



# Sawyer County

## Agenda

**Economic Development & UW Extension Committee Meeting**  
**Monday, December 5, 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 at 1-312-626-6799 with the Webinar ID: 976 4200 7840. Use \*9 to Raise/lower hand and \*6 to Unmute/mute. 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. 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.

### **7. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING**

[11.7.22 Econ.UWEX Minutes DRAFT](#)

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a.

**8. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT**

**9. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT**

**10. HAYWARD LAKES VISITORS & CONVENTION BUREAU**

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a. [Hayward Lakes December Report 2022](#)

**11. NORTHWEST REGIONAL PLANNING COMMISSION REPORT**

**12. ECONOMIC DEVELOPMENT CORPORATION REPORT**

**13. LIBRARY UPDATES**

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a. [1\) Winter Library Director's Report 11.22.2022.docx](#)  
[2\) Director's Report for 12-5-22 Economic Dev Comm Mtg](#)

**14. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT**

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a. [Non motorized trail report](#)

**15. HISTORICAL SOCIETY**

**16. FUTURE AGENDA ITEMS**

**17. CORRESPONDENCE, REPORTS FROM CONFERENCES AND MEETINGS**

**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 November 7<sup>th</sup> 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
- ☒ VC -- John Righeimer
- ☒ Stacey Hessel
- ☐ Brian Bisonette
- ☒ Chris Rusk

**Others Present:**

Andy Albarado  
Lynn Fitch  
Molly Lank-Jones  
Donna Knuckey

Kathy LaReau  
Sherry Beckman  
Rick Christenson  
Kate Ross-Barido

**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 September 6, 2022, meeting; second by Mr. Rusk. Motion carried without negative vote.

**University of Wisconsin-Extension Department Report** – Ms. Knuckey introduced 4-H services and the activities they take part in. She performed a SWAT analysis with the youth membership.

**Hayward Lakes Visitors & Convention Bureau Report** – A written report was provided. Ms. Beckman presented a variety of print publications that they generate or co-sponsor and reviewed the highlights of her report.

**Economic Development Report** – Ms. Ross-Barido provided updates for the SCLCO; this week they are completing a placemaking event at LCO. She has also been networking as she begins this new position and meeting with area businesses that still qualify for the \$10,000 grants through the Main Street Bounceback Program. She is applying for a grant through Northwood Tech for funds for living spaces as well as two other grants.

**Library Updates** -- Written reports were provided. Ms. Lank-Jones provided a list of grants awarded for the period 2019-2022 and reviewed the highlights of her report. Ms. Knuckey provided a brief breakdown of their library funding and reviewed the highlights of her report.

**Sawyer County Agricultural Fair Association Report** – Mr. Christenson reported the fair is going to be August 17-20, 2023. He reported that the numbers for the overall 2022 weekend were up and the 2023 event is mostly planned out already.

**Northwest Regional Planning Commission –**

**Motorized/Non-Motorized Trail Report** – Written reports were provided. Ms. LaReau reported that 155 can be expected on the Seeley Hills trail system on Saturdays alone. She reviewed the seasonal closings in the system. They are planning an ATV ride and are working with the biking representatives to avoid conflicts in usage. Mr. Duffy reviewed the highlights of the non-motorized report.

**Historical Society –**

**Meeting Date/Time** – The next meeting of the Economic Development and UW-Extension Committee will be Monday, December 5, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:36 am

