



Sawyer County

Agenda

**Economic Development & UW Extension Committee Meeting
Monday, October 5, 2020 @ 8:30 AM
Assembly Room Virtual Meeting**

Page

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](tel: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.

2. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

3. MEETING AGENDA

4. PUBLIC COMMENTS

5. MINUTES FROM PREVIOUS MEETING

- 3 a. [Econ Dev 9-8-2020](#)

6. 2021 BUDGET DISCUSSION

- 4 a. [Budget Summary](#)

7. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

8. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT

- 5 - 6 a. [October 2020](#)
- 7 b. [2021 Budget Discussions](#)

9. HAYWARD LAKES VISITORS & CONVENTION BUREAU

- 8 a. [Hayward Lakes Sept 2020 Report](#)

10. NORTHWEST REGIONAL PLANNING COMMISSION REPORT**11. ECONOMIC DEVELOPMENT CORPORATION REPORT**

- a. [Economic Development Corporation Report](#)

12. FUTURE AGENDA ITEMS**13. OTHER MATTERS FOR DISCUSSION ONLY**

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.

Draft Minutes of the meeting of the Economic Development and UW-Extension Committee
Sawyer County Board of Supervisors
September 8, 2020; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

Members present: Tom Duffy, James Schlender, Troy Morgan, Jessie Boettcher

Others present: Carol Williamson, Tom Hoff, Sherry Beckman, Lori Baltrusis-V, Janice Snider, Rick Christian, Mike Gardner, Mike Coleson-V, Don Mrotek, Linda Zillmer-V, Alex Butterfield, Amanda Wilson-V, Sheldon Johnson-V

Chair Schlender called the meeting to order 8:30 am

Motion by Duffy, 2nd by Boettcher, to approve the minutes of the August 10, 2020 meeting. Motion carried

Sawyer County Fair President Rick Christian reported to the Committee. Attendance at the 2020 Fair was down around 40%. Weather and attendance was good on Sunday. Usual attendance is 5,000 to 6,000. 3,000 attended in 2020. The Fair requested \$35,000 for 2020 and Sawyer County contributed \$31,250. The Fair is requesting \$45,000 for 2021. The \$10,000 additional request is for improvements to the horse arena and stalls.

Area Extension Director Lori Baltrusis reported to the Committee virtually. Ariga working with LCO on \$220,000 Grant. 2021 Budget of \$115,000 includes 3.5 educators for \$74,000.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau reported to the Committee. Room Tax was down the 1st and 2nd quarters of 2020. Resorts are busy. Hotels are spacing reservations for quest comfort and are at ½ capacity. HLVCB has sent out 852 more vacation guides over last year causing postage to be \$1700 over budget. 2021 budget request is \$50,000.

Northwest Regional Planning Commission's Executive Director Sheldon Johnson reported to the Committee. Sawyer County Hazardous Waste Collection is September 30, at the Sawyer County Fairgrounds, from 2:00 pm to 7:00 pm. NWRPC membership levy is \$35,552 for 2021 and the Household Hazardous Waste levy is \$8,587. NWRPC administering \$1 million in revolving loan funds for the next two years. Working with the Birkie on the Telemark project with a \$250,000 grant.

Sawyer County/Lac Courte Oreilles Economic Development Corporation Executive Director Mike Gardner reported to the Committee and provided a budget request for the next three years of \$75,000; \$25,000 annually. Making application as a Pilot Community for a WHEDA housing initiative. The Committee received the SC/LCO EDC Annual Report. The State of Wisconsin has 120 Opportunity Zones of which two are in Sawyer County.

Ben Popp from the Birkie will be invited to the October meeting to discuss possible contributions. Winter Depot had a grand opening on September 4. Sawyer County designated \$15,000 for discretionary funding; a portion of that was used by the Depot Project.

