



MARATHON COUNTY EXTENSION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE **AMENDED** AGENDA

Date & Time of Meeting: **Thursday, October 3, 2024, at 3:00pm**
Meeting Location: **Courthouse Assembly Room, Courthouse, 500 Forest Street, Wausau WI 54403**
Committee Members: Stacey Morache, Chair; Randy Fifrick, Vice-Chair; Wayne Hagen, Ann Lemmer, Tom Rosenberg, Rick Seefeldt, Kim Ungerer

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. (Last updated: 12-20-05)

Committee Mission Statement: Provide the leadership for implementation of the Strategic Plan, monitoring outcomes, reviewing, and recommending to the County Board all policies related to educational and economic development initiatives of Marathon County.

Persons wishing to attend the meeting by phone may call into the **telephone conference beginning five (5) minutes prior to the start time indicated above using the following number:**

Phone#: 1-408-418-9388 Access Code: 146 235 4571

When you enter the telephone conference, **PLEASE PUT YOUR PHONE ON MUTE!**

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

1. **Call Meeting to Order**
2. **Pledge of Allegiance**
3. **Public Comment (15 Minutes)** (Any person who wishes to address the committee during the "Public Comment" portion of the meetings, must provide his or her name, address, and the topic he or she wishes to present to the Marathon County Clerk, or chair of the committee, no later than five minutes before the start of the meeting. All comments must be germane to a topic within the jurisdiction of the committee.)
4. **Approval of the September 5, 2024, Extension, Education and Economic Development Committee Meeting Minutes**
5. **Policy Issues Discussion and Potential Committee Determination**
 - A. Discussion regarding 2025 Annual Budget Development and policy recommendations from the committee, including Review of the Mandatory / Discretionary Program document and discussion of Rates and Fees
 - B. Consideration of Communication addressed to State Officials Advocating for a Comprehensive Approach to Addressing the Childcare Crisis
6. **Operational Functions Required by Statute, Ordinance, Resolution, or Policy**
 - A. Discussion and Possible Action by EEED- None
 - B. Discussion and Possible Action by EEED to Forward to County Board for Consideration - None
7. **Educational Presentations and Committee Discussion**
 - A. UW Extension 4-H Program Overview National 4-H Week October 7-12, 2024
 - B. Update from UWSP Regarding Enrollment Numbers
 - C. Overview of the Highlights of the 2025 Annual Budget with Respect to the Departments and Organizations over which the Committee has Jurisdiction
 - D. Discussion Amongst Supervisors Regarding the Takeaways from Attending the Wisconsin Counties Association Annual Conference
 1. Were there Interesting Opportunities that you Believe we should Further Investigate
- E. **Update on Bug Tussel Funding Agreement**
8. **Next Meeting Date & Time, Announcements and Future Agenda Items**
 - A. Committee members are asked to bring ideas for future discussion.
 - B. Next meeting: Thursday, November 7, 2024, at 3:00pm
9. **Adjournment**

*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 261.1500 or email countyclerk@marathoncounty.gov one business day before the meeting.

SIGNED _____ s/s Stacey Morache
Presiding Officer or Designee

EMAILED TO: Wausau Daily Herald, City Pages, and other Media Groups
EMAILED BY: _____
DATE & TIME: _____

NOTICE POSTED AT THE COURTHOUSE
BY: _____
DATE & TIME: _____

EMAILED TO: Wausau Daily Herald, City Pages, and other Media Groups
EMAILED BY: _____
DATE & TIME: _____

SIGNED s/s Stacey Morache
 Presiding Officer or Designee
NOTICE POSTED AT THE COURTHOUSE
BY: _____
DATE & TIME: _____



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

Date & Time of Meeting: **Thursday, September 5, 2024, at 3:00pm**

Meeting Location: **Courthouse Assembly Room, Courthouse, 500 Forest Street, Wausau WI 54403**

Stacey Morache	Present
Randy Fifrick	Present
Wayne Hagen	Webex
Ann Lemmer	Present
Tom Rosenberg	Present
Rick Seefeldt	Present
Kim Ungerer	Present

