



Sawyer County

Agenda

**Economic Development & UW Extension Committee Meeting
Monday, June 6, 2022 @ 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 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. 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. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

4. PLEDGE OF ALLEGIANCE

5. MEETING AGENDA

6. PUBLIC COMMENTS

- a. At this time, members of the public will be given the opportunity to address the Committee on items not on the agenda. 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

[5.9.22 Econ.UWEX Meeting Minutes DRAFT](#)

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a.

8. BROADBAND FORWARD

a. Designating County Point of Contact (discussion and possible action)

9. SAWYER COUNTY HOUSING AUTHORITY UPDATE - USE OF ARPA FUNDS

10. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

11. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

12. HAYWARD LAKES VISITORS & CONVENTION BUREAU

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a. [Hayward Lakes June Marketing Report 22](#)

13. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

14. ECONOMIC DEVELOPMENT CORPORATION REPORT

15. LIBRARY UPDATES

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a. Weiss Library
[Weiss - Director's Report 5-26-22](#)

16. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

17. HISTORICAL SOCIETY

18. FUTURE AGENDA ITEMS

19. CORRESPONDENCE, REPORTS FROM CONFERENCES AND MEETINGS, 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: 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 May 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 - Virtual
- Brian Bisonette
- Chris Rusk

Others Present:

Andy Albarado
Mike Coleson
Lynn Fitch
Lori Baltrusis
Molly Lank-Jones
Cathy LaReau

Sherry Beckman
Linda Zillmer
Ken Pearson - Virtual
Donna Knuckey
Jessica Wagner-Shultz-Virtual

Call to Order – At 8:30 am, Clerk Fitch completed introductions and called the meeting to order.

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

Election of Officers – Clerk Fitch presided over the election of the Committee Chair. Mr. Righeimer nominated Tom Duffy as Chair; second by Brian Bisonette. There being no further nominations, a call for a unanimous vote was made. Motion passed without negative vote. Chair Duffy presided over the election of the Vice Chair. Ms. Hessel nominated John Righeimer as Vice Chair. There being no further nominations, a call for a unanimous vote was made. Motion passed without negative vote.

Meeting Agenda --

Public Comments –

Minutes from previous meeting – A motion was made by Mr. Righeimer to approve the minutes of the April 11, 2022, meeting; second by Mr. Bisonette. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report –

University of Wisconsin-Extension Department Report – Ms. Baltrusis advised that they report quarterly to the Committee with a written report. She introduced the role of the UWEX system as it relates to Sawyer County and provided a packet of information to all new board members.

Hayward Lakes Visitors & Convention Bureau Report – A written copy of the HLVCB SWAT Analysis was provided. Ms. Beckman advised they will begin working on the identified opportunities found in the SWAT Analysis.

Northwest Regional Planning Commission -- A written report was provided. Mr. Pearson, loan fund manager for the revolving loan fund, reviewed the written report. Sawyer County businesses (existing and startup) were awarded 42.57% of the 2021 NWRPC total loans awarded out of the ten counties participating. The Bounce Back program continues offering \$10,000 grants to businesses opening up in a vacant facility.

Economic Development Report – Written reports were provided. Ms. Wagner-Schultz, president of the EDC board, advised they will begin working on their next strategic plan goals in the coming month, including hiring an executive director. They are meeting with the Winter Chamber to plan for a placemaking event in the Winter area and another with LCO.

Library Update -- Written reports were provided. Ms. Lank-Jones advised that they ensure the Weiss Library hosts youth activities that do not always require internet access. Summer story times are broadcast through WOJB radio

station. Ms. Knuckey read the mission statement of the Winter Public Library. The water issue has now caused black mold; they are considering a \$26,000 project to line the cement walls and would like to request ARPA funds for part of the costs. She also relayed her summer youth programming plans.

Motorized and Non-Motorized Trails -- Ms. LaReau advised they are gearing up for a busy ATV season. County and federal forest trails should be opening by the 15th. They have three trail counters that will be used to monitor trail activity. The Alliance has purchased a commercial grader to groom the ATV trails. Mr. Duffy provided copies of an email report from Ben Popp and he reviewed the highlights.

