



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting

Monday, December 6, 2021 @ 8:30 AM

Assembly Room/Virtual Meeting

Revised: Friday, December 3, 2021 2:03 PM

Page

1. CALL TO ORDER

- a. 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. If you are on a computer, click the "Raise Hand" button and wait to be recognized. 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. ELECTION OF NEW COMMITTEE CHAIR & VICE CHAIR (DISCUSSION AND POSSIBLE ACTION)

5. MEETING AGENDA

6. 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 **7. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING**
a. [11.1.21 Economic Development-UWEX Minutes DRAFT](#)
- 6 **8. TRANSPORTATION ALTERNATIVES PROGRAM (TAP) GRANT PROGRAM (DISCUSSION AND POSSIBLE ACTION)**
a. [Summary of TAP Town of Hayward Project](#)
- 9. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT**
- 7 - 14 **10. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT**
a. [Sawyer Third and Fourth Quarter Report](#)
- 15 **11. HAYWARD LAKES VISITORS & CONVENTION BUREAU**
a. [Sawyer County Hayward Lakes Marketing December 2021](#)
- 12. NORTHWEST REGIONAL PLANNING COMMISSION REPORT**
- 16 - 17 **13. ECONOMIC DEVELOPMENT CORPORATION REPORT**
a. [EDC Activity Report Oct Nov 2021](#)
- 14. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT**
- 15. FUTURE AGENDA ITEMS**
- 16. 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 November 1st 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
- ☒ Stacey Hessel
- ☐ Brian Bisonette

Others Present:

- | | |
|---------------------|-----------------|
| Tom Hoff | Sheldon Johnson |
| Mike Coleson | Don Mrotek |
| Lynn Fitch | Jim Onarheim |
| Lori Baltrusis | Sherry Beckman |
| Mike Gardner | Linda Zilmer |
| Ken Pearson-Virtual | |

Call to Order – Chair James Schlender called the meeting to order at 8:33 am.

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

Meeting Agenda --

Public Comments – Linda Zillmer

Minutes from previous meeting – A motion was made by Mr. Duffy to approve the minutes of the October 7, 2021, meeting; second by Mr. Boettcher. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report –

University of Wisconsin-Extension Department Report – Ms. Baltrusis advised that the 4-H/Youth Development position will be posted this week.

Hayward Lakes Visitors & Convention Bureau Report – Ms. Beckman provided a letter requesting funding support from the HLVCB Executive Board.

Northwest Regional Planning Commission – Written reports were provided. Mr. Sheldon presented a proposed Agreement Between NWRPC and Sawyer County to provide technical assistance services in the administration of the Sawyer County CDGB program. A motion was made by Mr. Duffy; second by Ms. Hessel to move this agreement forward to the County Board for approval. Motion carried without negative vote. Mr. Pearson presented a brief overview of the quarterly revolving loan fund program.

Sawyer County/LCO Economic Development Report – A written report was provided. Mr. Gardner reported on the two recent events that the EDC co-sponsored in October, Business After 5 and the Small Community Forums event. He is still providing technical assistance to a couple local businesses to secure grant funds from the Bounce Back program.

Motorized and Non-Motorized Trail Report – Mr. Mrotek advised that the October trail season for motorized sports was busier than previous years. Mr. Duffy provided a written report from Mr. Popp regarding non-motorized trail activities.

Budget Discussion – A motion was made by Ms. Hessel to use ARPA funds to cover the \$40,000 increase to Hayward Lakes Visitors and Convention Bureau funding request; second by Mr. Boettcher. Motion carried without negative vote.

Ms. Hessel left the meeting at 9:30 am.

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

Meeting adjourned at 9:31 am

Minutes recorded by Lynn Fitch, County Clerk

DRAFT

Town of Hayward Project.

We are developing a proposal for a Transportation Alternatives Program (TAP) Grant to complete the bike/pedestrian path circle around Hayward.

Community support is an important part of these TAP projects.

This would all be funded by the Grant and the Town of Hayward.

Sawyer County support would be appreciated in the form of a letter noting potential economic impact the project may have and noting the connectivity to other trails to provide a safe pedestrian and bicycle access around the community. Public Safety Committee, Economic Development, and County Board.

