



Sawyer County

Agenda

**Economic Development & UW Extension Committee Meeting
Monday, March 8, 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. The meeting will be recorded and will be available on our website at: <https://sawyercountygov.org>
- 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. ROLL CALL

3. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

4. MEETING AGENDA

5. PUBLIC COMMENTS

- a. At this time, members of the public will be given the opportunity to address the Board on items not on the agenda. Please adhere to the following when addressing the Board:
 - Comments will be limited to 3 minutes or less per individual.
 - Comments should be directed to the Board as a whole and not directed to individual Board members.
 - The Board cannot respond to your comments during this time.

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6. CONSIDER ACCEPTING MINUTES FROM PREVIOUS MEETING

- a. [Economic Development DRAFT Minutes 2.8.21](#)

7. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

8. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

9. HAYWARD LAKES VISITORS & CONVENTION BUREAU

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- a. [Hayward Lakes Report March 2021](#)

10. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

11. ECONOMIC DEVELOPMENT CORPORATION REPORT

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- a. [EDC Activity Report February 2021](#)

12. MOTORIZED AND NON-MOTORIZED TRAIL REPORT

13. HISTORICAL SOCIETY UPDATE

14. FUTURE AGENDA ITEMS

15. OTHER MATTERS FOR DISCUSSION ONLY

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: *The Sawyer County Board of Supervisors will strive to provide excellent services and responsible leadership to protect and enhance Sawyer County citizens, businesses, and resources, while preserving our unique heritage.*

**Minutes of the February 8th 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 (X) Present:

- Chair: James Schlender
- Tom Duffy
- Jesse Boettcher
- Dale Schleeter
- Brian Bisonette - Virtual

Others Present:

Tom Hoff
Mike Coleson
Lynn Fitch
Lori Baltrusis
Sky Holt
Sherry Beckman – Virtual
Janice Snider – Virtual
Rick Christian – Virtual
Don Mrotek
Bridget Ronger – Virtual
Aaron Halberg - Virtual

Call to Order – Chair James Schlender called the meeting to order at 8:30 am.

Certification of Compliance with the open meeting law was met. Roll Call was taken.

Meeting Agenda

Public Comments – Don Mrotek presented an update of the trail system for motorized and silent sports.

Minutes from previous meeting – A motion was made by Mr. Duffy to approve the minutes of the January 11, 2021, meeting; second by Mr. Bisonette. Motion carried.

Sawyer County Agricultural Fair Association Report – Rick Christian presented a verbal report on the Fair Association. They are currently planning the March 6, 2021, fund raiser to take place at Flat Creek Inn., as well as the 2021 County Fair which will be held August 13-15.

University of Wisconsin-Extension Department Report – A written report was provided. Sky Holte reported on current and new 4H virtual and in-person programs and projects underway. Multiple 4H groups are banding together to create new opportunities for youth and adults to partner.

Hayward Lakes Visitors & Convention Bureau Report – A written report was provided and Sherry Beckman elaborated on the key points. With the success of the *Let's Talk Hayward* FB event, they plan to repeat the show with different presenters.

Economic Development Report – A written report was provided.

Future Agenda Items -- Mr. Schlender requested that a representative from the Sawyer County Historical Society and Ms. Faith Smith from the Kinnamon School Visitor Center & Museum be invited to a future meeting, and that the Motorized and Silent Sport Trail system report be added to future Economic Development/UW-Extension meeting agendas.

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

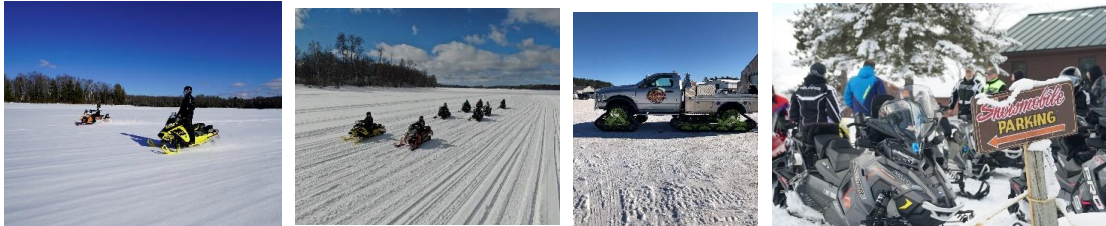
Meeting adjourned at 8:57 am. Minutes recorded by Lynn Fitch, County Clerk

DRAFT

March 2021
Hayward Lakes VCB Marketing Report

Let's Talk Hayward Facebook "live"- John Myhre and Sherry co-hosted the second episode on February 19th. Guests included Cherie Morgan (Hayward Hospital Trails), Dave Schlabowske (CAMBA), Max Wolter (Fisheries Biologist) and Tim Davison (snowmobile enthusiast). Next show to air is on March 19th at 6:30 pm with experts on spring fishing.

Snowmobile JEM Grant: Finished filming with Trail Genius on Feb 24 and 25 with the Sawyer County Snowmobile and ATV Alliance to capture video and still shots for promotions for next winter.



WI Indian Head Country's Governors Fishing Opener- Hayward is the host town. Community Outdoor Expo and Fish Fry-Friday 11 am – 2pm at the Hall of Fame.