Historical Society – Ms. Lank-Jones reported that there were over 130 people in attendance at the last Historical Society speaker event at the Weiss Library.

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

Meeting adjourned at 9:38 am
Minutes recorded by Lynn Fitch, County Clerk

DRAFT

June 2022
Hayward Lakes VCB Marketing Report

Spring Campaign Highlights:

WDIO TV Digital Campaign

Silent Sport Media Branding Campaign

Started a local PR campaign that includes radio and Sawyer County Record and Sawyer County Gazette newspapers.

Influencers and travel writers scheduled adventures

- Social Media Influencers arrive on June 1st-3rd. History, shopping, and outdoor fun adventure
- LCO Pow Wow July 16-18th
- Mad Dog and Merrill Gilling Show at Hall of Fame on August 4th
- Instagram Influencer Aug 9-11th
- Southern Sawyer County travel writers arrive on August 26th -28th.

Wisconsin Department of Tourism

- WI Traveler June Custom Email will spotlight outdoor recreation. Writer and photographer here on June 2nd. Points of interest include Wilderness Walk, Fresh Water Fishing Hall of Fame and fishing on Chippewa Flowage.
- ARRIVALIST data-1st Q
Top 3 origin markets were Minneapolis, MN, Lacrosse, WI and Duluth, MN
February was the most visits
Friday was the most popular arrival day
- Destination Marketing Development Grant-Application is due September 1st. An independent third-party vendor will conduct in-depth research. Define a brand, focus a promotional strategy, and secure data that measures the impact of visitors on the local economy. Max award is \$39,550

Website Redesign: Great progress. All content has been updated and entered. Launch date is June 15th.

Approved the 2022-2023 Hayward Lakes VCB budget. Fiscal year starts on July 1st. The board of directors instructed us to request \$50,000 from Sawyer County like the last several years. History of appropriation. (Last 17 years)

2022	\$50,000	2021	\$50,000	2020	\$50,000	2019	\$50,000	2018	\$43,500	2017	\$43,500
2016	\$43,500	2015	\$43,500	2014	\$43,500	2013	\$43,500	2012	\$43,500	2011	\$43,500
2010	\$43,500	2009	\$60,000	2008	\$60,000	2007	\$65,500	2006	\$65,500	2005	\$61,182

PR:

3/23/22 Ceng News-An Angler from West Virginia Catches a Record-Breaking Muskie and Returns it to the Lake... references Hayward, WI and Cal Johnson's musky
3/22/22 USA Today FTW-Catch of Giant Muskie breaks 25 year old record West Virginia...references LCO 67 pound 8 ounce Cal Johnson musky
3/23/22 Great Lakes Now-Who Caught the World's Largest Muskie? Fresh Water Fishing Hall of Fame
3/28/22 Newsweek-West Virginia Angler Catches Record Breaking Muskie, Throws it Back in the Lake...reference Hayward, WI
2/23/22 Cottage Life-Kennorrias Husky the Muskie Statue to be Restored in Canada. References Fresh Water Fishing Hall of Fame
3-26-22 WTMJ-Girlfriend Getaways, Spider Lake lodge/resorts/local dinners and ding and live music
4/8/22 Portsmouth Daily Times-Muskie: A Fish for all Seasons. Hall of Fame and World Record Musky Louis Spray
4/9/22 Daily Independent-Muskie: Muskie: A Fish for all Seasons. Hall of Fame and World Record Musky Louis Spray
4/25/22 Destination Wisconsin Newsletter-Destination Profile: Hayward Lakes
4/30/22 Pioneer Press-Late Ice Out, Chippewa River and Hayward Bait
4/30/22 Duluth News Tribune-Late Ice Out, Chippewa River and Hayward Bait
5/1/22 Detroit Lakes Tribune-Late Ice Out, Chippewa River and Hayward Bait
5/1/22 Muskie First-New Muskie Controversary, Larry Ramsell
5/7/22 CBS 2 Duluth-WI Fishing Opener
5/8/22 WDIO Duluth-WI Fishing Opener at Hall of Fame
5/6/22 WI Public Radio-WI Fishing Opener
5/24/22 Outdoorsfirst.com Musky First "Make Way for Muskies" featured Hall of Fame and Chippewa Flowage
5/23/22 KDLH Duluth and WQOW Eau Claire-Lake Chippewa Flowage Bog



