



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, December 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. [11.6.23 Econ.UWEX Minutes DRAFT](#)

- 6 - 8
- 9
- 10 - 11
8. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT
 9. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT
 - a. [December 2023 Ag Report](#)
 10. HAYWARD LAKES VISITORS & CONVENTION BUREAU
 - a. [Hayward Lakes VCB Marketing Report Dec 2023](#)
 11. NORTHWEST REGIONAL PLANNING COMMISSION REPORT
 12. ECONOMIC DEVELOPMENT CORPORATION REPORT
 13. LIBRARY UPDATES
 - a. [Winter Library Director's Report 11.29.23 .docx](#)
 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 November 6, 2023 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
- ☒ Chris Rusk

Andy Albarado
Lynn Fitch
Donna Knuckey
Lori Baltrusis
Ann Larson

Others Present:

Sherry Beckman
Jim Ferguson
Cathy LaReau
Rick

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 Mr. Righeimer to approve the minutes of the October 9, 2023, meeting; second by Ms. Hessel. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report -

Mr. Christians provided a verbal update stating that numbers for the 2023 fair were up about 1,000 people. They will be adding more handicap seating for next year. The continue to work on grounds maintenance projects.

University of Wisconsin-Extension Department Report -

Lori Baltrusis provided a verbal update of department activities including looking at an AmeriCorps position that would help supplement staffing for 4-H. Education programs in the schools are ongoing.

Hayward Lakes Visitors & Convention Bureau -

A written report was provided highlighting the bureau's southern Sawyer County marketing benefits. Sherry Beckman highlighted other Bureau activities including their annual dinner. During major events in Hayward, they work with non-member lodging establishments to assist visitors in finding lodging.

Northwest Regional Planning Commission Report -

No update

Economic Development Corporation Report -

There is a meeting on Thursday of this week; they are interviewing for the director position.

Library Updates -

Weiss Library provided a written report of activities and was reviewed by Ms. Larson. The calendar of events is included. One activity will help teach good manners to children and another on teaching letter writing. Ms. Knuckey provided a verbal update on the Winter Library. Last year they had 9,044 items circulated and this year they are at 8,311 items, expecting to surpass last year. Attendance at activities has also increased. Homespun Holidays in Winter is the Saturday after Thanksgiving and the Library has a booth to sell raffle tickets at this event. Ms. Knuckey attended a conference on rural library functions; paid for by grant funds.

Motorized Trail and Non-Motorized Trail Report -

Ms. LaReau provided a verbal update. She attended the AWSC conference this past month for snowmobile clubs. Last year's snowmobile trail pass sales brought in \$4,239,000. Mr. Duffy provided a copy of Ben Popp's email reporting on the silent sport trails. Birkie Winter Trail kids is now full with over 150 kids as well as most of the other Birkie events; lights have been repaired at CTH 00 and Hatchery for winter trail skiing.

Broadband Update -

Mr. Albarado advised that the current round of applications for projects ends November 7th. We are providing letters of support for some of these requests.

LCO Update

Concrete footings are in and construction will start soon, as they are on schedule. Opening is scheduled for May 2025.

Historical Society -

Mr. Ferguson advised that winter hours are in place for the office, open on Thursdays 10a – 2p and by appointment. Their quarterly meeting was held and approximately 70 people attended.

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

Meeting adjourned at 9:16 am

Minutes recorded by Lynn Fitch, County Clerk



Agriculture Development Educator

Kevin Schoessow

Kevin.schoessow@wisc.edu

715-635-3506/1-800-528-1914

Kevin provides support in the areas of Horticulture and Local Foods outreach, research, and service while also serving as a resource for agriculture producers and rural property owners.

The award-winning **Teaching and Display Garden** <https://spooner.ars.wisc.edu/demonstration-garden/> located at the Spooner Ag Research Station is open to the public and hosts workshops, field days, and guided tours. On August 24, the annual Twilight Garden Tour in collaboration with the **Upper Midwest Hazelnut Development Initiative** <https://www.midwesthazelnuts.org/> was organized by Kevin, Lorraine Toman and a host of volunteers. Danette Hopke, Behavioral Health Program Manager, Jason Fishbach and Steffen Mirske, Emerging Crop outreach Specialists were featured speakers. Foodwise educators, Bridget Rongner and Kim Clark hosted an education booth promoting healthy eating and exercise. Nearly 200 people attended this event, and as usual post event evaluations showed participants learned new information and were impressed with the Garden and all the learning opportunities. Throughout the growing season, Kevin, student intern Forrest Stroede and volunteers lead dozens of individual tours and one-on-one conversations about the many garden plants, local food, gardening, vegetable research and the importance of pollinators. One of the many goals of the Garden is to expand visitors' understanding of food production and how to connect with their food through gardening, while providing experiences to learn about horticulture research and the importance of sustainable gardening practices.