Adjourned 9:09

Minutes prepared by Carol Williamson

SAWYER COUNTY
ECONOMIC DEVELOPMENT & UW EXTENSION COMMITTEE

Summary

	2019 Actual Amount	2019 Amended Budget	2020 Actual Amount	2020 Amended Budget	2021 Administrator
Fund: 100 General Fund					
Expenditures					
100-26-55650 - General Fund,University Extension Service,University Extension Office	\$115,769.28	\$120,004.00	\$50,213.02	\$116,539.00	\$104,890.00
100-26-56119 - General Fund,University Extension Service,UW Extension Program Fund Exp.	\$2,509.16	\$3,422.00	\$0.00	\$1,207.00	\$500.00
100-33-55460 - General Fund,Other Programs of General Gov.,Sawyer County Fair	\$31,250.00	\$31,250.00	\$31,250.00	\$31,250.00	\$45,000.00
100-33-56300 - General Fund,Other Programs of General Gov.,Regional Planning Commission	\$35,623.00	\$35,623.00	\$35,671.00	\$35,671.00	\$35,552.00
100-33-56680 - General Fund,Other Programs of General Gov.,Economic Development Projects	\$0.00	\$0.00	\$0.00	\$0.00	\$25,000.00
100-33-56700 - General Fund,Other Programs of General Gov.,Hayward Lakes Visitors & Conv.	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00
100-33-59115 - General Fund,Other Programs of General Gov.,Clean Sweep Program	\$9,630.00	\$10,087.00	\$8,487.00	\$10,087.00	\$10,087.00
Fund Total: General Fund	(\$194,781.44)	(\$200,386.00)	(\$125,621.02)	(\$194,754.00)	(\$271,029.00)
Revenue Grand Totals:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Expenditure Grand Totals:	\$194,781.44	\$200,386.00	\$125,621.02	\$194,754.00	\$271,029.00
Net Grand Totals:	(\$194,781.44)	(\$200,386.00)	(\$125,621.02)	(\$194,754.00)	(\$271,029.00)



Sawyer County October Report

4-H Youth and Families Educator – Sky Holt

sky.holt@wisc.edu 715-638-3237

- Coordination/preparation of Charter Audit Night for Sawyer County 4-H leaders. Leaders were given the opportunity to ask questions about their club's charter and renewal process. All 4-H clubs were able to complete the 2 person audit process for their club's charter during this audit night.
- **Well Connected Communities Grant.** This grant is \$2500 to be used during 2020 and 2021. We are partnering with LCO College Extension to create Master Health Volunteers for Sawyer County. Conversations continue with Well Connected Communities and State 4-H on best practice of moving forward with the grant process. I continue to partner with Amber Marlow and Sirella Ford from LCO College Extension on how to best implement this opportunity. Action Plan and quarterly report submitted. Educator and Amber Marlow are actively involved in youth recruitment and hope to have all youth and some community volunteers trained by December of 2020. Three youth training opportunities will take place in the month of September around health equity. .
- Educator has been working with Area 2 (Sawyer, Washburn, Barron, Rusk and Burnett) Educators to offer a virtual kick off (Project Showcase) to National 4-H week (10/4-10). This showcase will offer 4-H youth and non-4-H youth the opportunity to participate in SIX different free or low cost virtual project opportunities.

FoodWise - Bridget Rongner and Kimberly Clark

bridget.rongner@wisc.edu; kimberly.clark@wisc.edu 715-638-3350

- Kim is collaborating with FoodWise colleagues in Douglas County and together they are offering a virtual Strong Bodies class Strong Bodies for seniors in Sawyer and Douglas Counties in September and October. Strong Bodies is a research-based strength-training program aimed to increase strength, health, and wellness, balance, competence and confidence in ability to complete daily activities. Bridget is still on track to receive her Strong Bodies certification at the end of September. There will be more opportunities for local seniors to take Strong Bodies classes in the near future.
- Bridget and Kim are finishing up creating a virtual curriculum model of a nutrition education program that has historically been offered to after-school programs in person. They will be offering this programming opportunity to schools in Sawyer County.

