



Sawyer County

Agenda

Finance Committee Meeting

Thursday, December 9, 2021 @ 8:30 AM

Assembly Room/Virtual Meeting

Date Revised: Tuesday, December 7, 2021 4:08 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/92253884419>. You can also use the dial in number for listening only at 1-312-626-6799 with the Webinar ID: 922 5388 4419. 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. PLEDGE OF ALLEGIANCE

4. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

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 Board:
 - 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 Board 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.

7. APPROVAL OF MINUTES FROM PREVIOUS MEETING

[11.4.21 Finance Minutes DRAFT](#)

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a.

8. AMBULANCE FEES & BILLING DISCUSSION

9. BUDGET WATCH LIST

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a. [Budget Watch List Dec](#)

10. GENERAL FUND BALANCE DESIGNATIONS OR TRANSFERS DISCUSSION

11. RESOLUTION AUTHORIZING USE OF ARPA FUNDS - HAYWARD LAKES VISITORS AND CONVENTION BUREAU (DISCUSSION AND POSSIBLE ACTION)

5 - 9

a. [1\) 12.2021 Resolution ARPA Spending HLVCB](#)
[2\) 12.2021 ARPA Purchase Request HLVCB Exhibit A](#)

12. RESOLUTION TO ENCOURAGE HAYWARD LAKES VISITORS AND CONVENTION BUREAU TO FOREGO RECEIVING 2022 ARPA APPROPRIATION (DISCUSSION AND POSSIBLE ACTION)

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a. [12.2021 RES To Rescind 2022 Budget Appropriation](#)

13. FUTURE AGENDA ITEMS

14. 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 4th meeting of the Sawyer County
Finance Committee
Of the Sawyer County Board of Supervisors
Assembly Room; Sawyer County**



Voting Committee Members (X) Present:

- ☒ Chair: **Bruce Paulsen**
- ☒ Ron Kinsley, Vice Chair
- ☒ Dawn Petit – Virtual
- ☒ Tom Duffy
- ☒ Stacey Hessel

Others Present:

Tom Hoff	Sheldon Johnson
Lynn Fitch	Ron Buckholtz
Mike Coleson	Tweed Shuman @ 8:35am
Mike Keefe	Linda Zillmer
Dianne Ince - Virtual	Sherry Machones
Donna Knuckey	Molly Lank-Jones

Call to Order –Chair Bruce Paulsen called the meeting to order at 8:30 am.

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

Meeting Agenda –

Public Comments – Linda Zillmer

Minutes of the previous meeting – A motion was made by Mr. Duffy to approve the minutes of the October 14, 2021, meeting; second by Mr. Kinsley. Motion carried without negative vote.

CDGB Land Sale #10-SC0-27 – Mr. Johnson presented a request for a short-sale of CDGB Land agreement #10-SC-27 for the remaining loan amount of \$20,000 plus two years of back tax payments. The current renter has made the offer. A motion was made by Mr. Kinsley; second by Mr. Duffy to accept this offer and forward it to County Board for final approval. Motion carried without negative vote.

ARPA Funding Update – Mr. Hoff advised that the County is still awaiting final rules on ARPA fund use guidelines. He noted that a motion was made at the November Economic Development/UW-Extension meeting to fund the proposed \$40,000 HLVCB budget amount with APA funds. Two broadband projects that were applied for have been approved as well as the cost of the Sheriff's Department body scanner committed through ARPA funds.

2022 Budget Discussion – Public comment was heard from Molly Lank-Jones, Donna Knuckey and Sherry Machones. Mr. Paulsen made a motion to accept County Administrator's budget with the Resolution to adopt the 2022 Sawyer County Budget and the 2021 Property Tax Levy to be Collected in 2022, the 2022 Compensation Plan, the 2022 Authorized Employees, the 2022 Fee Schedule and the 2022 Capital Improvement Plan and forward to the County Board for approval; second by Mr. Kinsley. The motion passed 4 -1 with "nay" vote from Ms. Hessel. Public comment made by Linda Zillmer.

Future Agenda Items – Review of plans for the vacated space at the Oasis building.

Meeting Date/Time – The next meeting of the Finance Committee will be Thursday, December 9, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:15 am
Minutes recorded by Lynn Fitch, County Clerk

