



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, February 7, 2022 @ 8:30 AM
Assembly Room/Virtual Meeting

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. 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.

6. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING

- a. [1.10.22 Economic.UWEX Minutes DRAFT](#)

7. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

8. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

9. HAYWARD LAKES VISITORS & CONVENTION BUREAU

- a. [Marketing-Board meeting Feb 2022 HLCVB](#)

10. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

11. ECONOMIC DEVELOPMENT CORPORATION REPORT

- a. [EDC County Report Jan 2022](#)

12. HAYWARD LIBRARY UPDATE

- a. [Director's Report 1-31-22 Hayward Library](#)

13. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

14. HISTORICAL SOCIETY

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.

Mission Statement: Provide the leadership for implementation of the Education and Economic Development for Sawyer County. To provide leadership in monitoring outcomes, reviewing, and recommending for the County Board all policies related to educational and economic development initiatives of Sawyer County.

**Minutes of the January 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: Tom Duffy
- ☒ Jesse Boettcher
- ☒ Stacey Hessel
- ☒ Brian Bisonette – Virtual@ 8:38 am
- ☐ Jason Weaver

Others Present:

Tom Hoff
Mike Coleson
Lynn Fitch
Lori Baltrusis
Mike Gardner

Sherry Beckman – Virtual
Linda Zilmer - Virtual
Erin Metcalf
Kathy LaReau
Rick Christian

Call to Order – Chair 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.

Meeting Agenda --

Public Comments --

Minutes from previous meeting – A motion was made by Ms. Hessel to approve the minutes of the December 6 2021, meeting; second by Mr. Boettcher. Motion carried without negative vote.

Transportation Alternatives Program (TAD) Grant Letter of Support – A written letter of support for the bike project was presented. A motion was made by Ms. Hessel to recommend sending this letter of support to the County Board for approval; second by Mr. Duffy. The vote passed 2 to 1; nay vote from Mr. Boettcher.

Municode Codification Update – Mr. Hoff advised that the current draft of our ordinances has been presented to all departments for review before going to full County Board.

Sawyer County Agricultural Fair Association Report – Mr. Christian provided an update; the 2022 County Fair is 95% planned. This year's fundraiser is to be held on June 11th at the Fairgrounds with a barn dance and live auction.

University of Wisconsin-Extension Department Report – Ms. Baltrusis advised that they are interviewing two candidates for the open 4-H position.

Hayward Lakes Visitors & Convention Bureau Report – Written report provided; Ms. Beckman reviewed the 2021 marketing statistics.

Northwest Regional Planning Commission

Economic Development Report – Written report provided. Mr. Gardner reported on activities happening in and affecting the forest industry including a \$100M proposal to address critical changes in the industry. To date, sixteen Sawyer County businesses have received a \$10,000 Bounceback grant; the highest number of recipients in the State.

Motorized and Non-motorized Trails – Mr. Mrotek announced his retirement as trail coordinator. He introduced Cathy LaReau and Erin Metcalf who will provide future updates. Mr. Duffy presented a written email update from Ben Popp on non-motorized trails. To date, 10,500 skiers have registered for the Birkie.

Future Agenda Items – Molly Lank-Jones provided a Hayward Library report and will be on this monthly agenda in the future. Add Historical Society to future agendas.

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

DRAFT

February 2022
Hayward Lakes VCB Marketing Report

NW ITBEC-stands for Northwest Wisconsin International Trade Business & Economic Council

The four individual ITBECs are organized by the Wisconsin Counties Association. Tourism Advisory Committee: Sherry is appointed by the Sawyer County Board in March. Appointment is for two years.

Funded by: \$5,000 is funded annually by the Wisconsin Counties Association and \$3,000 from each county. NW ITBEC includes the following counties: Ashland, Barron, Bayfield, Burnett, Chippewa, Douglas, Iron, Polk, Price, Rusk, Sawyer and Washburn. Finalize 2022 budget at the February meeting.

