



# Sawyer County

## Agenda

**Economic Development & UW Extension Committee Meeting**

**Monday, November 1, 2021 @ 8:30 AM**

**Assembly Room/Virtual Meeting**

**Revised: Thursday, October 28, 2021 4:08 PM**

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 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.
- b. If you are on a computer, click the "Raise Hand" button and wait to be recognized.
- c. 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.

- 4 - 5
- 6. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING**
- a. [10.11.21 Econ.UWEX Minutes DRAFT](#)
- 7. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT**
- 8. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT**
- 9. HAYWARD LAKES VISITORS & CONVENTION BUREAU**
- 6 a. [Sawyer County Letter Oct 2021 Power of Tourism](#)
- 10. NORTHWEST REGIONAL PLANNING COMMISSION REPORT**
- 7 a. NWRPC Quarter Three Revolving Loan Snapshot  
[NWRPC Quarter Three 2021 Sawyer County Revolving Loan Snapshot](#)
- 8 - 10 b. Agreement Between NWRPC and Sawyer County (discussion and possible action)  
[Agreement Between NWRPC and Sawyer County](#)
- 11. ECONOMIC DEVELOPMENT CORPORATION REPORT**
- 11 - 12 a. [EDC Accomplishments 2020-2021](#)
- 12. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT**
- 13. 2022 BUDGET DISCUSSION**
- 14. HISTORICAL SOCIETY UPDATE**
- 15. FUTURE AGENDA ITEMS**
- 16. 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.*

**Minutes of the October 11<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**
- Tom Duffy
- Jesse Boettcher – Virtual
- Stacey Hessel
- Brian Bisonette

**Others Present:**

Tom Hoff  
Mike Coleson  
Lynn Fitch  
Lori Baltrusis  
Mike Gardner  
Sherry Beckman  
Linda Zillmer – Virtual  
James Bolen  
Ken Pearson  
Sheldon Johnson

**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** – Linda Zillmer

**Minutes from previous meeting** – A motion was made by Mr. Duffy to approve the minutes of the September 7, 2021, meeting; second by Ms. Hessel. Motion carried without negative vote.

**Sawyer County Agricultural Fair Association Report** – Ms. Hessel read the fair report stating that the fair board annual meeting is to be held next week, they are working on capital improvement projects on the grounds, and contracts for next year's fair are already underway.

**University of Wisconsin-Extension Department Report** – Written documents provided. Ms. Baltrusis reported that only two individuals attended the visioning session; notes from that session are included in the packet. She is moving ahead in crafting the job description and posting the open position.

**Hayward Lakes Visitors & Convention Bureau Report** – Written report provided. Ms. Beckman reported that their annual meeting is to be held next week. The distribution of the new room tax from the Town of Round Lake has been determined and HLVCB will receive 70% of the funds with 10% restricted to marketing the Town of Round Lake. She applied for and is receiving another grant in the amount of \$11,225 for snowmobiling promotions.

**Northwest Regional Planning Commission** – Mr. Johnson reported on the activities of NWRPC. The Sand Lake food pantry is moving forward, they have awarded two additional Bounce Back grants in Sawyer County, and he has met with LCO on an EDA planning feasibility project. The quarterly revolving loan report will be available next month.

**Economic Development Report** – Written report provided. Mr. Gardner noted that he has been assisting area businesses in the grant writing process for many of the programs available, the jail's culinary training program resulted in eight graduates receiving various certificates of completion, and he is working on other new business development opportunities such as a potential business incubation. Upcoming events include the Small Community Business Forum on October 26<sup>th</sup>, co-hosting Business After 5 at Backroads Coffee on October 28<sup>th</sup>, and the annual meeting on November 11<sup>th</sup>.

