



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, September 11, 2023 @ 8:30 AM
Sawyer County Board Room

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

- a. [8.7.23 Econ.UWEX Minutes DRAFT](#)

6 - 7

8. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

9. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

10. HAYWARD LAKES VISITORS & CONVENTION BUREAU

- a. [Hayward Lakes VCB September 23](#)

11. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

12. ECONOMIC DEVELOPMENT CORPORATION REPORT

13. LIBRARY UPDATES

- a. [Hayward Library Director's Report 9-1-23](#)

8 - 11

14. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

15. BROADBAND UPDATE

16. LCO UPDATE

17. HISTORICAL SOCIETY

18. FUTURE AGENDA ITEMS

19. CORRESPONDENCE, REPORTS FROM CONFERENCES AND MEETINGS

20. ADJOURNMENT

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 August 7th meeting of the Sawyer County
Economic Development and UW-Extension Committee
Of the Sawyer County Board of Supervisors
Board Room; Sawyer County**



Voting Committee Members Present:

- ☒ Chair: Tom Duffy
- ☒ VC -- John Righeimer
- ☒ Stacey Hessel
- ☐ Brian Bisonette - virtual
- ☐ Chris Rusk

Others Present:

Andy Albarado	Sherry Beckman
Monica Johnson	Cathy LaReau
Lynn Fitch	Linda Zillmer
Molly Lank-Jones	Donna Knuckey
Lori Baltrusis	Ariga Gregoryan
Rick Christiansen – 8:39 am	Jim Ferguson

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 – Linda Zillmer

Minutes from previous meeting – A motion was made by Mr. Righeimer to approve the minutes of the July 10, 2023, meeting; second by Ms. Hessel. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report -

The Fair is in two weeks (August 17-19th); lots of renovations on the grounds have been taking place; Mr. Christiansen reviewed the projects.

University of Wisconsin-Extension Department Report -

A Division of Extension – County Partnership Guidance document dated 8/1/2021 was provided for review. Ms. Gregoryan provided information on the Clean Sweep program to be held on September 13th at the Fairgrounds. She reported that she is working on a community survey with the Town of Spider Lake, and teamed up with UW-Madison Center of Agriculture to establish a partnership with LCO University to learn how to do research in a lab. She was asked to teach grant writing tips to the WTA group, and was asked to update the housing study with a goal of September as to having the data updated. Ms. Baltrusis provided a hand-out from the literacy link. A copy of the Division of Extension – County Partnership Guidance document was shared. The roles of various staff positions is outlined in the document.

Hayward Lakes Visitors & Convention Bureau -

A written report was provided identifying 2021/2022 key performance indicators and Hayward, Sawyer County, demographic information. 2022 performance in website page views and Town of Hunter room tax collection were down slightly but all other indicators were up. Sawyer County traveler expenditure exceeded \$95.9 million in 2022, and 72% of travelers are on leisure trips. Ms. Beckman reviewed the highlights; the majority of visitors are coming from other areas of Wisconsin and Illinois is second.

Northwest Regional Planning Commission Report -

Mr. Duffy handed out a copy of a letter from Crystal Rohde, Business Development Specialist, requesting project status updates as well as a 2022-2024 NWRPC committed project list, Sawyer having eight documented projects.

Economic Development Corporation Report -

Ms. Johnson provided an update of activity, including one-on-one consulting projects. After hour learning events have been well-attended. They are working to grow school internship opportunities in the area.

Library Updates -

A written report from the Winter Library was provided; Donna Knuckey presented the new community activities and fundraising that remain for summer. Ms. Lank-Jones handed out her report for the Hayward Weiss Library and provided a review. They continue to show children's movies on Thursdays.

Motorized Trail and Non-Motorized Trail Report -

Ms. LaReau provided a verbal update. They are putting a Ride Safe event at the High School for youth, stressing safety and proper gear for riding. The quarterly NorTac meeting was held and a comprehensive users survey for motorized sports should be ready for a fall launch. The Bayfield County is in the process of opening all county roads for ATV/UTV use; Sawyer and Washburn counties have not yet done so. Discover Wisconsin is coming this week to highlight the Nelson Lake area, including a segment on riding which should launch mid-October. Trail maintenance was completed after flood damage. Mr. Duffy reported that LWC had a successful event and the Birkie trail run is scheduled for

Broadband Update -

Mr. Albarado provided a link to current WISER survey results.

Historical Society -

Mr. Ferguson reported a busy year thus far. They have been working with LCO for the 100th year for the flooding of the Flowage. They have several area historical books for sale.

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, September 11th, at 8:30 am in the Board Room.

