



# Sawyer County

## Agenda

**Economic Development & UW Extension Committee Meeting  
Tuesday, September 7, 2021 @ 8:30 AM  
Assembly Room/Virtual Meeting**

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### **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. 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. [8.9.21 Economic Development-UWEX Minutes DRAFT](#)

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**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 VCB August Report 2021](#)

**10. NORTHWEST REGIONAL PLANNING COMMISSION REPORT**

**11. ECONOMIC DEVELOPMENT CORPORATION REPORT**

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

**12. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT**

**13. HISTORICAL SOCIETY UPDATE**

**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 August 9<sup>th</sup> 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** - virtual
- Tom Duffy
- Jesse Boettcher
- Stacey Hessel
- Brian Bisonette - virtual

**Others Present:**

Tom Hoff - Virtual  
Mike Coleson  
Lynn Fitch  
Lori Baltrusis  
Mike Gardner  
Sherry Beckman  
David Wierzba - WEDC  
Sheldon Johnson  
Don Mrrotek  
Linda Zillmer

**Call to Order** – Vice 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** – Linda Zillmer

**Minutes from previous meeting** – A motion was made by Mr. Boettcher to approve the minutes of the July 5, 2021, meeting; second by Ms. Hessel. Motion carried without negative vote.

**Sawyer County Agricultural Fair Association Report –**

**University of Wisconsin-Extension Department Report** – Ms. Baltrusis advised that a quarterly report was sent to committee members last month. 4-H leader, Sky Holte, has resigned to go to another county, vacating the position, and it has been determined that the position will be reposted at full capacity. The department is planning to conduct visioning sessions and community assessments to seek feedback on what county residents would like to see in the 4-H program.

**Hayward Lakes Visitors & Convention Bureau Report** – A written report was provided. Ms. Beckman stated that the number of printed visitor guides has had to be increased by 10,000 to handle increased visitor interest. She advised that room tax was passed in the Town of Round Lake and they are still determining the distribution of the funds. HLVCB hired a firm called Shrpa to help develop and publish themed vacation adventures for the area. Fall lodging seems to be filling well.

**Northwest Regional Planning Commission** – Written reports were provided. Mr. Johnson advised that the 2022 levy recommendation has been proposed to the county. Several funding programs were highlighted: 1) \$130M ARPA State funds for workforce development, setting aside \$100M for innovative work grants; 2) a hometown grant program for communities of 50,000 or less focusing on revitalizing community work spaces; and 3) \$1M grant program with WEDC to provide \$10,000 grants to individuals filling vacant commercial spaces. They will coordinate with local entities such as Sawyer County/LCO Economic Development Corporation, the Hayward Chamber, HLVCB and others to get this information out.

**Economic Development Report** – A written report was provided. Mr. Gardner provided the names of several area businesses he will be connecting with to try to help facilitate the \$10,000 grant program. The EDC will help write grants for those who apply.

**Trails** – Mr. Mrotek advised that ATV/UTV traffic continues to grow which puts a burden on trail maintenance. A 10-county organization called NORTAC is working on connecting trails from county to county. We have representation on this board. Mr. Duffy provided a copy of an email from Ben Popp for the non-motorized trail report.

**Meeting Date/Time** – The next meeting of the Economic Development and UW-Extension Committee will be Tuesday, September 7, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:07 am  
Minutes recorded by Lynn Fitch, County Clerk

