



Sawyer County

Agenda

**Economic Development & UW Extension Committee Meeting
Tuesday, September 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. 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 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

[8.8.22 Economic Development Minutes DRAFT](#)

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a.

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. [Hayward Lakes Report September 2022](#)

11. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

12. ECONOMIC DEVELOPMENT CORPORATION REPORT

13. LIBRARY UPDATES

7 - 8

a. Hayward Weiss Library Update
[Hayward Library Director's Report 8-25-22](#)

14. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

15. HISTORICAL SOCIETY

16. REVIEW BOARD POLICY & PROCEDURE MANUAL (DISCUSSION & POSSIBLE ACTION)

9 - 10

a. [Economic Development.UWEX Roles & Responsibilities](#)

17. FUTURE AGENDA ITEMS

18. 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 July 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 Present:

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

Others Present:

Andy Albarado
Mike Coleson
Lynn Fitch
Sheldon Johnson-Virtual
Molly Lank-Jones
Cathy LaReau
Jane Schroeder

Sherry Beckman - virtual
Linda Zillmer
Mark Lundeen - virtual
Donna Knuckey
Ariga Grigoryan
Andy Donahue – virtual
Beth Haskovec - 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 July 11, 2022, meeting; second by Mr. Rusk. Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report –

University of Wisconsin-Extension Department Report – Ariga Grigoryan advised that the Clean Sweep program will be at the Fair grounds on September 21st. They would like to offer services to capture needles and epi-pens and are working with Public Health. They are currently offering courses in conjunction with LCO Community College. The Farmers Market is doing well in the new venue at Lumberjack Village

She introduced Andy Donahue, Director of the SBDC in Superior. Mr. Donahue explained some of the programs that are available to county small businesses for getting financing, launching and growing their businesses. Some programs are offered at no cost.

Beth Haskovec from WEDC provided a review of the Rural Prosperity Program.

Hayward Lakes Visitors & Convention Bureau Report – A written report was provided. Ms. Beckman reported that total business sales were up by 17% since last year. She reviewed the room tax collections and expenditures chart. She advised that ATV/UTV activity receives the most hits on their website.

Northwest Regional Planning Commission - Sheldon Johnson reported that NWRPC works closely with SBDC in programming and with WEDC on programs like grants. A new program called Build Back Better came on board about 30 days ago. A new staff member will begin to offer assistance to Lake Associations in grant writing and other planning services.

Economic Development Report –

Library Updates - Written reports were provided. Ms. Lank-Jones reviewed highlights of her report; they received a donated new electric fireplace from Holly Duffy's business. Ms. Knuckey reviewed the special programs and fund raisers at the Winter Library. Their basement project will begin in August.

Motorized and Non-Motorized Trail Report – Mr. Duffy provided an emailed report of non-motorized trail activity. Ms. LaReau advised that the Alliance received a letter regarding the deadline of October 4th to the ATV/UTV ordinance asking for their input. They want to develop a comprehensive report on how the trail system activity impacts the local community. They may hire an outside company to complete a survey for some of the data. A primary focus is the collaborative work on a proposed ATV/UTV Ordinance and Alliance members will be attending Town meetings this month to listen and provide feedback. Mr. Duffy advised that the Lumberjack Championships had a record crowd with an estimate of 10,000 visitors.

Broadband Forward Update – Mr. Albarado has advised the local providers that he is the County point person. He participated in the Town of Draper meeting and is meeting with the LCO broadband coordinator. They are developing maps to see where gaps in coverage exist.

Review Board Policy & Procedure Manual – Public comment was made by Linda Zillmer. Topic will be revisited at the September meeting.

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

Meeting adjourned at 9:36 am
Minutes recorded by Lynn Fitch, County Clerk

DRAFT

September 2022

Hayward Lakes VCB Marketing Report

Summer recap:

General website users are up 5.1% from previous summer (WI, IL and MN top three states)
Highest Facebook Page was a wedding engagement proposal post of visitors on the walking bridge near Lake Hayward Beach. Reached 2819. Facebook up 1% (4798) on likes and Instagram up 11.5% (2391) compared to last summer
YouTube videos views 1421 up from summer 2021...places to stay, snowmobiling, ATVing and biking
Map Requests: ATV/Snowmobile, ATV/Snowmobile corridor, Birchwood Bobcats, Explore maps
Over 1000 mailed vacation guides (June/July and August)

Wisconsin Department of Tourism:

- Applied for Destination Marketing Development Grant. Max Award \$39,500.
- Fall Color Tour Report: Hayward Lakes is the official fall color reporter for www.travelwisconsin.com. Mindy updates the report a minimum of twice a week or more as color changes.
- The second highest month for overnight trips is the month of October after July.

Fall Campaign Highlights:

Digital, print, pre-roll, social media, geo-audience, and radio campaigns

Vacation Guide:

2023 Vacation Guide Cover contest generated over 300 picture entries to use for promotion on Instagram, Facebook, brochures, and guides.

First proof dates are October 11th and 12th with final book sent to printer on October 27th with expected delivery in the first week of December.