Initial thoughts include a route with the goal is to complete the "circle" around Hayward.

This proposed pedestrian/bicycle path will be constructed beginning at Nyman Ave and Hospital Road at a junction of the previously approved and constructed City of Hayward bicycle and pedestrian trail.

Due to the high level of traffic on Hospital Road, it would be safer to have a route on the north side of Hospital Road.

The route would extend east along Hospital Road along the north side of the road to US HWY 63, Cross 63, continue along on Hospital Road to Airport Road.

Then follow on Airport Road south to US Hwy 77.

Then follow along the north side of 77 to Wheeler Road.

Next extend south on Wheeler Road to Chippewa Trail at the previously approved and constructed bicycle and pedestrian trail.

Total length is estimated to be 3.9 miles.

It is anticipated that there will need to be 3 boardwalks over wet areas; two along Hospital Road, one along Hwy 77.

Two major highway crossings will be needed; Hwy 63 and 77 at Wheeler.

TIME FRAME: The grant is due January 22, 2022.

A goal is to basically to present a proposal to the Town of Hayward Board for their early January meeting.

Project is being written by Joan Cervenka.



FoodWise

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Kimberly Clark – Educator
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New Programming Coming Soon!

After a lot of conversation with participants, partners, organizations, and colleagues, the Burnett/Sawyer/Washburn FoodWise team sees an opportunity to **expand FoodWise-approved programming for seniors in our area**. The team put together a proposal to be a pilot site for an additional evidence-based program that focuses on nutrition and physical activity for middle and older adults. In November they received word that the proposal was approved, so they will have more information soon on upcoming opportunities in the county.

Bridget and Kim were also certified to teach a new program called **Around the Table**. This curriculum is designed to “build food, nutrition, and cooking literacy, while integrating social emotional learning and using trauma-sensitive facilitation. Participants enjoy hands-on cooking, facilitated conversations, and interactive activities that support healthy connections to food, self, and community.” There are two curricula for this program: one is designed for older youth, and one is designed for families. Bridget and Kim have upcoming meetings about co-facilitating this six-week course at different locations in Sawyer County as a way to help our community members connect around food.



The FoodWise team continues to offer virtual **StrongBodies** to our local older adults and seniors where they exercise and learn about health and nutrition. StrongBodies participants improve strength, balance, and flexibility so they can stay healthy and socially connected. In addition to the virtual StrongBodies class, Kim collaborated with the LCO ADRC to offer an in-person class at their Elder nutrition site. Not only were we able to provide the strength-training and nutrition lessons, but the ADRC also provided raffle prizes each week for participants, and the class ended with a cooking demo and food tasting by Chef Al. It is a great example of collaboration with partners and elevating what we each have to offer.



This Fall, Kim has been working with schools and doing outdoor nutrition. In these pictures she set up a relay race for the students to sort vegetables. FoodWise is set up to be flexible and creative in their delivery of content.





Agriculture Development Educator

Kevin Schoessow
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Teaching and Display Garden isn't just pretty to look at!

The Teaching & Display Garden at the Spooner Ag Research Station explains and demonstrates various gardening practices. The goal is to **help local residents learn how to grow their own food, protect pollinators, and protect the environment.** Kevin utilizes this 'classroom' in various ways!

Poverty and food deserts are of greater significance in Northwest Wisconsin. Access to fresh fruits and vegetables and having the basic understanding of how to grow your own food is one way to assist local residents. This **outdoor classroom** is utilized extensively by Master Gardener Volunteers, FoodWise educators and Kevin to help teach people about nutrition and gardening. **Through Educational Tours**, participants see, touch, taste and learn how tasty and nutritious vegetables can be and how easy it can be to grow them. Over the course of the growing season **hundreds** of local residents (including youth, elderly and others who are Food Stamp eligible) participate in garden tours and outreach events in this garden.

These educational events increase awareness and knowledge while reinforcing the benefits of eating healthy and how to grow your own food. Participants value the hands-on experiences and ability to interact with knowledgeable educators. In some cases, participants directly benefit by receiving donated produce through local food shelves and senior centers.



Also in the garden...