Minutes recorded by Lynn Fitch, County Clerk

DRAFT

December 2022  
Hayward Lakes VCB Marketing Report  
**ATV Promotion**

Google SEM Dashboard Sept 2022

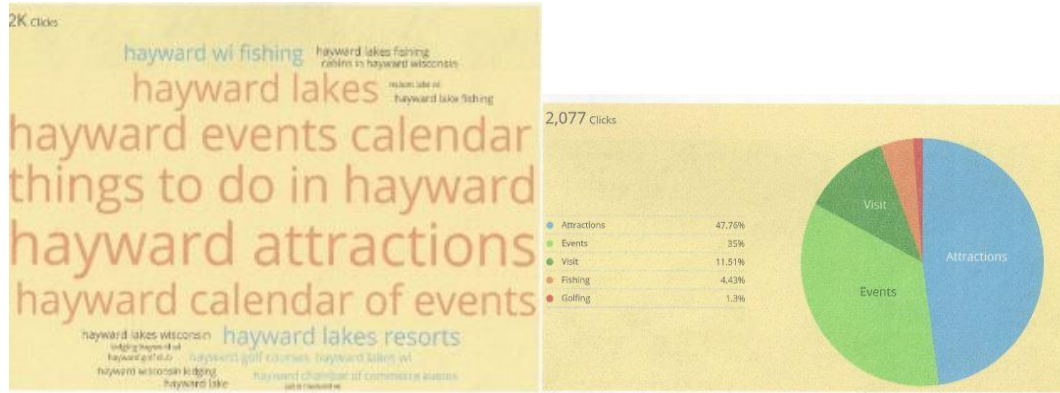


Exhibit A

Google SEM Dashboard: Nov 2021-2022 ATVhayward.com

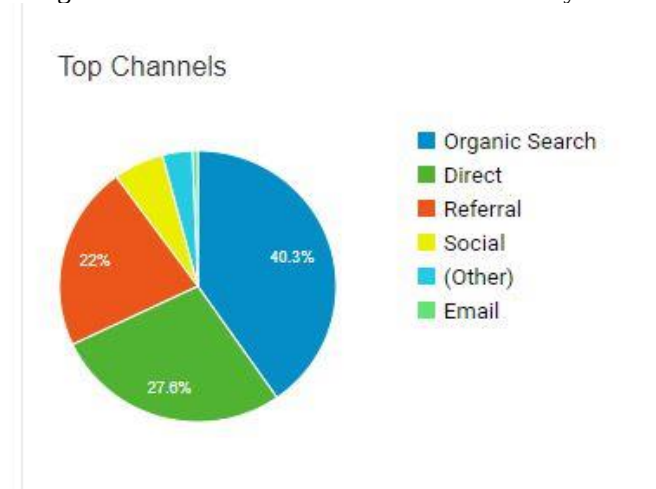


Exhibit B

Organic Search-is a source of traffic to your website that is unpaid. Best way to get users to your website.

Social Media is 5.8% with a spike in traffic on August 12<sup>th</sup> for a travelwisconsin.com atv post.

Other is 3.5% this was a B-roll video of ATVing on WDIO.com (Duluth/Superior area)

Highest traffic day was May 10<sup>th</sup> after Discover Wisconsin airing

Hayward Lakes VCB owns and maintains [www.atvhayward.com](http://www.atvhayward.com)

Distribute and pay full postage for map requests. \$1.36/each. Mailed 1034 maps in 2021 (over \$1400) This map is both ATV and Snowmobiling. We distribute over 3,000 annually at Information Center and attendance at 11 sport shows. (Milwaukee, Madison, Chicago, Osh Kosh, Minneapolis, St. Paul, Eau Claire, LaCrosse, etc.)

Discover Wisconsin Episode-“Tales on the Trails” that highlighted snowmobiling and ATVing. First aired April 2021 and again in fall of 2021. Third airing 2022.

Digital map is displayed on [www.haywardlakes.com](http://www.haywardlakes.com) and [www.atvhayward.com](http://www.atvhayward.com)

Post the trail report to [haywardlakes.com](http://haywardlakes.com), [atvtracks.com](http://atvtracks.com) and [travelwisconsin.com](http://travelwisconsin.com)

Advertising for ATVing \$5,200 annually (Iowa Sportsman, Fox21, Star Tribune and WDIO Pre-roll video, MN Off-Road, Midwest Rider, FIW ATV trails, Leader Telegram, ATVtracks, Pioneer Press email blast, WI Department of Tourism social media Facebook & Instagram posts)

Social Media-Facebook and Instagram posts on [www.haywardlakes.com](http://www.haywardlakes.com)

Include trail information and links in the quarterly tourist newsletter. Reaches over 4,000 subscribers.

Coordinated and funded new video and still photography of ATVing 2021-2022

Work closely with Sawyer County Snowmobile and ATV Alliance. We receive a detailed monthly trail report by Cathy LaReau at the HLVCB board meetings.

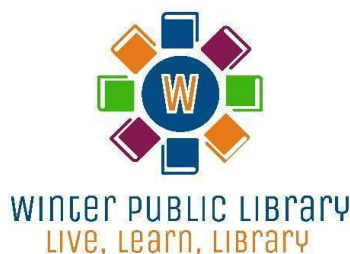
Provided items for the goodie bags for the AWSC Directors Conference.

Printed the ATV City Map to distribute to Information Center guests.

Produced the NW ITBEC Snowmobiling and ATVing Corridor Maps with the surrounding 11 counties and update information on [www.northwestwisconsin.com](http://www.northwestwisconsin.com)

Members of the Wisconsin ATV Association (WATVA) and North Country Riders.

Knowledgeable Information Center Staff- answer questions regarding trails. Designated areas to park, places to stay and dine on the trail.



