



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, December 9, 2019 @ 8:30 AM
Assembly Room

Page

1. CALL TO ORDER
2. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW
3. MEETING AGENDA
4. PUBLIC COMMENTS
5. MINUTES FROM PREVIOUS MEETING
 - a. [Econ Dev 11-4-19](#)
6. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT
7. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT
8. HAYWARD LAKES VISITORS & CONVENTION BUREAU
 - a. [Marketing Sawyer County meeting Dec 19](#)
9. NORTHWEST REGIONAL PLANNING COMMISSION REPORT
 - a. [2019.December Sawyer County Projects Review](#)
10. ECONOMIC DEVELOPMENT CORPORATION REPORT
 - a. Resolution in Support of Telecommuting Opportunities and Telecommuter Forward Certification
[Telecommuter Forward Resolution](#)
11. BIKE/PED CITIZENS ADVISORY COMMITTEE REPORT

12. FUTURE AGENDA ITEMS

13. OTHER MATTERS FOR DISCUSSION ONLY

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.

Draft Minutes of the meeting of the Economic Development and UW-Extension Committee
Sawyer County Board of Supervisors
November 4, 2019; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

Members present: Tom Duffy, Troy Morgan, Elaine Nyberg, James Schlender

Others present: Carol Williamson, Tom Hoff, Sherry Beckman, John Saunders, Don Mrotek, Lori Baltrusis, Janice Snider, Amanda Wilson, Chris Ruckdaschel, Ariga Grigoryan, Linda Zillmer

Chair Tom Duffy called the meeting to order 8:30 am

Motion by Nyberg, 2nd by Morgan, to approve the minutes of the October 7, 2019 meeting. Motion carried

The Committee discussed the 2020 funding for the Hayward Lakes and Visitors Convention Bureau. Motion by Morgan, 2nd by Schlender, to recommend 2020 funding for the Sawyer County Fair, the Hayward Lakes and Visitors Convention Bureau, and Economic Development stay the same as in 2019. The additional \$25,000 for HLVCB that is not included in the current 2020 budget to come out of Resource Development in 2020 and in 2021 funding to be included in the operating levy. Motion carried

Janice Snider provided a Sawyer County Fair update. Fair social is January 18, 2020 at the Vets Center.

Community Natural Resources and Economic Development Educator Ariga Grigoryan provided survey data on local Farmers Markets.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau reported to the Committee. HLVCB utilizing on-line booking software.

Supervisor Troy Morgan updated the Committee on the Economic Development Corporation. Committee invited to attend the annual meeting, Friday, November 8, 8:30 am to 9:30 am, at Waters Edge. EDC continues to work on expansion of broadband coverage and available grants. The board is at full strength.

John Saunders reported to the Committee on Bike/Ped trails. \$7 million available in TAP grants for off road or on road trails.

Adjourned 9:20

Minutes prepared by Carol Williamson

December 2019
Hayward Lakes VCB Marketing Report

Vacation Guide-2020 Vacation guides are here. 48 in a box. The digital vacation guide can be found at <http://pubs.royle.com/publication?i=635249&pre=1>. Please feel free to add to your website or facebook page.

Big Bundle Up-we were a collection site for the WI Depart of Tourism's charity drive. The LCO Boys & Girls Club received the donations this season.

Osseo Billboard-La Crosse Sign Group assessed our billboard. The board is 89 feet wide and 40 feet high. To repair the sign to hold a wrap would cost a minimum of \$15,000. They need to build a frame around the existing edges because they are metal. To design and install the new wrap would be another \$10,000. If we choose to move forward the sign needs to be repaired in the winter because of the crops and the wrap can't go on until the temperature is warmer because of the elastic in the warp. We currently pay \$3,000 annual rent fee.

NW ITBEC-Sherry attended the fall tourism conference in Manitowoc sponsored by the newly renamed Destinations Wisconsin formally WI Assoc. of Convention and Visitor's Bureaus (WACVB). It is recommended to increase your social media frequency. Facebook and Instagram should be daily. Facebook followers are on facebook a minimum of once a day. Even if they scroll past your post it is still top of mind. They also encourage us to use ads manager instead of boosting posts. Organic posts no longer capture the right people.

WI Department of Tourism-Hayward hosted the tourism council meeting October 23 and 24th. Ben Popp has been serving on the council since this spring. They toured the Big Fish Museum, watched a lumberjack show and dined at the Ranch Supper Club. They held their council meeting at the Samuel C. Johnson Building.

From Secretary Designee Meaney:

"Happy to share the snapshot of data based on our recent review of Jan-Sept "exposed arrivals" metric, via Arrivalist. The 2019 Jan-Sept statewide growth in exposed arrivals is up 44.8% over the same time period of 2018. Sawyer County grew by 43.63% in that same metric and date range. While we do not have county-level Arrivalist data for 2017, we do have statewide data for the exact same data set, for trend comparison. 2018 Jan-Sept exposed arrivals were up 1.8% over the same period in 2017. For reference and as a correlation point, the year-end (Jan-Dec) Longwoods statewide visitor research calculated a 1.9% increase in total visitors in 2018 over 2017. So while those numbers appear to somewhat correlate in terms of scale, one does not necessarily predict the other.