To assist FoodWise Educators with Nutrition lessons, Kevin's first lesson focused on plant parts and discussion about plant botany and why certain plant parts are eaten. The second lesson, was a much broader discussion on gardening, horticulture, and agriculture research. Students learned about how agriculture and horticulture research is conducted. They got to see a research corn plot getting harvested and discuss some of the why's and how research is conducted. The majority of the student's time was spent in the Teaching and Display Garden where they learned about the benefits of composting, pollinators, insect and pest management, and the importance of soil. Students also learned how to plant garlic and harvest potatoes. When students were asked what one thing they learned they responded with:

I learned that apple cider is freshly pressed. Onions are related to garlic
I learned if you grow onions in the fall it will come early in the summer
Apples are the original fast food, how to grow garlic
I learned that garlic can be grown outside
Onion rings come from onions - 3 students

I learned that the earth is ¾ water
I learned that apples float" – 2 students
Soil is important
There are 3 types of onion



A new Youtube video on **Arial Seeding of Winter Rye into Standing Soybeans** is now available for watching and learning how winter rye seed is broadcast via a professional arial applicator and what the seed distribution and resulting germination looks like weeks after the application. This video was filmed and narrated on location south of Spooner by Kevin. The link to the video can be found here [here!](#)

Extension Horticulture Program colleagues regularly guest on Wisconsin Public Radio's (WPR) Garden Talk in order to reach broader audiences with horticulture content and increase awareness of Extension resources available to Wisconsinites. Kevin is one of these educators! The purpose of this effort is for listeners to learn about topics related to environmental stewardship through horticulture practices, to protect resources such as pollinators, water quality and to reduce the rate of climate change. Through a collaboratively developed listener survey, WPR and Extension gained insights into 1) what listeners learn, 2) how useful they found gardening knowledge shared by Extension and 3) the likelihood that they'll put what they learned into practices. The vast majority of listeners who responded to the survey report that they intend to put into practice something they learned from the broadcast. They learned about topics related to environmental stewardship through horticulture practices and included sustainably growing fruits and vegetables, reducing pesticide use, proper lawn care that leads less pollution in water. During each episode of Garden Talk, it is estimated that 32,800 people tune in on the Friday broadcast and an additional 12,500 catch the re-broadcast on Saturday.



WISCONSIN
PUBLIC RADIO



Kevin also continues to support the Northwest Graziers Network and the North County Master Gardeners Association. Both organizations are in the process of becoming more independent from Extension and Kevin continues to converse with the leadership about the future of each group.

Supporting UW Madison Research on local farms –Kevin has partnered with Green Power Farms LLC owned and operated by Todd Schrankel of Shell Lake to manage an Adaptive Nitrogen Management on-on-farm research project. Kevin's oversees the entirety of the project from communicating with the farmer, to setting up the treatments, harvesting the individual plots and 'crunching the data'. His contributions are part of a larger state-wide effort lead by UW-Madison Extension Soil Fertility Researcher, Carrie Laboski. The goal of the project is to help farmers make informed decisions on the proper amount and timing of nitrogen fertilizer to apply to corn to maximize economic returns and protect water quality. As nitrogen fertilizer prices increase and more public awareness is happening on impacts of farming practices on the environment it is important to have up-to-date research-based information to improve farmers understanding of nitrogen management practices. This on-farm research project has been conducted for the past four years; three different farm sites in Washburn Co and one farm site in Burnett County. This project is likely to continue in 2022 and will be in partnership with a Sawyer County farm.



Kevin continues to be the **local expert with horticulture inquiries** too. Each month he provides information to ~50 people. Topics include insect, weed and disease identification and management in lawns and gardens, trees shrubs and other landscape plants. Several calls have been answered about oak wilt, various landscape and tree management issues by cabin or lakeshore property owners. Farmer calls are typically on pest and weed identification and management, ag land rental rates, custom operating rates of cost associated with selling feed or forages.



Developing trust, creating awareness and relationships with St. Croix Tribe to assist them in developing outreach and educational programs in sustainable agriculture and gardening.

