



OFFICE OF KIM TRUEBLOOD
COUNTY CLERK
MARATHON COUNTY



Marathon County Mission Statement: Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business.

ADJOURNED ORGANIZATIONAL MEETING – AGENDA

THE ADJOURNED ORGANIZATIONAL MEETING of the Marathon County Board of Supervisors, composed of thirty-eight (38) members, will convene at the Marathon County Courthouse, Assembly Room, 500 Forest Street, Wausau, on Tuesday, July 23, 2024, at 6:00 p.m. to consider the following matters:

The meeting will be broadcast on Public Access or at <https://tinyurl.com/MarathonCountyBoard>

A. OPENING OF SESSION:

1. Meeting called to order by County Board Chair at 6:00 p.m., the agenda being duly signed and posted
2. Pledge of Allegiance to the Flag Followed by a Moment of Silence/Reflection
3. Reading of Notice
4. Request for silencing cell phones and other electronic devices
5. Roll Call
6. Acknowledgment of visitors

B. EDUCATIONAL PRESENTATIONS AND REPORTS:

7. Standing Committee Chairs or Designees

C. CONSENT AGENDA:

8. Approval of minutes from the June 13 & 18, 2024 meetings
9. Referral of bills and communications to respective committees
10. Authorizing the Clerk to issue orders, bills, and claims from the last session through this session.
11. Appointment:
 - a) Marathon County Local Emergency Planning Commission – Brian Kowalski
12. Ordinances:
 - a) Environmental Resources Committee:
 1. Town of Knowlton Rezone – Tim Vreeland for Keith Ziemba #O-23-24
13. Resolutions:
 - a) Human Resources, Finance, and Property Committee:
 1. Reauthorization of Self-Insurance for Worker’s Compensation #R-32-24

ORDINANCES

D. Motion to Reconsider Text Amendment Updates to Chapter 17 – Tyler Seehafer

E. Reconsideration of Text Amendment Updates to Chapter 17 – Tyler Seehafer #O-24-24

RESOLUTIONS

F. EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE and HUMAN RESOURCES, FINANCE, & PROPERTY COMMITTEE:

14. Approval of Budget Amendment to Allocate up to \$50,000.00 in American Rescue Plan Act (ARPA) Funds for Participation in the 2024 Uniquely Wisconsin Program #R-30-24

G. HUMAN RESOURCES, FINANCE, and PROPERTY COMMITTEE:

15. Approval of 2025 Annual Budget Revenue and Expense Assumptions #R-31-24

H. ENVIRONMENTAL RESOURCES COMMITTEE:

16. Motion to go into Closed Session (roll call vote suggested), pursuant to Wis. Stat. s. 19.85(1)(e), for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, to wit: analysis of County's right of first offer through landfill gas purchase agreement.
17. Motion to Return to Open Session (Roll call Vote NOT required)
18. Discussion and Possible Action Resulting from Closed Session Discussion

I. MISCELLANEOUS BUSINESS:

19. Announcements and/or requests
20. Move to adjourn

WITNESS: My signature this 23rd day of July, 2024

Kim Trueblood
Marathon County Clerk

NOTE: Following this meeting, a quorum of the County Board and its subordinate bodies may be present at the Marathon County Youth Opportunity Center, 7025 Packer Drive, Wausau, for a tour. There will be no action taken during this tour.

The next meeting of the County Board will be the Educational Meeting on **Thursday, August 15, 2024 at 6:00 p.m.** The regular business meeting will be held **Tuesday, August 20, 2024 at 6:00 p.m.** Both meetings will be held in the Assembly Room of the Courthouse and via WebEx.

Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 715-261-1500 or e-mail countyclerk@co.marathon.wi.us one business day before the meeting.

NOTICE PROVIDED TO: County Board Members, Marathon County Departments
News Media, Posted on County Website: marathoncounty.gov

Marathon County
Administration

Memo

To: Marathon County Board of Supervisors
From: Lance Leonhard
Date: July 12, 2024
Re: Appointment of Brian Kowalski to Local Emergency Planning Committee (LEPC)

This brief memo is offered in support of my appointment of Brian Kowalski to the Local Emergency Planning Committee (LEPC). Mr. Kowalski, a Marathon County resident, has 20 years of experience as a journalist with a focus on local government and county operations.

Per Marathon County Ordinance section 6.01(3), the LEPC must include at least one representative from broadcast and print media. I believe that Mr. Kowalski current employment satisfies the profession requirement provided within the county's ordinance. Moreover, I believe that Mr. Kowalski's background and experience make him a good candidate for this position, as he has considerable experience and knowledge relative to local government and our community.

Given that Mr. Kowalski meets the expressed requirements of section 6.01(3) of the Marathon County ordinances and that he has a considerable knowledge of local government and the community based on his professional work and his longstanding residency, I believe he would be an asset to the LEPC.

Thank you for considering his appointment.



Lance Leonhard
County Administrator



Marathon County Citizen Participation Form

Thank you for your interest in becoming involved with Marathon County Boards, Committees or Commissions. Placement based, in part, on your responses to the following questions; please provide us with some information to use when considering your appointment by completing the questions below. You are welcome to attach additional information such as your resume or vitae that may further support your appointment. For additional information, visit Marathon County's Web Site at <https://www.marathoncounty.gov/>. This form will remain on file for three years. A list of existing Boards, Commissions and Committees (including general information) can also be found on our website. Please consider becoming a part of this important Community Resource Group.

Contact Information

Date

6/20/2024

First Name *

Brian

Last Name *

Kowalaki

Address: *

2424 Mount View Blvd

City: *

Wausau

Zip Code: *

54403

Phone *

(715)573-2595

Email *

brian.kowalski@mmclocal.com

Years as a Marathon County Resident *

WI

Occupation/Employer, if applicable

I am the editor of City Pages and the founder of The Wausonian news publication on Substack.

Business Information

Business Name**Address:****City:****Zip Code:****Choose Boards/Commissions and/or Committee ***

- | | |
|---|---|
| <input type="checkbox"/> Administrative Review Board | <input type="checkbox"/> Highway Safety Commission |
| <input type="checkbox"/> ADRC-CW Board | <input checked="" type="checkbox"/> Local Emergency Planning Committee |
| <input type="checkbox"/> Board of Adjustment | <input type="checkbox"/> Marathon County Land Information Council |
| <input type="checkbox"/> Board of Health | <input type="checkbox"/> Marathon County Park Commission |
| <input type="checkbox"/> Broadband Task Force | <input type="checkbox"/> Marathon County Public Library Board |
| <input type="checkbox"/> Central Wisconsin Airport Board | <input type="checkbox"/> Metallic Mining Committee |
| <input type="checkbox"/> Central WI Economic Development Board (CWED) | <input type="checkbox"/> North Central Community Services Program Board |
| <input type="checkbox"/> Civil Service Commission | <input type="checkbox"/> Rib Mountain Metro Sewerage District |
| <input type="checkbox"/> Community Action Program Board | <input type="checkbox"/> Social Services Board |
| <input type="checkbox"/> County Forest Citizens' Advisory Sub-Committee | <input type="checkbox"/> Solid Waste Management Board |
| <input type="checkbox"/> Criminal Justice Coordinating Council | <input type="checkbox"/> Transportation Coordinating Committee |
| <input type="checkbox"/> Environmental Resources Committee (ERC) | <input type="checkbox"/> Veterans Service Commission |
| <input type="checkbox"/> WI Valley Library Service Board of Trustees | <input type="checkbox"/> Other <input type="text"/> |

For a thorough understanding of the objectives, membership, term, and duties of these groups, kindly refer to the Marathon County Ordinances, [Chapter 2, Section 2.05 and 2.06.](#)

Why are you interested in serving on these particular Committees? *

I was invited by Supervisor Stacey Morache to apply for the media role on the Local Emergency Planning Committee. I welcome the opportunity as it's rare there is a chance for a local media person to ethically serve on a committee. I think I can bring a lot to the table based on my experience which I have outlined below.

What qualifications can you bring to these Committees? *

I have worked as a journalist for 20 years and have specifically covered local government including county government, as well as worked as a full-time crime reporter. Those experiences helped me understand the workings of local government, how counties operate and what they're statutorily required to perform, how budgets work, how policing agencies operate and some of the challenges involved in all of that.

On what other Committee(s) are you currently serving, if any?

None at the present, though I have served on the Medical College of Wisconsin's board evaluating student proposals.

Other Community Involvement

I have volunteered with The Joseph Project as a community member volunteer.

References(Please Include 3)

First Name *

Chad

Last Name *

Billib

Address:

City:

Zip Code:

Phone *

(715)261-1200

Relationship to You *

Sheriff/source

First Name *

Kate

Last Name *

Kipp

Address:

1431 Silver Circle Kronenwetter

City:

Kronenwetter

Zip Code:

54455

Phone *

(715)571-4616

Relationship to You *

Former source, former
county official

First Name *

Dan

Last Name *

Kontos

Address:

City:

Zip Code:

Phone *

(715)498-6762

Relationship to You *

Source, former Po Co Chief
Deputy

Additional Information

You are welcome to attach additional information such as your resume or vitae that may further support your appointment.