2021 NW ITBEC Marketing Plan		1/13/22		
Key person		Proposed	Spent	Balance
MMc/Sherry	Reprinting - Map	\$ 8,500.00	\$8,500.00	\$0.00
Mary Mo	5 Star Marketing Distribution	\$5,000.00	\$ 5,000.00	\$0.00
Rita	Iowa Snowmobile	\$1,200.00	\$ 1,200.00	\$0.00
Sherry	MN/WI SnoMo Magazines	\$3,500.00	\$ 3,500.00	\$0.00
Nikky	Snowtracks.com	\$1,000.00	\$ 1,000.00	\$0.00
Sherry	ATV Marketing	\$3,250.00	\$ 3,250.00	\$0.00
Michelle	WATVA	\$1,500.00	\$ 1,500.00	\$0.00
Mary Mc	On Wisconsin Outdoors	\$2,000.00	\$ 2,000.00	\$0.00
Michelle	WI Bike Federation	\$500.00	\$ 500.00	\$0.00
Mary Mc	Ad Words	\$3,500.00	\$ 1,432.33	\$2,067.67
Nikky	Facebook Advertising	\$1,500.00	\$ 922.05	\$577.95
Sherry	Department of Tourism Co-op	\$3,000.00	\$ 2,400.00	\$600.00
All	Website Rebuild	\$6,800.00	\$ 3,370.00	\$3,430.00
All	Media Library	\$1,000.00		\$1,000.00
	General Advertising	\$1,200.00	\$ 1,062.20	\$137.80
Michelle	Constant Contact	\$500.00	\$ 500.00	\$0.00
Total		\$43,950.00		\$7,813.42

The ATV/Snowmobile Map is reprinted every other year. The Silent Sport Guide is printed opposite year of the map. 2021 was map and 2022 is the guide. Counties take turns coordinating. SC 21 for Map & 20 Guide

New in 2022: NW ITBEC is taking over the WI Governor's Fishing Opener from the WI Indian Head Country. Spooner will be the host City. Hayward hosted in 2021.

Tracking: Sawyer County is the second highest area of requested information after Bayfield County.(within 3) 73% request Map and 27% request silent sport guide How did they hear about www.northwestwisconsin.com? 40% Internet search, 24% WI Snowmobile, 9% Facebook, 6% Travelwisconsin.com, 5% On WI Outdoors, etc.

PR: 12/9/2021 USA Today "Nighttime Catch of Giant Muskie Breaks 64 Year Old Record". Mentions Lac Courte Oreilles holding all tackle world record 67 pounds 8 ounces from 1949

12/19/21 Musky Hunter Magazine "Biggest Muskies in all 50 States" Louis Spray Chippewa Flowage and Cal Johnson, Lac Courte Oreilles.

12/21/21 Wisconsin Lodging Insider "HLVCB Received 2021 Tourism Trail Blazer Award"

1/4/2022 AAA Living "Birkie"

12/23/21 www.Wellandgood.com "7 Small Towns on the US That Are Basically Winter Wonderlands for Outdoor Exploration" Birkie Trail and events, Chequamegon Nation Forest

1/15/22 Travels with Darley PBS "Mountain Biking CAMBA Trails in WI"

1/19/22 CBS Duluth Channel 3 Snap A Selfie Contest on the City by City section newscast

11/3-9. 2021 The Epoch Times Small Town Culture Entwined with Giant Attractions Hall of Fame



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

January 2022 Report

2022 Strategic Goals

The Board of Directors approved the following strategic goals for 2022 at the January meeting.

The Sawyer County / Lac Courte Oreilles Economic Development Corporation WILL:

- support the reduction in recidivism in Sawyer County by offering training opportunities to individuals incarcerated in the Sawyer County Jail.
- support the expansion of broadband in Sawyer County by fostering the connection of broadband companies to areas of the county not currently served.
- make progress with the Lac Courte Oreilles tribe to bring internet services to those on the reservation who are not served or under served.
- expand efforts invite new residents to the county and support a thriving community.
 - Host placemaking activities in the Winter community and with the Lac Courte Oreilles Tribal Government.
- support the development of workforce housing units in Sawyer County by supporting housing partners to include the Sawyer County Housing Authority, the Lac Courte Oreilles Housing Authority, the Lac Courte Oreilles Tribal Government, and area developers.
- support small business development and growth.
 - Survey existing businesses to determine how the EDC can assist with profitability.
 - Host a business training program.
 - Host a Tribal Toolbox event with the Lac Courte Oreilles Tribal Government.
- support daycare services by assisting service providers with finding grants to support facility development, licensing, and training.
- support the continuation of the EDC.
 - Board Member recruitment and succession planning.
 - Strategic planning for the 2023-2025 time period.
 - Host an annual membership meeting.
 - Continued fundraising efforts.