Meeting adjourned at 9:41 am
Minutes recorded by Lynn Fitch, County Clerk

September 2023
Hayward Lakes VCB Marketing Report

Summer recap:

- Discover Wisconsin TV crew was here capturing river kayaking, golf, things to do, ATVing and history (air date October 21-22) Partnered with Nelson Lake Resort Association for half an episode.
- FOX 47 Madison Great Outdoors Campaign started in August-January (In August 13,830 impressions with 97% completion rate for video on family biking)
- Highest Facebook page post was “What’s Your Favorite Lake?”
- Facebook up 8% (5215) on likes and Instagram up 18 % (2831) compared to last summer.
- YouTube videos views 1907 up from last summer...Lumberjack World Championships, Places to Stay and ATVing are top viewed categories. (FYI...LWC new dates for 2024 Aug 1 -3)
- Top Performing pages on Website for summer: Events, Webcams, Activities, ATV trails, Where to Eat, Outdoor Report, Where to Stay, Fishing and Golf.
- Hosted Lieutenant Governor Sara Rodriguez for a meet & greet.
- Ride Safety Event

Wisconsin Department of Tourism:

- Received Tourist Information Center Grant for \$3,000. (Mindy’s First Grant)
- Des Moines and Cedar Rapids, Iowa- Road Trippin segment
- Fall Color Tour Report: Hayward Lakes is the official fall color reporter for www.travelwisconsin.com. Mindy updates the report a minimum of twice a week or more as color changes. Live after Labor Day.
- Social Media posts for Fall Color and Mountain Biking.
- ATVing email August 24th was the highest spike in activity.

Fall Campaign Highlights:

Digital, print, pre-roll, social media, geo-audience, and radio campaigns are running.

Capturing fall video and photography for things to do and activities.

Continuing with membership spotlight videos

Blogs-Great Outdoor Experiences a Drive Away and Fall Road-Tripping Ideas Close to Home

Direct email delivered to 4751 subscribers.

Vacation Guide:

2024 Vacation Guide Cover contest generated over 119 photo entries to use for promotion on Instagram, Facebook, brochures, and guides.

First proof dates are October 10th and 11th with the final book sent to the printer on October 31st with expected delivery in the first week of December.

Information Center: New roof replaced from hail damage claim, repainted Welcome Sign. Waiting for quotes on new siding. The building is 32 years old with original wood siding that is slowly deteriorating. Most contractors are out 2-3 years.

Other committees: The Namekagon River, ITBEC and WI Governor’s Fishing Opener

PR:

June 1-June/July **AAA Living**, “Honor the Earth PowWow & Homecoming Celebration”

July 6-**Yahoo!Life**, “Fishing Guide Lands World Record Muskie on His Day Off”

July 16-**Only In Your State**, “This Rural Wisconsin Lake is the Perfect Place to Make A Splash This Summer”-Quiet Lakes-Teal Lake and “You Can Live Off the Grid in This Wisconsin Town Considered the Best in the County” Hayward

July 26-**Outdoor Life**- “Muskie vs. Pike: Which is the Top Gamefish?” reference world record muskie

July 5th- **Midwest Living**-“20 Top Things to do in WI” Vacation at Hayward Lakes Resorts, Hall of Fame, LWC and Sheer’s Lumberjack Shows.

July 14-**CBS 2 IOWA KDSM Fox 17**, “WI Road Trippin’ series, Hayward

Aug 16, **Up North News**, “Last Minute WI Day Overnight Trips to Take Before School Starts”

Hayward

Aug 19 **KARE 11 TV**, “Famous Dave’s Next Big Dream in the Food Scene Not BBQ” mentioned

Hayward

Aug 18 **Talking Tourism** by Rep Edming-several events in sawyer county

Aug 25 **World Atlas** “These Small Towns in WI Come Alive in Summer” Hayward mentioned Hall of Fame, Seewinds, Musky Fest, LWC and Fat Tire.

ATV Handout



SHERMAN & RUTH WEISS COMMUNITY LIBRARY
DIRECTOR'S REPORT BY MOLLY LANK-JONES
Sept. 1, 2023



AUG./SEPT. ACTIVITIES & EVENTS

6/5 – 8/31. Library Photo Contest. Turn in photographs by 8/31 to be entered into a prize drawing. Ann.

8/1-8/28. Hayward Area Rotary Club collecting school supplies in boxes at several locations, including the library. Molly.

8/1, 10 a.m. Meet w/Kimberly Kaylor re LCOOU Capstone Business Class focusing on our library in Sept. Molly.

8/2, 8/16, 8/23. Weds. 1-3 p.m. Tween & Teen Time. Do art, crafts, STEM, Ladder Golf and other games.