Attachment(s)

250 MB maximum file size

Signature *



Please sign here:

Contact

dr.applezoid@gmail.com

www.linkedin.com/in/b-c-kowalski-89639347 (LinkedIn)

Top Skills

Web Design

Writing

Page design

Languages

Japanese (Limited Working)

Spanish (Elementary)

Certifications

Google Analytics for beginners

B.C. Kowalski

Editor In Chief at The City Pages

Marathon County, Wisconsin, United States

Summary

I'm B.C. Kowalski, editor for the City Pages and founder of The Wausonian. I have worked for both daily and weekly newspapers, have written everything from short briefs to long, well-researched and sourced features, all with a mind toward relevance to the community. I have covered business, crime, local government and state issues. I currently direct the news coverage at City Pages, deciding what gets covered and how. I excel at developing sources and pride myself on building trust with them.

Parallel to my time as a news writer, I have built my reputation as a photographer. My work has been featured in the San Francisco Chronicle, the Milwaukee Journal-Sentinel and many other publications. I've also shot photos for businesses to help promote their products.

I can also code data visualizations in Python, understand the mechanics and strategy of YouTube and video content, and consider myself an amateur data nerd.

I've also managed a store and worked in sales, developing valuable people skills and learning to work with a variety of personality types.

Experience

The Wausonian

Founder

October 2020 - Present (3 years 9 months)

Wausau

In October 2020 I founded The Wausonian, a substack-based news publication covering the Wausau area with depth, fairness and no political bias. The Wausonian is designed to meet readers where they are, delivered in a modern media format, and be easy to read.

The City Pages

9 years 8 months

Editor In Chief

July 2020 - Present (4 years)

Wausau-Stevens Point Area

News reporter and photographer

November 2014 - July 2020 (5 years 9 months)

Wausau, Wisconsin Area

I write, edit and take photos for our weekly publication, as well as direct the coverage with minimal input from my superior. That includes managing the Buzz column, our popular business column in the back of City Pages. I also write 1,800 words per week for our news page and a longer 2,000+ word feature for our cover story. I work almost completely unsupervised — my boss trusts me to get the job done and get it done right.

The Keep it Wausome! podcast

Founder

December 2018 - Present (5 years 7 months)

Wausau, Wisconsin, United States

The Keep it Wausome! podcast is a locally based cast focusing on interesting people in the Wausau area and beyond.

Gannett

9 years 5 months

City, Local Government and Crime Reporter

June 2010 - November 2014 (4 years 6 months)

Stevens Point

- Successfully covered four dynamic beats, including city, county, municipal governments and crime.
- Repeatedly scooped radio, TV and other newspapers on big stories, including the city of Stevens Point's redevelopment plans for the downtown mall.
- Received Wisconsin Newspaper Association first place award for beat writing, for coverage of the ongoing mall saga.
- Received Gannett Award for Excellence for expose on public official hiding evidence that a major project was built incorrectly.

Sports assistant

July 2005 - May 2010 (4 years 11 months)

J Geeks

Founder/Editor

March 2009 - June 2012 (3 years 4 months)

I founded, designed, edit and wrote all content for www.jgeeks.com, obtaining hundreds of hits per day. The site's domain was eventually sold.

City Pages

Arts and Entertainment Editor

January 2008 - August 2009 (1 year 8 months)

Wausau Daily Herald

Sports Writer

June 2005 - January 2008 (2 years 8 months)

Wausau, Wisconsin, United States

I worked the sports desk at the Wausau Daily Herald, covering sports for a three-county region. On this job, typing hundreds of names per night, I learned the importance of accuracy and organization.

Education

freeCodeCamp

Full Stack Web Development, Computer Software Engineering · (2017 - 2018)

University of Wisconsin-Stevens Point

Bachelors, English · (2006 - 2010)

University of Wisconsin-Marathon County

Associate's degree, General · (2004 - 2006)

D.C. Everest High School

High School Diploma, General · (1994 - 1997)

From: [Toshia Ranallo](#)
To: [Toshia Ranallo](#)
Subject: FW: [EXTERNAL] Re: LEPC Application Received
Date: Friday, June 21, 2024 5:04:12 PM

From: Brian (B.C.) Kowalski <brian.kowalski@mmclocal.com>
Sent: Friday, June 21, 2024 2:22 PM
To: Lance Leonhard <Lance.Leonhard@co.marathon.wi.us>
Cc: Toshia Ranallo <Toshia.Ranallo@co.marathon.wi.us>
Subject: [EXTERNAL] Re: LEPC Application Received

In addition, Yauo Yang has agreed to be a reference for me. Here is his email: yauoyang@hotmail.com

Thank you,

Brian

Brian (B.C.) Kowalski
Editor, Reporter, Photographer
City Pages
Multi_Media Channels Corp.

ORDINANCE #O-23-24
Town of Knowlton Rezone

WHEREAS, the Marathon County Board of Supervisors has been petitioned to amend the General Code of Ordinances for Marathon County Chapter 17 Zoning Code by Tim Vreeland on behalf of Kieth Ziemba to amend the General Code of Ordinance for Marathon County Chapter 17 Zoning Code to rezone lands from L-D-R Low Density Residential to R-R Rural Estate and G-A General Agriculture shown on CSM 2076, CSM 2139, and part of the Northeast ¼ of the Fractional Northeast ¼ of Section 5, Township 26 North, Range 7 East, Town of Knowlton. The area proposed to be rezoned to R-R Rural Residential is described as Lot 1 and the area proposed to be rezoned to G-A General Agriculture is described as Lot 2 of the preliminary CSM. Parent Parcel #048-2607-051-0998, 048-2607-051-0998, and 048-2607-051-0992.

WHEREAS, the petition was referred to the Marathon County Environmental Resources Committee (the Committee) for public hearing; and

WHEREAS, the Committee, on due notice, conducted a public hearing thereon, pursuant to Section 59.69, Wisconsin Statutes on July 2, 2024 to consider the petition to amend Chapter 17; and

WHEREAS, the Committee being duly informed of the facts pertinent to the changes proposed, having reviewed the staff report, and duly advised of the recommendations of the Town of Knowlton hereby recommends the petition be GRANTED AS APPLIED FOR

NOW THEREFORE BE IT RESOLVED, the County Board of Supervisors of the County of Marathon does ordain as follows: The General Code of Ordinances for Marathon County Chapter 17 Zoning Code (and accompanying Zoning Map) is amended as stated above.

Dated this 2nd day of July, 2024

Environmental Resources Committee

Ayes _____ Nays _____ Abstain _____ Absent _____ [] Voice Vote

Approved and adopted this _____ day of _____, 2024

Denied this _____ day of _____, 2024

Approved as to Form:

SEAL

Michael Puerner, Corporation Counsel

Attest:

Approved as to Financial Impact (if necessary)

Samantha Fenske, Finance Director

Kim Trueblood, Marathon County Clerk

ORDINANCE #O - ____ -24
Town of Knowlton Rezone

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WHEREAS, the Committee being duly informed of the facts pertinent to the changes proposed, having reviewed the staff report, and duly advised of the recommendations of the Town of Knowlton hereby recommends the petition be GRANTED AS APPLIED FOR

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Dated this 2nd day of July, 2024

Environmental Resources Committee

Ayes _____ Nays _____ Abstain _____ Absent _____ [] Voice Vote

Approved and adopted this _____ day of _____, 2024

Denied this _____ day of _____, 2024

Approved as to Form:

SEAL

Michael Puerner, Corporation Counsel

Attest:

Kristi Palmer, Finance Director
Approved as to Financial Impact (if necessary)