Staff Present: Administrator Leonhard, Chris Homan, Kurt Gibbs, Jeremy Solin, Heather Schlessler, Janell Wehr, Miranda Gentry-Siegel

Others Present: Supervisor Robinson

Meeting Recording

1. **Call Meeting to Order** – Chair Stacey Morache called the meeting to order at 3:00 p.m.
2. **Pledge of Allegiance**
3. **Public Comment**
4. **Approval of the August 8, 2024, Extension, Education & Economic Development Committee Meeting Minutes** - Motion by Rosenberg, seconded by Lemmer to approve the minutes adding a zero to make the correct amount of the ARPA funds for scholarship for childcare training of \$200,000. Motion carried on voice vote, unanimously. (:00.30)
5. **Policy Issues Discussion and Potential Committee Determination**
 - A. Recommendation to Human Resources, Finance & Property Committee, and the County Board to amend the 2024 Annual Budget to transfer \$200,000 of American Rescue Plan Act funds to address childcare shortage through service contract. Motion made by Rosenberg seconded by Lemmer to amend the 2024 Annual Budget to transfer \$200,000 of ARPA funds to address childcare shortage. Motion carried on a voice vote unanimously. (:01.08)
 - B. Discussion regarding 2025 Annual Budget Development and policy recommendations from the committee, including Review of the Mandatory / Discretionary Program document and discussion of Rates and Fees
 1. Consideration whether direct Administration to provide funding for participating in the North Central Wisconsin Tourism Partnership in the 2025 Annual Budget – Motion made by Rosenberg seconded by Seefeldt to direct administration to provide funding in the 2025 Annual Budget to participate in the North Central WI Tourism. Motion carried on a voice vote unanimously. (:08.30)
 2. Review of Existing UW Extension programs and ranking of priorities, including but not limited to securing economic development resources, to guide the Administrator in formulating the 2025 Annual Budget – No action taken.
6. **Operational Functions Required by Statute, Ordinance, Resolution, or Policy**
 - A. Discussion and Possible Action by EEED - None
 - B. Discussion and Possible Action by EEED to Forward to County Board for Consideration - None
7. **Educational Presentations and Committee Discussion**
 - A. Update on Marathon County Destination Marketing signage on Highways 29, 39, & 51- (:39.25)
8. **Next Meeting Date & Time, Announcements and Future Agenda Items**
 - A. Committee members are asked to bring ideas for future discussion.
 - B. Next meeting: Thursday, October 3, 2024, at 3:00pm
9. **Adjournment**

Motion by Name, Second by Name to adjourn. Motion Carried on voice vote, unanimously.
Meeting adjourned at 3:44 p.m.

RESOLUTION # R-___-24

RESOLUTION CALLING FOR STATE ELECTED OFFICIALS TO WORK COLLABORATIVELY TO ADDRESS THE CHILDCARE SHORTAGE IN WISCONSIN

WHEREAS, Wisconsin families rely on access to high-quality, affordable childcare to support their workforce participation and economic well-being; and

WHEREAS, the State of Wisconsin has seen a significant reduction in the number of childcare providers over the past decade, with Marathon County experiencing the closure of over 50% of its regulated childcare programs between 2012 and 2022, contributing to a crisis of childcare availability and affordability for working families; and

WHEREAS, the Child Care Counts program has provided essential support to Wisconsin's childcare sector, helping providers remain operational and easing the financial burden on working parents, particularly during the COVID-19 pandemic; and

WHEREAS, the long-term sustainability of programs like Child Care Counts, as well as innovative initiatives such as Project Growth's *Partner Up* program, which enables employers to share childcare costs with the state, is critical for maintaining affordable childcare options; and

WHEREAS, many families continue to struggle with the high cost of childcare, which can exceed 20% of a family's income, far beyond the federal government's recommendation of no more than 7% of income; and