Mission: To promote a thriving Sawyer County

Vision: Be a community where businesses thrive by enhancing opportunities to prosper and grow.

Board of Directors

Michelle Beaudin	LCO Tribal Government	
Mary Jo Becker	Frandsen Bank & Trust	
Luke Beirl	Hayward Area Memorial Hospital & Waters Edge	
Leo Carlson	Norvado	
Lynn Fitch	Past President	
Stacey Hessel	Sawyer County Board	EDC Secretary
Monica Johnson	NorthLakes Community Clinic	
Craig Olson	Hayward Community Schools	
Bruce Paulson	Sawyer County Board	
Ed Peters	Sawyer County Board	
Chris Ruckdaschel	Hayward Area Chamber of Commerce	
Tweed Schuman	LCO Tribal Government	
Mike Stamp	Shell Lake State Bank	
Rob Susedik	H&R Block	EDC Treasurer
Jessica Wagner-Schultz	Lac Courte Oreilles Ojibwe College	EDC President
Cliff Williams	CPA	
Amanda Wilson	Deerfoot Lodge & Resort	EDC Vice President

Committee List: Executive Committee, Finance, Marketing, County-Wide Partnership, Business Development/Retention & Fundraising, Housing, Broadband, Place Making, Jail Training

Board Meetings: Third Thursday of the month, 1:pm
Lac Courte Oreilles Ojibwe College Board Room and via Zoom.

Website: [Http://www.sclcoedc.com](http://www.sclcoedc.com)

Contact: info@sclcoedc.com

Mailing Address: P.O. Box 341, Hayward, WI 54843

Director's Report

By Molly Lank-Jones

Sherman & Ruth Weiss
Community Library

LIBRARY NEWS & EVENTS
FOR THE COMMUNITY



Jan. 31, 2022

Library Events

Here is a partial list of recent and upcoming library programs and activities for the public and staff.

January & Upcoming 2022

- 1/10/22 – 2/4/22. Winter-themed Boggle board on library's front window. Presented by Ann Larson.
- 1/18/22, 6:30 p.m. Tuesday Trivia for Adults via Zoom. Presented by Ann Larson. Molly and library patrons.
- Thurs. 1/13/22, 3 p.m. NWLS ILS Committee Meeting. Molly, Ann.
- Tues. 1/18/22, 5 p.m. Hayward Library Foundation (HLF) Annual Meeting. Molly.
- Wed. 1/19/22, 1-2 p.m. Advocacy 101 webinar. Presented by Jim Tripp, IFLS Board President & Dunn County Board Supervisor. Molly, Ann.
- Thurs. 1/20/22, 10 a.m.-3 p.m. NWLS Network Consortium Meeting and Directors' Meeting. Molly, Ann.
- Fri. 1/21/22, 10 a.m.-12 noon. ILS Committee Meeting and Demo of Carl-X automated system. Molly, Ann.
- Mon. 1/24/22. 2021 Annual Report available online to start filling in. Molly.
- Wed., 1/26/22. Library Shelfie Day. Take a photo of your library's book displays or your favorite book shelf and post it on Facebook, tagging the WI DPI. The DPI will collect and display the pics to promote libraries. Ann
- Wed. 1/26/22 and Thurs. 1/27/22. 9 a.m. – 2:30 p.m. 10th Annual Wild Wisconsin Winter Web Conference. Nine webinars incl. "Radically Imagining the Role of Public Libraries," "Managerial Leadership," "Tools in Disaster Response for Libraries." Presented by 16 WI

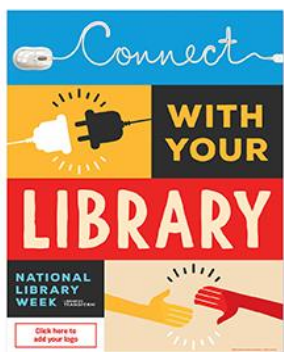


Library Systems & the DPI Public Library Development Team. Molly, Ann.