Pollinators of Wisconsin



Monarch Butterfly (*Danaus plexippus*)

- Caterpillars only eat milkweed
- Females lay up to 500 eggs; less than 10% survive to adults
- Caterpillars are toxic to most birds
- Adults feed on flower nectar
- Fall adults over-winter in Mexico; for some a 3,000-mile journey!



For more information:
Monarch Joint Venture



Kevin created a series of Pollinators of Wisconsin posters. Twelve of these posters feature pollinators and four include 'Did You Know' facts about pollinators. These are designed to increase knowledge and awareness of pollinators, pollinator habitat, and adopt practices that increase habitat and mitigate pollinator decline. Two sets of 18" x 24" color posters were printed on all-weather corrugated for display. One set is featured in the Teaching and Display Garden. The other set is intended to be loaned out to partnering organizations. These signs have been used at different outreach venues including, pasture walks, the Hayward and Spooner Farmers Markets, events at Hunt Hill, a Wisconsin Master Naturalist training and for Spooner Elementary summer school.



Extension

UNIVERSITY OF WISCONSIN-MADISON
SAWYER COUNTY

'FreeSA' produce box initiative is an outreach program Kevin started several years ago. Kevin uses organically grown produce from UW-Madison's Spooner Agriculture Research Station's Teaching & Display Garden and the Seed to Kitchen Collaborative <https://seedtokitchen.horticulture.wisc.edu/> research program as a tool to have conversations about local food production, gardening, and the benefits of eating, growing or purchasing local in season produce.

These conversations, along with direct teachings, emails, and telephone consultations have been focused with FoodWise Educators, High School Family and Consumer Education Teachers and students, Tribal elders and community members, Aging & Disability Resource Center Nutrition Directors, and Food Shelves staff and volunteers. Through these partnerships Kevin is helping residents learn and understand the benefits of eating healthy local foods, and how local foods can be grown in community or home gardens to supplement food purchases and provide needed accesses to fresh nutritious vegetables.

In 2023, over 5,000 lbs of produce have been donated to over 15 local organizations.

"I truly appreciate the veggies and being able to have taste tests with the students. We roasted the beets and we are working on making potato soup. Some students had never tasted a beet and had a predetermined attitude of "I don't like beets" so when we roasted them they actually came back and said they were better than they thought. Exposing students to different foods with your help is much appreciated. "

*Thank you,
Rhonda McElrath*



Students cooking and learning about local foods from the 'FreeSA' produce box initiative.



Extension

UNIVERSITY OF WISCONSIN-MADISON
SAWYER COUNTY

The **Northwest Wisconsin Graziers Network** is a group of farmers and agribusiness that promotes livestock production through managed grazing and encourages farmer-to-farmer networking and sponsors on-farm educational events and conferences. With assistance from Extension, this organization conducted their bi-annual conferences on, March 4th and November 11 (average attendance 78) and seven pasture walks/farm tours (average attendance 40) throughout the grazing season.



Discussing the benefits of established pollinator habitat adjacent to pasture and garden, and group panel discussion at grazing conference.



Farmer-led discussion about pasture management for dairy cows, and Kevin explaining the role pollinators have in bio-diverse pastures.

NW Graziers educational events have a strong tradition of an informative and friendly networking environment to learn about the business of raising livestock through managed grazing. Some of the topics covered this year included developing and using your grazing plan, winter grazing benefits of bale grazing, finishing lambs on pasture, grazing ecology, predator control, animal health care, stockpiling forages for winter grazing, extending the grazing season with annual forages, silvopasture management, and other farmer practical topics. It is open to new farmers, part-time or full-time operators, low-income startups, graziers or non-graziers.

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.

December 2023
Hayward Lakes VCB Marketing Report

ATVhayward.com- We will still market [www.atvhayward](http://www.atvhayward.com) but the URL is directed to www.haywardlakes.com. This is a cost savings for annual maintenance and renewal fees.

Discover Wisconsin aired Oct 21st. The Premier party was held at the Park Theater on Oct 11th.

Snowmobile Friendly Community Designation- The Association of Wisconsin Snowmobile Clubs awarded Sawyer County another three years from 2024-2027. The HLVCB, Cathy LaReau and the Sawyer County Snowmobile Alliance worked together on the application.

Vacation Guide- 2024 vacation guide went to the printer and expected delivery is on Thursday, November 30th. 70,000 copies.

Wisconsin Department of Tourism

www.Travelwisconsin.com all business listings and events on travelwisconsin.com are updated. We are required to login once a year and update. We are available to update any changes you request. Now might be a good time to send new pictures.

New co-op opportunity-Broadcast segment with Twin Cities Live (Saint Paul, MN). Live interview on KSTP-TV.