8/3 – 8/31. Children's Movies. Thursdays at 10:30 a.m. Free movie, popcorn, and crafts afterwards. Ann.

8/4, 1:30 p.m. Meet w/Salesperson re QuickBooks update. Molly.

8/4, 4:30 p.m. Meet w/Tom Matthiae re HLF Major Donor Reception. Molly.

8/7, 8:30 a.m. Economic Dev./UW Ext Meeting. Molly.

8/8, 4:30 p.m. Library Board Meeting. Molly.

8/9, 1-3 p.m. Tween & Teen Time: D & D. Ross Metcalf, volunteer.

8/30, 1-3 p.m. Tween & Teen Time: "Coraline" (movie) & snacks. Janet, Molly.

8/11, 11 a.m. Meet w/Katie Pritchett re Donor Plates. Molly.

8/11, 3 p.m. Meeting w/Thomas Kunz re SER library worker. Molly.

8/14, Meeting w/Joel from Rice Lake Glass. Molly.

8/14, Meeting w/Ann & Deb Re Book Clubs. Molly, Ann, Deb.

8/15, 4:30 p.m. HLF Monthly Meeting. Molly.

8/17, 1 p.m. Friends Monthly Meeting. Molly, Ann.

8/22, 12 noon. Trustee Training Webinar: Wisconsin Library Law with Kris Turner. Molly.

8/22, 3 p.m. HLF Meeting. Molly.

8/22, Dusk to 9 p.m. Outdoor Movie Night featuring "Maverick." Ann, Sean.

8/24, 12 noon. Trustee Training Webinar: Inclusive Libraries. Molly.

8/25, 12 noon-1 p.m. Trustee Training Webinar: Elected Officials Are People, Too. Molly.

8/25, 1-2 p.m. Telestory Zoom Meeting w/Heidi Ungrodt of Ashland County. Library is potential location for Sawyer County's Telestory program. Molly.

8/25, 2:30 p.m. Telephone Meeting w/Madeline Rekemeyer of 100 Who Care. Molly.

8/27, Sun. 1 p.m. Bake Sale Fundraiser for Kids' Interactive Tools for Success (KITS) programs. Lakota, volunteer.

8/28, 10 a.m. Meeting w/Alice & Louann from Friends Re 100 Who Care & Used Book Room. Molly.

8/28, 12:15 p.m. HLF Donor Reception Committee Meeting. Molly.

8/30. Primary School Open House: Children's Library Card Sign Up & Prizes. Ann.

8/31, 10:15 a.m. Children's Movie: Up. Ann.

Sept.-Oct. Fall Into Reading Challenge. Chance to win prize from Main Street Gourmet Popcorn. Ann.

Sept.-Dec. Lego Club. 2nd Tues. of each month, 3:30-4:30 p.m. & 6-7 p.m. Ann.

Sept. TBA. Outdoor Nature Scavenger Hunt. Ann.

Sept. TBA. Children's Take n Make Kit. Ann.

9/1-9/30. Sept. is Library Card Sign Up Month. Enter into a raffle drawing for a chance to win a \$50 gift card. Ann.

9/1-9/30. Getting Squirrely. Find the 24 squirrels in the Children's Room, solve the riddle, and complete the form for a prize. Ann.

9/1-9/30. I Spy. Find trinkets listed on a form, mark them off, and turn in the form at the front desk to enter a prize drawing. Ann.

9/4, 5:30 p.m. Reception for artist Florence Thorne for Passage Ways to Learning. Molly.

9/7, First Thurs. of the month, 1 p.m. Thursday Theatre (mostly family films). Ann.

9/11, 8:30 a.m. Economic Dev./UW Ext Meeting. Molly.

9/12, 4:30 p.m. Library Board Meeting. Molly.

9/18, 12 noon. Zoom Meeting with Kimberly Kaylor's LCOOU Capstone Business Class. Molly.

9/19, 4:30 p.m. HLF Monthly Meeting. Molly.

9/21, 1p.m. Annual Friends of the Library Meeting.

9/21, 5 p.m. HLF Major Donor Appreciation Reception. Molly.

9/21, 5 p.m. 100 Who Care Reception: Friends of the Library. Friends President Ann Korn & President-Elect Alice Kissinger. (Molly will be at HLF Major Donor Appreciation Reception.)

9/28, Time TBA. Tween and Teen Group. Art and jewelry-making, games. Agnes.

9/30, 10:30 a.m. Campfire Safety program for children & families. Lakota & Kids' Interactive Tools for Success (KITS).

