



Sawyer County Clerk  
10610 Main Street, Suite 10  
Hayward, Wisconsin 54843  
cwilliamson@sawyercountygov.org  
telephone 715.634.4866   
toll free 877.699.4110 



## Agenda

Economic Development and UW-Extension Committee meeting  
February 5, 2018; 8:30 a.m.  
Assembly Room, Sawyer County Courthouse

01. Call to order
02. Certification of compliance with the open meetings law
03. Meeting agenda
04. [Minutes of January 8, 2018 meeting](#)
05. Audience recognition
06. Hayward Lakes Visitors & Convention Bureau
07. Sawyer County Agricultural Fair Association report
08. [Northwest Regional Planning Commission report](#)
09. Broadband update
10. University of Wisconsin-Extension Department report
11. Bike/Ped Citizens Advisory Committee report
  - a. Bicycle and Pedestrian Master Plan Discussion
12. [Economic Development Corporation report](#)
13. Future Agenda Items
14. Other matters for discussion only

Carol Williamson  
Sawyer County Clerk

Emailed to: Sawyer County Record, Sawyer County Gazette, WRLS, WHSM,  
AND WOJB, Hayward Library, and Village of Winter for posting on Friday,  
February 2, 2018, 8:15 a.m. by Carol Williamson

*A majority of the members of the County Board of Supervisors or of any of its committees may be present*

*at this meeting to listen, observe and participate. If a majority of any such body is present, their presence constitutes a "meeting" under the Open Meeting Law as interpreted in State ex rel. Badke v. Greendale Village Board, 173 Wis. 2d 553 (1993), even though the visiting body will take no action at this meeting.*

Draft

Minutes of the meeting of the Economic Development and UW-Extension Committee  
Sawyer County Board of Supervisors  
January 8, 2018; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

Members present: Brian Bisonette, James Schlender, Bruce Paulsen

Others present: Lori Baltrusis, Don Semler, Carol Williamson, Tom Hoff, Ariga Grigoryan, John Saunders, Ron Kubarek, Joan Cervenka, Gerda Saunders, Sherry Beckman, Frank Zufall, Linda Zilmer

Motion by Paulsen, 2<sup>nd</sup> by Bisonette, to approve the agenda. Motion carried

Motion by Bisonette, 2<sup>nd</sup> by Paulsen, to approve the minutes of the December 11, 2017 Committee meeting. Motion carried

Don Semler updated the Committee on broadband progress. CenturyLink, Norvado, and Charter currently service Sawyer County. At this time, no other broadband providers will compete for services.

Fair Board Director Ron Kubarek reported on the Fair. The 2017 fair went well. Fair board is working on details for 2018 fair including the carnival and entertainment. A Sawyer County Fair Social is a fundraiser scheduled at the Hayward Vet's Center on Saturday, January 20, 2018 from 5-8 PM.

UW Extension Director Lori Baltrusis provided the Draft 2018 Work Plan to the Committee. This is a working document designed to communicate the services available through Extension and contact information.

John Saunders introduced Joan Cervenka from the Hayward Planning Commission. The Hayward Planning Commission is working on an application to the TAP (Transportation Alternatives Program). The TAP funding would reimburse the Town of Hayward up to 80% of the cost to construct a trail from Walmart to Chippewa Trail. Completing this trail gap connects the trail from the City of Hayward to LCO. Part of the application requires support from the community. Motion by Bisonette, 2<sup>nd</sup> by Paulsen, to recommend a letter of support from the full County Board. Motion carried

Hayward Lakes Visitors & Convention Bureau Executive Director Sherry Beckman updated the Committee on the room tax proposal to the Sawyer County municipalities. The committee discussed how municipalities benefit from the room tax. Beckman handed out the FREE Namekagon River Map produced through the Namekagon River Project.

Don Semler updated the Committee on the Economic Development Corporation and provided his December Executive Director's Report. The Corporation's number one priority is to support existing businesses. A labor summit planned for the high schools, LCI College, and local employers.

Effective February 1 Sawyer County housing will manage 34 housing units for Indianhead.