WHEREAS, access to affordable and quality childcare is directly linked to workforce retention and economic productivity, as illustrated by personal accounts from Wisconsin families, such as those benefitting from Child Care Counts and *Good Start Grants* administered by agencies like Childcaring Inc.; and

WHEREAS, the Marathon County Board of Supervisors has recognized the acute and critical need relative to child care to support our local economy, allocating \$200,000 of funding to support the education and continued employment of early childhood educators by action in September 2024; and

WHEREAS, the Marathon County Board of Supervisors recognizes that continued direct funding allocations from county governments are not a sustainable solution to this challenge, particularly in light of existing revenue limitation; and

WHEREAS, it is imperative that the State of Wisconsin prioritize childcare as a central component of its economic recovery and development plans, and that solutions be developed through a collaborative, bipartisan state government effort that offers opportunities for engagement by local municipalities and public and private sector partners.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Marathon does hereby call upon the Governor of the State of Wisconsin and the Wisconsin State Legislature to work collaboratively to implement long-term, sustainable solutions that address the childcare shortage throughout the state, ensuring that Wisconsin families have access to the quality, affordable childcare necessary for economic stability and growth; and

BE IT FURTHER RESOLVED that the County Administrator is hereby instructed to submit this resolution to Marathon County legislators, the Governor of the State of Wisconsin, the Wisconsin Counties Association, and any other relevant bodies.

Dated this ____ day of _____ 2024.

MARATHON COUNTY BOARD OF SUPERVISORS

Fiscal Impact: None

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

Marathon County 4-H



Highlights and Impacts from 2023-24

Participation Overview



Staff

- 1 Full Time Educator & One 1/2 Time Educator
- 2 Full Time AmeriCorp/4-H Program Assistants
- 3 Summer AmeriCorp/4-H Program Assistants

Membership/Contacts

- 4 804 Members (5k-One Year Past High School)
- 5 +2.3% from previous year
- 6 258 Adult Volunteers
- 7 Over 3000+ Community Youth Contacts

Program Highlights



- Camp Programs
 - Foodie Club
 - Folk Loric Dancers
 - Discover WI Trip
 - Older Youth Engagement
 - Clover Kaboom
 - Juntos
-
- Volunteer Development
 - Volunteer Trainings
 - Leaders Federation





- 2nd Largest Youth Member Program
- 81.3% Member Retention Rate - Higher than the average State Rate
- 1st in Adult Volunteer Enrollment
- Recognized National for local camp program and program service



2023 Thrive Survey



Program Quality

An Over All Score of Marathon County's Quality Program

Challenging Growth

Help youth see new possibilities and hold them accountable

Caring Adults

How youth feel the adults in 4-H care about them and invest time in their experience

Youth-Adult Partnerships

How youth feel about adults

- respected
- listened to
- ideas taken seriously

Youth Belonging

How safe, welcomed, and supported youth feel in the 4-H program

Youth Sparks

How 4-H provides opportunities related to their interests and passions

2023 Thrive Survey

Marathon County 4-H Results

Rating Scale 1-7



7 meaning outstanding program quality



What have you learned in 4-H?



"I learned so much about having patience with other people this summer when I was a counselor at 4-H camp."

"I have learned about different project areas and learned that success often correlates with the amount of work you are willing to put in."

"How to step up and take a leadership role in the club. How to voice my opinion, make the ideas into a plan, put it into a plan of action, and then into a reality."

"YOU ARE NOT COMPETING AGAINST OTHER PEOPLE, YOU ARE COMPETING AGAINST YOURSELF. ALWAYS TRY TO BE THE BETTER VERSION OF YOURSELF."

Looking Ahead To 2024-25



Collaboration and Inclusivity

Brining 4-H into the community through G2M, Boys & Girls Club, Summer Youth Theater, and Library programs.

NEW:

Wisconsin Discovers 4-H Travel Opportunity



Continuous Learning and Growth

Embracing learning through supporting clubs, planning camps and the Discover Wisconsin trip, providing programs that SPARK youth interest.



Open Communication and Transparency

Sharing our impact through social media, TV interviews, bi-weekly newsletters, and more.

