



Sawyer County

Agenda

**Economic Development & UW Extension Committee Meeting
Tuesday, July 6, 2021 @ 8:30 AM
Assembly Room/Virtual Meeting**

Page

1. CALL TO ORDER

2. ROLL CALL

- 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.

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 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.

6. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING

- a. [6.7.21 Economic Dev/UWEX Committee Minutes DRAFT](#)

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7. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

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8. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

- a. [2021 Second Quarter UWEX Report Final](#)

9. HAYWARD LAKES VISITORS & CONVENTION BUREAU

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- a. [Marketing-County HLVCB meeting July 2021](#)

10. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

11. ECONOMIC DEVELOPMENT CORPORATION REPORT

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

12. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

13. POTENTIAL USES OF ARPA FUNDING

14. FUTURE AGENDA ITEMS

15. 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 June 7th 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: James Schlender
- Tom Duffy
- Jesse Boettcher
- Stacey Hessel
- Brian Bisonette - Virtual

Others Present:

Tom Hoff
Mike Coleson
Lynn Fitch
Lori Baltrusis
Mike Gardner
Sherry Beckman
Don Mrotek
Linda Zilmer - Virtual
Rebecca Roeker - 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. Quorum was met.

Meeting Agenda --

Public Comments – Comments by Linda Zillmer

Minutes from previous meeting – A motion was made by Ms. Hessel to approve the minutes of the May 10, 2021, meeting; second by Mr. Duffy. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report – No report

University of Wisconsin-Extension Department Report – Ms. Baltrusis advised a report will be available at the July meeting.

Hayward Lakes Visitors & Convention Bureau Report – Written report provided. Ms. Beckman reported that she had applied for numerous grant applications this past year and received approval for each one. They will also receive Covid relief funds. The 2021 fishing opener was held as planned. The summer project at HLVCB will be a review and updating of the website, as well as exploring new options on YouTube.

Northwest Regional Planning Commission – A quarterly report should be due in July.

Economic Development Report – A written report and an executive summary were provided. Highlights of the reports included the increased broadband efforts, two grant opportunities due in July, a Sawyer County jail culinary arts training program soon to be underway funded by EDC donations, and the 2020 Covid response team efforts that touched 43 local businesses last year in efforts to help navigate the myriad of programs coming from the federal and state governments at that time.

Motorized and Non-motorized Trail Report – Mr. Mrotek reported that area snowmobiling began in the 1960's, and in the 1970's the County started applying for and receiving trail grant funds for maintenance. Sawyer County is the 2nd largest trail system within the state. A review of the bridge on Indian Trail needs to be conducted to determine condition.

American Birkebeiner – A written report was provided. Mr. Duffy stated that the Birkie will be adding a new race day on Wednesday of Birkie week which should bring visitors downtown. Registrations for the 2021 race are ahead of last year and ahead of 2019.

Letter of Support for LCOOCC – Mr. Schlender provided a letter of support on behalf of the County Board of Supervisors for Agricultural and Economic Development support of Lac Courte Oreilles Ojibwe Community College’s University Center Economic Development Program application. A motion was made by Ms. Hessel; second by Mr. Duffy to approve this letter and advance it to the full County Board for consideration in June. Motion carried without negative vote.

Mission Statement – At the behest of the County Board, Mr. Schlender re-introduced the committee mission statement. After a legal review and review of the Reporting Relationship functions between this committee and other committees, a motion was made by Ms. Hessel; second by Mr. Duffy to re-introduce this mission statement to the June County Board meeting with the following verbiage added to the end of the Reporting Relationship section. “The Committee shall have the primary responsibility of conferring with and acting as liaison for the following organizations *for purposes of economic development.*” Motion carried without negative vote.

Future Agenda Items – Maintenance of county historical markers

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Tuesday, July 5, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:26 am
Minutes recorded by Lynn Fitch, County Clerk



Sawyer County - Second Quarter, 2021



**4-H Program /
Community Youth
Development Educator –
Sky Holt**
Sky.holt@wisc.edu
715-638-3237



Sky continues to focus on the development and implementation of **quality programming** in Sawyer County 4-H and Community Youth Development. She has been working with club leaders on how to engage youth and volunteers in virtual and blended environments. During this quarter, she has continued to navigate risk management while supporting opportunities to meet the needs of the youth and volunteers.