Mr. James Bolen presented an overview of a potential new development project being. A team has been organized to study the feasibility of and potentially developing two destination resort locations, one being in the Cable area and the other near Spider Lake/Clear Lake. If it comes to fruition, it could provide 65 new full-time county jobs and employ 200 construction workers for up to 20 months. They currently have \$16M in private equity secured and \$70M in potential investment funds thus far. They would like to ask the County to be a pass-through agency for potential grant funds that may become available for these projects.

**Trail Report** – Mr. Duffy provided a written copy of the Birkie/silent sport email from Ben Popp. Mr. Mrotek provided a statistical overview of the impact of motorized sports. While snowmobile demographics have remained fairly unchanged over the past 50 years, the demographics of ATV/UTV riders has changed greatly. There are 250,000 registered snowmobile users in Wisconsin while there are 450,000 ATV/UTV registered users. Sawyer County has a good share of all trail systems in the State of Wisconsin.

**Affirmation of Legal Protections from Healthcare Choice Discrimination Resolution** – Mr. Boettcher presented a resolution to consider protection for employees against termination based on the vaccine mandate. A motion was made by Mr. Boettcher; second by Ms. Hessel to ask legal counsel to review and move the resolution to the October Administration Committee. The motion carried 3–1 with three “aye” votes (Hessel, Schlender, Boettcher), one “nay” vote (Duffy) and one board member, Brian Bisonette being absent.

**Meeting Date/Time** – The next meeting of the Economic Development and UW-Extension Committee will be Monday, November 1, at 8:30 am in the Assembly Room.

Meeting adjourned at 9:39 am  
Minutes recorded by Lynn Fitch, County Clerk

## The POWER of TOURISM

I am writing this letter to request that the funding for the Hayward Lakes Visitors and Convention Bureau, Sawyer County, WI USA not be cut by 80% as presented.

**WHAT** is the Hayward Lakes Visitors and Convention Bureau, Sawyer County, WI USA? The HLVCB is the umbrella organization dedicated to the ongoing promotion of Sawyer County and the Hayward Lakes Area as a premier tourism destination. The HLVCB was designed to get our strength in numbers, through memberships and marketing partners so we can unite our common goals. The HLVCB brings all groups, organizations, lake associations and chambers of commerce to join in our efforts to expand Sawyer County's economy. We believe people are passionate about their organizations and the Hayward Lakes VCB can amplify that passion.

**The HLVCB mission statement is:** to increase the number of visitors to the Hayward Lakes Area, by communicating the unique resources our area offers to the seasonally diverse activity segments and to the seasonally diverse demographic segments.

**How long has the HLVCB existed?** Hayward Lakes has been around since 1953 and is the longest running tourism entity in the county whose sole mission is to promote overnight stays. The Sawyer County Government has funded us since 1963. In July of 2003, the Sawyer County Recreation Association and the Hayward Lakes Resort Association merged to form the HLVCB.

Uniting our common goals and budgets enables us to focus our time, talents and financial resources on the primary goal of the HLVCB to implement a well-rounded marketing plan for promotion of all four seasons and cover every corner of Sawyer County.

**Who does the HLVCB report to?** I attend the Sawyer County Economic Development and UW Extension committee meeting every month reporting on the HLVCB marketing initiatives, advertising campaigns and results.

Investing in tourism marketing and promotion is an investment in Sawyer County!