Kim Trueblood, Marathon County Clerk

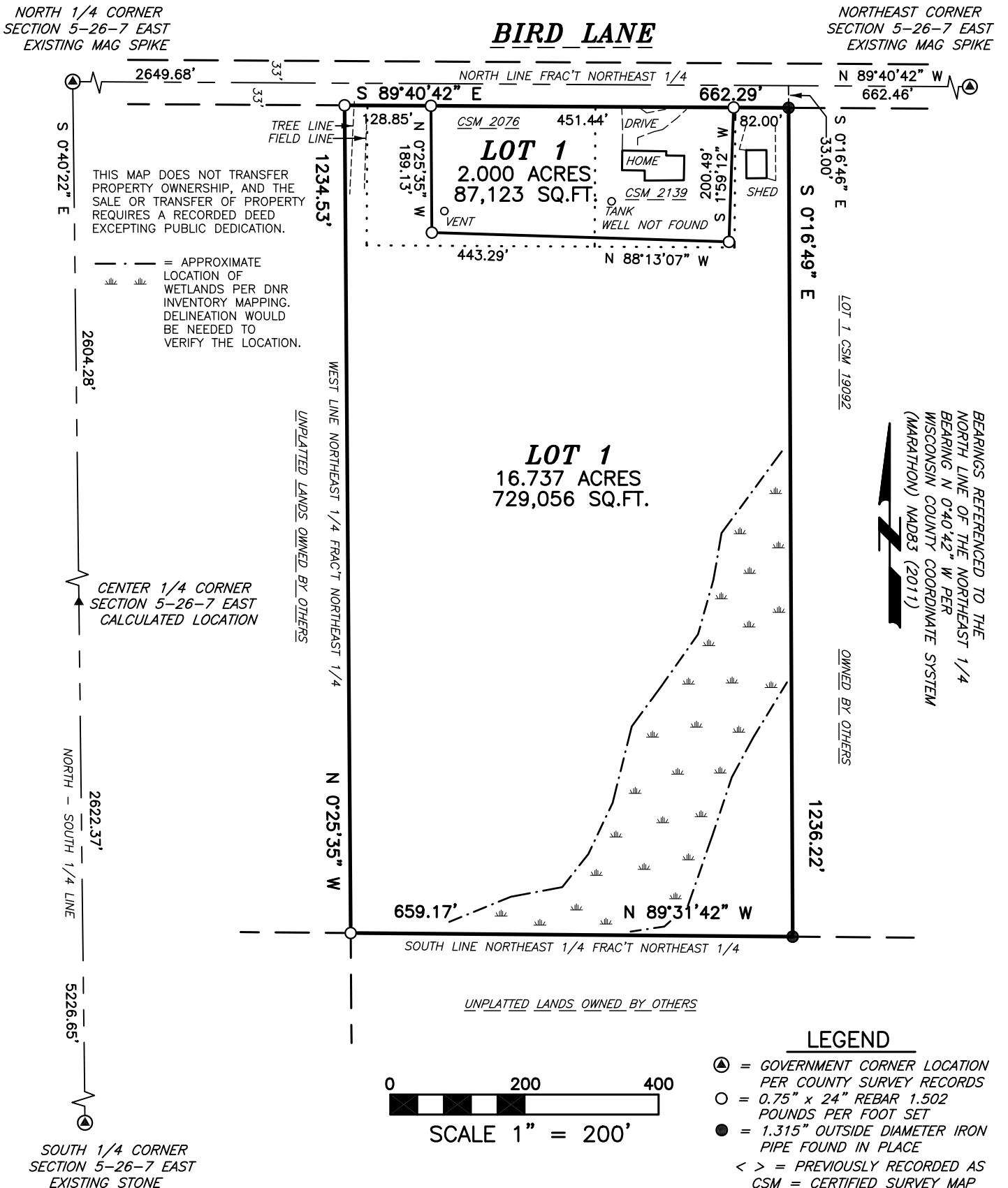
CERTIFIED SURVEY MAP

MARATHON COUNTY NO. _____

CSM 2076, CSM 2139 AND PART OF THE NORTHEAST 1/4 OF THE FRACTIONAL NORTHEAST 1/4 OF SECTION 5, TOWNSHIP 26 NORTH, RANGE 7 EAST, TOWN OF KNOWLTON, MARATHON COUNTY, WISCONSIN.

VREELAND ASSOCIATES, INC.	
LAND SURVEYORS & ENGINEERS	
6103 DAWN STREET WESTON, WI. 54476	
PH (715) 241-0947 tim@vreelandassociates.us	
OWNER:	KEITH ZIEMBA
FILE #:	24-0180 ZIEMBA
DRAFTED AND DRAWN BY: TIMOTHY G. VREELAND	

SHEET 1 OF 2 SHEETS



CERTIFIED SURVEY MAP

CSM 2076, CSM 2139 AND PART OF THE NORTHEAST 1/4 OF THE FRACTIONAL NORTHEAST 1/4 OF SECTION 5, TOWNSHIP 26 NORTH, RANGE 7 EAST, TOWN OF KNOWLTON, MARATHON COUNTY, WISCONSIN.

SHEET 2 OF 2 SHEETS

SURVEYORS CERTIFICATE

I, TIMOTHY G. VREELAND, PROFESSIONAL LAND SURVEYOR, DO HEREBY CERTIFY THAT AT THE DIRECTION OF KEITH ZIEMBA, I SURVEYED, MAPPED AND DIVIDED ALL OF CERTIFIED SURVEY MAP NUMBER 2076, RECORDED IN VOLUME 8 ON PAGE 223, CERTIFIED SURVEY MAP NUMBER 2139, RECORDED IN VOLUME 8 PAGE 160 AND THAT PART OF THE NORTHEAST 1/4 OF THE FRACTIONAL NORTHEAST 1/4 OF SECTION 5, TOWNSHIP 26 NORTH, RANGE 7 EAST, TOWN OF KNOWLTON, MARATHON COUNTY, WISCONSIN, DESCRIBED AS FOLLOWS:

COMMENCING AT THE NORTHEAST CORNER OF SAID SECTION 5; THENCE N 89°40'42" W ALONG THE NORTH LINE OF THE NORTHEAST 1/4 662.46 FEET; THENCE S 0°16'49" E ALONG THE WEST LINE OF LOT 1 OF CERTIFIED SURVEY MAP NUMBER 19092 1236.22 FEET; THENCE N 89°31'24" W ALONG THE SOUTH LINE OF THE NORTHEAST 1/4 OF THE FRACTIONAL NORTHEAST 1/4 659.17 FEET TO THE SOUTHWEST CORNER OF THE NORTHEAST 1/4 OF THE FRACTIONAL NORTHEAST 1/4; THENCE N 0°25'35" W ALONG THE WEST LINE OF THE NORTHEAST 1/4 OF THE FRACTIONAL NORTHEAST 1/4 1234.53 FEET TO THE SOUTH LINE OF BIRD LANE; THENCE S 89°40'42" E ALONG THE SOUTH LINE OF BIRD ROAD 662.29 FEET TO THE POINT OF BEGINNING. SUBJECT TO ALL EASEMENTS, RESTRICTIONS AND RIGHTS OF WAY OF RECORD AND USE.

THAT SUCH MAP IS A CORRECT REPRESENTATION OF ALL EXTERIOR BOUNDARIES OF THE LAND SURVEYED AND THE DIVISION AND THE CERTIFIED SURVEY MAP THEREOF MADE.

THAT I HAVE FULLY COMPLIED WITH SECTION 236.34 OF THE WISCONSIN STATUTES IN SURVEYING, MAPPING AND DIVIDING THE LANDS, CHAPTER A-E 7 OF THE WISCONSIN ADMINISTRATIVE CODE AND THE LAND DIVISION ORDINANCE OF MARATHON COUNTY AND THE TOWN OF KNOWLTON, ALL TO THE BEST OF MY KNOWLEDGE AND BELIEF IN SURVEYING, DIVIDING AND MAPPING THE SAME.

DATED THIS 14TH DAY OF MAY, 2024
SURVEY PERFORMED MAY 13TH, 2024

TIMOTHY G. VREELAND P.L.S. 2291

APPROVED FOR RECORDING UNDER
THE TERMS OF THE MARATHON
COUNTY LAND DIVISION REGULATIONS.

BY _____

DATE _____
MARATHON CO. CONSERVATION,
PLANNING & ZONING DEPT.
CPZ TRACKING NO _____

REVIEWED AND APPROVED FOR
RECORDING BY THE TOWN OF
KNOWLTON

DATE: _____

TOWN OF KNOWLTON

STATE OF WISCONSIN)
MARATHON COUNTY)
TOWN OF KNOWLTON)

RESOLUTION ON ZONING ORDINANCE AMENDMENT

TO THE MARATHON COUNTY ENVIRONMENTAL RESOURCES COMMITTEE

I, Alan Fochs, Clerk of the Town of Knowlton, Marathon County, State of Wisconsin, do hereby certify that the following is a true and correct copy of a resolution adopted by the Town of Knowlton Town Board at a meeting held on the 10th day of June, 2024.

RESOLUTION

WHEREAS, Section 59.69(5)(e)3., Wisconsin Statutes, provides that if a town affected by a proposed amendment disapproves of the proposed amendment, the town board may file a certified copy of a resolution adopted by such board disapproving of the petition with the Environmental Resources Committee prior to, at or within ten (10) days after the public hearing, and

WHEREAS, if the town board of the town affected in the case of an ordinance relating to the location of boundaries of districts files such a resolution, the Environmental Resources Committee may not recommend to the County Board approval of the petition without change, but may only recommend approval with change or recommend disapproval.