Community Development and Resource Educator - Ariga Grigoryan

ariga.grigoryan@wisc.edu 715-638-3295

- Socially Disadvantaged Farmers and Ranchers grant, co-written, reviewed and applied with LCO and Menomonie College, \$250,000
- Hemp production and economic feasibility grant co-written, reviewed and **received, \$220,000**
- Collaborating with other tribal nations to create a **leadership program** and curriculum
- In process of creating series of Q&A for leadership program in Sawyer
- Preparing to offer **3 day Grant Writing workshop** in LCO on Fridays in November (6th, 13th, 20th) and December 4th

Agriculture Development Educator - Kevin Schoessow

kevin.schoessow@wisc.edu 715-635-3506

- Efforts continue to inform and educate farmers about resources and information related to production, markets and farm safety and health. Information from USDA and Wis Dept of Agriculture related to programs specific to farmers as a result of the pandemic have also been shared. The majority of this has been done through emails to various local farmers lists and organizations, and personal phone calls or emails.
- With assistance from Extension Master Gardener Volunteers (MGV), continue to answer questions and concerns about pests, disease, plant id and other plant and landscape issues from home gardeners and resident property owners.
- Guest on the **Wisconsin Public Radio** “Garden Talk” show with Larry Meiller on Sept 11th. His topic focused on fall gardening activities. Archives of the show can be found at [here](#)
- Kevin and Volunteers have produced **short educational videos** on a variety of horticulture topics including virtual garden tours in the Teaching & Display Garden at the Spooner Ag Station. A play list of additional videos can be found found [here](#)
- With safety protocols still in place, the Teaching & Display Garden is open to the public. While the number of visitors was less than previous years, many people stop out and enjoy the garden. With the assistance of MGV several videos were featured in our virtual Twilight Garden Tour as well a live Zoom presentation by our invited University Specialists. More information can be found [here](#)
- Produce harvest has just been completed from the Research Station’s Seed to Kitchen Research project and the Display Garden. Kevin, with the help of other community partners, have coordinated the distribution of this food to those that need it most. To date **produce has been donated** to the Hayward Senior Center and to LCO College.

Area Extension Director - Lori Baltrusis

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**Sawyer County UW-Extension - prepared by Lori Baltrusis July 2021
(updated October 2020)**

Sawyer County Annual Projected Revenue/Resources/Things to know

- Yearly Mail Allocation to Sawyer County is roughly **\$1,000/year**
- Lac Courte Oreilles Band of Lake Superior Chippewa Indians MOU for CNRED position
 - (MOU states that the Tribe will pay 1/3 of the share of the Community and Natural Resources Development position, plus \$800 for travel and supplies/year)
- In 2019, Sawyer County Master Gardener Volunteers reported 421.5 hours of community service worth a value of over **\$4,643**
- 4-H Volunteers/youth volunteered 862 hours of community service, worth a **value of \$21,653.44**
- Estimated FoodWise contributions to Sawyer County - **\$92,401**
(Resource for County that is supported by Federal Funds - little/no cost to Sawyer County. Without Extension, this resource would not be available for Sawyer County)
- LCO College Leadership courses offered (based on curricula that Ariga helps develop), potentially increases college participation attendance

Funding Received over the past few years:

One Time Technology Grant from UWEX	\$1,000
NW Region Technology located in UW-Extension Conference room	\$1,800
WI 4-H Healthy Living Grant-After School Programming (\$1500 annually past four years)	\$6,000
Professional Development from work in Barron County (CRD Educator) (City of Barron Library \$1,000, EDC Strategic Planning session \$400)	\$1,400
Strategic Planning for Barron County	\$5,000
Well Connected Communities Grant for 2020 and 2021	\$2,500

**Community Natural Resource & Economic Development Program grant dollars received 2015-present
(OVER A QUARTER OF A MILLION DOLLARS IN GRANTS TO SAWYER COUNTY FOR VARIOUS PROGRAMS)**