The collaboration of Area 2 4-H (Barron, Burnett, Rusk, Sawyer, and Washburn Counties) on the Project Discovery Program concluded in June. This Positive Youth Development project was a series of virtual programs in six different project areas for youth to participate in. This entire project aimed to increase the awareness of young people about national 4-H curriculum being available. Evaluation data from the project is still being collected. *Projects included:*

- Animal Science (3-8 grade)
- STEAM (Science, Technology, Engineering, Arts, Math)- Focus on Circuits (3-6 grade)
- Paper Art (all ages)
- Cloverbuds (K-2 grade)
- Outdoor Leadership (high school)
- Food Science (3rd grade up)



Area 2, 4-H educators hosted a state **4-H Cafe** event for 20 volunteers throughout Wisconsin. Volunteers came together for conversations about their programs. This was offered as part of the virtual learning community. Area 2, 4-H educators also hosted a state 4-H Cafe for youth members throughout Wisconsin to come together virtually, to have conversations about 4-H leadership

Well Connected Communities - Sawyer County Youth Fellowship (WCC grant) members have compiled a needs assessment to be offered to all Sawyer County youth 8-18yrs on social and economic factors impacting them. Members have partnered with Winter/LCO/Hayward schools to distribute. The needs assessment is still in the evaluation process.

Sky continues work at the **State level** that benefits Sawyer county 4-H. She has been involved with the 4-H state movement to support youth and volunteers specifically in the project area. Sky is the co-chair for the Horse project for WI 4-H, focusing on volunteer tip/ resource sheets to be given to all Horse Project youth and volunteers by the end of 2021. Sky has been supporting Wisconsin 4-H Leader Support Team in development of resources specifically around policy and by-laws.

Financial Coaching –

Two Sawyer County families have been actively participating in coaching sessions with Sky. There has been one more community member referred this quarter that will start individual coaching sessions in the beginning of next quarter.

Summer Camp –

Sawyer and Rusk Educators will be providing two different day camp opportunities for youth in the county. Educators will provide educational opportunities for youth ages K-7th grade the week of July 12th.

Peer Justice Courts -

Sky has had conversations with area stakeholders regarding the possibility of Peer Justice Courts in the future.



**FoodWise-
Burnett/Sawyer/Washburn
Counties**
Bridget Rongner-Coordinator
Bridget.rongner@wisc.edu; 715-635-4444
Kimberly Clark-Educator
Kim.clark@wisc.edu; 715-638-3350

The **StrongBodies** Strength-training Program continues to be a success, with the middle aged and older adults that it caters to. The Next Strong Bodies Session Kicks off in July. A large group of dedicated participants log in twice a week for an hour long Virtual Class that includes:

- Strength Training
- Nutrition Education
- A variety of Presentations on Local Resources or other topics of interest

Kim Clark collaborated with another Educator on our team to offer a virtual StrongBodies class specifically for the LCO Tribe, on April 6th.



Our **FoodWise** team collaborated with the team in Barron and Rusk to offer a virtual program for WIC families about Raising Healthy Eaters. We connected with the WIC nurses and sent the invitation to families in our communities. The format for this program was to present information in a way that encouraged open conversation about the challenges young families face in an environment that felt safe and free from judgment.

Through the late winter/early spring we continued to offer virtual programming options to schools, including a series of six nutrition lessons from a curriculum called Serving Up My Plate to the students at Winter School. Our Educators prepared slides, videos, and takehome activities in order to keep the students engaged in a wide variety of learning activities.

Educator Kim Clark attended the 2021 Virtual Healthy Aging Summit. This professional development opportunity provided



information about the health-related issues that impact people in our communities. She learned from experts on new interventions and initiatives that support older adult health and connected with colleagues to learn what they're doing to improve community health. This opportunity helps support our goals to expand programming for older adults, given that the median age of Sawyer County is 50.3 years, and 35% of the population is 60 years and older.



**Community Development
and Resource Educator -
Ariga Grigoryan**
ariga.grigoryan@wisc.edu; 715-638-3295

Ariga Organized and co-hosted a "2021 Local Food Summit" in partnership with LCO College Extension and partnership with Kevin Schoessow

- 52 participants signed up from across Northwest Region, 16 sessions were held on different topics of Local Food Production and Processing. Participants increased their knowledge especially from the following sessions:
- Local and regional food systems
 - Produce safety and Food Modernization Act
 - How to start a farm and what it would entail
 - How to start a food garden

Positive feedback from participants include:

"I am very grateful I was able to join and learn so much during this Summit! I didn't know there was so much happening at LCO, and I've been excited to share my new knowledge".

"I am interested in more of these and it would be great to see some virtual tours of gardens/farms and/or tour them physically".

"I popped in and out for 1.5 days, it was all so very interesting and informative with real life applications. Thank you Ariga for providing this valuable information in such a timely and inclusive manner. Your beautiful presentation and abilities are appreciated".