Meeting adjourned

Minutes prepared by Carol Williamson

## **Northwest Regional Housing Program Quarterly Report**

**October 1, 2017 – December 31, 2017**

Through the twelve months of 2017 a total of 289 applications were mailed to prospective clients, with 78 applications (27.0%) returned to determine eligibility. Below is a summary of activity during the fourth quarter of 2017. As a comparison, the twelve months of 2016 had 304 applications mailed and 88 applications (28.9%) returned.

### **CDBG Award 14-15-01**

<b>County Name</b>	<b>Applications Mailed During Q 4 – 2017</b>	<b>Applications Received and Processing During Q 4 – 2017</b>	<b>Regional Mortgages Secured During Q 4 – 2017</b>	<b>Total Regional Funds Obligated Ending Q 4 - 2017</b>
Ashland	6	0	2	\$259,397
Bayfield	2	0	0	\$156,656
Burnett	2	1	0	\$181,745
Douglas	5	1	1	\$81,354
Iron	2	0	1	\$17,720
Price	4	0	1	\$181,989
Rusk	5	5	2	\$142,495
Sawyer	5	1	3	\$320,950
Taylor	3	0	0	\$0
Washburn	4	1	0	\$34,171
<b>Totals</b>	<b>38</b>	<b>9</b>	<b>10</b>	<b>\$1,376,477</b>

At the end of December 2017, a total of \$377,283 remains to be committed under the current contract. All expenditure of funds must be completed by December 31, 2018.

In late November 2017, a Regional CDBG Housing application was submitted to the Wisconsin Department of Administration, Division of Energy, Housing and Community Resources (DEHCR). This application is for new funding consideration for the Northwest Region. It is anticipated funding awards will be made and contracts secured in the first half of 2018. Stay tuned for more information in the next quarterly report.

As always, if you have any questions please contact Sheldon Johnson or Kim Gifford at 715-635-2197 or email at [sjohnson@nwrpc.com](mailto:sjohnson@nwrpc.com) or [kgifford@nwrpc.com](mailto:kgifford@nwrpc.com).



**Sawyer County/Lac Courte Oreilles Economic Development Corporation**  
6134N Morningside Lane, Stone Lake WI 54876  
(715) 865-4606 – (612) 309-0221 cell

**Executive Director's Report for January, 2018**

- **Workforce Development:** We've held two meetings with a wide variety of attendees participating, including representatives from county, state and Tribal government, education, health care, and businesses. We discussed the underlying issues relating to why employable people aren't seeking jobs, resources being used to fill job vacancies, skill training needed, government programs that both help and block job seekers, how to retain millennials, and more. The committee is working toward solutions on how to market as a group and how to promote consolidated job openings to job seekers.
- **Housing:** The lack of affordable housing continues to be a serious problem in the county. Although apartments are planned to be built in the near future, the projected rent will probably be in the range of \$700 to \$1100 per month. Business owners I've spoken to said that that range will be too high for their employees. Input received from the Housing Authority indicates the need for those in lower paying jobs require rental housing in the \$500 to \$700 range, and there's very little available in this range.

We've held several meetings focused on the value of conducting a housing market survey to determine the need for the various types of housing including senior living, workforce housing, low income housing, reservation housing and special needs housing. Our current focus is to consolidate as much information that's readily available, and then to determine the most likely sources of potential funding and pursue those sources. I have a trip planned to the Capitol on February 8 with a group from surrounding counties to meet with state agencies. I plan to concentrate on housing resources that may be available to our area.

- **Broadband:** In last month's report I stated that I would work with the three major broadband providers if there was a serious interest on their part to develop and submit a joint grant application for funding when the next round of funds becomes available, expected to be in June of this year and anticipated that \$7M will be allocated to rural broadband expansion.

Discussions with Charter resulted in dropping them from our active list. They are concentrating on supporting projects in southern Wisconsin. The estimates that I had been given a year and a half ago by Charter to extend broadband in Stone Lake were revised upward by several hundred thousand dollars.

In discussions with Norvado it appears that there currently isn't a cost-effective area for them to pursue at this time.

