





**MARATHON COUNTY  
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE  
AGENDA WITH MINUTES**

Date & Time of Meeting: **Thursday, January 5, 2023, at 3:00 p.m.**

Meeting Location: **Courthouse Assembly Room, Courthouse, 500 Forest Street, Wausau WI**

Committee Members:

Rick Seefeldt	Present
Becky Buch	Present
David Baker	Present
Bobby Niemeyer	Present
Tom Rosenberg	Present
Kim Ungerer	Not Present
Crystal Bushman	WebEx

Staff Present – Lance Leonhard, Chris Holmes, Kurt Gibbs, Kelley Blume

Others Present – Kimm Weber, Ozalle Toms, Leah Giordano, Jason Hausler, Jeremy Solin, Anne Lemmer,

- 1. Call Meeting to Order**
- 2. Pledge of Allegiance**
- 3. Public Comment** – Kelly Borchardt, Elsa Duranceau, and Melissa Holtz all spoke on the need of childcare in Marathon County.
- 4. Approval of the Minutes of the December 1, 2022, Extension, Education & Economic Development Committee Meeting** – Motion by Rosenberg, second by Niemeyer to approve the minutes. Motion carried on a voice vote unanimously.
- 5. Policy Issues Discussion and Potential Committee Determination:**
  - A. Discussion on County Role in Childcare and Affordable Housing. Administrator Lance Leonhard talked about the State of WI Dream up Grant. He would like to see all working families have accessible, affordable, quality childcare in their community.
- 6. Operational Functions required by Statute, Ordinance, Resolution or Policy:** None
- 7. Educational Presentations and Committee Discussion**
  - A. MCDEVCO’s Monthly Report-Kimm Weber gave a summary of the MCDEVCO report as provided in the packet.
  - B. Library Monthly Report-Leah Giordano gave a summary of the library report as provided in the packet along with stating that the library has a new website.
  - C. UW-Extension Monthly Report – Jason Hausler gave the report for the UW-Extension. He introduced Jeremy Solin as the new director for area seven.
  - D. UWSP-Extension Report – Ozalle Toms gave a summary of the UWSP-Extension report as provided in the packet. Questions were asked and answered.
- 8. Next Meeting Time, Location, Announcements and Agenda Items:**
  - A. Committee members are asked to bring ideas for future discussion. Supervisor Baker made a request for future meetings.
  - B. Next Scheduled Meeting Thursday, February 2, 2023, at 3:00 p.m.
- 9. Adjournment** – Motion by Rosenberg, Second by Baker to adjourn. Motion carried on a voice vote unanimously. Meeting adjourned at 4:35 p.m.

Minutes prepared by Kelley Blume, Marathon County Assistant Clerk

DRAFT

## MCDEVCO, Inc. – January 2023 Report

### GAP FINANCING

MCDEVCO continues to work with businesses throughout Marathon County to provide GAP financing.

### MCDEVCO Economic Development Updates:

- POWTS Update
- GAP Loan Program Update

### COVID-19 GRANTS

MCDEVCO continues to administrate the Marathon County Microbusiness Grant.

- Total Grantees Awarded: 42
- Total Amount Disbursed to Marathon County Businesses: \$210,000.00
- MCDEVCO is still marketing, receiving and processing these applications.



### ENTREPRENEURIAL DEVELOPMENT

**2023 Educational Programming:** 2023 Program Calendar...*Coming Soon!*

### 2022 PAST EVENTS:

- **March 5, 2022:** HWCC Networking Event and Tour of EEC.
- **March 29, 2022:** DC Everest Youth Entrepreneur Field Trip of EEC and MCDEVCO.
- **May 12<sup>th</sup> and May 19<sup>th</sup>:** Marketing Workshop led by Elina VanNatta of 712 Creative.
- **June 1<sup>st</sup> and June 8, 2022:** Successful Selling in 2022 with Tim McKeough of Q Up Success.
- **June 28<sup>th</sup>:** MCDEVCO spoke with a group of upcoming graduates at the Wisconsin School of Cosmetology about starting businesses.
- **August 10<sup>th</sup>:** UW Madison Law, in partnership with MCDEVCO, presented a Business Law Basics Event which consisted of a Q and A session as well as one on one mentoring sessions with Supervising Attorney Jeffrey Glazer and two UW Madison Law Students.
- **August 23, 2022:** Mosinee Chamber of Commerce in partnership with MCDEVCO hosted an Information Session to highlight economic development resources available to businesses through MCDEVCO as well as at the Entrepreneurial & Education Center.
- **September 24, 2022:** MCDEVCO attended a resource session presented by the Hmong American Center, educating local business owners about the grants and loans available to them through MCDEVCO.