Ariga organized and taught a Grant Writing Course in partnership with LCO COLLEGE Extension. She developed course materials and customized the sessions for the needs of the participants. Twenty two people participated from across the country. Participants increased their knowledge on grant writing elements such as:

- Developing the proposal idea
- Request for applications and grants.gov
- Methods and timeline
- Evaluation

Feedback received from the participants included:

"No, I thought it was great. I had relatives who told me about how difficult grant writing can be so when I saw a class offered I signed up! Thank you for the course, well done!"

"The most important information that I learned and will put to use was all of the tips Amber and Ariga provided based on their grant writing



Agriculture Development Educator - Kevin Schoessow

Kevin.schoessow@wis.edu;
715-635-3506/800-528-1914

Kevin's focused programming will continue with supporting local food systems, the Extension Master Gardener Volunteer program, and being a resource for local agriculture and horticulture businesses.

In partnership with LCO Extension and Sawyer County Community Development Educator, Ariga Grigoryan and I assisted with organizing the LCO/Sawyer County Extension, Local Foods Summit. I provided technical and facilitation support during the two-day virtual event and co-presented a session on available resources from Extension.

Kevin has been able to attend professional development opportunities where he's been learning more about: soil health and nutrient management, impacts of climate change on agriculture, solar electric economy, profitable small-scale poultry production, and a grant writing session – in order to help support Burnett County even better!

Throughout this quarter, Kevin regularly answered horticulture and agriculture inquiries on a variety of topics. These teachable moments help people better understand integrated pest management practices, proper cultural practices for growing crops, fruits and vegetables, business development and management related to commercial horticulture and agriculture, or perhaps gaining a greater appreciation for living in and around nature. An estimated 50 calls are taken each month, with the majority being from rural and lakeshore property owners

Seed to Kitchen Collaborative research project: Kevin will be supervising and mentoring two seasonal employees assigned to work in the Teaching & Display Garden and The Seed to Kitchen Collaborative vegetable research project at the Spooner Ag Station this summer.

You may have heard Kevin on the **Garden Talk Show** with Larry Meiller on June 25th. Here's the link, if you'd like to listen / learn more: <https://www.wpr.org/shows/organic-mulch-options>

Master Gardener Volunteer Program

While covid guidelines are limiting traditional volunteer outreach MGVS are providing outreach through their blog posts on their website promoting and participating in virtual meetings and presentations. As guidelines change MGVS will begin to volunteer at various community events. Currently MGVS are assisting with designing and planting beds in the Teaching & Display Garden at the Spooner Ag Research Station and in helping answer horticulture inquiries. More info at <https://www.northcountrymgv.org/>

Summary of Research Projects: The following are research projects that Kevin will continue to support in 2021 at the Spooner Ag Research Station:

- **Adaptive Nitrogen Management Strategies for Corn:** In partnership with Dr. Carrie Laboski, Extension Soil Fertility specialist, Kevin is managing an on-farm Adaptive Nitrogen Management research plot. This replicated trial is part of a state-wide effort to help Extension improve its nitrogen rate recommendations to corn farmers so they can better manage their nitrogen inputs and reduce impacts of nitrates in surface and groundwater. <https://npketc.soils.wisc.edu/>
- **Seed to Kitchen Collaborative organic vegetable variety research project to support local food systems:** In partnership with Dr. Julie Dawson, UW-Extension Urban Agriculture and Local Food System Specialist. Site located at SARS <https://seedtokitchen.horticulture.wisc.edu/>



Area Extension Director - Lori Baltrusis

Lori.baltrusis@wis.edu; 715-295-4112

Preparations for the 2022 budget discussions have begun. The Educator Fees in the contract will increase 3% with the regular "First Educator Reduction" of \$10,000. Lori will continue work with Mike Keefe on preparing the 2022 budget and present at the August committee meeting.

Sky Holt has taken another position within Extension (Pierce County 4-H) and her last day in the Sawyer County office will be 7/7/2021. We will work together to determine next steps of supporting future Youth Programming, including 4-H, in the county. Lori will work with Tom Hoff and keep the committee informed and included in next decisions.

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.

July 2021
Hayward Lakes VCB Marketing Report

Budget and Marketing Budget for the Hayward Lakes VCB 2021-2022 fiscal year has been passed and will be presented to Mike Keefe prior to July 30th.