- Mon. 1/31/22, 11:30 a.m. – 1:30 p.m. ILS Committee Meeting and Demo of Koha automated system. 2 – 4 p.m. Demo of Symphony automated system. Molly, Ann.
- Mon. 1/31/22. Director's Report due to Lynn Fitch. Molly.
- 1/31-2/2/22. Children's Take 'n Make kits for Groundhog Day—Hand out at library.
- Month of February. Black History Month Scavenger Hunt and Coloring Sheet Packet.
- Month of February. For the Love of Reading Beanstack Challenge. Primary audience: children. Multiple activities including: create your own valentine, write a poem from the perspective of a flower, make a list of 10 things you love about yourself, decorate a box or jar, fill it with love notes for someone you care about, & give the box to that person, answer these questions about reading: Which book did you pick to read? What is your favorite book of all time? What do you love most about reading? Presented by Ann Larson.
- Thurs. 2/3/22, 1 p.m. Friends of the Library Meeting. Molly, Ann.
- 2/3-2/14/22. Two Valentine's Day Crafts Take 'n Make kits: Make a Love Monster and Folded Hearts Art.
- Mon. 2/7/22, 8:30 a.m. Sawyer County Economic Development and UW Extension Meeting. Molly.
- 2/7-3/4/22. Olympics Boggle board on library's front window. Pick up sheets to play in the outdoor case to the right of the drop boxes.
- Tues. 2/8/22, 4:30 p.m. Library Board Meeting. Molly.
- Wed. 2/9/22. Snowshoe Adventure on the Hayward Library Trail. Guided by Cable Natural History Museum's Naturalist Emily Stone. Easy snowshoe

adventure on Library Nature Park Trail. Learn about identifying winter trees, animal tracking, birds, and more. Library staff and Landmark Conservancy will share story of how our 16 acres are protected in perpetuity and about other land protection efforts in the area. Ann.

- 2/15/22, 3 p.m. [“Staying Together” NWLS System-Wide Meetings re Covid Best Practices and other library issues.](#) Molly, Ann.
- 2/15/22, 5 p.m. [Hayward Library Foundation Meeting.](#) Molly.
- March 2022. [Oreo Cookie Taste Trials and Challenge.](#) Pick up your sample bags of different Oreo flavors. Guess the flavor and pick your fave! What you’re your favorite books that feature cookies?



- 4/3-4/9/22. [National Library Week.](#) Scavenger Hunt, daily drawings for prizes, online programs.
- 4/5/22. National Library Workers Day. Director features staff photos and brings treats. Molly.
- Winter 2022. [LEGO Bingo](#) for children.
- Winter 2022. [Spice of Life.](#) Partner with Ann

Noble to distribute Take ‘n Make kits of recipes and spices. Invite public to take photos and share them on library Facebook page.

- Winter 2022. Distribute Take ‘n Make kits to build Snowmen on the library lawn and at home.
- Winter 2022. Zoom Gardening Program.
- Teens Tiny Art Show. Date TBD.
- Between Sept. 2022 and June 2023. [One Book, One Community.](#) Numerous NWLS system-wide (and additional library systems in northern WI) events centered on best-selling and award-winning author Tommy Orange and his book *There There*. Events will include the author at a Fireside Chat, books give-away to the public, book discussions, Facebook event, a feast at LCO, and more.

Tommy Orange is a member of the Cheyenne and Arapaho Tribes and his book follows twelve characters from Native communities all traveling to the Big Oakland Powwow, all connected to one another in ways they may not yet realize.

Ongoing Library Programs

- [Library Nature Trail.](#) Learn about nature by walking the half mile Library Nature Trail. Listen as audio tour

guide Emily Stone, Naturalist/Education Director from the Cable Natural History Museum describes 18 points along the trail during each of the seasons. Access the audio using the buttons below on your smart phone, iPad or other portable smart device.

Funding for the audio trail guide was from a C.D. Besadny Fund, Natural Resources Foundation of WI, Inc. grant.

- [StoryWalk® on the Library Nature Trail.](#)
- [Tuesday Story Hour for Young Children.](#)

Quote of the Month

A book is a dream you can hold in your hand.

-Award-winning author Neil Gaiman