



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, October 7, 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. [9.9.24 DRAFT Econ.UWEX Minutes](#)

8. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

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

10. HAYWARD LAKES VISITORS & CONVENTION BUREAU

- a. [September 2024 HLVCB Marketing Highlights](#)
- b. Presentation by Cheryl Treland

11. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

12. ECONOMIC DEVELOPMENT CORPORATION REPORT

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

14. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

15. BROADBAND UPDATE

- a. BEAD (Broadband Equity Access and Deployment) Updates
- b. Consider BEAD Endorsement Requests - (discussion and possible action)

16. COUNTY ECONOMIC & COMMUNITY DEVELOPMENT

17. BOARD APPOINTED 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 September 9, 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

Others Present:

Andy Albarado
Liz Klein
Mindy Simons
Cathy LaReau
Adam Lamoureux

Call to Order – Chair Righeimer 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 the previous meeting dated: August 5, 2024

Motion to approve made by: Mr. Duffy Second by: Ms. Hessel
Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report –

The August fair appeared to be a success.

Hayward Community School Education Director -

Meredith Ingbretson advised the Committee on how community members will be able to access the new facilities at the remodeled school buildings. Monthly family and individual membership rates are available.

University of Wisconsin-Extension Department Report -

Hayward Lakes Visitors & Convention Bureau -

A written report was provided highlighting the August 2024 marketing efforts. Lieutenant Governor Sara Rodriguez visit-Lieutenant Governor Sara Rodriguez visited the Hayward Area on Thursday, August 8th taking part in an ATV/UTV ride and a visit to Tamarack Farms. Ms. Simons reported a very busy August at HLVCB with events and marketing campaigns.

Northwest Regional Planning Commission Report -

Economic Development Corporation Report -

Mr. Lamoureux provided a verbal update, and last month they worked with ten hopeful new businesses. The incubator is ready for use. There are grant opportunities coming up along with training on how to offer the loan programs. They are hosting an alternative funding workshop soon.

Library Updates -

Written reports were provided.

Motorized Trail and Non-Motorized Trail Report -

Ms. LaReaux advised that route markers have been going up to help clarify newly opened routes. The trail counters have been providing results; Trail 5 has seen a jump in activity since County roads were opened. Seeley Hills trails hold steady with about 1600 riders a month. The Tuscobia Trail is over 3,000 a month. LCO showed a substantial drop in ridership, down to 500/month. The DNR recently put out some safety messaging that they want shared. Mr. Duffy shared an email from Ben Popp on non-motorized trail activity. Trail counters at OO shows over 5,500 visits in August. They have over 8,800 Birkie registrations to date and Birkie Week events are now open for registration. The Forestry Department recently completed a logging project at OO with little interruption of trail services.

Broadband Update -

Mr. Albarado reported on the BEAD process and the endorsement process. Applications for letters of support should be coming in soon.

Board Appointed Committee Updates -

Mr. Kariainen advised that CEP has been downsizing their staff/operations. The Spooner office will likely close.

Historical Society -

No update

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, October 7th, at 8:30 am in the Board Room.

Meeting adjourned at 9:09 am

Minutes recorded by Lynn Fitch, County Clerk

September 2024 Marketing Highlights

- Preparations for the 2025 Hayward Lakes Vacation Guide are in full swing. September is really our “working month” when it comes to all things Vacation Guide.
- The Vacation Guide is a joint effort between the Hayward Lakes VCB and our Marketing Partner members including: the Hayward Area Chamber of Commerce, Birchwood Area Chamber of Commerce, Winter Area Chamber of Commerce, Quiet Lakes Tourism Association, and Lake Chippewa Flowage Resort Association. Each of these Marketing Partner members sell ads and create their own pages (which they purchase from the HLVCB) for the guide. Not only does this allow for their membership to gain exposure from advertising in the guide, but it also allows for visitors to get full exposure to the entirety of Sawyer County.
- Deb Kurtzweil at Advance Printing helps with the design and does all our pre-press work, which means she puts everything in place, adjusts layouts for ads, inserts new artwork and photos that are selected by our staff, and at the end of the process she and I do the final proof and submit it to the printer.
- Internally, our Assistant Director and I update all the lodging graph listings with any changes that members make throughout the year, we add new Things to Do and Dining members, and then we proof, proof, proof.
- The guide is proofed by every employee in our joint office, so between the Hayward Lakes VCB, Hayward Area Chamber, and Information Center Staff, 7 sets of eyes get a chance to comb through the guide for errors. We try very hard to put out a quality publication that will be a resource to our community and visitors.
- The guide is then sent to our printer, Royle Printing in Sun Prairie, WI at the end of October and we typically take delivery of the new guides the first week of December.
- Besides handing out guides locally and mailing them from the Information Center, we have a wide distribution network throughout the state of Wisconsin. 62 different visitor centers and chambers of commerce throughout the state get a drop shipment of our guides per their request. Additionally, we distribute through the Four Seasons (to local mailboxes in

Sawyer County), 5-Star Marketing (who place guides in the small newsstands you see at certain restaurants, gas stations, and other retailers), Vector & Ink (who place guides in the large Interstate rest stops within Wisconsin), and CTM Media (who place guides in and around the Twin Cities metro area).

- In total we plan to distribute 66,000 printed guides in 2025. We also have a digital version of the Vacation Guide that gets close to 200,000 unique page views annually.