



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, September 9, 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. [8.5.24 DRAFT Econ.UWEX Minutes](#)

8. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

**9. HAYWARD COMMUNITY SCHOOL EDUCATION DIRECTOR -
MEREDITH INGBRETSON**

**10. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT
(2ND MONTH OF EACH QTR)**

11. HAYWARD LAKES VISITORS & CONVENTION BUREAU

a. [August 2024 HLVCB Marketing Highlights](#)

12. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

13. ECONOMIC DEVELOPMENT CORPORATION REPORT

14. LIBRARY UPDATES (1ST MONTH OF EACH QTR)

a. [Weiss Director's Report for 9-9-2024](#)

15. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

16. BROADBAND UPDATE

17. OUTSIDE COMMITTEE UPDATES

18. HISTORICAL SOCIETY

19. FUTURE AGENDA ITEMS

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

21. 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 5, 2024 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: John Righeimer
- ☒ Vice Chair: Stacey Hessel
- ☒ Tom Duffy
- ☒ Steve Kariainen
- ☒ Randy Neumann

Andy Albarado
Liz Klein
Mindy Simons
Lori Baltrusis

Others Present:

Jim Ferguson
Adam Lamoureaux
Cathy Lareau
Rick Christian

Call to Order – Vice Chair Hessel 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 – Motion to approved by: Mr. Neumann Second by: Mr. Duffy

Public Comments – None

Minutes from the previous meeting dated: July 8, 2024

Motion to approve made by: Mr. Duffy Second by: Mr. Neumann

Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report –

Mr. Christian reported that the fair will run from Aug 15-18th and feature new food vendors. Thursday is Family Night- admission is \$1 or a non-perishable food item.

University of Wisconsin-Extension Department Report -

Ms. Baltrusis reported that the budget is done. The Marketing and Communications position is now open for applications. Donna Knuckey of the Winter Library was awarded \$10,000.00 in funds by the 100 Who Care Association for county youth programs. The Twilight Garden Tour at the Spooner Ag Research Station is August 20th.

Hayward Lakes Visitors & Convention Bureau -

New Executive Director Ms. Simons introduced herself to the board and shared her goals for HLVCB in the upcoming months.

Northwest Regional Planning Commission Report –

No updates

Library Updates -

The Winter Library Report was provided to committee members

Motorized Trail and Non-Motorized Trail Report -

Ms. Lareau reported that over 2000 respondents have completed the survey. There have been no issues reported with opening the county roads except for some confusion on LCO roads. Assurance signs will be placed this fall to let riders know they are on an approved route. Mr. Duffy shared a report by Ben Popp and reported that early Birkie registrations are up to 8000. Lumberjack Fest was a success. The Telemark Base Camp Grand Opening Celebration is set for August 17.

Broadband Update -

Mr. Albarado reported on BEAD funding opportunities to providers for broadband coverage in the county with mapping, eligibility and timeline information becoming available; some of the County's remote areas will need satellite or fixed wireless coverage and this may be covered by BEAD.

Economic Development Corporation Report -

Mr. Lamoureaux reported that the Tribal Toolbox event was helpful for identifying funding opportunities. Free technical support for startup business is open Tuesdays and Thursdays from 4-6pm at the LCO University. A Grand Opening for The Lot will be held at the end of August. Mr. Lamoureaux continues to work on grants including a Small Business Development Grant for \$50,000-\$250,000 for matching funds or loans to local businesses. Enbridge and Arcland are donating to the EDC. For questions, contact Adam Lamoureaux at (651) 308-8206.

Outside Committee Updates -

Mr. Kariainen reported that the CEP Board held an emergency meeting last week to remove the director and appoint an interim director until the future of CEP can be determined. There is an Indianhead Community Action Agency meeting coming up on August 29th.

Historical Society -

Mr. Ferguson reported on the Stone Lake meeting. The Society parked cars for the WLC event and raised \$600.00, and a citizen provided a historic trolley tour.

Future Agenda Items-

None

Correspondence, Reports from Conferences and Meetings-

None

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, September 9th, at 8:30 am in the Board Room.