In partnership with LCO College and the St. Croix tribal education center, Kevin has assisted the tribes in educating staff and tribal members about sustainable gardening practices and how tribal members can grow and harvest their own food. This teaching has been through one-on-one conversations, through hands-on learning at tribal community gardens and at the Spooner Ag Research Station Teaching & Display Garden as well as through researched-based gardening factsheets and resources. Donations of transplants, seeds, and produce have also been shared. These efforts have resulted in tribal members learning how to grow vegetables and other culturally significant plants, how to incorporate sustainable gardening practices, and when and how to harvest food. Through consistent messages and personal conversations, our resources are now becoming a trusted source. As a result, the St. Croix tribal council has asked Extension to assist them in developing more sustainable agriculture/gardening programs and opportunities for tribal members.

"In the St. Croix Tribe, it takes quiet persistence and time to establish trust, especially from outside the community. Kevin has continued to create relationship in visiting by pattern. Showing up time and time again, with food, or seeds, or seedlings. Miigwech Kevin."
Janine McNulty, St. Croix Tribal Higher





Community Resources and Development Educator

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Local Farmers Markets Receives Support

Local Farmers Markets received information on **Good Agricultural Practices, Organic Certification and Food Processing Facilities/Commercial Kitchens**. Support was also offered in planning for a **possible** expansion of the Farmers Markets. The goal of this effort was to **improve operation at the local level**.

Throughout the 2021 summer, Ariga conducted outreach in local farmers markets including LCO and Hayward. Information was shared with the Farmers Market vendors on Local Food related topics such as Good Agricultural Practices, Organic Certification and food processing facilities/commercial kitchens. Wisconsin Food Processing guide was also shared. Some important conversations and discussions happened around the expansion of the Hayward Farmers Market, as well as available grant funding opportunities. Some marketing related topics were also covered.



Surveys were conducted in the end of the 2021 Farmers Market season with the vendors at LCO and Hayward Farmers Market. This was done in order to update the information from the study on "Measuring the impact of the local food systems in Sawyer County and LCO." The information from the surveys will be combined and documented in a document demonstrating the impact of Local Foods in Sawyer County and LCO to be completed in Spring 2022.

LAC COURTE OREILLE OJIBWE COLLEGE & UW MADISON EXTENSION
INTRO TO GRANT WRITING

Grant Writing Class

OCTOBER 13, 14, 27, & 28
FROM 8:30-12:30
VIA ZOOM

This class will teach you the basics on how to write a grant, follow an application and the tricks you will need to know to successfully receive the funding that you want. The course will be followed by an Advanced Grant Writing Class in November, 2021.

TO REGISTER GO TO:
<http://sawyer.extension.wisc.edu/grant-writing-class/>
or click HERE

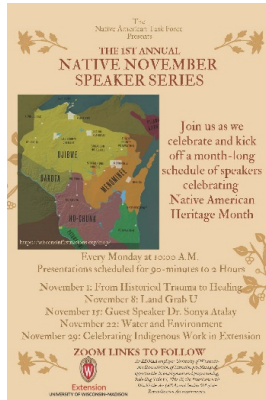
Registration fee is \$63 for 1 Credit

For more information contact
Ariga Grigoryan: ariga.grigoryan@wis.edu or 715-683-3295 or
Amber Marlow: am@lco.edu or 715-634-4790 ext. 156

Ariga regularly partners with Lac Courte Oreille Ojibwe College to provide educational opportunities. During this class, information for grant writing was covered with additional experiences from grant writers and reviewers. There were twenty four participants signed up from Sawyer, Ashland, Bayfield, Burnett, Washburn, Lac du Flambeau. The evaluation results showed that 66% of participants had an average grant writing knowledge before taking the class and after the class their knowledge increased to excellent. When asked how comfortable they were with writing a grant, sixty six percent said they feel somewhat comfortable writing a grant and 33% were comfortable.

"The course left me with more confidence in how to approach the process of grant writing and a better understanding of what a grant reviewer is looking for."

"I enjoyed the class and the information provided by the instructors. I would like to take the Advanced class to improve my grant writing skills."



The Native American Task Force planned a series of educational opportunities to celebrate **Native American Heritage Month** through a month-long schedule of speakers. Ariga worked with this task force to plan, facilitate and present at the Native November Series.