NW WI ITBEC-new silent sport trail guide is completed and distribution has begun.

Snap A Selfie Snowmobile Contest-Contest concluded on March 1st. We reached over 80,000 friends and fans on *Facebook* and *Instagram* since December 16th.



Videography-hired Beau Peterson Photography to produce 30 second videos highlighting properties to use on social media.

Website: working with SignalFire to improve ADA compatibility

Sport Shows: Virtual Canoecopia on March 12-14th. Includes "live" chat times, video, virtual vacation guide and area photography. First in person show will be the Wisconsin State Fair on August 5-15th.

Discover Wisconsin-Power Sports episode will air on April 17th on Fox Sports North and KDAL Duluth

Advocacy: Senator Alberta Darling and Representative Dan Knodl are currently circulating LRB 1826/1 relating to the start of the K-12 public school year. Good news! I have been in contact with both the 87th District Representative James "Jimmy Boy" Edming and State Senator Jerry Petrowski regarding this bill. They both agree with the current requirement that schools wait until September 1 to commence their school year.

Also Representative James Edming co-sponsored bill LBR-2072 regarding receiving accurate room tax and reporting from third party rentals. This bill gives the marketplaces clearer direction on how to comply with our room tax law and requires them to remit the taxes in a timely manner or face penalties. If the growing online lodging marketplaces aren't correctly collecting and remitting room taxes, our municipalities and tourism economy will be negatively impacted.



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

Strategic Position

March 2020 – March 2021

In March 2020 in response to the negative financial impact the local economy was faced due to the Coronavirus (COVID-19), the Sawyer County/Lac Courte Oreilles Economic Development Corporation created the Economic Recovery Response Team. Their mission has been to help local businesses navigate the uncertain times, understand what programs were available and aid in the application process so our communities in Sawyer County can thrive once again. Utilizing available budgeted funds and working closely with partners such as the Small Business Development Center at UW Superior and the Wisconsin Dept of Tourism a series of timely webinars and podcasts were created. The Team worked directly with numerous businesses resulting in hundreds of Sawyer County businesses receiving SBA CARES Act support and WEDC “We’re All In” funding.

In July 2020, the Board engaged the support of a part time Executive Director to add value to the efforts. To date the efforts have continued through up-to-date emailed recovery information and direct business communications. In consideration of economic reality, the Board intentionally deferred its annual fundraising initiatives for the period placing the full effort on service to the community. Beginning in March 2021 an all-out effort will be launched to solicit multi-year support and investments from the Sawyer County and Lac Courte Oreilles business community.

February 2021 Activity Report

Recovery Assistance

- Weekly monitoring of recovery assistance details available through the changes to the First Draw and Second Draw SBA Paycheck Protection Program, Targeted Economic Injury Disaster Loan Advances, and the Shuttered Venue Operators Grant Program.
- Distributed two email messages with SBA program updates and webinar links to the EDC business contact list. Resulted in a 27% open rate and further distribution provided by the Hayward Area Chamber of Commerce.

Business Retention and Expansion

- Met with Brittany Beyer, Executive Director of Grow North Regional Economic Development Corporation. Brittany serves as Chair of the Wisconsin Task Force on Broadband, commissioner

on the Governor's Blue Ribbon Task Force on Rural Prosperity, board member of the Wisconsin Economic Development Corporation, member of the Federal Sustainable Forestry Committee, and is on the Advisory Council for the Federal Reserve Bank of Minneapolis. Our discussion centered on effective fundraising techniques, recent broadband developments, and effective partnerships.

- Worked directly with two business startup inquiries, providing programmatic and technical support.
- Ongoing partner communications with the Indianhead Community Action Agency Business Development Program, Small Business Development Center UWS and Northwest Regional Planning Commission.
- Provided immediate response to inquiries generated by the info@sclcoedc.com account.

Broadband Expansion

- Met with Leo Carlson, EDC Board member and Chief Sales and Marketing Officer at Norvado. Leo updated on the recent FCC Rural Digital Opportunity Fund auction and its potential impact in meeting Sawyer County needs. The process yielded new potential service providers to be monitored and contacted.
- Met with Jim Miller, Hayward City Counselor to discuss recent broadband expansion efforts underway in Taylor County, Marathon County and the City of Superior. We also discussed data sources for housing indicators, landlord issues and placemaking efforts.
- Participated in Heart of the North Legislative Day where broadband issues were a central focus of discussions with Senator Bewley and Representative Anderson.

Fundraising and Sustainability

Preparations to provide a sound foundation for the fundraising launch referenced above.

- Reviewed documents and notes from previous fundraising committee efforts.
- Reviewed previous marketing materials available and noted potential for each to support 2021 promotional efforts.
- Met with Kelly Wisecarver, President of Wisecarver Public Relations, and new Hayward resident to discuss EDC marketing materials and needs.
- Began build out and update of contact list of past donors and new prospects.
- Met with EDC Finance Committee to update proposed 2021 budget that will define fundraising targets.
- Researched grant databases and agency websites to assure EDC preparedness for relevant priority opportunities.

Contact: Mike Gardner Executive Director mgardner@northflow.net 715-462-4775