Meeting adjourned at 9:03 am

Minutes recorded by Liz Klein, EO Deputy Clerk

August 2024 HLVCB Marketing Highlights

- **Our Town** feature - Northern News Now Duluth, MN-co-sponsored with Hayward Area Chamber of Commerce. Hayward was featured on all Northern News Now broadcasts for Friday, August 2nd. Ran feature stories about the Lumberjack World Championships, Local Events, and local guide, John Myhre took anchor, Dan Wolfe fishing. All broadcasts that day were done live from the Fishing Hall of Fame.
- **Lieutenant Governor Sara Rodriguez** visit-Lieutenant Governor Sara Rodriguez visited the Hayward Area on Thursday, August 8th.
 - **ATV/UTV experience**-Hayward Lakes along with the Hayward Area Chamber helped coordinate her visit with the Sawyer County Snowmobile and ATV Alliance (Cathy LaReau) and Hayward Power Sports (Jayne Schroeder). Cathy LaReau led the Lieutenant Governor on a short UTV Ride in the Seeley Hills and discussed the importance of ATV/UTV tourism.
 - **Dave Anderson/Tamarack Farms**- The second spot on the Lieutenant Governor's visit was to Tamarack Farms Winery for a chat with Dave Anderson. Dave talked to her about his beginnings and the ups and downs that have brought him to where he is today. He treated her and her staff to a taste of some of Tamarack Farm's best sellers including the farm pizza, ribs, and warm corn muffins right out of the oven.
- **Hayward Lakes Featured on Twin Cities Live** – As a part of the cooperative advertising program with the Wisconsin Department of Tourism, Hayward Lakes was featured on a segment of Twin Cities Live, Monday August 12, 2024. Twin Cities Live is a 90-minute daily talk show on KSTP, Channel 5, out of St. Paul with an estimated viewership of 10,900. The impact of being on the program was immediate with the phone ringing for literature requests, a 50% increase in website visits over the two days following the show, and many online requests for the Hayward Lakes Vacation Guide.
- **Featured Analytics – YouTube** – This month I will feature some analytics on the Hayward Lakes YouTube Channel. We house all our Member Spotlight videos here, along with some other area footage and promotional videos. Over the past 90 Days, our channel has had 4,321 views (up 161% from the previous 90 days) with a total watch time of 61.5 hours (up 241% from the previous 90 days). The increases are likely due to fresh content with new Member Spotlights being featured, which drives home the need for consistent, fresh content. The Top 3 videos are ATV/UTV Trails, Tiger Musky Resort, and Deerfoot Lodge and Resort.

Additional PR:

July-

- 7/16/24- Northern News Now in their City-by-City feature- featured the 2025 Vacation Guide Cover contest.
- 7/24/24-WorldAtlas.com- 9 Towns in Wisconsin that Were Ranked Among US Favorites
- 7/25/24-WorldAtlas.com-10 Prettiest Towns to Visit in Wisconsin

August-

- 8/5/24-Fox 21 Duluth-Online article and video on LWC



SHERMAN & RUTH WEISS COMMUNITY LIBRARY

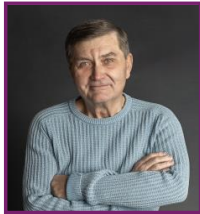


Director's Report by Molly Lank-Jones

Sept. 9, 2024

SEPT ACTIVITIES & EVENTS

- 8/27/24, The Library Goes to School. Ann & Karen set up a mini-library complete with prize drawings at the Hayward Community School's Open House.



- 8/29, 5-7 p.m. Gordon and Kristi Adell and Hayward Library Foundation present "Meet the Author: Dan

Goodier" at the library. Sounds of a Distant Train pays homage to the author's memories of growing up in a small Mississippi River town. 4.8 of 5 stars on Amazon. Evening includes wine, appetizers, and sweet bites. Call the library at 715-634-2161 for tickets and info.

- 8/29/24. Director's Report due to County Clerk Lynn Fitch.
- 9/1-9/30/2024. Nat'l Library Card Sign-Up Month: "Fall into Reading Challenge."
- 9/1-9/30/24. New classes from Creativebug. Info on library website: <https://weisscommunitylibrary.com/>.
- 9/3/24. NEW Scavenger Hunt, I Spy Tank, Can You Guess, This or That, Guessing Jar, Take-N-Make Kit.
- 9/3/24, 9 a.m. CHARAC art exhibit changeover.
- 9/3/24, 10:15 am. Storytime (birth-5 yrs.) presented by Nina from Northwest Connection Family Resources.
- 9/4/24, 6 pm. Star Trek Trivia Night-Via Zoom or join us in library meeting room. Link: <https://tinyurl.com/yc6zkdat>