Public Relations Overview:

SHRPA content creator visited Southern Sawyer County in August. This completes our 32 adventures.

Mad Dog and Merrill Grilling Show filmed on Thursday August 25th at the Fresh Water Fishing Hall of Fame.

Information Center: New roof and two new windows are being replaced.

PR:

8/2/22 Only in Your State- "Tiny Towns in WI That Come Alive in the Summer" Hayward

8/20/22 RV Travel- "RV Short Stops: Fresh Water Fishing Hall of Fame in WI"

Aug/Sept 2022 Our Wisconsin Magazine- "Big Fun at Big Round Lake"

Book "Wisconsin Post Office Murals"

8/20/22 WTMJ Radio Mountain biking, fall festivals, cranberry farms, and autumn activities.



Sherman & Ruth Weiss Community Library

Director's Report by Molly Lank-Jones

August 26, 2022

BUTTERFLY PHOTO OPPS

High School Art Teacher Kelly Eggers and her students have completed four sets of giant, beautifully painted wooden butterfly wings. Library Board member Matt Ostrander built a framework on the brick wall of the Children's Patio to safely attach the wings. The butterfly will make a great photo opportunity for children using the library.

RECONFIRMING SCULPTURE "REPENTANCE" TO BE DONATED

In 2016, then-Library Board President Tom Mansfield, his wife and artist Susie Mansfield, library supporters and volunteers Signe Backus and Jerry Winters, and the Library Director visited a potential donor's home to view a large sculpture. The potential donor proposed to give the depiction of a large bear and a Native American boy to the library after he and his wife pass on.

To make a long story short, the Library Board voted to accept the gift. Former library staff member Karl Habeck checked with the LCO Tribal Governing Board to ensure the sculpture would not be offensive to Ojibwa tribal members. The tribe had no objections.

We then chose to place the sculpture front and center on the sidewalk in front of the library's front entryway. It will be a focal point, similar to how a fountain would be placed in front of a building. The donor will pay for a base and railing to be built to protect the sculpture from being damaged. Local architect Bill Turner is creating a rendering of how the front entryway will appear with the sculpture.

The donor visited the Library Director last week to iron out the details before he and his wife pass on. During our meeting, the donor asked if we would also accept 13 paintings valued at \$1,000 and up, including some giclee prints of lesser value. The Library Director will place the matter on the September Library Board Meeting Agenda for a vote.

AUGUST & SEPTEMBER LIBRARY EVENTS

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

- 8/1, 10:30 a.m. Phone meeting with Rich Jackson from the *Sawyer County Record* re: bids for parking lot repair and roof replacement. Molly.
- 8/1, 6 p.m. Community Read Book Discussion on *The Death and Life of the Great Lakes* by Dan Egan. Lead by

Senior Special Librarian and Education Coordinator Anne Moser of Sea Grant, University of WI. Ann.

- 8/2, 10 a.m. Outdoor Storytime with Nina of Northwest Connection Family Resources.
- 8/3, 5 p.m. Sawyer County Record Meet and Greet at Library. Molly, Ann.
- 8/3-8/20, Summer Bingo on the Library Trail for Kids. Ann.
- 8/4, 10:15 a.m. Thursday Morning Movie for Kids. Ann.
- 8/8, 8:30 a.m. Sawyer County Economic Development & UW Extension Meeting. Molly.
- 8/9-8/31. Community Program Coordinator Ann created Summer Reading survey. Library will use input to revise 2023 programming as we are able. Ann.
- 8/9, 10 a.m. Outdoor Storytime with Nina of Northwest Connection Family Resources.
- 8/9, 11 a.m. Continuing Education Webinar: Kanopy Streaming Services for Libraries. Molly
- 8/9, 5:15 p.m. Library Board Meeting. Molly.
- 8/9, 6 p.m. Library Lego Club. (Every 2nd Tues. until April 2023.) Ann.
- 8/10, 1 p.m. Continuing Education Webinar: Project Outcome (Measurement). Molly, Ann.
- 8/11, 10:15 a.m. Thursday Morning Movie for Kids. Ann.
- 8/16, 10 a.m. Storytime with Ann, plus millipede craft. Ann.
- 8/16. Began distributing two Take N Make Suncatchers. Watermelon slice for young children and sun for older children and adults. Ann.
- 8/18, 10:15 a.m. Thursday Morning Movie for Kids: *Deep*. Ann.
- 8/18, 1 p.m. Friends of the Library Meeting. Each member will bring one new person to the meeting to help reinvigorate the group. Open to the public. Molly, Ann.
- 8/23, 10 a.m. Outdoor Storytime with Nina of Northwest Connection Family Resources.
- 8/23, Continuing Education Webinar: *Here to Stay: Recruiting & Retaining Good Employees*. Molly.
- 8/24, 12 noon. Continuing Education Webinar: *Effective & Efficient Meetings, Parliamentary Procedure*. Molly.
- 8/26, 12 noon. Continuing Education Webinar: *From Stories to Action: How to Talk About Your Budget to Activate Support and Secure Funding*. Molly.