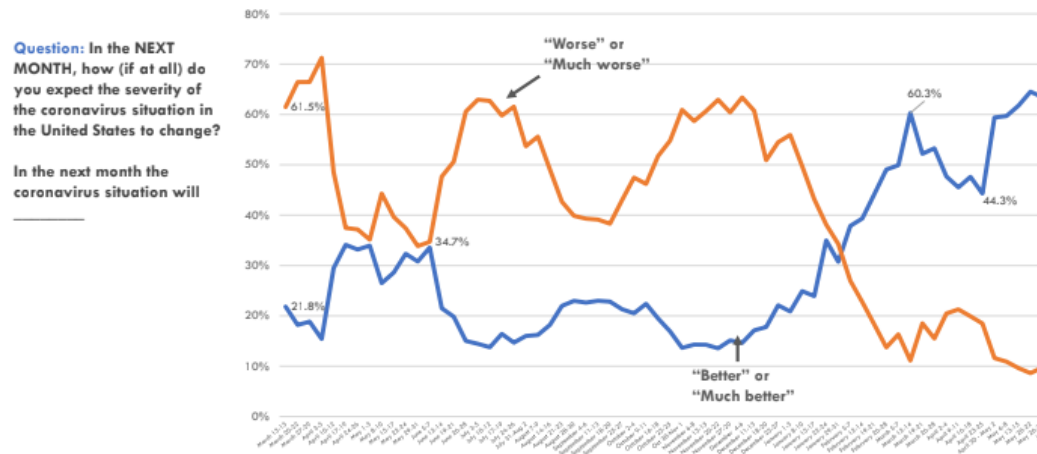
DRAFT

September 2021 Hayward Lakes VCB Marketing Report

**From the Covid-19 Recovery Taskforce (Destinations Wisconsin)**

According to Destination Analysts research, optimism about the pandemic has receded to a level last seen during the Winter COVID-19 surge.

**EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (MARCH 2020-J**



Since June 8th, optimism has fallen over 40%, reaching a year-to-date low of 20.4%. Instead, over half of American travelers now expect the pandemic to get worse in the U.S. over the next month. Americans feeling pre-pandemic normalcy has tumbled another 7% to 25.3%, after reaching 42.7% a month ago. A bit of good news, nearly a quarter of unvaccinated American travelers say they will get a COVID-19 vaccine this year. Another 29.4% of these unvaccinated travelers say they are open to getting the COVID vaccine but need more information about it. It isn't over yet!

**Website redesign** is on schedule for haywardlakes.com

**Grant Opportunities**

Joint Effort Marketing (JEM) Grant-second year Sledding in Sawyer County: A snowmobile Friendly Community due September 1<sup>st</sup>.


Destination Marketing Organization (DMO) grant is due September 29<sup>th</sup>.

## Hayward Adventures (32 scheduled)

Show All Creators

### Featured Adventures


**New!**



**Who Doesn't Love Food**  
Hayward Full Day



**Hayward's Wilderness Walk, Sweets & Camping**  
Hayward Full Day



**A Quirky Daytrip of Hiking, Art and a Shrine to Freshwater Fishing!**  
St Croix Falls Full Day



**Heading to Hayward, WI? Explore along the way!**  
Hayward, WI Few Hours

See all the Shrpa Adventures!

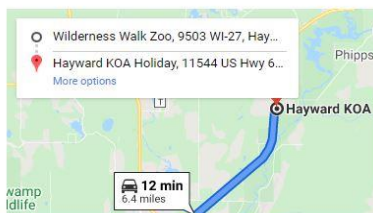
Explore! >

Save Like Share Lists

#### What to Bring

- Food for a Picnic
- Camera
- Sunscreen
- Camping Gear

🕒 Full Day  
📍 < 10 Miles  
📖 3 Stops



#### What to Expect

Take a camping trip in Hayward and stay at the family friendly campground KOA. During the day explore the wilderness walk and zoo and get up close and feed all the animals. Then explore downtown Main Street of Hayward and don't miss the Tremblay's Sweet Shop. Then head to KOA to check in and swim, go on the waterslide along with many other family activities.

#### Destinations



#### About Stephanie



I'm a lifelong Minnesotan that lives in the beautiful town of Duluth with my husband and my 2 year old son Harmon. I'm a full-time web developer and enjoy photography, golfing and getting out and exploring on our free time. My favorite spot is anywhere along Lake Superior! You can always find a fun time up the north shore or the south shore of Lake Superior. I look forward to the most is getting my son out on the trails or beach's and learning to appreciate nature. Follow along for fun adventure and family friendly activities!