- **October 14, 2022:** *Moving the Needle: Idea to Action.* MCDEVCO hosted a workshop for women entrepreneurs to celebrate Women's Small Business Month in partnership with Heidi Lewerenz of HL Strategies.
- **September 13<sup>th</sup> through December 19, 2022:** 16 Week *GEARS* Certificate of Entrepreneurial Excellence Program.
- **November 2<sup>nd</sup> & December 7, 2022:** MCDEVCO hosted follow-up sessions in response to the Women's Leadership Program held on October 14, 2022 to further discuss how attendees are moving the needle, turning ideas into action.
- **December 13, 2022:** Quarterly Information Session was held for New Business Owners.

### **UPCOMING & CURRENT EVENTS:**

- MCDEVCO continues to partner with the DC Everest Junior High School Youth Entrepreneur Program to enhance the curriculum as it relates to business start-up and expansion for youth entrepreneurs.



### **Municipalities**

MCDEVCO hosts quarterly municipality meetings. The next scheduled Municipality Meeting will be February 8, 2023.

### **EEC Management**

Occupancy Update:

- January 2021 Occupancy: 61%
- December 2022 Occupancy: 85%

**Kimm Weber**, Executive Director - MCDEVCO

## Monthly Summary of the Marathon County Public Library for the Marathon County Extension, Education, and Economic Development Committee

February 2023

### Patron Account Purge

We recently completed a purge of outdated patron accounts in our records - those that had not been used for ten years AND owed no more than \$5 to MCPL were deleted from our database. These records had not been purged for numerous years, so the number of accounts removed this time (approximately 9,000) is higher than it would be in a typical annual purge. We are glad for the opportunity to bring MCPL's patron database maintenance in line with best practices. This will support patron privacy, help provide accurate information to the Department of Public Instruction, and allow us to better demonstrate to the community the value the library provides to each of our active patrons.

### Aquarium Celebrates 10 Years

Children and families were invited to the Marathon County Public Library's Wausau Headquarters last month to celebrate the 10th anniversary of the Phyllis Donner Aquarium, located in the library's children's department! MCPL held two story time anniversary events, with each seeing 50 or more attendees.



The anniversary events began with library staff reading ocean stories like *I'm the Biggest Thing in the Ocean* by Kevin Sherry and *Hey!: A Colorful Mystery* by Kate Read. Kids also enjoyed mimicking the actions of swimming, sleeping, riding a bike and brushing their teeth along to the silly song "The Goldfish" by the Laurie Berkner Band.

After story time, families were invited to partake in a variety of hands-on activities. Aquarium expert and tank maintenance professional Darren L. had chocolate chip starfishes and pencil urchins for kids to touch and hold in a small pool. Some kids were hesitant, but ultimately worked up the courage to hold or touch the creatures! Darren

also educated kids and families on the creatures and answered any questions families had about the aquarium.

A sensory table, where kids could find plastic ocean creatures in water beads and play with kinetic sand, was also set up for the event. The sensory activities were very popular and gave parents great ideas for activities to do at home! Kids could also make a colorful jellyfish with crepe paper and daubers, or personalize their own aquarium with fun stickers.

The 650-gallon Phyllis Donner Aquarium was built in 2012 by Las Vegas-based Acrylic Tank Manufacturing for Tanked, its Animal Planet reality series at that time. It was unveiled to the public in December of that year and houses approximately 50 different kinds of fish, starfish, crabs, urchins, coral and an eel.

## New Website

As a result of the recent security breach experienced through GoDaddy's hosting site, MCPL has moved to have our site hosted through WVLS. This will benefit the library in several ways, most notably of which will remove the need to pay for hosting and have more responsive technical support through our local consortium as opposed to an outside company.



You may also notice a new look to our website! The site has been redesigned to have a cleaner interface and be easier for patrons to navigate. Starting January 3, we also began using the Aspen "New Materials Request" module or "Suggest a Purchase" option. This new function allows patrons to request items not currently available straight from the catalog.