We are excited by the trend that this snapshot captures, but we caution that it is merely a snapshot of "exposed arrivals" and we anxiously await the final Longwoods reports early next year for more conclusive growth results."

Sport Shows- Matt Mikesh has agreed to cover the St. Paul Ice Fishing Show December 6-8th.

PR

MuskyFirst.com (live stream)-October "Muskie's Inc. Tournament"10/7/2019

Outdoor Bound TV-Kirt Walbeck from Eau Claire filmed IndianTrail Resort, August 20, 2019

Milwaukee Journal Sentinel Newspaper-Fresh Water Fishing Hall of Fame names 10 for its 2020 Class, October 19, 2019

Wausau Daily Herald-The Wild, Weird and Wonderful, WI-Story of Louis Spray;s World Record Musky. October 18, 2019

MuskyFirst.com (live stream) Musky Fishing-Northern Wisconsin Today's Angler, Hayward, WI 10/29/2019

As a part of an ongoing effort to keep you all informed of economic development activities regarding NWRPC and its loan funds, please find our monthly updated report:

New projects funded in 2019:

February, 2019: Runamuk Rides, LLC (Lenroot)—Working Capital

Active and in good standing projects in Sawyer County:

Northwest Wisconsin Business Development Corporation (NWBDC)

Mobile Metal Welding (Hayward)—Startup funding
ABHR Enterprises, LLC d/b/a Servpro (Hayward)—Startup funding
Stone Lake Lumber, LLC (Stone Lake)—Business transition
R.C. Hexum, LLC d/b/a Wildwoods Mfg. (Hayward)—Startup funding
Hayward Main Street Gourmet Popcorn, LLC (Hayward)—Business expansion
Jim Miller Excavating, Inc. (Hayward)—Equipment Expansion
Stone Lake Properties, LLC (Stone Lake)—Senior Center building project

Total loans for closed projects: \$488,004.00

Total projects since inception of NWBDC loan programs: \$991,330.84

Total write offs: 1 write offs out of 18 total projects

NWRPC SBA Micro-loan Revolving Fund (SBA)

Metcalfe Enterprises, LLC (Hayward)—Startup funding
Jim Miller Excavating, Inc. (Hayward)—Expansion funding
Mobile Metal Welding, LLC (Hayward)—Expansion funding

Total loans for closed projects: \$73,000.00

Northwest Wisconsin Regional Economic Development Fund, Inc. (NWREDF)

Jim Miller Excavating, Inc. (Hayward)—Expansion funding
Hill Construction, LLC (Hayward)—Expansion funding
Stone Lake Lumber, LLC d/b/a Stone Lake Hardware (Stone Lake)—Startup funding
Runamuk Rides, LLC (2 notes)—Business Expansion/Working Capital
Redblind Rental, LLC—Business Expansion

Total loans for closed projects: \$685,114.00

Total projects since inception of NWREDF loan programs: \$1,141,496.45

Total write offs: 0 write offs out of 16 total projects

Total loan injection into Sawyer County Businesses that are in good standing and active:

\$1,246,118.00

Overall injection: \$2,205,827.29

- From January to November 2019, 15 inquiries from Sawyer County have been received out of 90 total from the 10 county region.
- NWRPC has received a new \$300,000 loan from the US Small Business Administration to expand the micro lending program. This program is great for equipment, working capital and inventory needs of \$5,000 to \$20,000. Limits go up to \$50,000.

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RESOLUTION #2019- _____

**IN SUPPORT OF TELECOMMUTING OPPORTUNITIES
AND
TELECOMMUTER FORWARD CERTIFICATION**

WHEREAS, the Sawyer County Board of Supervisors supports and commits to promote the availability of telecommuting options;

WHEREAS, the Sawyer County Board of Supervisors hereby appoints _____ as the single point of contact for coordinating telecommuting opportunities within Sawyer County including the following responsibilities:

1. Coordination and partnership with broadband providers, realtors, economic development professionals, employers, employees, and other telecommuting stakeholders.
2. Collaboration with broadband providers and employers to identify, develop, and market telecommuter-capable broadband packages.
3. Communication and partnership with broadband providers and economic development professionals to develop common goals.
4. Promotion of telecommuter-friendly workspaces, such as business incubators with telecommuting spaces, if such a workspace has been established in the political subdivision at the time the political subdivision adopts the resolution.
5. Familiarity with broadband mapping tools and other state-level resources.
6. Maintaining regular communication with the state broadband office.
7. Making regular reports to the [governing body of the political subdivision].

NOW, THEREFORE, BE IT HEREBY PROCLAIMED by the Sawyer County Board of Supervisors support telecommuting opportunities for Sawyer County in its application for Telecommuter Forward! Community certification

Recommended for adoption by the Sawyer County Economic Development Committee on December 9, 2019.

Tom Duffy, Chair

Troy Morgan, Vice-Chair

Marc Helwig, Member

Elaine Nyberg, Member

James Schlender

Adopted by the Sawyer County Board of Supervisors on this 19th day of December, 2019.

Tweed Shuman, Sawyer County Board Chairman