Meet the Creator



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

**August 2021 Activity Report**

**Wisconsin Tomorrow Main Street Bounceback Program**

Funding from the Wisconsin Economic Development Corporation (WEDC) and administered in our region by Northwest Regional Planning Commission (NWRPC) staff. The goal of the Wisconsin Tomorrow Main Street Bounceback Grant is to provide one-time assistance (\$10,000) to new and existing businesses opening a new location or expanding operations in a vacant commercial space on or after January 1st, 2021, and before or on June 30th, 2022.

**Assisted application and letters of acknowledgement for the following:**

- **Northwoods Burger & Fries LLC**
- **Beau Peterson Photography & Video Productions LLC**
- **Route 63 Realty LLC**
- **Hole in the Wall Books & Records, Todd Hanson**
- **Manifesting Perfection LLC**
- **Sawyer County Housing Authority**

**Workforce Innovation Grant Program**

The \$100 million Workforce Innovation Grant program is designed to encourage regions and communities to develop leading-edge, long-term solutions to the workforce challenges the state faces in the wake of COVID-19. WEDC, DWD, and the Department of Administration will combine forces and expertise to administer the Workforce Innovation program, which will offer up to \$10 million in grants to at least 10 local and regional collaborations which develop proposals that represent innovative thinking, data-driven planning and leverage existing infrastructures to connect the dots for post-pandemic workforce solutions. The program will fund initiatives to help businesses find workers and workers connect to better, higher quality and more family-sustaining jobs. Grant funds could be used to meet local workforce needs resulting from or exacerbated by the pandemic, such as childcare, transit, worker attraction and retention, or housing, and may be used to support initiatives like training, planning, marketing, or developing pilot programs that can be applied in other communities

- **August 6: participated in virtual meeting with regional partners to identify needs and collaborative opportunities.**
- **August 26: attended program roundtable in Ashland. WEDC Secretary Hughes, DATCP Sec. Romanski, Sen Bewley, Rep Meyers and regional partners in attendance.**

## **EDA American Rescue Plan Programs**

On July 22 the U.S. Economic Development Administration announced six programs to equitably invest \$3 billion allocated under the American Rescue Plan. The programs aim to assist communities in their efforts to build back better by accelerating the economic recovery from the coronavirus pandemic and building local economies that will be resilient to future economic shocks.

Programs under review to assist Sawyer County and Lac Courte Oreilles:

- **Good Jobs Challenge (\$500 million)** for collaborative skills training systems and programs. EDA encourages efforts to reach historically underserved populations and areas, communities of color, women, and other groups facing labor market barriers such as persons with disabilities, disconnected youth, individuals in recovery, individuals with past criminal records, including justice impacted and reentry participants.
  - **Determining best regional partnerships to meet local needs.**
  - **Monitoring early results of Re-Entry Culinary Academy and potential further partnership with Northwest Wisconsin Workforce Investment Board.**
- **Economic Adjustment Assistance (\$500 million)** grants will help hundreds of communities across the nation plan, build, innovate, and put people back to work through projects tailored to meet local needs.
  - **Investigated potential to address workforce development needs. Likely best addressed with EDA ARPA Jobs Challenge NOFO or Workforce Innovation Grant Program.**
- **Indigenous Communities (\$100 million)** program will work hand-in-hand with Tribal Governments and Indigenous communities to develop and execute economic development projects they need to recover from the pandemic and build economies for the future.
  - **Providing technical assistance to LCO Planning and Grants Department staff on scoping and preparing grant application.**
  - **Assisting with assessing infrastructure needs for development and economic viability for the tribally owned Hideout property.**
- **Travel, Tourism and Outdoor Recreation (\$750 million)** program will focus on revitalizing the hard-hit travel, tourism, and outdoor recreation industries and accelerate the recovery of communities that rely on these sectors.
  - **Working with Hayward Area Chamber of Commerce and Hayward Lakes Visitors and Convention Bureau to begin prioritizing needs and opportunities.**
  - **Contacting outdoor recreation groups, businesses, and users to provide input.**



## Small Community Forum

Plans are in development for the Hayward area to host a 2021 Small Community Forum. The statewide partners are the Wisconsin Economic Development Corporation (WEDC), Arts Wisconsin, Wisconsin Downtown Action Council (WDAC), Wisconsin Rural Partners (WRP), UW-Extension, League of Wisconsin Municipalities, and USDA Rural Development Wisconsin.

