

**Minutes of the December 6th 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:
- ☒ Tom Duffy
- ☒ Jesse Boettcher
- ☒ Stacey Hessel
- ☒ Brian Bisonette - Virtual

Others Present:

Tom Hoff
Mike Coleson
Lynn Fitch
Lori Baltrusis
Mike Gardner -- Virtual
Sherry Beckman
Linda Zillmer – Virtual
Joan Cervenka

Call to Order – Vice Chair Tom Duffy called the meeting to order at 8:30 am.

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

Election of Committee Officers – Clerk Fitch opened the floor for nominations for the position of Chair. Mr. Boettcher nominated Tom Duffy for the position; there being no other nominations, the nominations were closed and vote was called; motion carried without negative vote. Ms. Hessel nominated Jesse Boettcher for the position of Vice Chair; there being no other nominations, the nominations were closed and vote was called; motion carried without negative vote.

Meeting Agenda --

Public Comments –

Minutes from previous meeting – A motion was made by Ms. Hessel to approve the minutes of the November 1, 2021, meeting; second by Mr. Boettcher. Motion carried.

TAP Grant -- Joan Cervenka, representing Town of Hayward Planning Committee, presented the Transportation Alternatives Program grant. This is a funding program that helps with development of ped/bicycle routes circling the town of Hayward. On January 22nd, the Town of Hayward will present a new route as part of this grant request. No funds are needed from the County but they would request a letter of support for the project from the County.

Sawyer County Agricultural Fair Association – Ms. Hessel reported that the fair board is working on next year's event. Financially they are remaining conservative in their planning.

University of Wisconsin-Extension Department Report – Written report was provided. Ms. Baltrusis advised that they are developing new food programs for seniors, working on a new curriculum with the Native American task force, and the open position for 4-H is still not filled. They are extending the deadline another week on this position.

Hayward Lakes Visitors & Convention Bureau Report – Written report was provided. Ms. Beckman brought copies of the new vacation guide; they are printing 80,000 this year. Their Destinations Wisconsin event won the Trail Blazer Award for the sledding campaign they developed, and they will receive a 2nd year grant for that promotion in the amount of \$11,000. They will also receive an award of more than \$89,000 from the Governor for a silent sports grant. The January Community Adventures are set up for winter sports and Hayward was included in the 25 Best Winter Trips in the World in the *Outside Magazine*.

Northwest Regional Planning Commission – Ken Pearson reported out for NWRPC. He advised that they are seeking participants to join them in Madison for the Heart of the North Days on February 3rd. Members of this committee were invited to participate.

Economic Development Report – A written report was provided. The EDC will be discussing strategic action goals at December meeting. The EDC is examining several different grant programs to see how it can help assist local businesses. He feels workforce housing will be theme for the Heart of the North Hayward Days in Madison meeting.

Trail Reports – Mr. Mrotek advised that there are not specifically set dates to open area snowmobile trails. Sawyer is preparing to host the January AWC snowmobile club meeting here in Hayward. Mr. Duffy shared a written update from Ben Popp advising that the Birkie has approximately 10,000 participants registered for 2022 and it anticipates 13,000. They are working on a World Cup bid to host a World Cup in 2024 as part of the 50th anniversary celebration. The area had about 1,500 skiers over the Thanksgiving holiday season on manufactured snow loops and the Ladies Fat Bike Getaway will be held next weekend with 50 women learning to fat-bike.

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, January 10, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:09 am
Minutes recorded by Lynn Fitch, County Clerk