- 8/30, 10 a.m. Outdoor Storytime with Nina of Northwest Connection Family Resources.
- 9/1-10/15. *NASA's Artemis Project: To the Moon, Mars, and Beyond Reading Challenge* for all ages. Read 600 minutes and complete five activity badges to be entered into drawing for \$10 Walmart gift card. Ann, staff.
- 9/1-9/30. September is Library Card Sign Up Month. Three new library card holders or those who share a library story are eligible to enter a drawing for a \$50 gift card. Ann.
- 9/6, 8:30 a.m. Economic Development/UW Extension Committee Meeting. Molly.
- 9/7, 12 noon. Speaking engagement for Rotary Club at Flat Creek Eatery. Molly and/or Karen Menke from HLF.
- 9/8, Friends of the Library Mission Committee Meeting. Molly.
- 9/13, 5:15 p.m. Library Board Meeting. Molly.
- 9/13, 6-7 p.m. Lego Club in Children's Room. Ann.
- 9/15, 10 a.m. NWLN and Directors meetings. Molly, Ann.
- 9/20, 10-11:30 a.m. Continuing Education Webinar: *Cultivating a Great Relationship with Your Municipal Clerk*. Molly.
- 9/20, 5 p.m. Hayward Library Foundation (HLF) Meeting. Molly.
- 9/21, 5 p.m. Library and HLF hosting Girls' Night Out (GNO). Molly, Ann.
- 9/28, 12-1 p.m. State Inclusive Services Committee Meeting on Zoom. Molly.
- 11/9, 2 p.m.; 11/15, 10 a.m.; 12/7, 10 a.m. Continuing Education Webinar: *The Reluctant Library Advocate: Fall Webinar Series*. Molly.

CONTINUING ACTIVITIES

- Storywalk® on Library Nature Trail.
- 4-season audio guide of Library Nature Trail, narrated by Emily Stone of the Cable Natural History Museum and funded by the C.D. Besadny Fund.
- Themed Boggle board on library's front window.



The sculpture "Repentance," as pictured during winter of 2016, will be donated to our library. (See article on page 1.)



Former Library Board of Trustees President Tom Mansfield discusses the sculpture with library supporter and volunteer Signe Backus.

F) Economic Development and UW Extension and Agriculture Committee

The following provisions shall apply to the Sawyer County Board of Supervisor’s (“County Board”) standing committee entitled the Economic Development and UW Extension and Agriculture Committee (the “Committee”):

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

Statutory Authority and Responsibilities: Wis. Stat. § 59.56(3).; Wis. Stat. § 92.06(1)(b)1.

Membership: Shall be comprised of five (5) elected County Board Supervisors appointed by the Chair of the County Board at the April meeting of the County Board in even numbered years and approved as required by the County Board Policy and Procedure Manual (as may be amended). Pursuant to Wis. Stat. § 92.06(1)(b)1, at least two (2) members of the Committee shall also be members of the County Land, Water & Forest Resources Committee.

Commented [LF1]: Again, as above, this was not done in 4/22

Term: Committee members shall serve for a two (2) year term concurrent with their terms of office as County Board Supervisors.

Reporting Relationship: The Committee shall have responsibility for outcome, monitoring and oversight of the performance of economic development initiatives supported by Sawyer County. The Committee shall have the primary responsibility of conferring with and acting as liaison for the following organizations for purposes of economic development:

- Northwest Regional Planning Commission
- Hayward Lakes Visitor and Convention Bureau
- Sawyer County Snowmobile/ATV Alliance
- Silent Sports
- American Birkebeiner
- UW Extension
- Sawyer County Fair Association
- SC/LCO Economic Development Corporation

Duties and Responsibilities of the Committee include but are not limited to:

1. Foster the implementation of Sawyer County’s initiatives related to economic development.
2. Identify the need for, and recommend to the County Board, policies related to education and economic development initiatives appropriately supported by Sawyer County.
3. Review new programs and associated budget requirements prior to their being considered for inclusion in Sawyer County’s annual budget.
4. Facilitate broad-based discussion of issues and policies relating to education and economic development by encouraging public involvement.

5. Serve as the initial contact point for individuals and/or organizations who wish to influence County Board policy regarding Sawyer County's economic development.
6. Review and recommend operational procedures and practices to appropriate administrative committee(s) and department(s) of the County.
7. Review and recommend to the County Board programmatic and facility plans consistent with the community's expectations for the University of Wisconsin-Extension.
8. Serve as Sawyer County's Extension and Education Committee, as defined in Wis. Stat. § 59.56(3)(b) by performing the following responsibilities:
 - o Establish UW/ Sawyer County based extension policy; and
 - o Provide budget oversight of UW/Sawyer County based extension department; and
 - o Provide input and monitor the performance of the UW Extension programming; and
 - o Create policies and strategies that accomplish educational needs in an efficient and cost-effective manner; and
 - o Provide a leadership role with the County Board and other community partners to preserve and enhance access to the resources of the public university; and
 - o Assess future community educational needs; and
 - o Facilitate a partnership between Sawyer County and the University of Wisconsin.
9. Additional duties as assigned by the County Board.