Thank you,

Sherry Beckman, Executive Director

## Sawyer County Revolving Loan Snapshot

### Quarter Three 2021 Lending Report

#### Quarter Three 2021

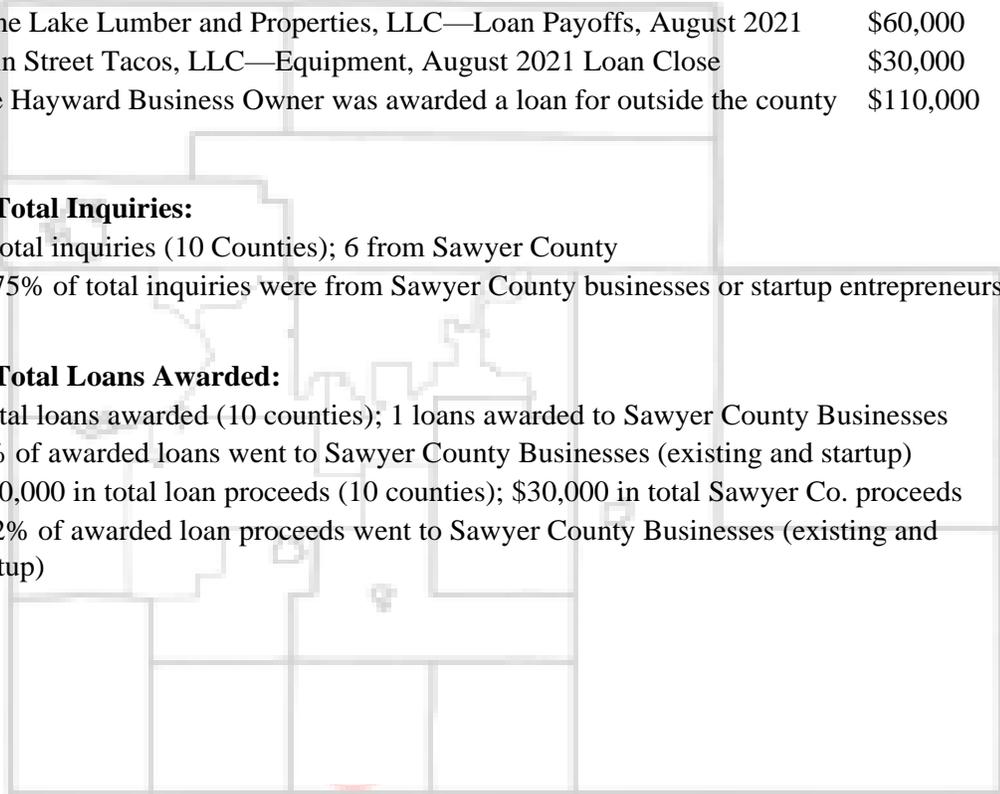
- Stone Lake Lumber and Properties, LLC—Loan Payoffs, August 2021 \$60,000
- Main Street Tacos, LLC—Equipment, August 2021 Loan Close \$30,000
- One Hayward Business Owner was awarded a loan for outside the county \$110,000

#### NWRPC Total Inquiries:

- 32 total inquiries (10 Counties); 6 from Sawyer County
- 18.75% of total inquiries were from Sawyer County businesses or startup entrepreneurs

#### NWRPC Total Loans Awarded:

- 9 total loans awarded (10 counties); 1 loans awarded to Sawyer County Businesses
- 11% of awarded loans went to Sawyer County Businesses (existing and startup)
- \$410,000 in total loan proceeds (10 counties); \$30,000 in total Sawyer Co. proceeds
- 7.32% of awarded loan proceeds went to Sawyer County Businesses (existing and startup)





Northwest Regional Planning Commission

**NWRPC**  
*keeping your future as our focus*

*Serving communities within and counties of  
ASHLAND, BAYFIELD, BURNETT,  
DOUGLAS, IRON, PRICE, RUSK, SAWYER,  
TAYLOR, & WASHBURN*

*And the Tribal Nations of  
BAD RIVER, LAC COURTE ORIELLES, LAC DU  
FLAMBEAU, RED CLIFF, & ST. CROIX*

**AGREEMENT  
BETWEEN THE  
NORTHWEST REGIONAL PLANNING COMMISSION  
AND SAWYER COUNTY**

WHEREAS, The Northwest Regional Planning Commission is a legally constituted regional planning agency created pursuant to the statutes of the State of Wisconsin and its own adopted by-laws; and

WHEREAS, Further pursuant to the statutes of the State of Wisconsin and the Commission's by-laws, the Commission has been granted the power to enter into contracts with any local unit of government within the region for the purpose of providing technical assistance on planning and development matters; and

WHEREAS, Sawyer County is a local unit of government within the region; and

WHEREAS, Sawyer County has requested technical assistance from the Commission as outlined in the Scope of Services.