Every Monday at 10:00AM in the month of November, the Native American Task Force hosted a speaker session that addresses the following topics:

- November 1: From Historical Trauma to Healing
- November 8: Land Grab U
- November 15: Guest Speaker Dr. Sonya Atalay
- November 22: Water and Environment
- November 29: Celebrating Indigenous Work in Extension

Ariga also participated in the Small Community Forum on October 26th. She's also excited to be working with colleagues from several Tribal Communities to create a Leadership Development curriculum entitled **"Tribes Lead!"**



Extension Director

Lori Baltrusis

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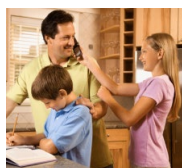
I am proud of the work that your educators are doing for Sawyer County. We are thankful that Sawyer County is a partner with Extension. As we look toward to 2022, I am looking forward to trying out some new efficient ways of providing programmatic support to educators through shared support across county lines. I am hopeful that Sawyer County will be helping to lead the way in piloting this new approach and we are excited to witness the benefits! Please make sure to keep reading the next couple of pages too of how Extension is supporting Sawyer County in various ways – not just by the educators on your contract!

We are looking forward to hiring a new Positive Youth Development Educator after the first of the year. Based on the limited applicants, we've needed to extend our deadline for applications – which impacts a hire date. Although not an ideal situation, this is not unique to this position or Sawyer County.

If you have any questions about the work that is being done in Sawyer County thru Extension Educators, please don't hesitate to contact me or the educators serving your county.



Other Ways Extension is Serving Sawyer County:



Parents Forever Class: Every other month, Missy Bablick (Barron) and Danette Hopke (Washburn) offer a 3-hour online class for parents in a legal court case for divorce, placement change, child support or paternity. The Circuit Court orders parents who are divorcing to complete this class. Parents complete a post-evaluation form in which they rate their learning pertaining to the effects on children, ways to avoid arguing and dealing with conflict with co-parent, and positive co-parenting communication skills. When divorced parents can cooperate or have a business-like approach to co-parenting, their children are far more likely to do better and not experience lasting negative effects of divorce. Positive family relationships, whether parents are divorced or together, are critical to the health, well-being and positive development of children.



"Taste of 4-H" - A series of virtual activities for youth in grades K-12 from throughout Area 2. Participants connect virtually to explore top project areas in 4-H through hands-on activities in the areas of Foods and Nutrition/Food Science, Arts, Animal Science, Mechanical Science, and/or Cloverbuds in order to gain a better understanding of what 4-H is, or what they can learn in these project areas.

A field day for farmers, local market growers, specialty hay producers and agriculture service providers where participants explored challenges and opportunities to manage forage systems for agricultural resiliency to excel during climate, market, and infrastructure change. Through an anonymous gift, The On Farm Research Network within the UW Organic Collaborative of UW Madison is expanding its research and outreach program to far northwest Wisconsin. Three field days held in the region connected researchers with farmers to learn challenges and opportunities for enhancing resilient agriculture. "Forage Systems as a Model of Profitability" served this purpose for the Lake Superior Clay Plain. The field day included a tour of a forage system managed for niche hay market, following UW Madison agronomic research to support management decisions.

A panel of 4 farmers managing other profitable forage systems enlightened researchers and educators as to opportunities to enhance these systems for resiliency to changing markets, climate, and infrastructure. The facilitated discussion highlighted opportunities for needed local research to be conducted at the Spooner Agricultural Research Station as well as on farm research. Participants indicated they are concerned about infrastructure to support resilient agriculture. They gained a broader understanding of grass forage for new markets, and how to manage for quality. They want appropriate research for the soils of far northern Wisconsin. Having a collaboration where researchers, educators and farmers can come together to discuss the future of agriculture to manage through change will help develop appropriate research design, addressing the questions being asked by those who are farming the land. These sessions are now being followed with research design and engagement session, with field applications to start in 2022.

Madeline Roberts – Natural Resources Educator from Washburn County reports:

Tribal Nations have been stewards of the local water resources in the area for a very long time. Cultural knowledge gained from this long relationship with the nature, also known as traditional ecological knowledge, is a needed perspective when addressing water issues. The Natural Resources Educator, Madeline Roberts, from Washburn County created and delivered a series titled *Izhi-Nibi: Water Ways*, at the Lac Courte Oreilles Ojibwe College St. Croix Outreach Center to community members. This series of presentations covered Ojibwe cultural knowledge and western science on the topics of watersheds, manoomin (wild rice), and fish. The goal was to build connections between traditional ecological knowledge and western science and increase Ojibwe community members confidence in bringing their perspective to local water issues. This program was well received and plans are underway to offer it again next year at two locations.