Information Center

New furnace was installed June 9th

Walk-in Traffic Jan - May

2019	2020	2021
4134	2351	2925

Google Search Jan - May

2019	2020	2021
28,422	32,627	45,030

Vacation Guide Requests

2019	2020	2021
793	1222	1765

Wisconsin Department of Tourism

Co-op Program – ATV filming and still shots were taken on Friday, June 18th. Huge shout out to the Sawyer County Snowmobile and ATV Alliance for finding 17 riders, Hayward Lakes will get 15 professional pictures to use for our vacation guide, social media and the new website. 30 second video of ATVing so use at our discretion. The Wisconsin Department of Tourism will also get to use photos and video for advertising the State of Wisconsin.

Social Media

Summer Selfie Contest now until September 16th #haywardlakeday on FB and Instagram
Membership spotlight videos will be released weekly. Followers have increased by 12% on Facebook and 8% on Instagram..

Room Tax

Town of Edgewater voting no at their June meeting
Town of Round Lake is voting on July 8th meeting
Town of Bass Lake started collecting July 1st.

PR:

AAA Living-LWC calendar of events and photo, June/July 2021

Sports Destination Management magazine online, June, 2021”Hot Rods” Fishing Destinations that can reel in Big Returns, Hayward, WI

WI Radio Network CAMBA and Sawyer County Trails, June 17, 2021

Leader-Telegram Musky Festival, June 18, 2021

Hudson Star Observer- “13 must-see roadside attractions through Wisconsin” -Hall of Fame, June 11, 2021

CBS 3 Duluth-Musky Festival, May 26, 2021



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

June 2021 Activity Report

Housing

June marks National Homeownership Month and renewed efforts to connect and assess current conditions were undertaken:

- Sawyer County Housing Authority: contacted Sheila Young for updates. Ownership transitions in apartment buildings occurring throughout the County.
- Indianhead Community Action Agency: provided the EDC 2018 Sawyer County Housing Study to support their assessment of workforce housing needs and opportunities in their service area.
- Barron County Housing Toolbox: reviewed 2019 resource prepared by West Central Wisconsin Regional Planning Commission. Contacted Barron County Economic Development Corporation Executive Director.
- Washburn County: contacted the Housing Authority Director for updates and opportunities.

Broadband Expansion

The EDC Broadband Committee continued finalization of partnerships and proposals with cooperating service providers to utilize Public Service Commission, EDC support, and local Recovery Funds. The efforts are designed to provide services meeting adequate speeds to unserved and underserved households and businesses in the following:

- Norvado-Town of Lenroot supports their plan to bring broadband to 147 building units that are currently underserved, providing about 50 K-12 students with access to high-speed internet. Members of the Broadband Committee will ask the County for \$100,000 and the Town of Lenroot for \$10,000 to help fund this \$870,000 project.
- Mosaic-Town of Edgewater will be asked to support their plan to bring broadband to 467 building units around Lake Chetek, providing local resorts and households with high-speed internet. Members of the Broadband Committee will ask the County for \$400,000 and the Town of Edgewater for \$5000 to help fund this \$2.6 million project.

EDC has pledged \$500 to each proposal as a public contribution to enhance the chances of the Public Service Commission awarding a grant to help fund the projects.

Business Retention and Expansion

Review of a range of funding opportunities to support our community and economic development.

- SBA Community Navigators Pilot Program: scoping efforts underway with the Small Business Development Center at UW-Superior and regional partners. Potential submittal would provide funding to EDC as a “spoke” working with a regional “hub”.
- USDA Rural Development: Rural innovation Stronger Economy (RISE) grants were investigated. Great prospects but not scalable to Sawyer County with minimum grant of \$500,000 and a 20% match requirement.

Technical Assistance:

- Providing market feasibility data and business planning assistance to an LCO tribal member considering business startup.
- Researching capital improvement funding sources and opportunities for Hayward Sports Center and Community Park.

Tribal Enterprise & Economic Development Resources Toolbox: planning continues for the event scheduled for August 12, 2021 at the Lac Courte Oreilles Ojibwe College. Participating resource providers include U.S. Economic Development Administration, Wisconsin Procurement Institute, First American Capital Corporation, Small Business Administration and Wisconsin Economic Development Corporation.

Anticipated outcomes:

- LCO will have increased awareness of resource providers and opportunities.
- Resource providers have increased awareness of LCO priority development opportunities / needs.

Fundraising and Sustainability

Local Support

- Continued contacts and communications to a priority list of 60 businesses and institutions to set up meetings and solicit new and renewed support.
- Business After Hours: attended the June 17 Chamber event at Frandsen Bank & Trust to further in person contacts and introductions.
- EDC Fundraising Committee met June 7 to track progress and align efforts.

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