NOW, THEREFORE BE IT RESOLVED, that the Northwest Regional Planning Commission and Sawyer County agree as follows:

This Agreement entered into on the \_\_\_\_ day of \_\_\_\_\_, 2021, by the Northwest Regional Planning Commission, party of the first part, hereinafter referred to as the "Commission", and Sawyer County, Wisconsin, party of the second part, hereinafter referred to as the "County."

In consideration of mutual covenants and agreements hereinafter set forth, the parties hereto, legally intending to be bound hereby, do covenant and agree for themselves and their respective successors and assigns, as follows:

**SCOPE OF SERVICES:**

The Commission will provide technical assistance services in the administration of the Sawyer County housing rehabilitation revolving loan fund utilizing the Wisconsin Community Development Block Grant (CDBG) Housing Program Manual and other applicable rules and regulations. Activities associated with the Revolving Loan Fund Administration include:

1. conduct client intake and application;
2. advertise availability of funds for low to moderate income families in local publications (when applicable);
3. verify client (income, ownership) eligibility;
4. maintain individual project files;
5. maintain financial management files;
6. maintain environmental review records;
7. comply with State and Federal rules regarding lead based paint;
8. consult with the Wisconsin Historical Society (when necessary);
9. comply with conflict of interest regulations;
10. maintain necessary reports for administration files and state reporting requirements;
11. prepare technical specification and project scope of work;
12. prepare and record real estate mortgages in County’s name;
13. coordinate housing quality standard (HQS) inspections, asbestos testing, lead-based paint clearance, and homebuyer education;
14. prepare payment requests to enable the County to pay contractors when work is completed;
15. prepare revolving loan fund annual activity reports; and
16. provide reports to appropriate County committees.

**COST:**

This agreement shall commence on January 1, 2022 and end on December 31, 2024. The County will pay the Commission a 17 percent administration fee from the CDBG RLF Housing Administration Fund based on each approved and completed rehabilitation or down payment/closing cost projects.

IN WITNESS THEREOF, we the undersigned agree to the terms of this Agreement.

\_\_\_\_\_  
Thomas Mackie, Chairman  
Northwest Regional Planning Commission

\_\_\_\_\_  
Tweed Shuman, Chairman  
Sawyer County

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

**Sawyer County  
CDBG Housing Rehabilitation Project Fees  
CY 2022-2024**

<b>Fixed Loan Processing Fees (included in the client CDBG loan amount)</b>		
<b>Individual Project Fees</b>	<b>Vendor</b>	<b>Amount</b>
Title Search	Abstract/Title Company	75.00-125.00
Housing Quality Standard (HQS) – Initial	NWRPC	350.00
HQS – Interim Payment Request ( <b>if necessary</b> )	NWRPC	295.00
HQS – Final Project Completion	NWRPC	295.00
Mortgage Recording	Register of Deeds	30.00
<b>Asbestos, Lead-Based Paint, and Risk Assessment Project Fees (no cost to the homeowner as this is granted through the housing rehabilitation funds)</b>		
<i>Not all projects will require asbestos, lead, or risk assessment related activities. Lead and Risk Assessments, when required, performed on homes pre-dating 1978.</i>		
<b>Individual Project Fees</b>	<b>Vendor</b>	<b>Amount</b>
Asbestos Material Collection and Report Documentation	NWRPC Asbestos Certified Inspector	195.00
Asbestos Sample	EMSL Analytical	\$11 to \$18 per sample
Lead Clearance Inspection and Report Documentation	NWRPC Lead Certified Staff	195.00
Lead Clearance Sample	EMSL Analytical	\$11 to \$18 per sample
Limited Lead Assessment	NWRPC Lead Certified Staff	300.00
Lead Risk Assessment	NWRPC Risk Assessor	495.00

phone: 715.635.2197 | fax: 715.635.7262 | 1400 South River Street, Spooner, WI 54801 | [www.nwrpc.com](http://www.nwrpc.com) | [info@nwrpc.com](mailto:info@nwrpc.com)  
Equal Opportunity Provider