Celebrating Our AmeriCorp/4-H Program Asst. Team



AmeriCorps

**Additional Summer
2024 Members**

Jade Betts
Spencer Smith



Eric Sabo

Second Term



Kate Loucks

Third Term

4-H Enrollment Is Open

Enroll In 4-H



Marathon
County 4-H

Enrollment Opens 9/9

In 4-H, you're the hero of your own adventure. Dive into exciting projects, explore your passions, and develop the skills to lead and succeed. Join 4-H and start creating your future today!

Our Program

- ✓ Youth in 5K to One Year Past High School
- ✓ Youth Are Leaders
- ✓ Youth Make a Difference
- ✓ Youth Attend Camps/Travel the World
- ✓ Youth Build Partnerships with Adults

Enroll Now

 Visit our website for registration details:
<https://bit.ly/Enrollin4-H24>

 **Need More Info?** Email Holly Luerssen,
4-H Educator, at holly.luerssen@wisc.edu



National 4-H Week

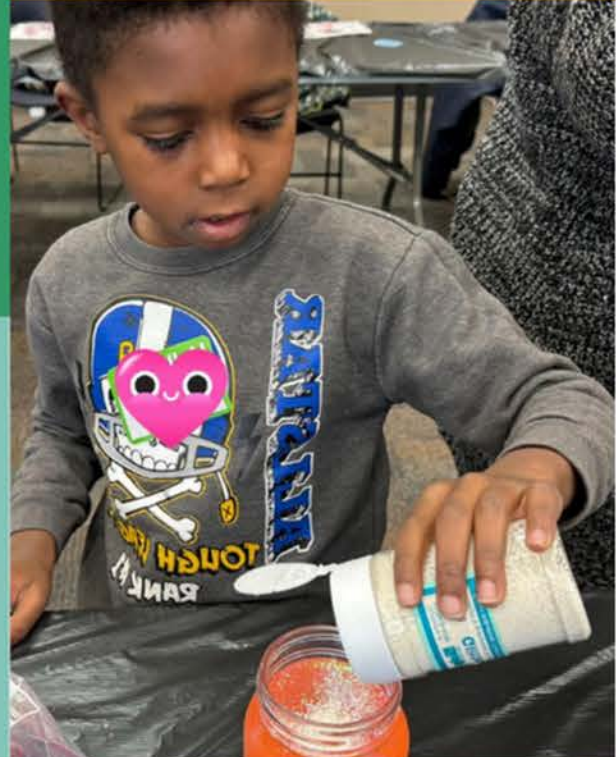


Beyond Ready



Celebrate National 4-H Week with Marathon County 4-H October 6-12, 2024

#4HBeyondReady



Oct 6th
Thank a 4-H Volunteer

Oct 7th
Share Your 4-H Spark

Oct 10th
4-H Art Day
@ Clay Corner Studio



Oct 8th
Culver's Night
Oct 9th
Wear 4-H Gear to School or Work



Oct 11th
Shout Out To Your Favorite 4-H Club
Oct 12th
Glve Back Day



Feedback



What additional 4-H programming would improve youth development in Marathon County?

What gaps exist in current youth development in Marathon County and how might 4-H fill those gaps?





Any Questions?



BROADBAND EXPANSION LOAN AGREEMENT TERM SHEET SUMMARY

PROJECT SUMMARY

County participated in the issuance of conduit bonds in 2021 to fund broadband expansion in partnership with Bug Tussel. This project involved the installation of 18 broadband towers, the deployment of 198.33 miles of middle-mile fiber, and fiber-to-the-premise (FTTP) services, connecting 1,920 consumer premises within the county. This project has experienced cost overruns and requires additional funding for completion.

A second project, known as the Leathercamp Project, has been awarded a \$3 million grant from the Wisconsin Public Service Commission (PSC), aimed at deploying 90.7 miles of fiber optic last-mile infrastructure. This project will provide 1 Gbps fiber-to-the-premise service to 636 residential and 16 business locations in underserved or unserved areas of Marathon County, particularly the Town of Knowlton, Village of Kronenwetter, and Town of Guenther.