Virtual Immersion & PR Consultation with the Travel WI team and TURNER (PR Firm). We signed up for a fall execution. We get a chance to pitch Hayward Lakes to them who most often speak with key members of the press.

Sport Shows

WI Ice Fishing Expo-Oshkosh--December 8-10, 2023

Chicagoland Fish-Schaumburg, IL--January 25-28, 2024

MN Golf Show- Feb 9-11, 2024

Wisconsin Fishing Expo-Madison, WI--February 23-25, 2024

Milwaukee Journal Sentinel-Milwaukee, WI--March 9-12, 2024

Northwest Sport Show-Minneapolis, MN--March 4-17, 2024

WI State Fair, Milwaukee-Aug 1-11, 2024

Destination Wisconsin

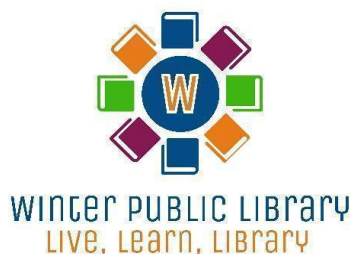
Legislative & Lobby Day is Wednesday, January 17th in Madison, WI.

Public Relations recent articles:

Sept 25-World Atlas, "10 Off the Beaten Path WI Towns" Hayward & Fishing Hall of Fame

Sept 26- The Arkansas Democrat Gazette, "Mighty Muskies Elude Arkansas Angler", WI state record musky from Hayward.

Oct 2- Patch, "5 WI Road Trips & an Enormous Musky"



WINTER PUBLIC LIBRARY

DIRECTOR'S REPORT

By Donna Knuckey

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.

Library Calendar of Events:

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

December

4th-Library Board Meeting @ 6:00 p.m.
5th-StrongBodies @ 9:00 a.m.
5th-STAR Story Hour @ 4:00 p.m.
7th-StrongBodies @ 9:00 a.m.
8th-Kidz Club programming @ 3:30 p.m.
11th-UW-Extension and EDC Committee @ 8:30 a.m.
12th-StrongBodies @ 9:00 a.m.
12th-STAR Story Hour @ 4:00 p.m.
14th-StrongBodies @ 9:00 a.m.
15th-Kidz Club programming @ 3:30 p.m.
19th-StrongBodies @ 9:00 a.m..
19th-STAR Story Hour @ 4:00 p.m.
20th-Patron Appreciation Day- ALL DAY
21st-StrongBodies @ 9:00 a.m.
21st-Lego Club @ 6:00 p.m.
22nd-Kidz Club programming @ 3:30 p.m.
25th-CLOSED

January

1st-CLOSED
5th-Kidz Club programming @ 3:30 p.m.
11th-UW-Extension and EDC Committee @ 8:30 a.m.
11th-Library Board Meeting @ 6:00 p.m.

StrongBodies

UW-Extension FoodWise Strongbodies programming ends December 21st.

Kidz Club

In December, the youth will be decorating cookies and giveaways for the Patron Appreciation Day on December 20th.

Book Giving Tree

This is the 12th Annual Book Giving Tree. The idea of this community give back project was to get books into the hands of all youth. Youth or their relatives can request a book of their choice or let the library staff choose a book for their child for Christmas. The library orders the book, wraps the book and then distributes the book before Christmas. All of the books are paid with donations from private donors and donations from organizations. Whatever funds are designated towards the Book Giving Tree program, stay with that program. As of November 29th, there have been over 115 book requests.

Circulation Statistics

Circulation Report 2022

Winter	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Total	703	700	718	814	746	798	1,068	949	844	972	647	698
ILL	3	2	2	3	3	10	7	6	22	9	1	1
Total-ILL	699	698	716	811	743	788	1,061	943	822	963	646	697

Total Circulation for 2022= 9,044-88=8,956

Circulation Report 2023

Winter	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Total	676	580	739	828	732	765	952	840	861	952	0	0
ILL	6	4	1	4	12	13	9	19	17	9	0	0
Total-ILL	670	576	738	824	720	752	943	821	844	943	0	0

Total Circulation as of 10/31/23= 8,311-67=8,244

Libby Statistics-E-Media-2023

Winter	Jan.	Feb.	Mar.	Apr.	May	Jun.	July	Aug.	Sept	Oct.
State eBooks	188	161	191	150	131	133	112	143	130	132
State Audiobooks	216	136	89	88	68	89	47	66	113	91
State Magazines	5	21	29	8	6	8	7	3	46	29
Total eCirculation	409	318	309	246	205	230	166	212	289	252
Adv. eBooks	22	15	15	11	10	9	8	17	11	11
Adv. Audiobooks	9	12	11	10	8	14	9	6	11	7
New Users Added	1	4	0	0	1	3	0	2	5	4
Unique Users	47	49	47	45	41	49	49	53	59	61