- 9/5-9/16/24. Kanopy Big Movie watch— "Pinball: The Man Who Saved the Game" on Kanopy.
- 9/6/24, 12:30-3:30 p.m. Friends By-Laws Revision Meeting (Children's Room).
- 9/6/24. New StoryWalk® Book New Storywalk® Book on Nature Trail. Title TBA.
- 9/9/24, 10-11 a.m. Hello Tech. Call 715-634-2161 or stop between 10 and 11 a.m. to schedule an appt. for tech help from Ann & Sean.
- 9/9/24, 5 p.m. Turn in the "Local Wonders in Sawyer County" scavenger hunt sheet.
- 9/10/24, 10:15 am. Storytime (birth-5 yrs.) presented by Nina from Northwest Connection Family Resources.
- 9/10/24, 4:30 p.m. Library Board Meeting.
- 9/12/24, 10-11 a.m. WISCAT Users Meeting.
- 9/12/24. Sawyer County Finance Committee Meeting.
- 9/12/24, 3:30-4:30 p.m. Lego Club.
- 9/12/24, 6-8 p.m. Writer's Workshop. For young adults and adults. Give and receive constructive feedback on your latest writing. Lead by library staff member Sean Jensen and volunteer Ross Metcalf.
- 9/15-10/15/24. National Hispanic Month.
- 9/17/24, 10:15 am. Storytime (birth-5 yrs.) presented by Nina from Northwest Connection Family Resources.
- 9/17/24, 4:30 to 6 p.m. Hayward Library Foundation Meeting.
- 9/18/24. Superior Library Youth Event.
- 9/19, 10 a.m.-1 p.m. NWLN & Directors' Meetings.
- 9/19/24, 6 p.m. Nevada, Utah, and Colorado Backcountry You Haven't Seen. Presented by Mel Baughman.
- 9/19/24, 6:30 p.m. Sawyer County Board Meeting.
- 9/21/24, 10:30 a.m.-Noon. "Be Animal Aware" program for children and families.
- 9/24/24, 10:15 a.m. Storytime (birth-5 yrs.) presented by Nina from Northwest Connection Family Resources.
- 9/24/24, 4-6 p.m. Tween and Teen (TNT) program. For ages 11-18. Includes art, crafts, D&D, and more.

- 9/25/24, 5:30 p.m. Girls Night Out (GNO). Hosted by library and HLF. Features appetizers, refreshments, opportunity to sponsor books, items available for a small donation, and door prizes.
- 9/25/24, 6 p.m. Great Lakes, Great Reads—Meet Your Authors: A conversation with Sally Cole-Misch and Janne Robertson. Please register on website.
- 9/27/24. New Storywalk® Book on Nature Trail. Title TBA.
- 10/11/24, 5:30-7:30 p.m. Director Molly's Retirement Reception at Out of the Woods Winery, Main St.

ONGOING PROGRAMS & ACTIVITIES

- 1/2 to 11/28/24. Complete the Smokey Bear Reading Challenge to celebrate Smokey Bear's 80th Birthday!
- Tuesdays, 10:15 am. Storytime (Birth-5 yrs.) presented by Nina from Northwest Connection Family Resources.
- Thursdays 10 a.m.-12 noon. In Gauge: knitters & crafters.
- FREE hotspots on loan for our library's cardholders 18+ years old with a card in good standing.
- Free one-day Wisconsin State Park Passes: Free admission for one vehicle at any state park, forest, or recreation area-while supplies last.
- STEM Kits-available at our library. The kits increase the fun of learning about science, technology, engineering, & mathematics.
- Nature Trail Audio Guide. Immerse yourself in the sights and sounds with an 18-stop narrated tour (funded by the C.D. Besadny Fund).
- 1,000 Books Before Kindergarten-Ongoing program that encourages parents & preschoolers to read together. This helps to prepare children for success in kindergarten.
- FREE online apps! Access is available at Hayward, Winter, & other NWLS member libraries. Includes: Creativebug-thousands of award-winning art and craft video classes, Transparent Language-100+ languages at your fingertips, and Kanopy-

allows people to stream thousands of movies with a library card. To use the apps, go to <https://weisscommunitylibrary.com/online-resources/> and follow the instructions.



Volunteer Ken Morris put together our new accessible picnic table from the Friends of the Library for the adult patio & library grounds.



Our latest graduate from the 1,000 Books Before Kindergarten program.



Assistant Director Ann Larson obtained a grant from the U.S. Forestry Service for new protective StoryWalk® board holders, as well as free installation.



The Mammoth Hunter impressed the children with his collection of prehistoric artifacts & knowledge of humans' early history.