SAWYER COUNTY							
Budget Watch List							
Budget Year 2021							
							Favorable/ Unfavorable
REVENUES	Total		Budget		Variance		
Interest on Taxes	262,498		160,000		(102,498)		F
Penalty on Taxes	65,571		40,000		(25,571)		F
Sales Tax Income	2,267,529		2,000,000		(267,529)		F
County Forest Stumpage	2,061,764		1,800,000		(261,764)		F
Interest on Investments	128,339		125,000		(3,339)		F
Profit on Tax Deed Sales	440,689		50,000		(390,689)		F
Cty Share Fines & Forfeits	23,608		35,000		11,392		U
GAL Revenue	17,952		33,000		15,048		U
Register in Probate Fees	5,738		10,000		4,262		U
Court Fees & Costs	162,903		130,000		(32,903)		F
Co. Share of Real Estate Tax	146,605		75,000		(71,605)		F
Reg. of Deeds Fees	140,350		100,000		(40,350)		F
Zoning Fees	34,312		30,000		(4,312)		F
Sanitary Permits	113,250		85,000		(28,250)		F
Forestry GNA	-		39,673		39,673		U
Board of Prisoner	207,117		70,000		(137,117)		F
Ambulance Fees	1,181,500		1,441,050		259,550		U
Airport FBO	41,384		24,500		(16,884)		F
Airport Hangar Leases	18,908		17,000		(1,908)		F
Child Support-State Aid	159,356		250,000		90,644		U
Child Support-Incentive	28,357		13,000		(15,357)		F
Veterans-Transportation Fees	1,200		9,000		7,800		U
HHS Client Collections	1,008,235		1,415,003		406,768		U
Agent State Client Collection	254,679		233,630		(21,049)		F

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SAWYER COUNTY BOARD OF SUPERVISORS

RESOLUTION NO. _____

WHEREAS, the American Rescue Plan Act (“ARPA”) established the Local Fiscal Recovery Fund (“LFRF”), which distributes funds (“ARPA Funds”) to provide support to recipients in their efforts to mitigate the economic and public health impacts of COVID-19 on their communities;

WHEREAS, Sawyer County (the “County”) is the recipient of awards distributed via ARPA and LFRF to the County (“ARPA Funds”);

WHEREAS, the County must comply with all federal requirements in the use of its ARPA Funds;

WHEREAS, Interim Final Rule implementing ARPA, 31 CFR Sec. 35.6, Eligible Uses, sets forth four (4) categories of eligible uses for which the County may use its ARPA Funds: (1) to respond to the public health emergency with respect to COVID-19 pandemic or its negative economic impacts; (2) premium pay; (3) revenue loss; and (4) investments in infrastructure.

WHEREAS, the County has reviewed a proposal for the purchase of certain goods and/or services, as more fully described in Exhibit A, which is attached hereto and incorporated herein (the “Purchase”);

WHEREAS, the contents of this Resolution and the Purchase of Service were discussed at the County Finance Committee meeting on December 9, 2021, and the County Finance Committee voted to recommend to the County Board that it adopt this Resolution and complete the Purchase of Service;

WHEREAS, the County Board then discussed this Resolution and the Purchase of Service at its meeting on December 16, 2021.

NOW, THEREFORE, BE IT RESOLVED, the Sawyer County Board of Supervisors determines, adopts and directs the following:

1. Recitals. The Recitals set forth above are true and accurate, and are therefore incorporated into the Resolution and shall be used not just for reference.
2. Approval of Purchase of Service. The County Board hereby approves the Purchase of Service described in Exhibit A.
3. Additional Steps and Purchases. The County Board hereafter approves any additional steps necessary to accomplish the Purchase of Service.

47 4. Health, Welfare and Safety. The County Board hereby determines
48 that completion of the Purchase of Service with ARPA Funds is in the
49 best interest of addressing negative economic impacts of its citizens
50 and visitors.
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53 Fiscal Impact: \$40,000 from ARPA Funds 2022 Budget
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57 This Resolution is recommended for adoption by the Sawyer County Board of Supervisors at its
58 meeting on December 16, 2021, by this Sawyer County Finance Committee on this December 9,
59 2021.
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62 _____
63 Bruce Paulsen, Chair

Ron Kinsley, Vice Chair

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65 _____
66 Dawn Petit, Member

Stacey Hessel, Member

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69 Tom Duffy, Member

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71 This Resolution is hereby adopted by the Sawyer County Board of Supervisors this 16th day of
72 December, 2021.
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75 _____
76 Tweed Shuman,
77 Sawyer County Board of Supervisors Chairman

Lynn Fitch,
Sawyer County Clerk

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79 Exhibit A – Purchase of Service from Hayward Lakes Visitors and Convention Bureau.

Exhibit A

[illegible]

2. If this purchase is for a project to address a negative impact due to the Covid pandemic, please include staff that may be administering and managing the project as well as a breakdown of expenses. If needed, please attach a supplemental excel/word file.

The Hayward Lakes VCB is responsible for providing tourism for Sawyer County. The Hayward Lakes VCB is the umbrella organization serving several marketing partners. Our marketing plan includes a good mix of digital, social media, billboards, vacation guide, trade shows, radio, television, inbox marketing, native advertising, SEM, direct mail, event sponsorships, travel adventure tours and Google Ad Words campaigns.

The selected target markets stem from the data and research from Travel Wisconsin, as well as historical visitor data from all communities in Sawyer County. Our target market reflects the most captive and likely audiences to visit. Key markets for leisure are divided seasonally and families, couples and groups of friends. Although there are similarities between seasons, families tend to make up the largest segment of travelers during the summer; couples dominate during spring and fall; and groups of friends during the winter.

