fish, learn facts about species". May 2021
Field & Stream Magazine, West Virginia Fishing Guide Land Massive Muskie. Cal Johnson and world record musky, May 7, 2021
The Tiffany Telegram. WI Governor's Fishing Opener Hayward, May 11th
The County Today Newspaper Online, Northern Zone Musky Season Opens May 29th Chippewa Flowage world record. May 24, 2021
Anitgo Times Newspaper. Catch Fish of a Lifetime During the Northern Zone Muskellunge Season May 29-Dec 31. Chippewa Flowage world record, May 21, 2021
Gillispie Woods & Waters on YouTube with Pete Mania fishing the Hayward Lakes Area, May 22, 2021



Jim Onarheim and Governor Evers



Visitors and Convention Bureau, Sawyer County, WI

Thank you!

to the following volunteers and sponsors
for your generous support of the
**Wisconsin Indian Head Country's
Governor's Fishing Opener**



Governor Evers headed out fishing



Betz Latch, Cheryl Treland and
Lori DeJooode



Sherry Beckman and Mindy
Simons, HLVCB Staff



Sno-Trails Groomer Display



Robert and Mark Holley



Lieutenant Governor,
Mandela Barnes

MAJOR SPONSORS:

Hayward Lakes Visitors and Convention Bureau, Sawyer County, WI USA
Molsoncoors Brewing Company/Leinenkugel
Indianhead Foodservice Distributor
Enbridge Energy
Artisans
Lake Chippewa Flowage Resort Association

Lodging Facility/Meal Facility/Meal Sponsor

Chippewa Valley Bank
Dairyland Power
Hayward Power Sports
Jump River Electric

Marketplace Foods
Sevenwinds Casino

The Landing
Treland Resorts
Viking Coca Cola
Xcel Energy

Musky Level Sponsors

Chippewa Pines Resort
Deerfoot Lodge & Resort

Fred Thomas Resort
Northland Lodge

Northwood Industries LLC
Oak Shores

Retreat Home Furniture

Sponsors

AAA Sports Shop (Spooners)
Ace Hardware
American Birkebeiner
Anderson, Hager & Moe
Angler's Bar & Grill
Angry Minnow
Bonnie's Florist
Bruce Wick
Carol Nelson
Coop's Pizza
Do It Best Hardware
Fish Tales Pub & Grub
Frandsen Bank & Trust
Fresh Water Fishing Hall of Fame
Green Bay Packers
Hayward Bait & Bottle Company
Hayward Family Restaurant
Hayward Golf Club
Hayward Outfitters
Holiday Inn Express & Suites
Indian Trail Resort
Jack Link's Beef Jerky
Jennie-O Turkey Store
John's Motor Sports
Kwik Trip
L & M Fleet Supply
Lakewoods Resort
Lures of the North Gallery
Lynne Marie's Candies
Lynn's Custom Meat & Catering
M & M Rental

McDonalds
Mouldy's Tackle Company
North Star Landscape
& Greenhouse
Northwoods Mama & Company
OC Outfitters
Out of the Woods Winery
Outdoor Ventures
Pat's Landing Resort
R & R Bayview Resort
Ray Jay's
Riverbrook Bike and Ski
Rob Sparhawk
Robin's Nest Restaurant
Ross Evans-TFO Rods
Round Lake Marina
Sawyer County Record
Sheet's Sports Eau Claire
Slumberland Furniture
Wal-Mart

Committee Members:

Jim Onarheim
Cheryl Treland
Melanie Mikesh
Amanda Wilson
Lori DeJooode
Mindy Simons
Sherry Beckman

Volunteers:
Rob Mittlesdorf

Jose Mittlesdorf
Carol Mittlesdorf
Nels Beckman
Linda Treland
Pam Swanson
Betz Latch
Stacey Hessel
Chris Mahoney
Matt Ostrander
Brianna McKenzie
Kevin Bushnick
Michelle Groves
Chris Ruckdashel
Steve Kaner
Harold Treland
Ethan Neumann
Kris Treland-Neumann

