

**Minutes of the October 7, 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
Cathy LaReau
Lynn Fitch

Others Present:

Cheryl Treland
Donna Knuckey
Lori Baltrusis
Ann Larson
Rick Christians

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: September 9, 2024

Motion to approve made by: Mr. Duffy

Second by: Mr. Neumann

Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report –

Mr. Christians provided a verbal update. They had about 1500 people Thursday and Friday night. He described the facility upgrades completed. They are ahead of schedule for the 2025 planning and bookings.

University of Wisconsin-Extension Department Report -

Hayward Lakes Visitors & Convention Bureau -

A written report was provided and reviewed by Ms. Simons. Work on the new vacation guide is being completed now. In total they plan to distribute 66,000 printed guides in 2025.

Presentation by Cheryl Treland -HLVCB – Ms. Treland provided a verbal update of the history of HLVCB and the development of our tourism industry. In 2003 Sawyer County Rec Association and Sawyer County Rec Association merged to become Hayward Lakes Visitors and Convention Bureau. A handout of historical data was provided.

Northwest Regional Planning Commission Report -

Economic Development Corporation Report -

Ms. Hessel read a report from Mr. Lamoreaux. They will be offering a profit mastery class in November for businesses as well as ESOP training.

Library Updates -

Ms. Knuckey of the Winter Library reported on summer programming and the October calendar of events. They have had a successful fundraising year. Ms. Larson of the Hayward Weiss Library provided a verbal update. The Library received a \$10,000 grant award from 100 Who Care. Circulation statistics were provided.

Motorized Trail and Non-Motorized Trail Report -

Ms. LaReau reported high trail counts. An estimated \$4.2B was spent by ATV/UTV riders in 2023; out-of-state and resident ridership have both increased. Mr. Duffy advised that there are over 9,000 people registered for the 2025 Birkie with a goal being 11,250. Other trail events were reviewed.

Broadband Update -

Mr. Albarado advised that we have not yet received any BEAD applications to review.

Board Appointed Committee Updates -

Mr. Kariainen reported on his meeting at ICAA and CEP. Ms. Hessel reported on her attendance at the WCA meeting.

Historical Society -

No update

Future Agenda Items – BEAD updates

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, November 4, 2024, at 8:30 am in the Board Room.

Meeting adjourned at 9:50 am

Minutes recorded by Lynn Fitch, County Clerk