



# Sawyer County

## Agenda

**Economic Development & UW Extension Committee Meeting  
Monday, August 10, 2020 @ 8:30 AM  
Assembly Room Virtual Meeting**

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### **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.
- 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. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW**

### **3. MEETING AGENDA**

### **4. PUBLIC COMMENTS**

### **5. MINUTES FROM PREVIOUS MEETING**

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- a. [Economic Development & UW Extension Committee Minutes 7-6-2020](#)

### **6. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT**

### **7. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT**

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- a. [August 2020 Report](#)
  - b. [Sawyer County Extension 2021 Budget Discussions](#)
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### **8. HAYWARD AREA VISITORS & CONVENTION BUREAU**

[Key Performance Indicators 2019](#)

**9. NORTHWEST REGIONAL PLANNING COMMISSION REPORT****10. ECONOMIC DEVELOPMENT CORPORATION REPORT****11. FUTURE AGENDA ITEMS****12. 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  
July 6, 2020; 8:30 a.m.; Assembly Room; Sawyer County Courthouse

Members present: Tom Duffy, James Schlender, Jesse Boettcher, and Troy Morgan virtually

Others present: Carol Williamson, Tom Hoff, Sherry Beckman, Lori Baltrusis, Janice Snider, Rick Christian, Mike Coleson, Ken Pearson, Linda Zillmer

Chair Schlender called the meeting to order 8:30 am

Motion by Duffy, 2<sup>nd</sup> by Boettcher, to approve the minutes of the June 8, 2020 meeting. Motion carried

Sawyer County Fair President Rick Christian reported to the Committee. The SC Fair will make a final decision on July 15 whether the Fair will be held in August. A representative will inform the County Board on the decision.

Area Extension Director Lori Baltrusis reported to the Committee. Baltrusis provided a power point that is included in the agenda packet on the website. The PP gives an overview of the services offered by UW Extension and the staff. Without UW Extension Sawyer County would not have 4-H or the FoodWise program.

Sherry Beckman, Executive Director for the Hayward Lakes Visitors and Convention Bureau provided a virtual presentation regarding a survey conducted with the HLVCB members. The presentation is also included in the agenda packet.

Ken Pearson from Northwest Regional Planning Commission reported to the Committee. Pearson provided a written report, the Northwest Regional Housing Program 1<sup>st</sup> Quarter Report, an info sheet on the Northwest Regional Housing program, and the 2020 NW Wisconsin Household Hazardous Waste Collection Schedule. Three housing program applications were received from Sawyer County residents during the first quarter of 2020. Hazardous Waste collection in Sawyer County will be Wednesday, September 30, 2020, from 2:00 pm to 7:00 pm, at the Sawyer County Fairgrounds. For additional information regarding the hazardous waste collection, please contact Ariga Grigoryan at 715-634-4806.

Supervisor Troy Morgan updated the Committee on the Sawyer County/Lac Courte Oreilles Economic Development Corporation. The Corporation has hired a part time Executive Director and has 19 board members. An Annual report and board roster will be presented at the August Committee meeting.

Adjourned 9:13

Minutes prepared by Carol Williamson

### 4-H Youth and Families Educator – Sky Holt

[Sky.holt@wisc.edu](mailto:Sky.holt@wisc.edu) 715-638-3237

- **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.
- Coordination and participation of many calls and zoom meetings with Wisconsin 4-H, volunteers, project leaders, community partners and Institute partners. In particular this month, focus has been with **Sawyer County Fair** preparations and how it affects 4-H participation and how to navigate youth involvement within UW-Madison Extension requirements. *(Due to the health concerns, 4-H members are encouraged to avoid large gatherings of any kind and to attend only events that are following Extension guidelines, including distancing and face coverings. However, 4-H will not prevent young people from exhibiting individually. Members choosing to participate on their own will not be covered by any 4-H insurance during their participation and 4-H assumes no responsibility should they become sick as a consequence of their participation.)*
- Through many conversations with 4-H families, many are planning on participating in the Sawyer County Fair this year. I have attended a safety meeting with Fair Board and Public Health to hear about safety measures Fair Board is putting in place this year. There will be no small animal exhibits this year due to safety concerns. There will not be an in person MASC auction this year, but youth will sell direct sale to buyers. This opportunity will give youth a different perspective on the sale of animals and will give them the ability to negotiate price.
- Participated in numerous professional development opportunities provided by UW-Madison, Division of Extension. Topics have included: Dialogue as a change tool, Health globally and as a community, Racial inequality, Physical activity and emotional health, Project leader and club leader support.
- Continue to support the **Sawyer County EOC** as the chairperson for the Resilience and Well-being section. There have been **over 100 individual resource posts** through Public Health Facebook and Extension Facebook, supporting Sawyer County Community well-being.

### FoodWise - Kimberly Clark

[kimberly.clark@wisc.edu](mailto:kimberly.clark@wisc.edu) 715-638-3350

- Bridget has been communicating with schools, organizations, and agencies in Sawyer County about **programming options** for the FoodWise FY21 (start date of October 1, 2020). FoodWise is working diligently to develop nutrition and healthy living education opportunities in all formats and virtual platforms so that we can accommodate as many situations and requests as possible.
- Kim has been in contact with the **Winter Senior Center** and is working on a plan to develop a virtual Strong Bodies opportunity.
- In September Bridget will be getting certified to facilitate **Strong Bodies** classes so that Kim and Bridget will both be available to offer this class to seniors in our communities.

