



Sawyer County

Agenda

**Economic Development & UW Extension Committee Meeting
Monday, February 6, 2023 @ 8:30 AM
Assembly Room/Virtual Meeting**

Page

1. CALL TO ORDER

- a. 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 at 1-312-626-6799 with the Webinar ID: 976 4200 7840. Use *9 to Raise/lower hand and *6 to Unmute/mute. If additional assistance is needed please contact the County Clerk's Office at 715-634-4866 prior to the meeting. If you are on a computer, click the "Raise Hand" button and wait to be recognized. If you are on a telephone, dial *9 and wait to be recognized.

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

5. MEETING AGENDA

6. PUBLIC COMMENTS

- a. At this time, members of the public will be given the opportunity to address the Committee. Please adhere to the following when addressing the Committee:
 - Comments will be limited to 3 minutes or less per individual.
 - Comments should be directed to the Committee as a whole and not directed to individual Committee members.
 - The Committee cannot respond to your comments during this time.
 - Please sign in and fill out a public comment sheet if you wish to speak on an item.

7. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING

- a. [1.9.23 Econ.UWEX Minutes DRAFT](#)

8. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

9. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

10. HAYWARD LAKES VISITORS & CONVENTION BUREAU

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- a. [HLVCB Marketing Report Feb 23](#)

11. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

12. ECONOMIC DEVELOPMENT CORPORATION REPORT

13. LIBRARY UPDATES

7 - 10

- a. [1\) Winter Library Director's Report 1.25.23.docx](#)
[2\) Hayward Library Director's Report for 2-2023](#)

14. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

15. BROADBAND UPDATE

16. HISTORICAL SOCIETY

17. FUTURE AGENDA ITEMS

18. CORRESPONDENCE, REPORTS FROM CONFERENCES AND MEETINGS

19. ADJOURNMENT

DISCLAIMER:

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.

Copy sent via email to: County Clerk and News Media. Note: Any person wishing to attend whom, because of a disability, requires accommodation should call the Sawyer County Clerk's Office (715.634.4866) at least 24 hours before the scheduled meeting so appropriate arrangements can be made.

Mission Statement: Provide the leadership for implementation of the Education and Economic Development for Sawyer County. To provide leadership in monitoring outcomes, reviewing, and recommending for the County Board all policies related to educational and economic development initiatives of Sawyer County.

**Minutes of the January 9th meeting of the Sawyer County
Economic Development and UW-Extension Committee
Of the Sawyer County Board of Supervisors
Assembly Room; Sawyer County**



Voting Committee Members Present:

- Chair: Tom Duffy
- VC -- John Righeimer
- Stacey Hessel
- Brian Bisonette - virtual
- Chris Rusk

Others Present:

Andy Albarado
Kate Ross-Barido
Lynn Fitch
Donna Knuckey
Lori Baltrusis

Cathy LaReau
Sherry Beckman
Linda Zillmer - Virtual

Call to Order – Chair Duffy 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 previous meeting – A motion was made by Ms. Hessel to approve the minutes of the December 5, 2022, meeting; second by Mr. Righeimer. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report – Ms. Hessel advised that grounds improvements will begin in the spring and fair plans continue.

University of Wisconsin-Extension Department Report – Ms. Baltrusis provided a written quarterly report. She reviewed the highlights on programming and learning opportunities. A pie chart of the food donations was included for the Spooner Ag Station. She is in the midst of partnering for community assessment.

Hayward Lakes Visitors & Convention Bureau Report – A written recap of 2022 activities were provided along with new Vacation Guides. Marketing graphs are provided in the report. Top referrals and top stories are identified, as well.

Northwest Regional Planning Commission –

Economic Development Report – Ms. Barido advised they are creating three small business education programs this spring and are starting small business socials with small business speakers. They are partnering to complete a Vibrant Spaces Grant and seeking new memberships for 2023. A meeting has now taken place with Impact Seven and Northwood tech on partnering for a large homes grant, as Hayward is among the four finalist locations for 30 units.

Library Updates -- Written reports were provided. Ms. Knuckey advised they raised funds to pay a portion of the basement project loan. She reviewed the highlights of the report. She just completed two grant applications.

Motorized/Non-Motorized Trail Report – A written report of trail damage was provided. Ms. LaReau advised that the winter storms caused an 11-day trail closure because trails were impassable. A conservative estimate in costs for trail clearing came in at \$130,000 which may double by the time all trail cleanup is completed. Funding sources to pay for cleanup services is yet to be determined.