NOW, THEREFORE BE IT RESOLVED that the Town of Knowlton Town Board considered on the 10th day of June, 2024, the petition of Tim Vreeland on behalf of Kieth Ziemba to amend the General Code of Ordinance for Marathon County Chapter 17 Zoning Code to rezone lands from L-D-R Low Density Residential to R-R Rural Estate and G-A General Agriculture shown on CSM 2076, CSM 2139, and part of the Northeast ¼ of the Fractional Northeast ¼ of Section 5, Township 26 North, Range 7 East, Town of Knowlton. The area proposed to be rezoned to R-R Rural Residential is described as Lot 1 and the area proposed to be rezoned to G-A General Agriculture is described as Lot 2 of the preliminary CSM. Parent Parcel #048-2607-051-0998, 048-2607-051-0998, and 048-2607-051-0992

The Town of Knowlton hereby has considered the following standards for rezoning above property (*use additional sheets if necessary*);

- 1) **Has the applicant provided what public facilities and/or services currently serve the proposed development, what additional services may be required, and how the additional services will be provided?**
 No Yes Explain: NA
- 2) **Has the applicant demonstrated how the provision of the public facilities will not be an unreasonable burden to local government?**
 No Yes Explain: NA
- 3) **Has the applicant determined that the land is suitable for the development proposed? Explain.**
 No Yes Explain: NA
- 4) **Has the applicant demonstrated what will have to be done so the development will not cause unreasonable air and water pollution, soil erosion, or adverse effects on rare or irreplaceable natural areas? Explain.**
 No Yes Explain: NA
- 5) **Is there any potential for conflict with existing land uses in the area?**
 No Yes Explain: _____

(OVER)

- 6) Has the applicant demonstrated the need for the proposed development at this location? Explain.
 No Yes Explain: NA
-
- 7) Has the applicant demonstrated the availability of alternative locations? Be specific
 No Yes Explain: NA
-
- 8) Is cropland is being consumed by this zone change? What is the productivity of the agricultural lands involved?
 No Yes Explain: _____
-
- 9) Has the applicant explained how the proposed development will be located to minimize the amount of agricultural land converted?
 No Yes Explain: NA
-
- 10) Is proposed rezone request consistent with the town's adopted Comprehensive Plan? Explain.
 No Yes Explain: _____
-
- 11) Is there anything else the Town wishes to present or comment on regarding this application to the Marathon County Environmental Resources (ERC) Committee?
 No Yes Explain: _____
-

The Town of Knowlton recommends: **Approval** **Disapproval** of the amendment and/or zone change.

OR **Requests an Extension*** for the following reasons: _____

*Wis. Stats §59.69(5)(e), (3), and (3m) authorizes Towns to extend the time to disapprove a zone change for a total of thirty (30) days beyond the date of the public hearing. The extension must be by Town Board Resolution and remains in effect until the Town Board adopts a resolution rescinding the extension.

Clerk Ally
 Town Board Jim Morris
OS Ltr

NOTE: If you recommend disapproval of this request, please make every effort to send a representative to the Environmental Resources Committee Public Hearing. Town input at the hearing is always appreciated. Please return this form before June 21, 2024 to:

Marathon County Conservation, Planning and Zoning Department
 210 River Drive
 Wausau, WI 54403

RESOLUTION # R-32-24
Reauthorization of Self-Insurance for Worker's Compensation

WHEREAS, the County of Marathon is a qualified political subdivision of the State of Wisconsin; and

WHEREAS, the Wisconsin Worker's Compensation Act (Act) provides that employers covered by the Act must either insure their liability with worker's compensation insurance carriers authorized to do business in Wisconsin or self-insure and thereby assume the responsibility for their own worker's compensation risk and payment; and

WHEREAS, the State and its political subdivisions may self-insure worker's compensation without a special order from the Department of Workforce Development (Department) if they agree to report faithfully all compensable injuries and agree to comply with the Act and rules of the Department; and

WHEREAS, in 2002, the State implemented a requirement that political subdivisions pass a resolution every 3 years to continue to self-insure their worker's compensation program; and

WHEREAS, the Board of Supervisors at their February 27, 2018, meeting adopted Resolution #R-17-21 confirming Marathon County's election of self-insurance for the period of 2021 to 2024; and

WHEREAS, the Human Resources, Finance, and Property Committee, at its June 18, 2024, meeting recommended the continuation of the County's self-insured worker's compensation program, in compliance with Wisconsin Administrative Code DWD 80.60(3).

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Marathon does ordain as follows:

- (1) Marathon County shall provide for the continuation of a self-insured worker's compensation program for its employees for the period of July 2024 to July 2027.
- (2) The Board of Supervisors hereby authorizes the County Clerk to forward certified copies of this resolution to the Worker's Compensation Division, Wisconsin Department of Workforce Department.

Dated: July 23, 2024

Ayes _____ Nays _____ Abstain _____ Absent _____ [] Voice Vote

Approved and adopted this _____ day of _____, 2024

Denied this _____ day of _____, 2024

Approved as to Form:

SEAL

Michael Puerner, Corporation Counsel

Approved as to Financial Impact (if necessary)

Attest:

Samantha Fenske, Finance Director

Kim Trueblood, Marathon County Clerk

ORDINANCE #O-24-24
Text Amendment Updates to Chapter 17

WHEREAS, the Marathon County Board of Supervisors has been petitioned to amend the General Code of Ordinances for Marathon County Chapter 17 Zoning Code by the petition of Tyler Seehafer, for text amendment changes to the General Code of Ordinance for Marathon County Chapters 17 Zoning Code regarding Farm Consolidations. The text amendments may be viewed online at <https://www.marathoncounty.gov/services/zoning> or at the Marathon County Conservation Planning and Zoning Office, 210 River Drive, Wausau, WI 54403. Copies may be obtained by contacting the CPZ Department at 210 River Drive, Wausau, WI 54403, or by calling (715) 261-6000.

WHEREAS, the petition was referred to the Marathon County Environmental Resources Committee (the Committee) for public hearing; and

WHEREAS, the Committee, on due notice, conducted a public hearing thereon, pursuant to Section 59.69, Wisconsin Statutes on June 4, 2024 to consider the petition to amend Chapter 17; and

WHEREAS, the Committee being duly informed of the facts pertinent to the changes proposed, having reviewed the staff report, and duly advised the recommendations, hereby recommends the petition be DENIED AS APPLIED FOR

NOW THEREFORE BE IT RESOLVED, the County Board of Supervisors of the County of Marathon does ordain as follows: The General Code of Ordinances for Marathon County Chapter 17 Zoning Code

Ayes _____ Nays _____ Abstain _____ Absent _____ [] Voice Vote

Approved and adopted this _____ day of _____, 2024

Denied this _____ day of _____, 2024

Approved as to Form:

SEAL

Michael Puerner, Corporation Counsel

Approved as to Financial Impact (if necessary)

Attest:

Samantha Fenske, Finance Director

Kim Trueblood, Marathon County Clerk

Kurt Gibbs, County Board Chair

RESOLUTION #R-31-24
Authorizing Participation in the Uniquely Wisconsin Tourism Campaign and
Amending the 2024 Budget

WHEREAS, during the COVID-19 pandemic, tourism was an area that was adversely affected as fewer people traveled; and

WHEREAS, as a result the Wisconsin Counties Association (WCA) has initiated a “Uniquely Wisconsin” tourism campaign in partnership with Discover Wisconsin to highlight interesting facts about Wisconsin to begin to attract tourists back to Wisconsin counties; and

WHEREAS, in addition to potential full-length Discover Wisconsin episodes, the campaign included social media, television network commercials, podcasts, WCA publications, and more; and

WHEREAS, interested counties were asked to participate with an investment of \$60,000 each, in anticipation that up to 20 counties would choose to participate, creating a \$1.2 million campaign; and

WHEREAS, prior to the pandemic, in 2019, Marathon County had tourism expenditures of \$258.1 million and Marathon County has historically ranked near the top 10 in total tourism expenditures for counties statewide; and

WHEREAS, the American Rescue Plan Act (ARPA) includes aid to the tourism industry as an allowable use of funds; and

WHEREAS, Marathon County’s participation in the campaign in 2022-23 was successful, resulting in the creation of considerable content highlighting Marathon County as a tourism destination and resulting in one of the Marathon County episodes being awarded a Midwest Regional Emmy award; and

WHEREAS, participating in the 2024-25 campaign would allow Marathon County to promote tourism at a lower cost than engaging with Discover Wisconsin in its own campaign, particularly given that Visit Wausau, the local Convention & Visitor’s Bureau, has again expressed a willingness to contribute \$10,000 to this campaign, while partnering with other counties to maximize exposure and leverage a unique marketing opportunity while also supporting the overall growth of tourism spending within the State.

NOW, THEREFORE, BE IT RESOLVED, that the Marathon County Board of Supervisors authorizes participation in the Uniquely Wisconsin tourism campaign at a commitment of no greater than \$50,000 using American Rescue Plan Act (ARPA) funding.

BE IT FURTHER RESOLVED, that the County Administrator is empowered to further engage the local Convention & Visitors Bureau to partner in the development of the campaign.

