



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, January 6, 2020 @ 8:30 AM
Assembly Room

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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 12-9-19](#)
6. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT
7. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT
<https://www.youtube.com/watch?v=zwruk4e16al>
8. HAYWARD LAKES VISITORS & CONVENTION BUREAU
 - a. [Marketing-board meeting Dec 19](#)
9. NORTHWEST REGIONAL PLANNING COMMISSION REPORT
10. ECONOMIC DEVELOPMENT CORPORATION REPORT
11. BIKE/PED CITIZENS ADVISORY COMMITTEE REPORT
12. FUTURE AGENDA ITEMS
13. OTHER MATTERS FOR DISCUSSION ONLY

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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
December 9, 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, Sky Holt, Mark Lundeen

Chair Tom Duffy called the meeting to order 8:33 am

Motion by Schlender, 2nd by Morgan, to approve the agenda. Motion carried

Motion by Schlender, 2nd by Morgan, to approve the minutes of the November 4, 2019 meeting. Motion carried

Janice Snider reported on the Sawyer County Fair. Fair social is January 18, 2020 at the Vets Center.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau provided a written report and reported to the Committee. The Committee discussed the video "I choose Sawyer County" that was presented at the County Board meeting on November 12, 2019. This was a video created by the Economic Development Corporation to use on UTube to promote living in Sawyer County. The HLVCB allowed the EDC to use their videos.

Supervisor Troy Morgan updated the Committee on the Economic Development Corporation. The EDC is hiring a full time contracted director. This will enable the Corporation to assist individuals and businesses with various needs including business plans and financing. The Director will also fundraise to make the three-year financial goal. The "OO" broadband grant is moving forward and a proposed resolution was provided to the Committee. Sawyer County Administrator Tom Hoff is the Broadband Forward designee. Motion by Schlender, 2nd by Morgan, to approve the Resolution with Tom Hoff appointed as the point of contact. Motion carried

John Saunders reported to the Committee on Bike/Ped trails. The Hayward Hospital is expanding trails in the summer of 2020 and covering the costs. Don Mrotek requested consideration of the ATV and Snowmobile trails when planning bike and pedestrian trails.

Snow is good on snowmobile trails. Trails on the lakes are not staked due to poor ice conditions. ATV trails on Tribal land need funding to do repairs. Mrotek will contact LCO regarding possible grants.

The bridge over 77 will go in next spring.

Construction on the Winter Depot will start after the Ojibwa Ambulance facility is completed. The project is short \$12,000 to cover total costs without any County contribution.

Adjourned 9:15

Minutes prepared by Carol Williamson

December 2019
Hayward Lakes VCB Marketing Report

Discover Wisconsin- The power sport episode will be filmed in 2020 to include all seasons. The Washburn County Tourism Association pulled out of this joint project; do we want to take their spot? It would be \$7,000/year for three years. Share the episode with Douglas County only.

360 photography- Phase two is completed. Phase three filming will be done this summer for all non-lodging members and any new lodging members.

Sport Shows- January shows: MN Sportsmen's on January 9-12 and Chicagoland on Jan 23-26

WI Department of Tourism-

A. Big Bundle Up Program- Thanks to Cindy, ICS we were able to collect 139 new or slightly used jackets, hats, mittens, boots, scarfs and snowpants. This year the donation was made to the LCO Boys and Girls Club.

B. New Search Engine Marketing (SEM) campaign. One to one match for six months. Campaign will run from March 1- August 31, 2020. Increase brand awareness, encourage interaction with our content and have experts manage our account. This campaign cost less than 3 cents per impression.

- Madden delivered 4394 users to our site from March – August and total impressions to date is 51,641
- Average CTR is 8.51%, this is 4x higher than the travel industry benchmark of 2.18%. CTR continues to improve month to month through optimizations from our Digital Marketing Specialist.
- CTR is an excellent way to measure ad effectiveness and ensure the ads we are showing are engaging the correct audience
- Top AdGroups: Attractions, Events, Visit, Fishing, Hiking, Dining and Golf
- Top Keywords: things to do in hayward wisconsin, fun things to do in hayward wi, and fun things to do in wisconsin

Website: added a button for online booking-includes all lodging with the capability to reserve a room without talking to anyone. The google calendar can be integrated into your site for a FREE way to show what is available. See page 5.

NW ITBEC-finalizing 2020 marketing plan. Updating new logo.

PR

Shooting Sportsman Magazine-Wisconsin Grouse (Hayward) Jan/Feb 2019

The Bobber Discover Wisconsin Newsletter, "This National Scenic Riverway in WI is simply Amazing", Dec 2018

In Depth Outdoors TV-Fox Sports North, Ty Simmott fishing on the Chippewa Flowage, November 24th

Forbes-"For the Ultimate Winter Wonderland, Travel to These 2 WI Northwoods Towns", November 2019 (Hayward and Cable)

Chicago Tribune Newspaper, "Icy art in Shipshewana, Santa at Starved Rock and more Midwest events" the Tussock Winter Ultra for winter sports fanatics was highlighted. Details and a direct link were also included. December 10, 2019