Attached is the current marketing plan.

1:00 PM	
8/11/21	
Cash Basis	
Hayward Lakes Visitor & Convention Bureau	
Profit & Loss Budget Overview	
July 2021 through June 2022	
Jul '21 - Jun '22	
Ordinary Income/Expense	
Expense	
Marketing Expense	
Grant Expense	16,000.00
Conferences	600.00
Ad Design Charges	500.00
Distribution	35,000.00
Four Seasons distribution	100.00
Membership Dues	4,000.00
Outdoor Report	3,000.00
Winter Marketing	10,000.00
Total Marketing Expense	79,500.00
Room Tax Marketing	
Fishing	5,000.00
Camping	2,200.00
ATV Promotion	6,000.00
Photo-Video Library	13,000.00
Web Hosting-Links-Social	15,000.00
Sport Show Booth Upkeep	500.00
Skiing Sports	5,000.00
Golf	3,800.00
Minneapolis-Madison-Minn Market	40,300.00
Small Market Meetings	2,000.00
Misc/Other	500.00
Print	10,000.00
Promotional Products	6,000.00
Sport Shows/Booth-Electric-Tabl	14,000.00
Digital - TV - Radio	28,000.00
Social Media Advertising	13,700.00
Website Improvements	15,000.00
Total Room Tax Marketing	176,000.00
Total Expense	245,500.00
Net Ordinary Income	245,500.00
Net Income	245,500.00

Hayward Lakes VCB Exec Dir Sherry Beckman

Comments:

Section To Be Completed by Administration

Approved By: _____
County Administrator

Date: _____

Approved By: _____
Accounting

Date: _____

1:00 PM
07/14/21
Cash Basis

Hayward Lakes Visitor & Convention Bureau
Profit & Loss Budget Overview
July 2021 through June 2022

	Jul '21 - Jun 22
Ordinary Income/Expense	
Expense	
Marketing Expense	
Grant Expense	16,000.00
Other/Misc	500.00
Ad Design Charges	500.00
Distribution	35,000.00
Four Seasons distribution	700.00
Membership Dues	4,800.00
Outdoor Report	3,000.00
Winter Marketing	10,000.00
Total Marketing Expense	70,500.00
Room Tax Marketing	
Fishing	5,000.00
Camping	2,200.00
ATV Promotion	5,000.00
Photo-Video Library	13,000.00
Web Hosting-Links-Social	15,000.00
Sport Show Booth Upkeep	500.00
Silent Sports	5,000.00
Golf	3,800.00
Milwaukee-Madison-Minn Market	40,300.00
Small Market Meetings	2,000.00
Misc/Other	500.00
Print	10,000.00
Promotional Products	5,000.00
Sport Shows/Booth-Electric-Tabl	14,000.00
Digital - TV - Radio	25,000.00
Social Media Advertising	13,700.00
Website Improvements	15,000.00
Total Room Tax Marketing	175,000.00
Total Expense	245,500.00
Net Ordinary Income	-245,500.00
Net Income	-245,500.00

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Resolution _____

RESOLUTION TO ENCOURAGE HAYWARD LAKES VISITORS AND CONVENTION BUREAU FOREGO RECEIVING \$40,000 OF 2022 ANNUAL APPROPRIATION

WHEREAS, the Hayward Lakes Visitors and Convention Bureau (HLVCB) was awarded a state grant of \$89,833; and,

WHEREAS, the Town of Bass Lake third quarter room tax due the HLVCB is \$19,749 (as of 11/9/2021), which is \$7,749 more than the full year collections budgeted by the HLVCB; and,

WHEREAS, the Town of Round Lake projects for the year ended 12/31/2022 the HLVCB will receive \$47,000 in room tax revenue; and,

WHEREAS, the Towns were told that to reduce the need to fund tourism from County taxpayers the Sawyer County Board recommended and supported the implementation of a County wide room tax (County Board Resolution #2017-52); and,

WHEREAS, the Towns of Hunter, Bass Lake and Round Lake implemented the room tax based on the need to reduce the County taxpayer funding to the HLVCB.

THEREFORE BE IT RESOLVED, that the Sawyer County Board of Supervisors recommends and encourages Hayward Lakes Visitors and Convention Bureau forego receiving \$40,000 of the 2022 approved appropriation.

FISCAL IMPACT: Reduce 2022 County Overall Budget \$40,000

Recommended for approval by the Sawyer County Board of Supervisors at its meeting on December 16, 2021 by the Finance Committee at its meeting on December 9, 2021.

Bruce Paulsen, Chairman

Ron Kinsley, Member

Dawn Petit, Member

Tom Duffy, Member

Stacey Hessel, Member

This Resolution is hereby adopted by the Sawyer County Board of Supervisors this 16th day of December, 2021.

Tweed Shuman,
Sawyer County Board of Supervisors Chairman

Lynn Fitch,
Sawyer County Clerk