A written email report from Ben Popp was provided at the meeting.

Historical Society –

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, February 6, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:19 am
Minutes recorded by Lynn Fitch, County Clerk

DRAFT

February 2023
Hayward Lakes VCB Marketing Report

Wisconsin Department of Tourism-hosting Tourism Secretary Designee, Anne Sayers and department staff over Birkie Weekend. Sherry and Mindy will travel to Green Bay March 12th -15th for the Governor’s Conference on Tourism. Travel Green program has been revitalized.

Mad Dog & Merrill-filming their cooking show during Birkie Friday.

Madison Day is March 7th at the capitol. Sherry will travel to Madison to meet with legislators along with other Destination Wisconsin members. Senator Romaine Quinn, Senator Cory Tomczyk and Representative Chanz Green and Representative Jimmy “boy” Edming.

NW ITBEC-stands for Northwest Wisconsin International Trade Business & Economic Council

The four individual ITBECs are organized by the Wisconsin Counties Association. The Tourism Advisor Committee meets monthly and includes Sawyer County and the surrounding counties: Ashland, Bayfield, Burnett, Chippewa, Douglas, Iron, Polk, Price, Rusk and Washburn. Each county pays \$3,000 annually and WI Counties Association contributes \$5,000. Finalize 2023 budget in March. Sherry is appointed representative by Sawyer County Board President.

Distribution	\$ 5,000	
Reprint Corridor ATV/Snow Map	\$16,692	
Snowmobile	\$ 4,500	The Silent Sport Guide is scheduled to arrive
ATV	\$ 4,500	this spring. ATV/Snow map will be reprinted
Print Ads	\$ 5,100	fall of 2023.
Website	\$ 1,380	
Social Media	\$ 2,000	Fishing Opener will be held in the Phillips Area
Blog	\$ 2,000	
Google Ad Words	\$ 3,000	Name consideration is Travel Northwest WI
DOT Co-op ads	\$ 4,900	
Travel WI Guide	\$ 6,050	
Gov Fish Opener	\$ 1,000	
General	<u>\$ 975</u>	
Total	\$57,097	

Destination Branding Study is being conducted by the Dieringer Research Group, Inc. Targeting interviews from Milwaukee, Madison, Twin Cities and the Duluth markets.

Winter Commercial <https://vimeo.com/783647148/47e9483937>

PR:

12/22 Larry Meiller Show WPR-Tourism Secretary Designee, Anne Sayer re: American Birkebeiner

1/10/23 AAA Living Jan/Feb 2023 issue re: American Birkebeiner

1/18/23 There Are 3 Must See Roadside Attractions All Within Hayward, WI

1. Hall of Fame
2. Welcome Postcard on Second Street
3. Moccasin Bar (world Record Muskie)

1/23/23 Baraboo News Republic- Portage’s Chaos Tackle Catching Fire with Those Catching Muskellunge. Re: Lake Chippewa Flowage

1/23/23 Out of Doors Magazine, Ontario Canada. Finding the Next World Record Muskie

1/23/23 Marshfield News Herald- Warm Weather Hurting Activities, Events in Southern WI. HLVCB outdoor report.

1/24/23 WUWM FM Radio in Milwaukee NPR-American Birkebeiner



WINTER PUBLIC LIBRARY
LIVE, LEARN, LIBRARY

WINTER PUBLIC LIBRARY

DIRECTOR'S REPORT

By Donna Knuckey

winter.wislib@gmail.com

Mission Statement: The mission of the Winter Public Library is to provide quality materials and services which fulfill the education, information, cultural and recreational needs of the entire community in an atmosphere that is welcoming, respectful and businesslike.

Library Calendar of Events:

(This list changes as more programs and/or events are being planned throughout each month)

January

25th-26th- 11th Annual Wild Wisconsin Winter Web Conference
31st- Story Hour @ 4:00 p.m.

February

6th-UW-EX and Econ Committee @ 8:30 a.m.
6th-Library Board Meeting @ 6:30 p.m.
7th-Story Hour @ 4:00 p.m.
9th-Programs with Intentions Webinar @ 1:00 p.m.
14th- Story Hour @ 4:00 p.m.
15th-Developing Minds at the library webinar @ 1:00 p.m.
21st-Story Hour @ 4:00 p.m.
28th-Story Hour @ 4:00 p.m.