BE IT FURTHER RESOLVED, that the Board authorizes the amendment of the 2024 budget to provide the necessary funding for participation in the program.

FISCAL NOTE:

These payments will be funded by no more than \$50,000 from Marathon County’s ARPA allocation.

LEGAL NOTE:

The County Board is authorized to take this action pursuant to §§ 59.01 and 59.51, Wis. Stats. As an amendment to the adopted 2024 County Budget, this Resolution requires a 2/3 vote of the entire membership of the County Board pursuant to § 65.90(5)(a), Wis. Stats.

EXTENSION, EDUCATION, AND ECONOMIC DEVELOPMENT COMMITTEE and HUMAN RESOURCES, FINANCE, AND PROPERTY COMMITTEE

Ayes _____ Nays _____ Abstain _____ Absent _____ [] Voice Vote

Approved and adopted this _____ day of _____, 2024

Denied this _____ day of _____, 2024

Approved as to Form:

SEAL

Michael Puerner, Corporation Counsel

Approved as to Financial Impact (if necessary)

Attest:

Finance Director

Kim Trueblood, Marathon County Clerk



Season 1:

Washington County (6 stories):

- [It Takes a Village: Washington County Foster Closet](#)
 - The Foster Closet is an organization in Washington County that provides resources to children that are being placed in a foster care situations. In this short, we sit down with each co-owner and hear about their story, what they provide to kids across the country, and the importance of community.
- [Building Up Our Community: 9/11 Memorial](#)
 - After tragically losing their daughter, Andrea, on September 11th, the family decided to take their grief and make something positive out of it. In this piece, we explore their creation of a place in Wisconsin to remember lives lost on that tragic day.
- [Rocking Retirement: The Music Man of Germantown](#)
 - A music teacher that dedicated his career to the School District in Germantown is now enjoying retirement by creating bands and musical opportunities for community members.
- [World Champion & Olympic Speed Skater: Jordan Stolz](#)
 - One of the Nation's brightest up and coming talents is born and trained in Washington County. We take a journey through his life as this hometown product is showcasing his talents to the world.
- [Creating Wisconsin Careers: Kreilkamp Trucking](#)
 - A local company combines with the area Technical College to develop a program that keeps students in Washington County and provides trained employees for regional companies.
- [The Spirit of Community: Washington County's Jeff Szukalski](#)
 - A man that defines community support. This is a story that shines a light on an individual that dedicates his time, funding and passion to many local initiatives.

Marathon County:

- [Farm to Table Pizzas: The Little Red Barn \(Emmy Nominated\)](#)
 - Stoney Acres Farm is a farm-to-table pizza experience that brings organic, healthy food options to people. This explores the people who open their doors to create a community.
- [Preserving Hmong Culture: Life After War](#)
 - Wausau is home to one of Wisconsin's largest Hmong populations. We explore how one county has embraced diversity and provided opportunities for the Hmong community to flourish.
- [Small Business Success: Timekeeper Distillery](#)
 - A story of entrepreneurs that took the chance to start a business and transform an iconic Wausau landmark in the process.



Sauk County:

- [A Ringmaster's Final Bow: Al Ringling's Circus World](#)
 - We look at Circus World along and the people who make it happen. We talk with Dave SaLoutous, the ringmaster at Circus World for 33 years and is now stepping down from that position.
- [#1 Supper Club in the Midwest: Behind the Counter](#)
 - We go behind the scenes and see what makes Wisconsin's number supper club shine. This is a story that introduces the family legacy of the Ishnala owners and we meet the team that comes back to work season after season.
- [Shakespeare's Nature: American Players Theatre](#)
 - A world-renowned theatre under the stars in one of Wisconsin's most scenic areas. We visit with the artists, and team that brings Shakespeare to life in front of thousands of fans on the banks of the Wisconsin River.

Rock County:

- [Wisconsin's Underground Railroad: Escaping to the North](#)
 - We take a deep dive into the underground railroad and the freedom seekers who used it to escape to Wisconsin.
- [Helping our community: Friends of Rock](#)
 - Community support and volunteerism is highlight in a story that showcases a group of people who come together to take care of the trails that make Rock County special and maintain the southern most tip of the famous Ice Aged Trail
- [Emerging Talent: Spotlight on Kids](#)
 - Local children are given an opportunity build their courage and confidence on stage.

Portage County:

- [Polish Heritage in Portage County: The Backstory on the Blacksmiths](#)
 - Portage County is home to many Polish immigrants. The Kochanowski family is creating meaningful reminders of their culture for the whole city to enjoy using the time-honored craft of blacksmithing.
- [Generational Farming: Wisconsin's Dairy Industry](#)
 - Take a journey through a family that has grown their multi-generational farm into one of the largest producers in the world. While supplying the world with dairy, they also carved out the opportunity to educate others through their tour programs.
- [The Secret Behind the Sourdough: Portage County's Main Grain Bakery](#)
 - A UW-Stevens Point graduate, entrepreneur and community leader is highlighted as she shares her story from baking in a college dorm for friends to starting multiple businesses in downtown Stevens Point.



Monroe County:

- [Wisconsin Animal Rescue: Chasing Daylight](#)
 - Chasing Daylight Animal Shelter has rescued over 5000 animals. In this piece, we highlight the individuals who helped find those animals homes.
- [Barn Restoration: Music Before the Making](#)
 - When an old farm had reached its life, a new vision was created to take this barn and farm into the future. An old barn is transformed into a music studio allowing bands to come to the farm to spend days recording and growing together.
- [Fifth Generation Cranberry Farm: Reframing Farming.](#)
 - Cranberry farming is a staple in Wisconsin, and this story showcases one particular family that is watching their fifth generation take a role in producing the state fruit.

Sheboygan County:

- [Coasting with Confidence: Sheboygan Sailing](#)
 - We learn more about the journey with various students from the Sheboygan Youth Sailing Center and what it means to them to be apart of a program like this.
- [Supporting Sheboygan: From Environment to Economy](#)
 - Watch how a business can help a region grow to their potential. This female owned company takes pride in leading Sheboygan forward.
- [The Magic in the Melodies: The Sheboygan Symphony](#)
 - A symphony that combines local musicians offers an extraordinary musical experience that competes with symphony's across the globe.

Adams County:

- [The People Behind the Parks: Outdoors of Adams County](#)
 - In this piece, Darren Tolley, the park manager at Petenwell park, gives us a behind the scenes look into maintaining the natural beauty of Adams County.
- [Wisconsin Barns & Wedding Bells: A Diamond in the Rough](#)
 - A couple creates a new venue and blends old with new as they find a business that offers lasting memories for years to come.
- [The Family Behind Iconic Sod: Science in Wisconsin Soil](#)
 - A heartwarming story of a father and daughter who started a business no one thought could succeed in that soil and turned it into a massive success. Sod from Adams County is viewed by millions and is the grass of choice at some of sports most iconic venues.



Season 2:

Price County:

- [50 Years as a Snow Groomer: Frank Dusek](#)
 - Highlighting the person who started the grooming services in Price County. 50 years of volunteering, while showcasing the hundreds of miles of trails.
- [The Best Rods on Earth: St. Croix Rods](#)
 - Visit the global leader in fishing rods, based in a small town in Price County. Learn about the art form that goes into each rod.
- [Barrel Racer Turned Rodeo Wrangler](#)
 - Follow along with an entrepreneur who has taken her love of horses and rodeo and brought a major event to Price County.

Green Lake County:

- [A Legacy on Green Lake" The Nortons](#)
 - A multi-generational family is attached the water that makes Green Lake famous. We are guided through the artistic expression spent restoring classic boats, charter fishing, dining, etc. How one family has become a pillar of the community and posed to grow with the next generation.
- [Russell Moccasin: A Journey Through Time and Craftsmanship](#)
 - 125 year old business, known world wide in a small town in Green Lake County. A business that retains its employees and is a sense of pride in the community. Recently purchased by a young business leader from Alabama, the business is staying put to continue to grow and produce at the same quality the have always had. A beautiful look at how when times change and faster and less quality is the norm, this business embraces what has made them legendary.
- [Art is for Everyone: The Soul Hammer Collective](#)
 - Two entrepreneurs decided after decades of working to branch out and open an art studio that blows glass, paints, does blacksmith work, etc. See the behind-the-scenes journey on how and why they started their business. An inspiration for future entrepreneurs.

Wood County:

- [Behind the Aqua Skiers: Show Ski Capital of the World](#)
 - A national event is hosted right here in Wisconsin. The community of Wisconsin Rapids comes together to volunteer, support and attend the Show Ski Championships. We learn about the volunteers and performers that bring millions of eyes and attention to central Wisconsin.
- [Passion Behind Powers Bluff: The Bluff to Bluff Race](#)
 - Natural beauty and silent sports are showcased in this deep dive into an event that is put on by those who want to give back to their community.