Marathon County seeks to provide additional funding to complete these projects, totaling \$8 million and consisting of a \$5 million loan from its general reserve fund for the completion of the 2021 broadband project and a \$3 million loan for the Leathercamp Project to satisfy the non-PSC share of the grant.

LOAN SUMMARY

Funding:

Loan Funding for the 2021 Project: Marathon County agrees to allocate \$5 million (\$5,000,000.00) through a loan from its general reserve fund to complete the 2021 broadband expansion project, which was originally funded through a conduit bonding issue with a \$25 million guarantee from Marathon County. This project is designed to expand broadband infrastructure through the installation of broadband towers and the deployment of middle-mile fiber, directly impacting Marathon County's residents and businesses.

Loan for the Leathercamp Project: Marathon County agrees to provide Bug Tussel a \$3 million (\$3,000,000.00) loan, subject to the terms set forth in this Agreement, to support the Leathercamp Project. This loan will satisfy the non-municipality, non-PSC share required to access the \$3 million grant from the PSC, ensuring full funding for the project, which includes 90.7 miles of fiber optic infrastructure to serve underserved areas within the County.

Interest Rate and Repayment:

- The \$8 million total loan amount shall be loaned from Marathon County's general reserve fund. Of this \$8 million, \$5 million shall be used by Bug Tussel exclusively for completion of the 2021 conduit bonding project, which will deploy 198.33 miles of middle-mile fiber, and fiber-to-the-premise (FTTP) services, connecting 1,920 consumer premises within the county, at its currently understood scope and location and without any additional financial contributions from County. The remaining \$3 million shall be used exclusively to fund and complete the Leathercamp Project, which will deploy 90.7 miles of fiber optic last-mile infrastructure and will provide 1 Gbps fiber-to-the-premise service to 636 residential and 16 business locations in underserved or unserved areas of Marathon County, at its currently understood scope and location and without any additional financial contributions from County.

- Interest Rate Accrual - The loan shall accrue interest at a fixed rate of 5.4% per annum beginning on October 1, 2025.
- Payments – Bug Tussel will make interest-only payments for the first 5 years of the loan term. These payments shall be made annually.

Following the initial 5-4 years of the term of the loan, Bug Tussel shall make annual payments based on a 30-year amortization schedule for the remaining principal balance.

Following the initial 10-15 years of the term of the loan, a balloon payment for the remaining balance will be due in its entirety, payable by Bug Tussel to County.

- Payment Schedule

The first interest-only payment is due on or before October 1, 20265.

Subsequent interest payments will be due on or before October 1 each year for the first 5 years following execution of the Loan Agreement.

Beginning in year 6, payments based on the 30-year amortization schedule will be due on or before October 1 each year until the balloon payment is due.

The balloon payment is due on or before October 1, 20352040.

Collateral and Security

- *Collateral:* As security for the loan, Bug Tussel grants Marathon County a first lien on all physical assets installed within Marathon County as part of the broadband project, including but not limited to:
 - Towers
 - Conduit
 - Fiber
 - Associated communications equipment

PROJECT TIMELINES

Completion Timeline: Bug Tussel commits to completing all work under the broadband expansion projects (the 2021 Project and Leathercamp Project) within 18 months from the date of this Agreement, ensuring the rapid deployment of services to underserved areas.

ACCESS TO FACILITIES

In consideration of Marathon County's provision of the loan, Bug Tussel agrees to provide the County with access to the fiber and towers constructed in accordance with the project. This access shall be consistent with the terms outlined in the Facilities Access Agreement previously executed between the County and Bug Tussel.

The County may use the fiber and tower facilities for its internal telecommunications and broadband needs, or for public safety, emergency services, or other governmental purposes, or for any other purposes consistent with the terms of the Facilities Access Agreement.