Organizations:

S.C.O.P.E.
Sno-Trails Snowmobile Club
Northwest Relic Riders
Fishing Has No Boundaries-
Hayward Chapter
Birchwood Chamber of Commerce
Friends Into Spooner Hatchery
Nelson Lake Resort Association
Wild River Sport & Marine
Hayward Power Sports
Lake Chippewa Resort
Association
Hayward Area Chamber of

Commerce
Wisconsin Indian Head Country
Youth Conservation Alliance
Hayward Lakes Visitors
& Convention Bureau

Fishing Guides:

Ron Weberg
Jim Bishop
Harold Burton
Scott Burton
Mike Corrado
J.B. Ellis
Steve Franck
Ed Gobler
Jake Gobler
David Hansen
Randy Johnson
Roger Keller
Dale McPherson
Dan Palmer
Terry Panian
Rick Rehfeldt
Joel Slabe
Casey Stangl
Robert Steigauf
Derek Theder
Scott Theder
John Trossen
Kyle Tyree
Steve Vilks
Joe Weiss



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

May 2021 Activity Report

Broadband Expansion

Remote Workers: Broadband Committee continued expansion efforts in support of a growing trend of existing and new remote workers in Sawyer County.

- Four Broadband applications currently in process; two examples
 - Town of Lenroot; connect all areas not currently connected to broadband; grant cycle ends July 7; project with Norvado as the provider.
 - Town of Edgewater; Eastside of Lake Chetek; project with Mosaic; grant cycle July 7.
- Continued to monitor American Rescue Plan Act (ARPA) and Public Service Commission of Wisconsin updates and opportunities.
- Ongoing communications with businesses, schools, and communities to determine needs and priorities.
- Distributed information regarding FCC Emergency Broadband Benefit (EBB) Program.

Business Retention and Expansion

Tribal Enterprise & Economic Development Resources Toolbox: EDC Chairperson and ED met with the U.S. Economic Development Administration representative for Wisconsin and the Co-Executive Director of First American Capital Corporation to begin planning for EDC and LCO College to host the Wisconsin Tribal Nations Tour in August 2021. The intent :

- Wisconsin tribes have increased awareness of resources providers and opportunities.
- Resource providers have increased awareness of Tribal Nations and priority development opportunities / needs.
- Projects are aligned with resources.

Wisconsin Rural Partners Virtual Rural Summit: attended sessions:

- Think Differently About Housing, May 5th
- Becoming an Idea Friendly Town, May 12th
- Broadband in Your Backyard, May 19th
- Community Building in your Small Town, May 26th
- Rural Successes, June 2nd

Wisconsin Economic Development Association: attended WEDA Academy course

- Business Attraction: Selling Your Community Assets, May 26th

Regional Economic Diversification Summit (REDS): provided input on May 6th Public Listening Session.

Fundraising and Sustainability

Local Support

- Continued contacts and communications to a priority list of 60 businesses and institutions to set up meetings and solicit new and renewed support.
- Business After Hours: attended the May 20 Chamber event at Northern Lakes Cooperative to further in person contacts and introductions.

Grant Opportunities

- Community Navigator Pilot Program: the Small Business Administration launched on May 25th a \$100 million grant program that will target outreach and technical assistance to small businesses owned by socially and economically disadvantaged individuals, as well as women and veterans.
 - SBA will accept applications through July 12 and award decisions by August 2021.
 - Initial contact made with Small Business Development Center- UWS to explore partnership.
- LCO Tribal Government: contact and communications with planning director to examine funding opportunities and collaboration. Reviewed tribal memorandum he shared for COVID response and technical assistance support.
- Placemaking: USDA Rural Development announced on May 27 its accepting applications to eligible entities to provide planning, training, and technical assistance to foster placemaking activities. Currently reviewing for BID priority actions and needs. July 26 deadline.