## Incidents on the Rise

Similar to last year, the library has been experiencing several challenges related to patron behavior as the weather has grown colder. This year in particular we have noticed an increase in medical emergencies which seem to be stemming from inebriation. Contact has been made with the City of Wausau Police Department, who have been very responsive. After discussions, the intent of the Wausau Police Department is to have an officer walk through the library on a daily basis in the afternoon when a good number of the incidents have occurred. County Administer Leonhard also made mention of the new Community Partners Campus which may offer alternative space for unhoused populations not wishing to use the library as intended.

## Library Services

December was a busy month for Library Services. We started out the month with a well-attended event on Landlord/Tenant Rights and Responsibilities led by Jeff Kersten from the Division of Trade and Consumer Protection. Our Grab & Go kits were also popular; 404 snow globe kits were passed out to kids and families and 85

felt pin kits were distributed to adults at our Wausau location alone. Our Aquarium Anniversary event was a big hit with families, garnering over 100 attendees across two days. We were thrilled with the foot traffic in the library this month, and we also spent time doing outreach in the community. Our Youth Services team led STEAM outreach efforts at schools, dropped off posters for our upcoming teen programs at nonprofits and schools, and welcomed groups to the library for tours. We even collaborated with Children's Wisconsin to offer a Spanish Play and Learn for children and families.

December also ushered in a fresh start for our library website. Patrons will notice that our website is currently under construction. We will be working hard throughout the coming months to transition our old website to this new platform. Enjoy the new look!

## Branches

Grab and Go craft kits continue to be popular at all locations. In December, we handed out numerous snow globe craft kits for kids and flower felt pin craft kits for adults. Creative book displays were featured at all locations including ones like "Warm Up with a Winter Romance," "Get Crafty," "I Just Want to Bake Cookies and Watch Movies All Day," and "Not a Creature was Stirring." Story time was also held at many branches. In January, some of our locations will transition from a bi-monthly story time to a weekly story time.

The Hatley and Spencer branches hosted Jeffrey Kersten, agency liaison with Wisconsin's Bureau of Consumer Protection, who discussed the details of common scams, the warning signs of a scam, and what to do if you or someone you know falls victim to a scam or fraud. Additional programs with Jeff will be held in Marathon, Athens, and Stratford in January.

Stratford staff switched over their outdoor Frankenstein scarecrow into a Grinch scarecrow. Before they did so, they asked our patrons to guess who it would become next. These library scarecrows have become popular with the patrons, providing a lot of conversation and humor for all ages – the kids have even been seen hugging Frank and the Grinch and taking selfies with them!

Heather, our Hatley Branch Coordinator, was selected to be part of the PBS Learning Cohort for 2023. This cohort is an exciting opportunity for Wisconsin library staff that blends professional development training, hands-on learning, peer-to-peer connection, and program implementation into one dynamic series!

Julie and Erska, both Branch Assistants in Rothschild, attended the WVLS Youth Services workshop hosted in Wausau on 12/2. They brought back many exciting ideas for future program planning. Annual performance appraisals were completed for all branch staff members.





# Wausau UW-Stevens Point

## Report to the Extension, Education, and Economic Development Committee

February 2023

1. **Taste of Jamaica-** Taste of Jamaica is open Monday-Thursday (11am-2pm) and Friday (11am-7pm)
2. **Fall 2023 Enrollment** -Our fall 2023 applications and admits continue to be up from this time last year. We are working to provide more concurrent high school courses spring 2023 and fall 2023. We are also working on a “finish up” campaign. This campaign targets students who have stopped out but are close to finishing their bachelors or associates degree. Our goal is to get several of these students enrolled for fall 2023.
3. **The Community’s Campus-** we want to be a resource to the community. Because of this, we have hosted several events recently that were opened to the public. These events included: The Candidate Forum, Dr. Jessica B. Harris presentation, Conversation on Childcare, Hank Talks, Women Trailblazers and Entrepreneurs Conference, etc. Please let us know how we can be a resource for you! We hosted a community MLK event, 167 people attended.
4. **Hank Talks-** Please join us for our spring Hank Talks (Tuesday evenings at 7pm in the Veninga Theater)
  - ✓ Feb 21- Speaker TBD
  - ✓ March 14 - Speaker TBD
  - ✓ April 18- Speaker TBD
5. **Upcoming Events**
  - ✓ Black History Month Events (see attached flyer)
    - Feb 1, Black History Event at Wausau East 6-8pm
    - Feb 9, Conference at UWSP at Wausau 9am-3pm
    - Feb 16, Black History Trivia 5:30pm
    - Feb 24, Black History Event at Whitewater Music Hall 6-8pm
  - ✓ Feb 12 - UWSP Presents - Staged Reading of Animal Farm -  
<https://uwsptickets.universitickets.com/w/event.aspx?id=2029&r=5006890b83ca41ffa2a8312940f22d83>