Collaborations:

Water quality and nutrient management and its connection to soil health are becoming more important and more concerning as farming practices change. To address some of these issues, a Farmer-Led Council started in 2019. Extension's role is to provide educational support and guidance in developing educational events that highlight farming practices that protect water. The council held two field days in 2021. One focused on a rotational grazing system. The other highlighted cover crops and manure injection on a dairy operation. Extension assisted in organizing, facilitating, and supporting this educational event. Kevin Schoessow facilitated discussions and the Q & A sessions, and highlighted Extension and other research-based resources related to the topics. Both events were well attended with farmers, farm family members, industry representatives, media, and the public present. Based on the rich conversations happening at both events, it is anticipated that farmers increased their knowledge of the practices covered at the field days, including the benefits and challenges of each practice. This increase in knowledge will increase the confidence of other farmers to adopt the conservation practices. Another result from these field days is increased connection between the farming and non-farming communities in our area. This increased connection will hopefully lead to better collaboration between the agriculture community and the general public on water issues.



Allison Jonjak, a UW- Madison Cranberry Outreach Specialist has provided five regional Pesticide Applicator Trainings specific to cranberry growers. Topics included: pollinators, calculating growing degree days for lepidoptera pests, and pre-harvest intervals for export crops, so that cranberry growers can maintain their Pesticide Applicator Certifications with domain-specific information. Allison also provided a growing season journal for cranberry growers (CCMJ), where Extension provided information on pollinators, chemistry, safety, physiology, insects, weeds, disease, and growers updates. The aim of this journal is support industry professionals in safely and economically producing cranberries.

Triple P Parent Education (Positive Parenting Program): A collaboration of educators in Area 2 supports parents of teenagers through seminars and discussion groups. Parents of children between the ages of 12-16 focus more on the developmental needs of growing independence. They look at raising responsible, competent teens and helping them get connected while also teaching teens how to cooperate. Parents learn how to cope with their teen's emotions and build skills to reduce family conflict. **This collected evaluation data is encouraging and promotes the need for parenting education for parents of teens.**

- 96% of participants reported learning something that will change their parenting behavior in a positive way.
- 96% of participants reported learning something that increased their confidence in parenting their teenagers.
- 100% of participants said they would recommend this program to a friend
- 59.4% of participants prefer the virtual platform, 37.5% would take the class either in person or virtual and 3.1% of participants would prefer the class in person.
- Testimonials: *"I'd like to be a better example on being reliable."*
 - Parents also reported learning the following: *"the need to build relationships with my teens, give more choices, and the need to change and grow as my child changes and grows."* And *"the benefit of involving my teen in more family activities,"* as well as *"getting my teenager more involved in making decisions."*



December 2021
Hayward Lakes VCB Marketing Report

Fall Color Report Success: fall color is always a popular travel motivator from September-October. Mindy updated the report two-three times a week in addition to adding current photos. Pageviews increased 12% from the same time last year.



Destinations Wisconsin-Mindy and Sherry attended the annual fall conference in LaCrosse. Hayward Lakes VCB received the Trailblazer Award for Outstanding Marketing Campaign for the Sledding in Sawyer County: A Snowmobile Friendly Community promotion in 2020.

Wisconsin Department of Tourism-Received a second year JEM grant funded by the Wisconsin Department of Tourism in the amount of \$11,225 to continue the promotion for the 2021-2022 snowmobile season.

New Travel Wisconsin Partner Extranet site officially loaded on November 1st-The HLVCB is the partner entity for data entry for all of Sawyer County.

Gov Evers Awarded the Hayward Lakes VCB \$89,833.58 to help local recovery efforts and ensure visitors continue to explore Sawyer County in 2022.

Vacation Guides-virtual guide is available on www.haywardlakes.com Expected delivery date of printed guides is December 2, 2021. Ordered 80,000 guides. Ran out in 2021 with 70,000 and we didn't attend any sport shows.