Housing

- Tracking the American Jobs Plan proposed Housing investments.
- Researching examples of green certified developments that provide affordable, healthy, new and renovated homes across the country.
- Reviewed USDA Rural Development Innovation Center funding opportunities for Rural Infrastructure, Community and Economic Development.
- Reviewed Lac Courte Oreilles Band 2020 Community Assessment survey results and Housing data. These results combined with 2018 Sawyer County Housing Study conducted by EDC provide the data to support needs and priorities.

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



2020 -2021

Accomplishments Towards Strategic Priorities

Executive Summary

Despite the limitations Covid placed on the activities of the Sawyer Co/Lac Courte Oreilles Economic Development Corporation, our significant accomplishments for 2020-2021 include:

- Obtained a private donation of \$5,000 to fund culinary training program for jail inmates.
- Raised \$24,598 from other non-county entities in the last fiscal year.
- COVID-19 support to the business community included direct contact with 43 businesses during the period of March-June 2020. Provided 12 webinars on recovery programs and a series of podcasts focused on success stories. Throughout 2020-2021 the EDC communicated with 250 businesses regularly regarding funding opportunities and technical assistance.
- Participated with Norvado, Bevcomm and Mosaic to develop long-term plans to bring broadband to underserved areas in Sawyer County.
- Submitted Sawyer County / LCO Pilot Community Application to the WHEDA Rural Affordable Workforce Housing Initiative Pilot Program in partnership with Sawyer County and Lac Courte Oreilles Housing Authority's.
- The EDC, with support from Lac Courte Oreilles Ojibwe College, and in partnership with the First American Capital Corporation and the U. S. Department of Commerce Economic Development Administration, will host a Tribal Enterprise & Economic Development Resources Toolbox Discussion in early August.
- Increased organizational capacity through retaining an Executive Director, donation tools, website enhancements and social media distribution.

Full Accomplishment document will be submitted with 2022 Funding Request.

Birkie June 2021 Update

- 1) Center at OO is now reopen - get out and enjoy the trails!!
- 2) We have started mowing the Birkie Trail for summer use.
- 3) LWC tickets are a touch behind usual sales but picking up steam.
- 4) The first bike race of the year is next weekend - Borah Epic.
- 5) Birkie youth programs (Trail Kids) begins week of June 14, still some spots left for anyone interested.
- 6) Birkie event registrations are still on record pace - and the new Wednesday Open Track/non-timed event has been very popular - expecting 1,000 skiers. People are excited to get back to events.
- 7) We are working with county forestry to get permission to install solar power for the trail lights and building at OO!!

Sawyer County
10610 Main St, Suite 10, Hayward, WI 54843
Phone: 715 634-4866



Dr. Russell Swagger
Lac Courte Oreilles Ojibwe College
13466 W. Trepania Road
Hayward, WI 54843

RE: FY 2021 University Center Economic Development Program

June 4, 2021

Dear President Swagger,

Please accept this letter of support on behalf of the Sawyer County Board of Supervisor's Committee for Agricultural and Economic Development in support of your College's University Center Economic Development Program application. Lac Courte Oreilles Ojibwe College's application submission focuses on three areas that are critical to Sawyer County's economic growth.

- Career Services: connecting employers with College alumni to fill open positions
- Technical assistance for small businesses, entrepreneurs, and start-ups
- Family Centered Employment (2GEN) Model

By supporting economic development in the Tribal communities that the College serves, including Lac Courte Oreilles, the College broadens work of it's mission to provide Anishinaabe communities with post-secondary and continuing education while advancing the language, culture, and history of the Ojibwe. Supporting the economic development of the Tribal communities is vital to the growth and development of Sawyer County.

We look forward to increasingly exploring shared opportunities and partnership possibilities. The Economic Development Committee, in conjunction with the Sawyer County Board of Supervisors is pleased to write in support of this project.

Sincerely,

James H. Schlender Jr.
Chair, Economic Development/Agricultural Committee
Sawyer County Board of Supervisors

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
- Hayward Lakes Visitor and Convention Bureau
- Sawyer County Snowmobile/ATV Alliance
- Silent Sports
- American Birkebeiner
- 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.