SHERMAN & RUTH WEISS COMMUNITY LIBRARY

Director's Report by Molly Lank-Jones

May 26, 2022

LIBRARY HOURS

- Monday, Wednesday, Thursday, and Friday 10 a.m. to 5 p.m.
- Tuesday 10 a.m. to 7 p.m.
- Saturday 10 a.m. to 1 p.m.
- Curbside pickup provided during operating hours by calling ahead: 715-634-2161. Visit www.weisscommunitylibrary.com for more information.

JACK LINK'S AQUATIC CENTER DONATES PASSES FOR EACH SUMMER READING APPLICANT (ALL AGES)

Jack Link's Aquatic & Activity Center is donating a three-day pass to every person who signs up for our library's Summer Reading Program (for all ages, up to 300 people). The Aquatic Center is located at 714 W Hokah Street in Minong. Our library is so very grateful for the company's generosity and this great opportunity for our community and visitors.



Jack Link's Aquatic & Activity Center, Minong

ASSISTANT DIRECTOR ANN LARSON AWARDED 2022 WLA "PARALIBRARIAN OF THE YEAR"

Assistant Library Director Ann Larson wears a lot of hats, except for a sleeping cap. NWLS Director In April, Sherry Machones and two of her staff members suggested that Director Molly Lank-Jones should nominate Ann for the Wisconsin Paralibrarian of the Year award. Although Ann has two college degrees, she does not have a Master's in Library Science. Thus, she is considered a paralibrarian by the Wisconsin Library Association. Library Board President Karen Duffy, Director Molly Lank-Jones, and an NWLS staff member wrote letters of recommendation. Last week, NWLS informed Molly that Ann had been chosen out of all the "paralibrarians" in the entire state!

The criteria for the Paralibrarian of the Year Award includes the following:

- Excellence in job performance, including contributions enabling their library to best serve its patrons and/or its community.
- The encouragement of literacy and the use of the library's resources.
- A commitment to free access to information for all.
- The candidate's work to build networks, organizations, and/or groups to support excellence in library work and new career paths for library support staff.
- The candidate's efforts to improve communication and the breaking down of barriers between support staff and the MLIS librarians with whom they work.

Ann will receive the following this year:

- A profile in the WLA newsletter.
- Complimentary registration to the Support Staff & Circulation Services Annual One-Day Conference on May 26.
- Complimentary registration to the WLA Annual Fall Conference, including admission to the awards ceremony.

Ann's level of work is exemplary. Director Molly and the rest of the staff are so proud of her accomplishment.

OUR LIBRARY'S SUMMER READING PROGRAM

A trip to the Sherman & Ruth Weiss Community Library provides enchantment for children, enrichment for adults, an intellectual foundation for the community, and lots of fun.

The Summer Reading Program

The library encourages people of all ages to sign up for the Summer Reading Program. The library will provide a variety of reading challenges, programs, activities, and prize drawings throughout the summer.

- Theme: *Oceans of Possibilities*.
- Dates/Times: June 6 - July 31. Some will be held once in the a.m. and once in the p.m.
- Audience: From 0 to 100+.

- Register and record reading minutes to be eligible for weekly prize drawings and grand prize drawings at summer's end.

Ongoing library activities include:

- Storywalk® on the Library Nature Trail.
- Four-season audio guide of 18 stops on the Nature Trail, narrated by Emily Stone and funded by the C.D. Besadny Fund.
- Take 'N Make Kits, including the "Tiny Art Show." Art will be displayed at the library.
- Boggle Board, the Children's Room ocean window mural by the library's Agnes Bearheart Smith, sea creatures on display, and a guessing jar of ocean-related objects.