Website Redesign-in process

Community Adventures

Scheduled for January to highlight winter silent sports

Social Media

Snap a Snowmobile Selfie Contest starts December 27- February 27th.

Membership spotlight videos are on hold until we have good snow conditions. A recap video will air before the end of the year.

Outside Magazine (The 25 Best Winter Trips in the World) article boosted twice and reached over 55,154 people on *facebook*.

Scheduled 2022 *facebook* posts with www.travelwisconsin.com and new this year Instagram.

Sport Shows

All shows are scheduled for the season and attendants are arranged.

NW ITBEC-new snowmobile/ATV corridor maps are printed and being distributed.

PR-

Musky Hunter magazine, "Chippewa Flowage-A Bit of History, Host Site for Ranger Boats World Championships 2021" September 21, 2021

WTJM Radio, "Supper Clubs", October 30, 2021

Outside Magazine online- "The 25 Best Winter Trips in the World". Fat biking and XC Skiing in Hayward.



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

October / November 2021 Activity Report

Community Engagement

- **Small Community Forum**
EDC hosted the October 26 event at Flat Creek Lodge with funding support from Enbridge Energy. Over 40 attendees heard presentations from Backroads Coffee, Hayward Business Improvement District and Sawyer County Housing Authority followed by breakout sessions with agency representatives.
- **Veteran Job and Resource Fair**
Sponsored by Congressman Tom Tiffany and staff on October 27 at the Hayward Veterans and Community Center. EDC offered grant and business planning support.
- **Business After Five**
EDC cohosted the October 28 Chamber event with Backroads Coffee and The Wine Cave. Very well attended with a high level of engagement.
- **Heart of the North Days**
Attended the 2021 Committee launch meeting representing Sawyer County. Will serve as Co-Chair of the Natural Resource Committee and member of the Economic Development Committee.

Business Technical Support

- **WI Tomorrow Main Street Bounceback Grants**
 - Provided grant application Letter of Acknowledgement for Northland Sports LLC.
 - Provided grant assistance and Letter of Acknowledgement for Mark Lundeen dba Higher Definition Media.
- **Nonprofit Start Up**
Provided nonprofit technical assistance for a group interested in developing organizational support to meet the food and clothing needs of Sawyer County residents.
- **Electronic Recycling**
Providing business planning and technical assistance to an entity scoping the start up of an electronic recycling operation to serve the region.

Grant Prospects

- **Business Incubator Market Study**
Met with USDA state representative to discuss the prospects of Rural Business Development Grants program as a source to fund our efforts to conduct the study. Met with Small Business Development Center UWS to assess applicability for state funding.
- **Outdoor Recreation Economic Collaborative**
Developing draft concept in support of Sawyer County outdoor recreation economy. Potential funding sources to date include EDA: American Rescue Plan, Travel, Tourism & Outdoor Recreation Program and USDA Rural Development. Concept scope in development has been discussed with Chamber, Visitors Bureau and ABSF representatives for early input. Potential to include a spatial analysis of tourism assets and establishment of a sustainable partnership framework.
- **Wisconsin Diverse Business Assistance Grant Program**
Announced by Gov Evers in early October to provide support to organizations that provide technical assistance and other services to businesses owned by members of communities disproportionately affected by the pandemic. Meeting with potential partners and awaiting DOA Notice of Funding Opportunity.

Contacts / Meetings

- Attended Visions Northwest Quarterly meeting 10/13.
- Met with potential candidate to provide marketing assistance to EDC.
- Attended Minong Job Access Commute program meeting at Namekagon Transit.
- Attended Sawyer County Economic Development & UWEX Committee meetings.
- Met with developer of *Authentic Superior* a regional branding and marketplace for local foods and creative commerce in the Chequamegon Bay area.
- Met with Sawyer County Housing Authority Director to discuss increased community support / advisory committee.
- Conducted follow up contact with agency representatives at Small Community Forum.
- Attended Wisconsin Broadband Summit event, 11/16.
- Attended Sawyer County UWEX Youth Visioning session.
- Attended Hayward Business Improvement District meeting, 11/15.
- Attended Hayward Area Chamber of Commerce Annual Meeting / Dinner, 11/4.

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