- [Bridging Education to the Next Generation: C2 Makerspace](#)
 - A collaboration between a County, communities and secondary education comes to life in this story of the brand new C2 Makerspace. This opportunity in Marshfield could be a launching pad for new businesses and products.

Racine County:

- [Birthplace of the NEA: Racine's Connection to Art](#)
 - Art is strong in Racine County, and the idea for the National Endowment of the Arts was born in Racine. We learn the history of NEA, and visit the local arts scene and how there is opportunity for anyone with an artistic eye.
- [Giving Back to Burlington: Ardagh Group](#)
 - A small community, a global business and a school district come together in this story to show how a global manufacturer, that is key to major a major industry in Wisconsin, is working with the local school district to provide STEM based learning.
- [Racine's Legendary Kringle: O&H Danish Bakery](#)
 - Wisconsin's State Pastry, the Kringle, is celebrated in what is often referred to as the Kringle Capital of the World. This bakery is 95-years old and is a multi-generational family-owned business. We follow along as they guide us through the history of the Kringle, its relationship to Wisconsin and see how this company has a created a wonderful culture.

Kenosha County:

- [Field of Dreams: AAGPBL 80th Reunion](#)
 - A League of Their Own was based in this area of Wisconsin. We go back and touch on history and how a community came together to celebrate women in sports. The 80th reunion of these players was held in the summer of 2023, and Uniquely Wisconsin was able to capture powerful moments of courage and pride as we visit the past.
- [Unearthing the Past: A Hidden Gem in Archeology and Paleontology](#)
 - A hidden gem that all of Wisconsin should be proud of. Archaeology & Paleontology has become front and center in Kenosha, with mammoths found during construction projects. We visit the people that have developed a museum, planned future digs and invite the community to participate.
- [Revitalization of our Community: Past, Present, and Beyond of Kenosha's History](#)
 - A look at a community that put the focus of revitalization along one of the areas key natural landscapes. The history of AMC is shared, and how the community leaders looked at the shoreline of Lake Michigan and revitalized the area to set the stage for future generations to grow and enjoy.



Season 3: (Stories TBD)

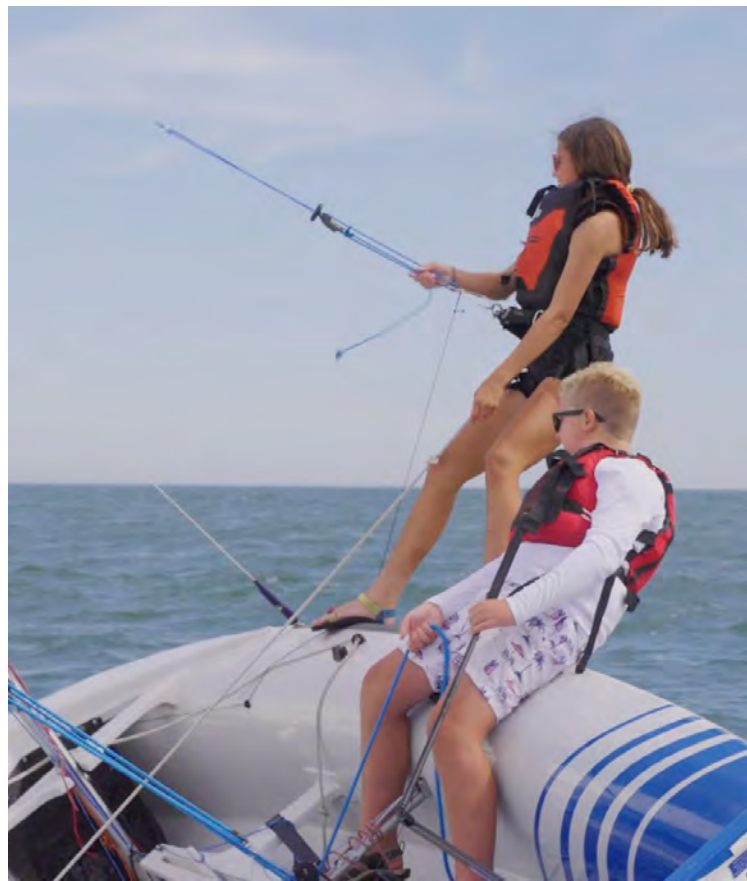
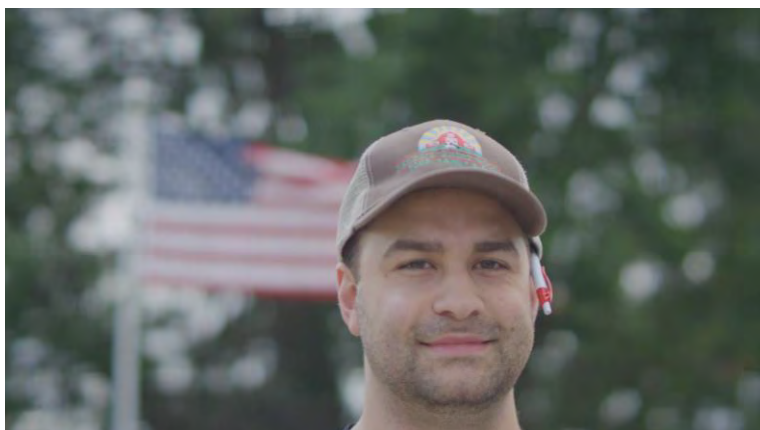
Lincoln County

Oconto County

Ashland County

Calumet County

Jefferson County



Uniquely WISCONSIN



Uniquely Wisconsin

What is Uniquely Wisconsin?

Uniquely Wisconsin is an Emmy Nominated series that spotlights the untold stories of Wisconsinites and highlights the communities in which they live. From the emotional and heartwarming, to the humorous and the historic, the Uniquely Wisconsin brand captures the essence of the people of America's Dairyland. Each story is shown through the lens of any of the following: ***Economic Development, Community Engagement, Quality of Life & Tourism.***

Participating Counties

Season 1: Washington, Adams, Rock, Sauk, Sheboygan, Marathon, Portage & Monroe

Season 2: Racine, Kenosha, Price, Green Lake, Wood

Season 3: Calumet, Jefferson, Lincoln, Oconto, Ashland

Types of Stories

- **Washington County: Wisconsin 9/11 Memorial**
 - Highlight the dedication and community support behind making the State's 9/11 Memorial in Washington County
- **Marathon County: Preserving Hmong Culture – Life After War**
 - See and feel the history of the Hmong culture that lives in Wausau, while listening from multiple generations
- **Monroe County: Barn Restoration – Music Before the Making**
 - A young entrepreneur purchased an old farm and restored the barn into a music studio to provide new life into the heart of Monroe County





Uniquely
WISCONSIN 

County Exposure

Outreach Platforms

Uniquely Wisconsin takes advantage of the built audience of Discover Wisconsin and is shared across the platforms in an affiliated marketing partnership.



Television

- 590 Episodes
- Commercial Spots, featured segments, etc.
- 23 Emmy Nominations, 3 Wins (2012, (2) 2023)

Podcast

- 1,000,000+ podcast downloads
- Weekly Production
- 54% Listenership - Wisconsin

Social Media

- Facebook
- Twitter
- Instagram
- Pinterest

Digital Streaming

- Digital series (shorts)
- OTT Channels for streaming distribution

discoverwisconsin.com

- 12-month placement in Calendar of events

Blog

- Dedicated editorials

eNewsletter

- Monthly e-Newsletters
- 24,000+ email recipients

- Youtube
- Roku
- Amazon Fire TV
- Apple TV
- Chromecast



Discover Wisconsin Audience Profile

	Facebook	Instagram	YouTube	TV	Podcast
Stats	193,000+ Followers	129,000+ Subscribers	18,000+ Subscribers	198,000+ weekly viewers 7,750,000+ 2023 Broadcast Viewers	1,000,000+ podcast downloads 250,000+ unique listeners 4,000 – 8,000 downloads/week
Gender	30.9% Male 69.1% Female	30.9% Male 69.1% Female	67.3% Male 32.7% Female	54% Female 46% Male	
Age	Age 18-34: 14.1% Age 35-54: 46.1% Age 55-64: 21.0%	Age 18-34: 26.2% Age 35-44: 32.0% Age 45-54 : 21.3%	Age 18-34: 35.9% Age 35-44: 21.8% Age 45-54 : 15.6% Age 55+: 26.0%	Core demo: Adults 35-54 & Adults 55+	
Top Locations	1. Milwaukee 2. Madison 3. Janesville 4. Appleton 5. Green Bay	1. Madison 2. Milwaukee 3. Appleton 4. Green Bay 5. Chicago	1. Milwaukee 2. Chicago 3. Madison 4. Minneapolis 5. Green Bay	1. Green Bay 2. Milwaukee 3. Madison 4. Wausau	1. Wisconsin (54%) 2. Illinois (10%) 3. Minnesota (5%)

Uniquely Wisconsin Documentary Shorts

The Idea

- Documentary style video that focuses on an organization, business, area of a County and the human story within.