The Summer Reading Program is sponsored by The Friends of the Library, the Hayward Library Foundation, Northwest Connection Family Resources, and other generous donors. Check the library's website at www.weisscommunitylibrary.org for additional programs and current information.

LIBRARY EVENTS IN MAY & JUNE

The following is a list of upcoming library programs, events, and activities for the public and library staff. The programs are free and open to everyone.

- Mid-May, TBD. Tissue Paper-Stained Glass Sun/Flower Take 'N Make kit. Ann.
- 5/19/22, 10 a.m. NWLN (Library Network) Meeting. Molly, Ann.
- 5/19/22, ~12:30 p.m. NWLS Directors Meeting. Molly.
- 5/25/22. Continuing Education webinar: You Got the Grant, What Do You Do Next? Ann.
- 5/26/22, 1-2:30 p.m. Continuing Education webinar: Basic Introduction to Mental Illness, Pt. 2 by Ryan Dowd. Molly.
- 5/26/22. Support Staff & Circulation Services Annual One-Day Conference. Ann.
- 5/26/22, 10 a.m. Blackbear Studios taking down CHARAC art display. Molly.
- 5/27/22, 8:30 a.m. CHARAC hanging new art display at library. Molly.
- 6/1/22. Summer Reading: June Guessing Jar. Winner gets a prize. Ann.
- 6/4/22, 2-4:30 p.m. Meet & Greet with the Park Center, Library's Community Partner. Molly.
- 6/6/22, 8:30 a.m. Economic Development/UWEX Committee Meeting. Molly.
- 6/6/22. Summer Reading: Copies of *The Death and Life of the Great Lakes* by Dan Egan distributed for Community Read on 8/6/22. Staff will distribute at Circ Desk.
- 6/7/22, 10:15 a.m. Summer Reading: Outdoor Storytime with Nina from Northwest Connection Family Resources. Ann.
- 6/7/22, 12 noon. Continuing Ed: How to Turbo Charge Your Donation Page. Molly.
- 6/8/22, 1-2:30 p.m. Summer Reading: Fishtail Bracelets & Shark Battleship. Ann.
- 6/9/22, 10:30 a.m. & 6 p.m. Summer Reading: Nate & Dustin's Magic Show. Ann.
- 6/10/22, 10 a.m. to 4 p.m. Continuing Ed: Lake Superior Libraries Symposium: Thrive Virtual Conference. Molly, Ann.
- 6/13/22. Start Distributing Take-N-Make Oceans Tiny Art Kit. For Tiny Art Exhibit during July. Staff.
- 6/14/22, 5:15 p.m. Library Board Meeting. Molly.
- 6/14/22, 10:15 a.m. Summer Reading: Outdoor Storytime with Nina from Northwest Connection Family Resources. Ann.
- 6/15/22, 5 to 7 p.m. Hayward Library Foundation (HLF) fundraiser "Spend an Evening with Kerry Casey," author of *The Wager*. Molly, Ann, library staff.
- 6/21/22, 5 p.m. Hayward Library Foundation (HLF) Meeting. Molly.
- 6/21/22, 10:15 a.m. Summer Reading: Outdoor Storytime with Nina from Northwest Connection Family Resources. Ann.
- 6/21/22, 3 p.m. NWLS Staying Together Zoom Mtg. to be confirmed. Molly, Ann.
- 6/21/22, 9:30 p.m. Summer Reading: Outdoor Movie Night at the Library. TBD. Karen? Ann, Agnes, Molly, 2 Friends of Library.
- 6/21/22. Write and Mail Act 420 Letters to Counties. Molly.
- 6/23/22, 10:30 a.m. Summer Reading: Henry and the Treasure Chest by musician Randy Peterson. Ann.
- 6/24 through 7/5/22. Summer Reading: Oceans Scavenger Hunt on Library Nature Trail. Ann, Agnes.
- 6/28/22, 10:15 a.m. Summer Reading: Outdoor Storytime with Nina from Northwest Connection Family Resources. Ann.