ONGOING ACTIVITIES

- StoryWalk® Books on the library nature trail are changed every week this summer. Walking the trail while reading the story posts to your children is a great way to exercise your body and mind.
- The library loans FREE hotspots! They are available to our library's cardholders who are 18+ years old and have a card in good standing.
- Free one-day Wisconsin State Park Passes are good for free admission for one vehicle at any state park, forest, or recreation area through Dec. 2023.

- STEM Kits are available at our library. STEM kits increase the fun factor of learning about science, technology, engineering, and mathematics.
- 1,000 Books Before Kindergarten is an ongoing program that encourages parents and preschoolers to read together. This helps to prepare children for success in kindergarten.
- New online apps for FREE! Available at NWLS member libraries, including Hayward and Winter. Creativebug provides thousands of award-winning art and craft video classes. Transparent Language offers 100+ languages at your fingertips. Kanopy allows people to stream thousands of movies with a library card. New York Times and New York Times – Cooking provide 24-hr access online. To use the apps, go to <https://weisscommunitylibrary.com/online-resources/> and follow instructions.

LIBRARY PEOPLE



Hayward boy reads StoryWalk® book on the Library Nature Trail.



Mother & children reflected in Library Nature Trail's display of tree ring chronology.

Sherman & Ruth Weiss Community Library

2023 SUMMER READING CHALLENGES*

Ages 0 - 100+
Comparison to 2022 numbers.

*-- means increased by that amount



277 REGISTERED
+44%

6,597
BADGES
EARNED

+48%

1084
COMPLETED
ACTIVITIES
+15%



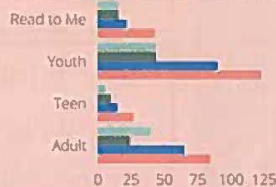
236
ACTIVE
READERS
+40%

135
CHALLENGE
COMPLETIONS
+41%



175,856
MINUTES
READ
+5.56%

REGISTERED READERS IN CHALLENGE 2023, 2022 VS. 2021 VS. 2020



898^
*STILL BEING TALLIED.
REWARDS

REWARDS RANGED FROM
BOOKMARKS TO BIG \$-MY CARDS.



Sherman & Ruth Weiss Community Library
10788 State Hwy 27/77 • PO Box 917
Hayward, WI 54841

See other side.



These numbers do not reflect the children who read as part of the Hayward school system. Each child read 30 minutes a day for the 9 days of summer school. Two activity booklets were created for the schools. One booklet for K-2 grades and one booklet for 3—5 grades. Certificates telling the parents how much their child read along with an invite to transfer that time to the summer reading program was given out at the end of summer school.

K - 38

1 - 36

2 - 49

3 - 29

4 - 38

5 - 20

Total of 210 children read for 56,700 minutes.

These numbers show that people (parents and children) are getting comfortable using Beanstack as part of the overall Summer Reading Program.

Beanstack is an online resource for tracking reading minutes in addition to great interactive events/activities. Beanstack ^{has been} funded by the DPI since Covid.

Sherman & Ruth Weiss Community Library

2022 SUMMER READING CHALLENGES*

Ages 0 - 100+
Comparison to 2021 numbers.

*+ means increased by that amount


192 REGISTERED
+25%

4,452
BADGES
EARNED

+313.751%

939
COMPLETED
ACTIVITIES



+33.76%



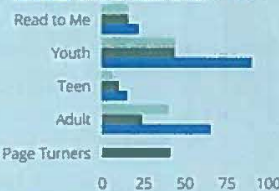

141
ACTIVE
READERS
+62.07%

96
CHALLENGE
COMPLETIONS
+33.33%




166,594
MINUTES
READ
+52.35%

REGISTERED READERS IN CHALLENGE 2022 VS. 2021 VS. 2020



909
REWARDS
+432%

REWARDS RANGED FROM
BOOKMARKS TO ECO OUT CARDS.



Sherman & Ruth Weiss Community Library
10786 Lake Mary 27/77 • PO Box 917
Hayward, VA 24643

See other side.



These numbers do not reflect the children who read as part of the Hayward school system. Each child read 30 minutes a day for the 9 days of summer school. Two activity booklets were created for the schools. One booklet for K-2 grades and one booklet for 3—5 grades. Certificates telling the parents how much their child read along with an invite to transfer that time to the summer reading program was given out at the end of summer school.

K - 46

1 - 73

2 - 54

3 - 59

4 - 54

5 - 33

Total of 319 children read for 86,130 minutes.

These numbers show that people (parents and children) are getting comfortable using Beanstack as part of the overall Summer Reading Program.

Beanstack is an online resource for tracking reading minutes in addition to great interactive events/activities. Beanstack is funded by the DPI until fall of 2022.