# WINTER PUBLIC LIBRARY

## DIRECTOR'S REPORT

By Donna Knuckey

[winter.wislib@gmail.com](mailto:winter.wislib@gmail.com)

**Mission Statement:** The mission of the Winter Public Library is to provide quality materials and services which fulfill the education, information, cultural and recreational needs of the entire community in an atmosphere that is welcoming, respectful and businesslike.

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I apologize for not being able to present in person to this committee this month. I am attending an UW-Extension All Colleague meeting this week in Madison with our Dean and will be unavailable to meet via Zoom the morning of this meeting.

### **Library Calendar of Events:**

(This list changes as more programs and/or events are being planned throughout each month)

#### **November**

November 1st-Strong Bodies@ 9:00 a.m.  
November 1st-Youth Story Hour @ 4:30 p.m.  
November 7th- Board Meeting @ 6:30 p.m.  
November 8th-Strong Bodies@ 9:00 a.m.  
November 8th-Youth Story Hour @ 4:30 p.m.  
Nov. 14th-Town of Draper @ 5:00 p.m.  
November 15th-Youth Story Hour @ 4:30 p.m.  
Nov. 15th-County Board meeting @ 6:30 p.m.  
November 16th-Town of Winter @ 6:00 p.m.  
November 16th-Town of Couderay @ 7:00 p.m.  
November 17th-NWLN Network meeting @ 10:00 a.m.  
November 29th-Youth Story Hour @ 4:30 p.m.

#### **December**

December 5th-Board Meeting @ 6:30 p.m.  
December 6th-Youth Story Hour @ 4:00 p.m.  
December 12th-Town of Draper @ 5:00 p.m.  
December 13th-Youth Story Hour @ 4:00 p.m.  
December 16th-Book Giving Tree Distribution  
December 17th-Crafts & Mrs. Claus @ 10:00

Due to the Holidays falling on the weekends, it does not affect the library hours. We close for

Christmas Eve and New Year's Eve at 2:00 p.m. which is our normal closing time on Saturdays. Generally, we are closed on Memorial Day, 4th fo July, Labor Day, Thanksgiving Day, Christmas and New Year's Day. We stay open as much as possible to meet the needs of those that use library services.

#### **Municipality Visits**

Each Fall, I visit the seven municipalities in which the library serves and report on budget and statistics to the boards. My last visit will be in December with the Town of Draper. Each municipality has representation on my eleven member library board.

#### **Book Giving Tree**

The Book Giving Tree program was started 11 years ago by me as a way to get books into youth's hands for Christmas. Each year, the library organizes, raises funds through donations, orders books and distributes them for this program. All proceeds to the Book Giving Tree Program stay with this program and are

fully funded by donations. Last year, we provided books to 126 youth in the Winter area.

### **Upcoming Fundraising**

**Fall Raffle Fundraiser**-Winners are drawn at the Winter Chamber of Commerce Homespun Holiday Event at the Winter Schools

Prizes are Winter Scene Lap Quilt, Stained Glass Angel Table Decoration, and Taste of the Town basket.

**January Book Sale**-We have an annual mid-winter book sale that is popular. We have books on sale all year long but this mid-winter sale is popular and begins the 2nd week of January and ends the last day of January. The funds from the book sales are used towards funding youth and adult programs in the library.

**The Library Staff wish a Safe Holiday Season and thank you for your continued support of the Winter Public Library.**



## SHERMAN & RUTH WEISS COMMUNITY LIBRARY

### DIRECTOR'S REPORT BY MOLLY LANK-JONES

December 1, 2022

#### LIBRARY APPLYING FOR GRANTS

- The Hayward Library is applying for the following grants:
1. Penguin Random House Grant for Small & Rural Libraries. Up to \$1000 for StoryWalk® books.
  2. Baker & Taylor Summer Reading Grant is designed to encourage reading programs for children in public libraries by providing \$3,000 in financial assistance.
  3. PBS Grant for family and STEM programming once a month for six months. Includes dinner and program. Ann was told 52% of children in Hayward Schools participate in the free lunch program, so we felt this would be helpful for those children and families.
  4. AARPA Grant through Lean Wisconsin Alliance for two more Internet Hot Spots for people without good Internet access. We currently have two Hot Spots.

#### HLF TO SEND HOLIDAY FUNDRAISING LETTER

The Hayward Library Foundation soon is sending their annual holiday fundraising letter and emailing it in the form of their quarterly newsletter. In past years, this has been their most successful fundraiser. In 2021 and 2022, it helped them to increase their annual gift to the library to \$19,000. HLF informed the library recently that because of the rocky market, they will need to decrease their contribution in 2023 by approximately \$5000, unless the fundraiser does extraordinarily well. The library understands the annual gift is contingent upon the market and donations and appreciates the HLF Board of Directors' advocacy and hard work to help ensure the library's future.