CenturyLink has submitted a grant application for the current round which ended on January 25 to the PSC for broadband expansion in Sawyer County, but I don't think it stands a chance of being approved. The application is basically identical to their previous application which wasn't approved, and the PSC has instituted new requirements for partnerships that the CenturyLink application

doesn't have. I've spoken to CenturyLink's Regional Operations Manager who encouraged us to work with them on the next round of grants this June. I think we have a lot to offer that would make their grant application very viable based on the new criteria and discussions I've had with the PSC office. Before we expend efforts on the grant process, however, we need assurance we'll be working directly with the CenturyLink personnel that will be preparing the grant application.

- **Business Opportunities:** In conjunction with the SBDC (Small Business Development Center) in Superior we're continuing to work with several businesses in the greater Hayward area. Our primary emphasis is on business planning which will provide a plan that can be followed or changed as conditions warrant. We're analyzing product line profitability with one client, business expansion for another, and a turnaround situation with a third.

We've also met with an entrepreneurial group who has been planning to open and operate a grocery store that would cater heavily to organic products and fresh locally grown produce. They've completed a detailed analysis of the opportunity and are ready to work on their business plan and site selection.

Last week I received a referral from the Executive Director of the Bayfield County Economic Development Corporation. The referral is for a couple living in Cable that is interested in purchasing a business in Hayward. They've done some preliminary work, but would like help to develop a business plan. We'll be meeting this week to pursue their opportunity.

Another potential opportunity, or problem as the case may be, is with the U.S. Forest Service. They are interested in consolidating their existing five district offices into a single office. The greater Hayward area is one of several areas being considered. The new office would be home to approximately 60 employees and equipment. The Forest Service is looking for property that would come close to meeting their needs, although they realize that some remodeling and/or building would likely be required. They've already searched the published ads, online offerings, etc. but haven't found anything yet. They don't want to purchase bare land and build from scratch. Perhaps the most likely source is property that would meet their needs, but hasn't been listed for sale. I've asked our board and a few others for suggestions, and am pursuing the current leads.

- **Business Intelligence:** The Business Intelligence Project Team with UW Madison is currently working with a business in our area. The team consists of university and business professionals with outstanding credentials. Their approach is to analyze a business and try to suggest approaches that will increase the customer base and/or improve operational capabilities and costs. We're hoping that this first project will produce favorable results so that we can involve additional businesses in our area to take advantage of this resource.
- **Main Street Support:** Since the initial Main Street Town Meeting in November I've met with various business owners to solicit their opinions of how to strengthen the business base on Main Street which is a major attraction for tourists. The responses have been quite varied, especially as I spoke to business owners on Main Street, business owners not on Main Street, and people who shop in the Hayward area. We plan to utilize the Sawyer County Record, if possible, to suggest strategies that may support the businesses on Main Street.

- **Funding:** We're just beginning our fund raising efforts and have a long way to go to meet the \$25,000 in matching funds authorized by the Sawyer County Board. Funding typically goes hand in hand with benefits for those that are contributing. For the county, benefits would relate to a stable and/or growing economic environment that produces tax revenue. For businesses it would relate to improved profitability through additional revenue, improved efficiency and/or cost control, both which could result through improved business planning provided by the economic development corporation. Although everyone would like immediate "wins" discussions with those involved in economic development in other counties remind us that it takes time to realize significant wins, just as a startup company typically doesn't plan to show significant profits for several years.

We have had, however, a number of accomplishments for the short time we've been in operation including: 1) Expansion of the trail system in the county to attract more visitors and the resulting revenue increase for businesses that are now on the trail system, 2) The transfer of housing management from Impact 7 to the Sawyer County Housing Authority which will reduce the time for those needing affordable housing from months to weeks, 3) Building a close working relationship with the three major broadband providers in the county, 4) The establishment of a Workforce/Job Summit Committee to address the problem of lack of available employees, 5) Support for new business startups. As our reputation spreads and the support we can provide continues to grow, we'll increase the number of businesses that we'll be supporting.

Thanks for your continued support.

A handwritten signature in black ink, appearing to be the name 'Don'.