



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, January 8, 2024 @ 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. [12.11.23 Econ.UWEX Minutes DRAFT](#)

8. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT**9. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT**

- a. UW Madison Presentation -

10. HAYWARD LAKES VISITORS & CONVENTION BUREAU

- a. [Hayward Lakes Marketing Activity Report 2023](#)

11. NORTHWEST REGIONAL PLANNING COMMISSION REPORT**12. ECONOMIC DEVELOPMENT CORPORATION REPORT****13. LIBRARY UPDATES****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 December 11, 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 - virtual
- ☒ Chris Rusk

Andy Albarado
Lynn Fitch
Donna Knuckey
Lori Baltrusis
Ann Larson

Others Present:

Adam Lamoreaux
Jim Ferguson
Cathy LaReau
Kevin Schoessow
Sherry Beckman

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 November 6, 2023, meeting; second by Mr. Righeimer. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report -

University of Wisconsin-Extension Department Report -

Ms. Baltrusis thanked the committee for passing the budget and introduced Kevin Schoessow from the Ag Department. Mr. Schoessow 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. A visual display was also available for individual study while Mr. Schoessow presented his program highlights of foods that can be best grown in our agricultural zone. An explanation of pollinators was also provided.

Hayward Lakes Visitors & Convention Bureau -

A written report was provided highlighting the bureau's marketing efforts of specific pieces and programs. A list of the 2024 sport shows was included. Ms. Beckman reported that the individual ATV web page has been combined with the Hayward Lakes web page. The number of paper Vacation Guides has been reduced to 70,000 since more are using the digital means of locating information.

Northwest Regional Planning Commission Report -

No update

Economic Development Corporation Report -

Adam Lamoreaux, the new Executive Director, introduced himself and provided a verbal update. An incubator program for entrepreneur business owners is one of the current projects they are undertaking, and they continue to work on housing solutions.

Library Updates -

A written report was provided by the Winter Library and reviewed by Ms. Knuckey. A schedule of events and review of individual programs was provided in the written report as well as a circulation update. Ms. Larson provided a verbal update for the Weiss Community Library and passed out information on circulation statistics and a schedule of events. A calculation of savings to residents in the purchase of library materials was also provided.

Motorized Trail and Non-Motorized Trail Report -

Ms. LaReau provided a verbal update. The ATV Alliance was instrumental in reviving the Christmas Parade downtown. They have purchased new grooming equipment so have been doing a lot of fund raising. Their annual holiday gala raised approximately \$9,000. The snowmobile and ATV users survey has officially launched and will be a long-running program to collect the most accurate data. All Alliance workers are on a volunteer basis. Mr. Duffy provided an email report from Mr. Popp and reviewed the highlights. Currently the machine-made snow at Telemark is some of the only skiing in the Midwest so we are seeing lots of visitors in the area for that purpose.

Broadband Update -

Mr. Albarado provided a verbal update. They are getting an update from the PSD on funds that will be available next year.

LCO Update

Mr. Rusk advised that the walls for the new medical facility are being completed.

Historical Society -

Mr. Ferguson provided a verbal update; they are officially closed at this time of the year and will officially open in January. Thursday January 25th at 7pm they will have a local author speak at the library. Donations are being taken at the Hayward Funeral Home at this time through an ornament program.

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, January 8th, in the Board Room.

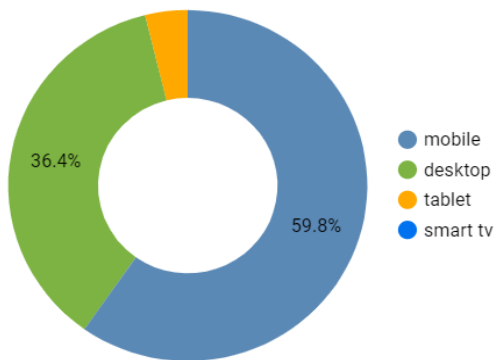
Meeting adjourned at 9:29 am

Minutes recorded by Lynn Fitch, County Clerk

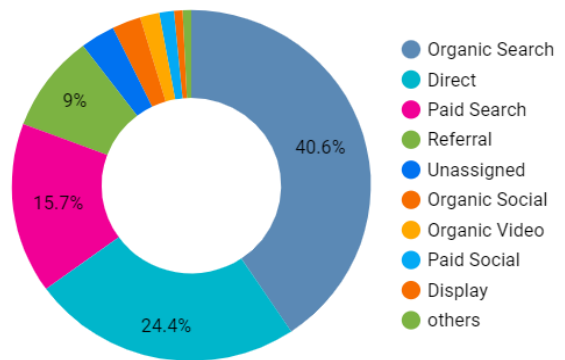
**General Website
Traffic Summary**

Total users	Sessions	Engaged sessions	Sessions per user	Views
98,635	166,519	95,195	1.69	307,856
↑ 120.7%	↑ 131.2%	↑ 135.4%	↑ 5.0%	↑ 105.2%

Mobile / Desktop



Channels



Top Referrals

Session source	Views ▾	Total users	Sessions	Engaged sessions
google	170,808	51,058	84,795	55,057
(direct)	78,272	24,010	45,547	22,815
bing	11,030	2,645	5,194	3,897
yahoo	5,524	1,756	2,560	1,849
travelwisconsin.com	5,055	1,876	2,420	1,804

Top States (Traffic)

Region	Views ▾	Total users	Sessions	Engaged sessions
Wisconsin	79,278	24,164	38,827	25,347
Illinois	62,760	20,155	33,081	19,956
Minnesota	40,479	13,110	19,522	12,279
Texas	17,159	8,227	10,146	5,257
Iowa	15,677	5,331	7,899	4,727

Top Performing Pages

1. Webcams
2. Home
3. Events
4. Trail Snow
5. Trail ATV
6. Outdoor Report
7. Activities
8. Where to Stay
9. Dining
10. Fishing

Top Activity Pages

1. Snowmobile
2. ATV
3. Fishing
4. Fall Color Tour
5. Attractions
6. Hiking
7. Cross-Country Ski
8. Golf
9. Bike
10. Shopping

Social Media Performance

Facebook Likes

5,467

Top Engaged Users Posts Facebook

1. Dock Sitting Oct 18, 2023
2. Sunsets June 2, 2023
3. Lodging Features Sept 25, 2023
4. Hidden Hayward Nov 14, 2023
5. Fishing Sept 23, 2023

Top Posts Instagram 2967 followers

1. Sunsets June 22, 2023
2. Logrolling April 28
3. Musky HOF July 4
4. Hidden Hayward Nov 14
5. Floating on Lake June 14

YouTube Performance

Views

8,722

↑ 144.7%

Avg Watch Time

00:00:39

↑ 4.9%

Google Search Performance

Clicks from Search

51,219

Displayed in Searches

2,126,461