## Accomplishments

October 2020 – October 2021

### Recovery Assistance

- **WEDC “We’re All in Funding”:** 440 Sawyer County businesses received support through three rounds, distributed program information and direct technical support.
- **WEDC WI Tomorrow Main Street Bounceback Grants:** Sawyer County received the most in the region with **15 businesses receiving \$10,000 grants**. Provided direct technical assistance and Letters of Acknowledgement to 8 applicants.
- **Small Business Administration:** monitored and distributed program information for Paycheck Protection Program, Economic Injury Disaster Loans, Shuttered Venue Operators Grants, Community Navigators initiative.
- **USDA Pandemic Assistance for Producers:** monitored and distributed to forest products businesses engaged in timber harvesting and hauling.
- **EDA: American Rescue Plan:** proposal in development with Chamber and Visitor Bureau to support Sawyer outdoor recreation economy.

### Workforce Development

- **Sawyer County Re-Entry Culinary Academy:** funded (\$5000 donation) a partnership with Northwest Wisconsin Workforce Investment Board (NWWIB), Sawyer Cty Jail and Justice Programs. Eight inmates earned credentials to enter the workforce upon release.
- **Minong Access Commuter Project:** partnership with Namekagon Transit, Jack Links Inc, LCO Tribe, and Sawyer Cty Sheriff Court Services Division / Huber **awarded \$99,540** from the National RTAP Community Rides grant.
- **Workforce Innovation Grant Program:** partnership with NWRC and NWWIB to submit grant to provide graduate retention, training for older workers, diversity, equity, and inclusion.

### Broadband Expansion

- **EDC Broadband Committee:** brokered partnerships yielding PSC approved grants:
  - Mosaic Technologies: Town of Edgewater / Big Chetec - **\$4,093,321**
  - Norvado: Town of Lenroot - **\$613,130**

- **Broadband Connectors Pilot Initiative:** submitted proposal.
- Ongoing communications with all Sawyer County broadband service providers and LCO.

### Housing

- **Rural Affordable Workforce Housing Pilot** submitted WHEDA proposal.
- **Seven Generations Inter-Tribal Leadership Lecture Series:** *Housing and Innovation* presentation with tribal member and bank executive.
- Regular communications with Sawyer County and LCO Housing Authorities.

### Community Engagement

- **Heart of the North Legislative Committee / Day:** represented Sawyer County.
- **Tribal Enterprise & Economic Development Resources Toolbox:** worked with LCO Ojibwe College, Federal, State agencies and private institutions to develop a 140-page Resource Guide and plan a Tribal Nations Tour at LCO.
- **Small Community Forum Regional Workshop:** Hosted with funding support from Enbridge Energy. Brought resource agencies to Hayward to address our unique opportunities and challenges.
- **Business After Five:** hosted Chamber event in partnership with Backroads Coffee and Wine Cave.

### Business Technical Support

- **Business Incubator Market Study:** submitted scope of work to WI SBA. Developing proposal for USDA Rural Business Development Grant.
- **Business Start Ups:** assisted 3 businesses, Winter, Stone Lake, Exeland. Provided technical assistance for development of 2 nonprofit service organizations.

### Organizational Capacity

- Fundraising: received **\$13,400** in non-county / tribal funding to date.
- Increased Executive Director capacity to four days a week.
- Increased communications / collaborations with LCO Tribal Governing Board and staff.
- System for Award Management (SAM): registered EDC with official Federal payment tracking database to be eligible to receive grants.
- Paypal: established capacity to receive electronic and online donations.
- SCORE Wisconsin: developed partnership for them to provide equipment, mentoring and training to Sawyer County entrepreneurs and businesses.

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