Fundraising

January Book Sale-We have an annual mid-winter book sale that is popular. We have books on sale all year long but this mid-winter sale is popular and begins January 9th-February 4th. The funds from the book sales are used towards funding youth and adult programs in the library.

At the February Friends of the Library meeting, planning for the spring and summer fundraisers

will be discussed. Our huge fundraiser is the July Jubilee 2 mile color run and 10K race. We seek sponsors in February/March and work on the pre-event tasks.

11th Annual

Wild Wisconsin Winter Web Conference

Two day virtual conference with several session tracks that are designed to assist library directors and staff with current issues, topics and trends in public libraries. This is free to staff to register for.

Some sessions I registered to attend are:

- The “Marketing Funnel” Approach to Customer Engagement
- Climate Justice: The Interdependence of Sustainability and Equity and How Librarians Can Act as Hubs for Both
- 5 Ways Partnerships Can Improve Your Marketing
- Challenges and Successes in the Post Pandemic Library

The conference is sponsored by the library systems in Wisconsin (including Northern Waters Library Service), Wisconsin Department of Public Instruction, and the Institute of Museum and Library Services.

NWRPC Grant (Loan)

In January, the library board reviewed the net profit for the fundraisers created in 2022. The purpose of the additional fundraisers was to repay the loan. A payment of \$3,500 was made to the NWRPC. There is no yearly expectation for repayment but the board and myself want to be diligent about clearing the debt from the library liabilities.

Grant Applications

STEM Kits for circulation to families-will not find out if recipient of grant until end of February

Youth print material grant-competitive grant and recipient notification is at the beginning of May.

Upcoming Programming Opportunities

The following program opportunities are being planned. These programs are all done by volunteers with no cost to the library other than materials and use of space.

- Birding Workshop series
- Book Club returns
- Sip-N-Swipe Cafe
- “Write your Story” workshop series



SHERMAN & RUTH WEISS COMMUNITY LIBRARY

DIRECTOR'S REPORT BY MOLLY LANK-JONES

Feb., 2023

"My two favorite things in life are libraries and bicycles. They both move people forward without wasting anything."

--Peter Golkin

LOCAL AUTHOR AND LOCAL SHOP OWNER FUNDRAISE FOR LIBRARY

Kristine Ochu is a part time resident of Hayward and author of *Campfire Confessions*, the children's book *No Pooping on the Dock*, and several screenplays. She is the founder of "Creating Your Amazing Life" workshops and, as a nineteen-year-old in 1975, won the title of World Senior Amateur Champion for logrolling.

Jennifer Petit owns the wellness boutique River & Rain Apothecary in Hayward. She worked in the behavioral health field for more than ten years and continues to teach stress management skills. She is selling Kristine's book *Campfire Confessions* in her shop.

Kristine and Jennifer recently joined forces to raise funds for something very important to both of them—Hayward's library. To help cover a shortfall in the library's revenues, Kristine and Jennifer are donating the sales of Kristine's book *Campfire Confessions* to our library.

Kristine also is posting messages about the library on the "Memories of Hayward" Facebook page to help keep us in the public eye. Jennifer has agreed to present a



program at the library about relieving stress using natural remedies and practices. We at the library really appreciate their caring and friendship.

FEB. ACTIVITIES & EVENTS

The library is holding many upcoming programs, and events for the public and library staff. The programs are free and open to everyone.