#### KAREN DUFFY TO RESIGN FROM LIBRARY BOARD

In an email to the Library Director and Board of Trustees, Board President Karen Duffy announced her resignation due to an illness in her family. She states the following: "The position of trustee requires time commitment, creative thinking, and steadfast productivity. I have been putting forth my best effort, but due to family circumstances that require frequent visits downstate, I am unable to continue my dedication to the library. I...believe that a strong candidate can be found to help the library progress into the new year. I plan to continue to volunteer my time to the Weiss Community Library and will remain an ardent supporter."

#### DECEMBER ACTIVITIES & EVENTS

The following is a list of recent and upcoming library programs, events for the public and library staff. The programs are free

and open to everyone.

- Month of Dec. NWLS Marketing Committee working on "Library Passport" program for summer, 2023. Libraries to provide passports for patrons to visit other libraries (in- and outside our system) & get passport stamped. Patrons can turn in for prizes. Helps promote all libraries and their programs. Ann.
- **12/1, 12/8, 12/15, 12/22, 12/29.** 10 a.m. 12 noon. In Gauge Crafters Club. Meet in Children's Room or Meeting Room.
- **12/2,** 10 a.m. Meeting with Ashton re grant application. Molly.
- **12/5-1/6.** Cardboard "Gingerbread House" for children to decorate. Created by Ann & Agnes.
- **12/5,** 8:30 a.m. Economic Development/UW Extension Committee Meeting. Molly.
- **12/5.** December Holidays Boggle Board. Ann.
- **12/6, 12/13, 12/20,** 10 a.m. Storytime with Nina of Northwest Connection Family Resources.
- **12/7.** I Spy Winter Scene. Children spot all the items in the tank and turn in their lists to get prize stickers. Ann & Agnes.
- **12/7,** 10 a.m. Continuing Education Webinar: *The Reluctant Library Advocate*, Part 3 of Fall Webinar Series. Molly.
- **12/7.** Ann to demonstrate to Hayward Schools how teachers can use Beanstack software to track students' progress throughout the year. Beanstack currently is provided to libraries and schools for free by the WI DPI. Ann.
- **12/8.** Continuing Education Webinar: Summer Reading prep for 2023. Ann.
- **12/13,** 1-2 p.m. Continuing Education Webinar: *Happy and Calm Kids—Yoga in the Library*. Molly.
- **12/13,** 5:15 p.m. Library Board Meeting. Molly.
- **12/13,** 6:30 p.m. Lego Club. Ann.
- **12/14,** Youth Services & Marketing Meetings in Superior. Ann
- **12/15,** 1 p.m. Continuing Education Webinar: Ryan Dowd. Molly & Ann.
- **12/20,** 8:30 a.m. NICE (ILS) Committee Meeting. Molly.
- **12/20,** 5 p.m. Hayward Library Foundation (HLF) Meeting. Molly.
- **12/22,** 4-6 p.m. Tweens & Teens Art Club. Agnes.

## Thomas W. Duffy

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**From:** Ben Popp <ben.popp@birkie.com>  
**Sent:** Wednesday, November 30, 2022 10:50 AM  
**To:** 'Tom Duffy'  
**Subject:** Update

Birkie/LWC update for Dec 1.

1. Birkie Trail had its first grooming from Hatchery to Cable on 11.29.22....YEA!!! There isn't enough snow to set a classic track yet, but there was enough snow to get the base level and set.
2. Nordic Kids will be kicking off in early January - 150 kids, Sunday's at OO.
3. Turkey Birkie took place the Fri-Sat-Sun after Thanksgiving on the machine made snow at the Birkie Start. Was a bit warm (50 degrees), but there were a bunch of skiers out enjoying the early season
4. The Seeley Hills Classic at OO in January this year will be a SuperTour as well - meaning the best skiers in the country will be here for the race!
5. Reminder of Birkie Week dates - Feb 22-25.
6. The area got some good regional press in the Twin Cities Mag about the new women's only ski event: <https://mspmag.com/health-and-fitness/birkie%E2%80%99s-new-all-women-ski-race-breaks-barriers-to-entry/>
7. There has been a bunch of repairs to the trail lights at OO and Hatchery - should be working well for the winter skiing/use.
8. Reminder LWC for 2023 is July 20-22

Ben Popp  
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*G.S.D. | Integrity | Bring Joy | Teamwork Is Paramount | Ask Why | Value Diversity | Lead By Example*