Video Content

- Acquire on-site footage, interviews with key representatives, etc.
- Video footage will be shared as an embedded link to be used on websites, social media, etc.

Production

- Video shared on Discover Wisconsin platforms
- Includes full day(s) of field production, as well as pre- and post-production per original short video
- Three (3) – six (6) minutes of content per original short video

Current Results:

15,360,686 Digital Impressions
3,857,406 Total Views
256,477 Social Engagements



Regional Television Network

Capitalize on an audience that has followed Discover Wisconsin for 37 years, and has built reputation as a reliable and authentic source for Wisconsin destinations, businesses and culture.

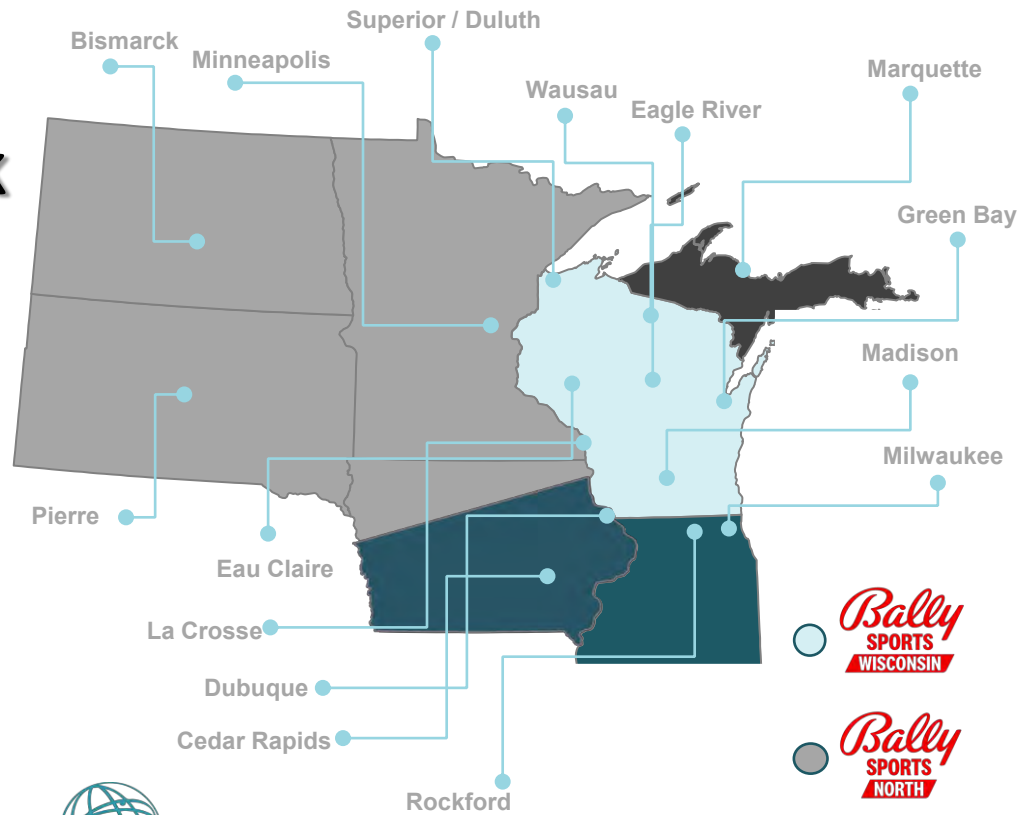
Uniquely Wisconsin Special Episode

- Limited commercial episode compiling the stories will air on the Discover Wisconsin Regional Television Network



Out-of-State TV Affiliates:

- CBS** WIFR – Rockford, IL
- WJMN – Marquette
- Bally Sports North

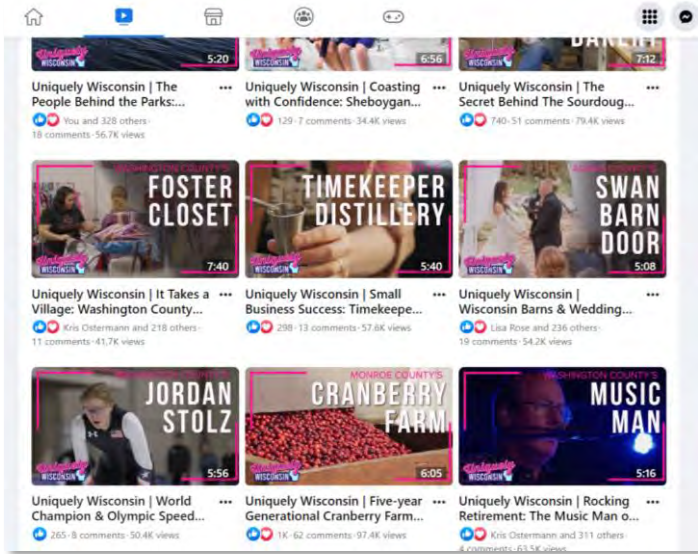


- SAT 6:30 pm
- SAT 7:30 pm EST
- SAT 10 am

Wisconsin TV Affiliates:

- | | | |
|------------|------------------------|--------------|
| FOX | WITI – Milwaukee | SAT 9:30 am |
| abc | WKOW – Madison | SAT 6:30 pm |
| CBS | WFRV – Green Bay | SAT 6:30 pm |
| abc | WAOW – Wausau | SUN 11 am |
| abc | WQOW – Eau Claire | SUN 5 pm |
| abc | WXOW – La Crosse | SUN 5 pm |
| abc | WMOW – Eagle River | SAT 6:30 pm |
| CBS | CBS 3 – Superior/Dul. | SAT 6:30 pm |
| NBC | KBJR 6 – Superior/Dul. | SAT. 5:30 am |
| | Bally Sports Wisconsin | SAT 10 am |

Streaming - Distribution



Binging Discover Wisconsin & Uniquely Wisconsin

Uniquely Wisconsin episodes, original shorts and social videos are also released on all of the Discover Wisconsin streaming and digital platforms.

- Video content (Episodes & Shorts) will air and live on OTT platforms and discoverwisconsin.com
 - **Available on OTT for up to five (5) years**
 - **Available on discoverwisconsin.com for up to two (2) years**
- Video content will also air and live on Discover Wisconsin YouTube channel and Discover Wisconsin Facebook & Instagram page
 - **Available on YouTube into perpetuity**
 - **Available on Facebook & Instagram into perpetuity**



The Cabin Podcast

Welcome to *The Cabin*, a weekly 35-40 minute podcast produced by the crew that brings you the nation's longest-running tourism TV show, *Discover Wisconsin*. Joined by producers, travel experts and tourism leaders, Eric, Ana and Guests take you behind-the-scenes to the heart of the Midwest.

The Cabin Episode

- **Dedicated/Bonus:** Bonus podcast episode dedicated entirely to destination, business or event and released across Discover Wisconsin podcast and social platforms
 - Includes dedicated social posts, e-newsletter and blog editorial

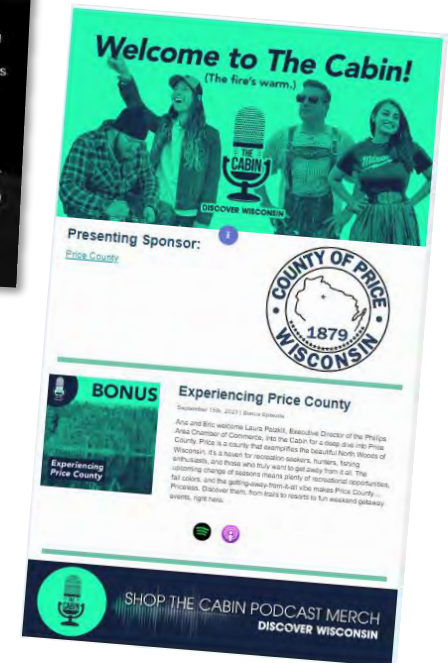
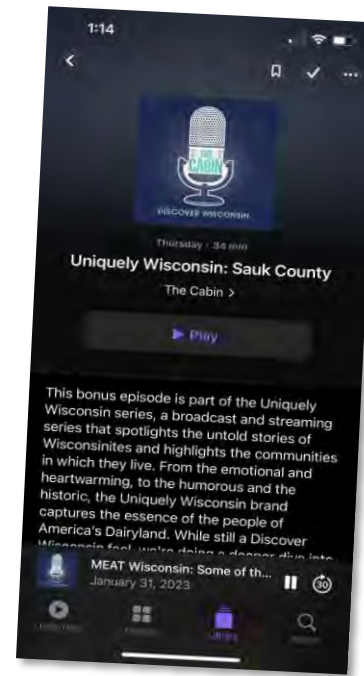
Podcast By The Numbers

- **1,000,000+** total downloads
- 250,000+ total unique listeners
- 4,000 – 8,000 downloads per week
- 60,000+ impressions per week on Discover Wisconsin Facebook & Instagram on average
 - Top listeners by state:
 - Wisconsin (54%), Illinois (10%), Minnesota (5%)

*Data updated April 2024



Trending “Places & Travel” Podcast on Apple Podcasts



Social & Digital

Discover Wisconsin Social Posts and Giveaways

- Posts across Discover Wisconsin social platforms based on guaranteed impressions or number of posts.
- Ability for data acquisition with engaging giveaway contests.
 - Giveaway contests run for a week and include guaranteed impressions

The Bobber Blogs

- Editorials written by Discover Wisconsin team that align with client focused information. Shared across social and digital platforms.