- \$130,000 grant awarded to the LCOOCC Extension commercial kitchen
- \$ 36,000 Tribal Extension Program
- \$ 10,000 for the local food cooperative
- \$ 3,600 local impact analysis of local foods
- \$ 3,600 land access initiative
- \$ 9,500 Fast Forward Grant-develop curriculum for business managers at LCO
- \$ 2,500 for First Impressions Program
- \$ 14,000 CAMBA
- \$220,000 Hemp production and economic feasibility (2020)

\$446,900 Total Grants

2021 BUDGET - BOTTOM LINE

TOTAL PROJECTED 2021 BUDGET = ~115,000
 COUNTY SUPPORT STAFF = estimated 16,000
 Projected LCO Reimbursement for CRD position= \$14,769

Amount To Spend for ~3.5 FTE Educators = \$73,860

September 2020
Hayward Lakes VCB Marketing Report

Midwest Outdoors TV-Filming on Sept 24-25 with Larry Lowdowski. Partnering with Lake Chippewa Flowage Resort Association

Discover Wisconsin-ATV portion filmed. Crew will be back when the snow conditions are good for filming snowmobiling.

Namekagon River Project-we will continue to promote the river with a blog and social media posts (\$150 annually). We received the 2020 People's Choice Award from the Burnett County Tourism Council for our part in the project.

WI Department of Tourism-

- A. TRAVEL Stimulus Grant Program. Applied for \$37,000.
- B. HLVCB was awarded the "Sledding in Sawyer County: A Snowmobile Friendly Community Joint Effort Marketing Grant in the amount of \$16,225.00. The promotion will run December 1, 2020 through March 1, 2021.
- C. Also enrolled in a PR Small Group mentorship program to help build a PR strategy for 2020-2021 COVID trends.

Website-new atvhayward.com website. Better navigation.

ITBEC-continue to meet virtually monthly. Paused the Outdoor Trail Guide publication until we have a better handle on County renewals.

360 photography project-Trail Genius has captured all in field media for the remaining non-lodging properties. Anticipating all data to be edited and added to our website by December.

Sport Shows- Snowmobile USA show cancelled. Waiting to hear the status of shows in 2021.

Indian Head Country Governor's Fishing Opener-Secured all sponsors. Scheduled for May 1st.

PR

Milwaukee Journal "Fun Times"- Namekagon River and Cheq National Forest, August 23, 2020

Musky FIRST "September SKIE TIPS" Tom Boley caught a 46 inch tiger musky in a local lake. September 11, 2020

TRIP SAVY "15 Private Islands You Can Rent from Budget Friendly to Splurge Worthy" Lake Winter Island \$395/night. September 2020

Wisconsin Department of Tourism Blog "20 Best Wisconsin Fall Getaways" Hayward #2 Fall Color Tour.



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

September 2020 Activity Report

Broadband Connectors Pilot Initiative

Submitted application with Sawyer County as sponsor and EDC as co-applicant. Application describes Sawyer County challenges, broadband goals, partners and outlines the steps already taken to expand broadband. Six selected communities will work with WEDC and PSC staff to foster a better understanding of the types of technical assistance needed to apply for state, federal or private broadband programs.

Indianhead Community Action Agency, Inc.

Met with newly established Business Development Manager to discuss partnerships and tour the ICAA vacant commercial property located at 16058 US Hwy 63 (Connections). They are interested in utilizing the location to support business development, incubation, and training. The primary focus of the Business Development Department is to help low-income entrepreneurs to start businesses, provide development services and increase jobs at existing, qualifying businesses.

Small Business Development Center – UW Superior

Solicited SBDC partnership to assist the Lac Courte Oreilles Tribal Governing Board and continued COVID related business support webinars and training.

Grant Research

Continued research and development for grant opportunities in support of SC / LCO EDC Strategic Plan 2020-2023. Scoping includes: Economic Development Administration, Department of Agriculture, Bureau of Indian Affairs, state agencies and private foundations.

Marketing

Karina Thompson, EDC Marketing Specialist updated web resources, contact database and initiated early stage development of 2021 fundraising campaign categories and prospects.

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