



Sawyer County

Agenda

**Economic Development & UW Extension Committee Meeting
Monday, January 11, 2021 @ 8:30 AM
Assembly Room/Virtual Meeting**

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1. CALL TO ORDER

- a. The public is **strongly encouraged** to access the public meeting remotely due to public health and safety concerns. 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 number for listening only at 1-312-626-6799 with the Webinar ID: 976 4200 7840. If additional assistance is needed please contact the County Clerk's Office at 715-634-4866 prior to the meeting.
- b. If you are on a computer, click the "Raise Hand" button and wait to be recognized.
- c. If you are on a telephone, dial *9 and wait to be recognized.

2. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

3. MEETING AGENDA

4. PUBLIC COMMENTS

5. MINUTES FROM PREVIOUS MEETING

- a. [Econ Dev 12-7-2020](#)

6. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

7. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

8. HAYWARD LAKES VISITORS & CONVENTION BUREAU

- a. [2020 HLVCB Marketing Activity Report](#)

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9. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

10. ECONOMIC DEVELOPMENT CORPORATION REPORT

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- a. [EDC Activity Report December 2020](#)

11. FUTURE AGENDA ITEMS

12. 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
December 7, 2020; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

Members present: James Schlender, Jesse Boettcher, Tom Duffy

Others present: Carol Williamson, Mike Garner, Don Mrotek, Tom Hoff-V, Sherry Beckman-V, Lori Baltrusis-V, Mike Coleson, Janice Snider-V, Linda Zillmer, Ariga Grigoryan

Chair Schlender called the meeting to order at 8:30 am

Motion by Duffy, 2nd by Boettcher, to approve the minutes of the November 2, 2020 meeting. Motion carried

Community Natural Resource Economic Development Educator Ariga Grigoryan provided a 2020 Community Development Report. The Farmers Market was very successful during the summer of 2020. Grigoryan's ultimate goal is to have a commercial kitchen. Grigoryan provides leadership and an organizational development program for surrounding counties and the LCO reservation. Strategic planning is available and support for promoting a creative economy.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau reported to the Committee. Room tax numbers are not in yet, but visitors stayed longer; May through October, so numbers should be good. Some second home owners did not rent out, some stayed here, and some sold. The fall colors page use was up 51% over a year ago. The 2021 vacation guides are available at the HLVCB office or on line. The HLVCB is collecting cold weather clothing: Hats, mittens, boots, and jackets. The silent sports guide will be delivered in February. Received a grant for sledding in Sawyer County. Will attend a couple sports shows virtually. Opening up "Facebook Live" to capture sports show audiences where attendance is not allowed. Will offer prizes, have special guests, and answer questions. Continue to work with ITBEC partners sharing ideas and cost of advertising.

Sawyer County/Lac Courte Oreilles Economic Development Corporation Director Mike Gardner reported to the Committee. The EDC was not selected for the two pilot programs they applied to. WHEDA reached out to the EDC for information. The EDC is establishing relationships and partnerships which will allow them to be more effective. Submitted a business incubation market proposal to obtain specific data to promote economic development.

Adjourned 9:10

Minutes prepared by Carol Williamson

Hayward Lakes Visitors and Convention Bureau
2020 Marketing Activity Report

Vacation Guide:

Virtual Guide	2019 Downloads = 79,751 2020 Downloads =161,601
Printed Guide	2019 = 75,000 2020 = 70,000

Website Referral Traffic: 2020

1. Madden.com	Midwest Living
2. travelwisconsin.com	Midwest Outdoors
3. chippewaflowage.com	On Wisconsin Outdoors
4. facebook.com	Silent Sports Magazine
5. atvhayward.com	Musky Hunter

Print Referral Traffic: 2020

Website: Top Five Pages Viewed-2020

1. Web cam	Fishing
2. Lodging	ATVing
3. Fishing	Snowmobiling
4. Outdoor Report	Hiking
5. Attractions	Fall Color

Top Five Activities Viewed-2020

Website How they found our website address- 32 % increase in new users compared to '19

54% Search Engine
10% Referral- travelwi, haywardwi, lake-link, johndee, etc.
24% Direct-typed in haywardlakes.com
9% Madden SEM Program Paid Search
4% 1.4 % display ad/email and 1.6 % social media

Website Demographics-State visitors are from that search our website.

36% WI-top city Milwaukee
23% IL-top city Chicago
18% MN-top city Minneapolis
5% IA-top city Cedar Rapids
18% Other states CA VA TX IN FL others are less than 1%

Website viewers: 56% are males. 24% are ages 55-64

Devices

43% Desktop	Facebook followers- 3706 (up 14 %)
51% Mobile	Twitter followers 638 (up 4.5%)
6 % Tablet	Instagram followers 1839 (up 29 %)

Social Media

Atvhayward.com-users up 3.28 % from 2019

Website viewers: 67% males, 42% are ages 45-64



**Sawyer County / Lac Courte Oreilles
Economic Development Corporation**

December 2020 Activity Report

Federal Small Business Stimulus Aid Programs

Continued to monitor availability and changes to the Coronavirus Preparedness and Response Supplemental Appropriations Act (3/6/20), Families First Coronavirus Response Act (3/18/20), and the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) (3/27/20).

Coronavirus Response and Relief Supplemental Appropriations Act of 2021 (CRRSAA)

Signed into law on December 27, 2020 as part of a larger government appropriations bill – provides more assistance to individuals and businesses. What it means for Sawyer County:

- Reopening and revisions for the Paycheck Protection Program (PPP)
- Changes to business taxes
- Reopening of the Economic Injury Disaster Loan (EIDL) grant program
- New grant programs for live venues
- Enhanced federal unemployment benefits
- Payments for individuals
- Funding for logging and log trucking businesses

2021 Fundraising and Sustainability Initiative

Reviewed earlier drafts of proposed donor / investor levels with corresponding benefits and publicity campaign. Began preparation of a funding and development strategy for strategic actions to follow throughout the year. Once approved it will provide a road map for knowing what partnerships and grants to pursue ahead of time and when. Grant research and preparedness will be critical to our ability to achieve general operating costs or implement priority projects and programs.

Partnerships

- Small Business Development Center – UW Superior: continued to pursue Business Incubator Market Study funding through SBA and schedule trainings.
- Indianhead Community Action Agency – Business Development Program: continued development of Sawyer County entrepreneurship program concepts. Will collaborate to assist an Exeland Business Community group in January.
- Met with Ruck B Productions to discuss youth program development and partnerships.

Miscellaneous

- Attended December 7th meeting of the Sawyer County Economic Development & UW Extension Committee
- Reviewed Rural Voices for Prosperity: a report of the Governor's Blue-Ribbon Commission on Rural Prosperity
- Attended Building Healthy, Resilient Communities Through Outdoor Recreation webinar sponsored by Wisconsin Economic Development Corporation
- Prepared draft 2021 Community Engagement Strategy and timeline that includes business contacts, town governments, tribal enterprises, and community organizations.
- Researched Remote Work statistics and trends for attracting and retaining talent to Sawyer County post -pandemic

"Instead of wondering when your next vacation is, maybe you should set up a life you don't need to escape from"
Seth Godin

[Choose Sawyer County - Sawyer County/Lac Courte Oreilles Economic Development Corporation \(sclcoedc.com\)](http://sclcoedc.com)

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