Discover Wisconsin E-Newsletters

- Ability to reach thousands of engaged Discover Wisconsin fans on a monthly basis, with blog editorials, video stories, logo placement, etc.
 - e-Newsletter subscribers: 24,695
 - Average open rate: 24.4%



Video Edits

B-Roll

Video acquired and utilized during shorts is available in b-roll form.

- Transferred via a downloadable link

Social Video Editing

Video acquired during shorts will be available to be edited into social media and digital marketing assets

- :15-:60 social media ads





YOUR STORIES, OUR WISCONSIN

Total Cost: \$60,000

***Each County Receives**

VIDEO STORIES

- THREE (3) DOCU-SERIES SHORT-FORM VIDEOS UP TO SIX (6) MINUTES IN LENGTH EACH
 - DEVELOP STORIES THAT TOUCH ON A COMBINATION OF CULTURE, COMMUNITY ENGAGEMENT, ECONOMIC DEVELOPMENT, AND TOURISM
- ONE (1) :60 SOCIAL MEDIA EDIT VIDEO
 - SOCIAL MEDIA AND DIGITALLY EDITED VIDEOS DESIGNED FOR USE ON COUNTY-SPECIFIC PAGES
- FIVE (5) MINUTE PORTION OF BROADCAST DOCUMENTARY ACROSS DISCOVER WISCONSIN REGIONAL TELEVISION NETWORK
 - HAVE THE STREAMING-ONLY DOCU-SERIES DEVELOPED INTO A BROADCAST EPISODE
- SHARED B-ROLL OF FOOTAGE ACQUIRED

PODCAST & SOCIAL MEDIA

- ONE (1) DEDICATED "THE CABIN" PODCAST FOR COUNTY
 - CELEBRATE WHY THE COUNTY IS UNIQUE AND THE CULTURE WITHIN FOR EACH SPECIFIC COUNTY
- ONE (1) DATA ACQUISITION SIGN-UP CONTEST ON DISCOVER WISCONSIN SOCIAL MEDIA
 - OPPORTUNITY TO GROW DATABASE FOR COUNTY-SPECIFIC ITEMS (JOB BOARDS, RELOCATION, ETC.)
- MULTIPLE BLOGS, E-NEWSLETTERS, SOCIAL IMPRESSIONS, ETC. IN PROMOTION OF THE SERIES



Uniquely
WISCONSIN 

Post-Plans

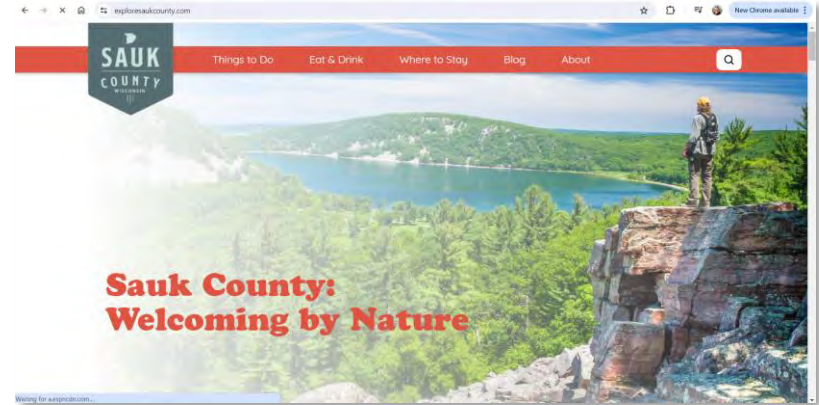
Continue the Momentum

Campaign Recap

- Receive information from Uniquely Wisconsin campaign to gauge success of program
 - Example Results – Marathon County
 - Broadcast Viewership: **218,642**
 - Digital Impressions: **937,641**
 - Digital Views: **218,192**
 - Digital Engagements: **14,159**
 - Podcast Downloads: **3,399**
 - Emails Contacted: **159,326**

How to Use Content

- All video stories, blog and podcast will be shared with county for placement on their pages, as well as Discover Wisconsin
- All b-roll videos will be shared with county for use on their sites and outreach campaigns
 - Example Uses:
 - Development of County specific page to drive economic development and/or Tourism
 - DMW can provide a landing page to assist counties in creation of information hub





Discover Mediaworks - *Discover Wisconsin*

Multi-Year County/Destination Campaigns

Utilizing the funding presented from the ARPA program, shared revenue or budget capabilities counties and communities throughout Wisconsin have started to build their exposure as both a tourism and employment destination, while expanding economic development.

Jefferson County

Balance of Tourism and Economic Focus

Three-Year campaign

- ***Television Episode***
 - 2022 Full episode
 - 2023 Themed Episode
- ***Original Shorts Series***
 - **Seven**-part short series
- ***Know Your Wisconsin***
 - 2-minute news stories
- ***Cabin Podcast***
 - Podcast episode
 - Inside Sponsor
- ***Ad Development***
 - Still photography to grow County's stock library
 - Social media :15 & :60 ad productions
 - Television :30 ad production
- ***Broadcast – Social – Digital Marketing***
 - Commercials in Discover Wisconsin
 - Blogs, e-newsletters, social media posts

Sauk County

Balance of Tourism and Economic Focus

Three-Year campaign

- ***Television Episode***
 - 2023 Full episode
- ***Original Shorts Series***
 - **Five**-part short series
- ***Digital Minis***
 - **Six**-part mini series
- ***Cabin Podcast***
 - Podcast episode
 - Inside Sponsor
- ***Ad Development***
 - Social media :15 & :60 ad productions
- ***Broadcast – Social – Digital Marketing***
 - Blogs, e-newsletters, social media posts

Washington County

Balance Economic Development and Community Growth with County-Wide Tourism

Three-Year campaign

- ***Television Episode***
 - 2023 & 2024 Full episodes
- ***Original Shorts Series***
 - **Ten**-part short series
- ***Digital Minis***
 - **Six**-part mini series
- ***Cabin Podcast***
 - Podcast episodes
 - Inside Sponsorship
- ***Broadcast – Social – Digital Marketing***
 - Commercials in Discover Wisconsin
 - Blogs, e-newsletters, social media posts
- ***Corporate Footage Development***
 - County initiative videos to build out websites, digital marketing and social
 - Social media :15-:30 ad productions
 - Television :30 ad production

Uniquely
WISCONSIN 

 DISCOVER
▶ MEDIA WORKS



RESOLUTION #R-31-24
ADOPTION OF BUDGET ASSUMPTIONS FOR 2025 BUDGET PROCESS

WHEREAS, Wisconsin Statute Section 65.90(1) requires Marathon County to annually, and prior to the determination of the sum to be financed in whole or in part by a general property tax, funds on hand or estimated revenues from any source, formulate a budget and hold public hearings thereon. In 2024, the deadline for Counties to provide tax apportionment forms to the State Department of Revenue is November 15, 2024; and

WHEREAS, Wis. Stat. § 65.90(4) requires that a public hearing be held by the County Board of Supervisors at least 15 days after publication of a proposed budget prior to adoption of the annual budget by the board; and

WHEREAS, the Marathon County Board of Supervisors has sought to implement a timeline for adoption of its annual budget that allows for more engagement with Standing Committees and provides additional opportunity for all supervisors to provide input earlier in the process. On June 18, 2024, the County Board of Supervisors adopted a budget timeline for the 2025 budget process consistent with this approach; and

WHEREAS, on July 10, 2024, consistent with the adopted budget timeline, the Human Resources, Finance and Property Committee approved the attached proposed budget assumptions for the 2025 Budget Process and forwarded the proposed assumptions to the Marathon County Board for consideration.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Marathon does hereby adopt the attached budget assumptions for the 2024 Budget Process to guide the creation, review, and approval of a 2025 Marathon County budget.

Dated the 23rd day of July, 2024.

HUMAN RESOURCES, FINANCE AND PROPERTY COMMITTEE

Ayes _____ Nays _____ Abstain _____ Absent _____ [] Voice Vote

Approved and adopted this _____ day of _____, 2024

Denied this _____ day of _____, 2024

Approved as to Form:

SEAL

Michael Puerner, Corporation Counsel

Approved as to Financial Impact (if necessary)

Attest:

Samantha Fenske, Finance Director

Kim Trueblood, Marathon County Clerk