### Community Development and Resource Educator - Ariga Grigoryan

[ariga.grigoryan@wisc.edu](mailto:ariga.grigoryan@wisc.edu) 715-638-3295

- Facilitating **Farmers Market** relocation and expansion program
- Developing county wide leadership program focusing on current or emerging needs
- Finalizing Barron County strategic plan

## **Agriculture Development Educator - Kevin Schoessow**

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- Sharing with you a recent promo video that we put together for our Teaching & Display Garden at the Spooner Ag Research Station. This video would not be possible without the drone video provided by Mr. RJ Sanderson, a friend of mine AND Lorraine Toman the creative genius in editing, formatting and posting. [Spooner Ag Station Video](#)
- 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 attempted through emails to various local farmers lists and organizations, and personal phone calls or emails.
- It has been a busy season assisting home gardeners and resident property owners with questions and concerns about pests, disease, plant id and other plant and landscape issues. Some of these referrals and questions have come from local horticulture businesses. Extension Master Gardener Volunteers have provided some assistance in answering these enquiries.
- I was a guest on the Wisconsin Public Radio "Garden Talk" show with Larry Meiller on May 8th. My topic focused on edible perennial plants. Archives of the show can be found at [here](#)
- While a challenge the North Country Master Gardener Volunteers have maintained their horticulture outreach efforts by conducting meetings and educational presentations to the public via Zoom. Many of these Zooms presentations reach a larger geographic area and for some topics had over 100 participants. Volunteers and myself are also producing 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 in place, the Teaching & Display Garden is still open to the public. Volunteers, a part-time staff and myself have dedicated many hours to keeping this outdoor classroom open and available for our horticulture outreach and teaching. The garden is still enjoyed by the public, although no group instruction is happening. Plans are under way for the 22nd Annual Twilight Garden Tour. This will be a virtual event including a live Zoom presentation by our invited University Specialists. More information can be found [here](#)
- Produce harvesting from the Station Seed to Kitchen Research project and the Display Garden are beginning. As in the past I with the help of other community partners will be coordinating the distribution of this food to those that need it most.
- Like my colleagues I have taken the last few months to participate in many professional development training and discussions. Skills of particular interest and value have been conducting virtual education through online presentations and video, mental health and suicide awareness, updates on current horticulture and agriculture technologies and trends, and increased awareness of staying healthy during a pandemic.

## **Area Extension Director - Lori Baltrusis**

[lori.baltrusis@wisc.edu](mailto:lori.baltrusis@wisc.edu) 715-295-4112

- Budget and contract discussions and preparation
- Connections to UniverCity opportunities
- Weekly discussions about supporting counties during COVID-19
- Development of Safety Plans for county offices

**Sawyer County UW-Extension - prepared by Lori Baltrusis July 2021**

**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

**\$226,900 Total Grants**

*\$220,000 applied in 2020 for hemp production (will hear before September 1st) Apply every year for up to \$500,000 in different grant funding focusing on local food systems.*

**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**

## KEY PERFORMANCE INDICATORS

Hayward Lakes Visitors and Convention Bureau, Sawyer County, WI USA's success is measured in many ways, some tangible measurements like hard numbers-jobs, visitors, budgets, and return on investment. Following are the benchmarks we use to determine success:

By calendar year	2018	2019
<b>Occupancy Rate</b> -WI North Area Smith Travel Research, Inc.	53.6	52.7
<b>Visitor Spending</b> -Sawyer County	92.2 Million	92 million
<b>Visitors</b> -Information Center	18,646	16,791
<b>Vacation Guides Distributed</b>	75,000	75,000
<b>Vacation Guide Downloads</b>	25,936	79,751
<b>Website Page Views</b> - www.haywardlakes.com	267,473	306,014
<b>Twitter</b>	573	611
<b>Facebook</b>	2489	3262
<b>Instagram</b>	949	1421
<b>Room Tax</b> -Town of Hayward	71,320.33	77,027.66
<b>Room Tax</b> -Town of Hunter	63,489.14	70,860.51
<b>Return on Investment</b> of Tourism Advertising	7:1	8:1
<b>Total Marketing Expense</b>	202,330	200,294

\*Numbers for 2020 are not available until May 2021.

### Hayward, Sawyer County, Wisconsin Demographics for tourism:

Traveler expenditure exceeded \$92 million in 2019 for Sawyer County.  
County sales tax distribution <http://www.revenue.wi.gov/report/c.html#county>  
Wisconsin Department of Tourism <http://industry.travelwisconsin.com>

Twelve percent of all expenditures were in winter; 19% in spring; 44% in summer and 25% in fall.

72% of the travelers are on leisure trips. Lodging represents the largest single expenditure, second food and beverage, third shopping and fourth recreation.

[www.revenue.wi.gov/reports/.html#sales](http://www.revenue.wi.gov/reports/.html#sales)

Wisconsin residents continue to account for our leisure visitors by 32%. Minnesota 19% and Illinois 25% and Iowa 4% and other \$19% (states with less than 1% each)

Top Five Activities viewed on [www.haywardlakes.com](http://www.haywardlakes.com)

1. Snowmobiling
2. ATVing
3. Fishing
4. Hiking
5. Fall Color