The event is targeted for late October / early November, and I will be organizing a local planning team to assure our organization is highlighted and local stories told. Watch for upcoming details.

- **State Committee currently examining options amid recent COVID considerations**

## Tribal Enterprise and Economic Development Resources Toolkit Discussion / Tour

EDC and the Lac Courte Oreilles Ojibwe College are planning to host an event in partnership with the U.S. Economic Development Administration, Wisconsin Procurement Institute, First American Capital Corporation, and Wisconsin Economic Development Corporation. **Targeted for October** at the College the half day event will allow agency representatives to learn firsthand the needs and opportunities of the Lac Courte Oreilles Tribe.

## SCORE Wisconsin

The chapter of SCORE serving West Central Wisconsin and the UP of Michigan has interest in serving Sawyer County / LCO utilizing available grant funds and resources. They have committed funds to support our needs and written us into a Community Navigators Pilot Program grant proposal.

## Contacts / Meetings

- Attended Winter Community meeting at Winter Depot.
- Attended Town of Hunter meeting to discuss ARPA funds and broadband.
- Met with Grow North Regional Economic Development ED Brittany Beyer to engage as speaker at EDC Annual Meeting in November. Confirmed.
- Met with LCO Planning & Grants Dept Director and staff.
- Tribal Governing Board Vice Chair Lorraine Gouge phone contact.
- Met with Backroads Coffee to plan co hosting October Business After Hours event.
- Business After Hours: attended the August event at Big Fish Golf Club.

**Contact: Mike Gardner** Executive Director [mgardner@northflow.net](mailto:mgardner@northflow.net) 715-462-4775

**FOR IMMEDIATE RELEASE** – NWWIB and Sawyer County Lac Courte Oreilles EDC to offer Re-Entry Culinary Academy

It is no secret that our region needs cooks and food preparation workers. In fact, this occupation which already has a shortage, is expected to grow by another 4.3% in the next year. The Northwest Wisconsin Workforce Investment Board (NWWIB) and the Sawyer County Lac Courte Oreilles Economic Development Corporation (SCLCOEDC), in partnership with the Sawyer County Jail and Sawyer County Justice Programs are working toward a solution by offering a Re-Entry Culinary Academy. It is the hope that graduates of this program will help meet the demand for line cooks, prep cooks, managers, and chefs at resorts and businesses in Northwestern Wisconsin.

“This is a tremendous opportunity for a significant influx of talent into the hospitality industry for our region. Resorts and restaurants are in need of the skills the participants in this course are learning, we hope to assist in filling some of those gaps with this program,” said Scott Schultz, Director of Industry & Innovation for the NWWIB. “This academy is packed with four industry recognized credentials that will set the participants up for success in the hospitality industry.”

On Tuesday, August 31st, the NWWIB will conduct the Re-Entry Culinary Academy with eligible Sawyer County Jail inmates, working through the American Hotel & Lodging Educational Institute’s Kitchen Cook & Guest Service Gold - Tourism, ServSafe for Food Handlers, and RealCareer Work Readiness curriculum. The skills gained through the Culinary Academy will set participants on the pathway to obtain employment and grow the economy.

“Culinary attractions are a key driver to our local economy and this top tier training will provide numerous immediate opportunities for those in attendance,” said Mike Gardner, SCLCOEDC Executive Director.

This program has already been offered in several county jails throughout Northwestern Wisconsin, most recently in Bayfield and Price County. Both program saw considerable interest from inmates. An anonymous donation to the SCLCOEDC provided the necessary resources to bring this programming directly to Sawyer County Jail inmates.

“We are pleased to utilize this generous donation and work with NWWIB to offer this training to Sawyer County residents,” said Gardner.

For more information about any of NWWIB’s Business and Job Seeker services, contact Scott Schultz, Director of Industry & Innovation, at [sschultz@nwwib.com](mailto:sschultz@nwwib.com). Or 715-201-8493.