- **Since Nov. 2022, the library has been issuing free WI State Park Passes** through a collaboration among the DNR, State DPI, the Wisconsin Library Assoc., and participating libraries. The passes are valid for free admission for one vehicle at any state park, forest, or recreation area where admission is required. The pilot program ends March 1, 2023, but people can use passes they pick up before that date on the day they have chosen in 2023.
- **Since Jan., the library has been lending wireless hotspots.** Available to Sherman & Ruth Weiss Community Library cardholders who are 18 years of age or older and have a card in good standing. For more information, just call or visit the library.
- **Since Jan. 12, our library has added STEM Kits** to make learning science, technology, engineering, and mathematics more fun! We have a wide variety of kits for students and parents to check out.
- **Now until March (or when they run out), the Hayward Library Foundation (HLF) is selling Kwik Trip Car Wash gift cards.** The gift cards are good for 5 Ultimate washes for \$40. You can purchase them at the library. Cash or a check made out to HLF are accepted.
- **1,000 Books Before Kindergarten.** An ongoing program that encourages parents and children to read together to help prepare children for success in kindergarten. Sign up next time you and your child are in the library.
- **1/15 - 3/31, Reading Challenge—Winter Bingo.** Keep track of your reading time and participate in two activities to earn badges in Beanstack. Explore your library and all the fun it has to offer while earning badges on a virtual bingo card! When you do that, you will receive a coupon good for one regular coffee or hot chocolate from Backroads. You can also earn a full card badge when you earn all the badges on the card. When you do this, your name will be entered in a drawing for a chance to win a \$25 gift card from Backroads. Sign up for the challenge on Beanstack (<https://weisscommunitylibrary.beanstack.com/reader365>) or stop by the library for a paper copy of the Bingo sheet.
- **2/1 – 2/10. Join in the fun for a Polar Bear scavenger hunt which continues until February 10, 2023.** You and your child will need to look for the polar bears to solve a riddle. Complete your answer sheet and take it to the front desk to receive a fun small prize!
- **2/1 – 2/28. The CHARAC Art Exhibit** runs through the month of Feb. This quarter, local artist Yvonne Christianson's works are featured. Ann, Molly.
- **2/1 - 2/28. Feb. is Black History Month.** Stop in to see our display of books by black authors and books on black history.

- **2/1- 2/28. Feb is National Library Lovers Month**, dedicated to celebrating libraries and librarians, book lovers and library lovers. The Sherman & Ruth Weiss Community Library wants your personal library stories, so we can share how the public connects with their library—their free source of books and e-books, DVDs, audios, programs, online resources, and more. Forms are available online at <https://weisscommunitylibrary.com/> and at the checkout desk.

- **2/2, 2/9, 2/16, 2/23. 10 a.m. 12 noon. In Gauge Crafters Club.** Meet in Children’s Room or Meeting Room.

- **2/2, 10 a.m. Zoom meeting for Librarians’ Retreat Planning Committee.** Molly, Ann.

- **2/6, 8:30 a.m. Economic Development/UW Extension Committee Meeting.** Molly.

2/6 – 2/10. We’ll introduce a new “Can You Guess?” display with a chance to win a jar of candy at the check-out desk if you guess the closest to how many candies are in the jar. Ann.

- **2/6 – 2/10. Stop by to make a Valentine’s Day card for the residents of Aspen Acres.** If you would like to make a card, stop by the front desk. The library will provide all supplies. Ann.

- **2/6 – 2/10. Distribute Take ‘n Make kits** with a Valentine’s Day theme. Most of the supplies and full instructions will be provided. You will need to supply scissors, glue, and imagination. Kits will be available on a first come, first serve basis. Ann, Agnes, volunteer.

- **2/6-2/28. New Rice Eye-Spy Activity.** Pick up a form on our website or at the Check Out Desk. Check off all the items in the bottle that you find, then place your name in drawing at the checkout desk to win a fun prize.

- **2/7, 2/14, 2/21, 2/28, 1/31, 10 a.m. Storytime with Nina** of Northwest Connection Family Resources.

- **2/14, 10 a.m. – 7 p.m. Food for Fines Day.** Bring a non-perishable food item and ask the library staff to delete any fines you may have incurred with items from our library only. You must come in person, plus staff cannot delete fees owed for lost materials. We will donate the food items to a local food shelf.

- **2/14, 5:15 p.m. Library Board Meeting.** Molly.

- **2/14, 6 - 7 p.m. LEGO Club in Children’s Room.** Always second Tues. of each month, except during May through Aug. Ann.

- **2/21, 8:30-10:30 a.m. Northern WI ILS Consortium Exploration (NICE) Committee Meeting.** Molly.

- **2/21, 3 p.m. NWLS Staying Together Meeting.** Molly, Ann.

- **2/21, 5 p.m. Hayward Library Foundation Meeting.** Molly & Ann.

- **2/28, 4 - 6 p.m. Gothic Anime’ Art Class.** Always on the fourth Tues. of each month, taught by library staff member Agnes Bearheart Smith. A creative safe space for tweens and teens. If you have a sketchbook and artist pencils, be sure to bring them. If not, we’ll provide some basic paper and pencils. Munchies will be on hand, as well. Agnes.

Pending programs TBD:

- **Healing with Salt Therapy & Other Natural Remedies**, featuring Jennifer Petit, owner of River & Rain Apothecary on 3rd St. in Hayward.



Some folks seem to thrive on the cold!