- ✓ Mosaic's Connecting Communities Conference Feb 24, 2023 (8:30am-4:15pm) will be held in the main building auditorium, Room 133 (Wausau Campus)  
**Registration Link:** <https://mosaicconnectingcommunities.eventbrite.com>  
More Info: [mosaic-connect.org](https://mosaic-connect.org) (see attached flyer)

**6. Degree Programs Offered** – Below is a list of the degree programs we offer on the Wausau campus.

- a. Associate Degrees
  - Associate of Arts and Sciences Degree
  - Human Services
  - Leadership and Project Mgt
  - Pre-Engineering
  
- b. Bachelors programs
  - Business Administration
  - Nursing
  - Social Work
  - Sociology
  - Engineering (UW-Platteville Partnership)
  
- c. Master's Degrees
  - Business Administration (Main Campus)
  - Physician Assistant Program (UW-Madison Partnership)
  - Social Work (UW-Green Bay Partnership)

Submitted by Ozalle Toms, Campus Executive

**February 24, 2023**

**8:30am-4:15PM**

**Keynote speakers,  
breakout sessions,  
ethnic lunch,  
networking**



[www.mosaic-connect.org](http://www.mosaic-connect.org)

# Connecting Communities Conference



**UW-Stevens  
Point at Wausau**

## Sponsors

**Register at  
<https://mosaicconnectingcommunities.eventbrite.com>**

**\$55/person early bird  
\$65/person after Feb. 10  
\$250 business/5 tickets**



**Wausau  
UW-Stevens Point**





WAUSAU  
FEBRUARY, 2023

# Black History Month



**Feb. 1st**  
Wausau East  
High School  
6-8pm  
FREE

## Black History Month Kick-off Event

Join us in hearing from one of the Nation's most vulnerable communities. Learn about some of the cultural nuances experienced by African American youth in Central Wisconsin. Understand why simply doing nothing impacts their day-to lives and results in race-based trauma. In addition to a youth-led panel discussion with African American youth and Mental Health Therapist, gain knowledge on six action steps for cultural considerations when working with African American youth. This is a free event; food and refreshments will be provided.

**Feb. 9th**  
UWSP-Wausau  
9-3pm  
FREE

## Conference: 2020 Reflections

In 2020 our Nation was swept by one crisis after another. We had the first wave of the coronavirus pandemic, the impeachment trial of Donald Trump, the stock market crash, and millions protesting after watching an officer of the law kneel on the neck and murder an unarmed black man. As best as we could, we have continued to go forward, putting out one fire after another. Although the conversations have dwindled, systemic oppression in marginalized communities has continued. Join us on Thursday, February 9th, 2023, from 9-3 pm at UWSP-Wausau to hear a powerful message from Dr. Onitilo Adedayo on "why talking about race still matters." This is a free event; light refreshments will be available; lunch will be on your own.

**Feb. 16th**  
Marathon County  
Historical Society  
5:30 8:30pm  
FREE

## Trivia Night

When President Gerald R. Ford officially recognized Black History Month during our country's bicentennial, he urged Americans to "seize the opportunity to honor the too-often neglected accomplishments of Black Americans in every area of endeavor throughout our history." Join us on Thursday, Feb 16th, 2023, from 5:30-8:30 pm at the Marathon County Historical Society for a fun, educational, and engaging evening of trivia. This is a free event; light appetizers will be provided.

**Feb. 24th**  
Whitewater Music  
Hall  
6-9 pm  
free

## Black History Month Celebration

Whew, we have had a student panel, a mini-conference, and a dynamic trivia night. Let's close out Black History month in unison. Join us on Friday, February 24th, 2023, from 6-9 pm at White Water Music Hall for an evening of laughter, dance, and celebration to commemorate the African American community's advancements, accomplishments, and achievements. This is a free event; food and refreshments will be provided.

Support for this project was provided through the B.A. & Esther Greenheck Foundation



B.A. & ESTHER  
**GREENHECK**  
FOUNDATION



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