DISBURSEMENT AND REIMBURSEMENT PROCEDURES

Disbursement of Funds: Marathon County will disburse funds to Bug Tussel in accordance with project milestones and Bug Tussel's submitted requests for payment, which must detail the eligible costs incurred under the terms of this Agreement. Non-eligible costs, or costs that cannot be determined to be directly related to the projects included herein, shall not be paid.

Manner of Procuring Disbursements: Bug Tussel shall procure disbursements from the Loan fund by delivering to Marathon County a requisition accompanied by information and documentation supporting the requisition, including the purpose of the requisition, the amount of the requisition, and the location and project to which the moneys will be applied. Bug Tussel agrees that it will only request disbursements for eligible costs for the projects.

AUDIT AND RECORDS

Audit Requirement: Bug Tussel agrees to comply with any audit requirements imposed by Marathon County or the PSC, providing necessary documentation as requested.

Recordkeeping: Bug Tussel shall maintain proper accounting records for all activities and transactions related to this Agreement, with Marathon County having the right to audit and inspect these records upon reasonable notice.

DEFAULT AND REMEDIES

Default: Bug Tussel shall be considered in default if it fails to make payments as required herein, fails to complete the projects within the agreed timeline, or fails to comply with any other terms of this Agreement.

Remedies Upon Default: In the event of default, Marathon County may:

- Accelerate the entire outstanding loan balance for immediate payment.
- Impose a fee for any missed or late payments.
- Foreclose upon the collateral assets.
- Take any legal action necessary to recover the funds or assets.

Enforcement Costs: Bug Tussel shall be liable for any costs, expenditures, or expenses incurred as a result of County enforcing this Agreement, including the complete legal costs of County, and such costs will be added to the principal then outstanding and shall be due and payable by Bug Tussel to County upon demand.

ASSIGNMENT

Assignment: This Agreement may not be assigned by Bug Tussel without written consent of County. This Agreement, and all terms and conditions therein, will be binding on any successor or Assignee of Bug Tussel.



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

September 2024 Report

*We teach, learn, lead, and serve,
connecting people with the University of Wisconsin, and engaging with
them in transforming lives and communities.*

4-H – Positive Youth Development

Holly Luerssen, 4-H Program Educator

- A 5 day camp for youth, where they participated in theater performance. Through this activity youth learn the art of theater through auditions, rehearsals, character development, and performance. On day 5 the youth gave a performance to the community at a local theater. Total Reach: 17 youth actors from 13 families, 125 people attended the performance
 - We engaged in this program to address both the gap in creative arts opportunities and the critical need for spaces where youth can feel included, connected, and supported in discovering their passions. The 4-H Youth Theater Program, in partnership with Missoula Children's Theater, was designed to meet these needs by offering a unique platform for youth to explore their "sparks" through performance, teamwork, and leadership. It also provides a space where they can feel a sense of belonging, particularly important for youth who may not have access to other positive outlets for expression. Through the Youth Theater Camp, 18 youth met daily to learn about theater performance. Two professional actors from Missoula Children's Theater program were the group leaders. Our Marathon County 4-H staff assisted with program activities, running lines with actors, encouraging theater development, and general program support. Evaluation of the program by youth and their adults showed the high impact this program had on youth. 95% of youth met someone new. 100% of the youth felt welcomed by the group. One youth commented that they hope to participate in future theater programs. A parent commented that this program really helped their child grow their stage presence while they connect with other youth and adults.
- 2024-25 4-H Enrollment is currently open to all youth in 5K through one year past high school. Members will enroll with one of 28 local community clubs to build on their 'sparks' and deepen their connections with other youth. Adult volunteers also join Marathon County 4-H to become a mentor to youth. To learn more about joining Marathon County 4-H go to <https://marathon.extension.wisc.edu/4h/4honline-enrollment> or call our office 715-261-1231.





Agriculture

Heather Schlessner, Dairy Agent

Melissa Ohlrich, Regional Crops Educator

- Securing funding for workshops where dairy and livestock will increase their awareness and knowledge of biosecurity practices to prevent and mitigate the economic impact of endemic and foreign animal diseases (especially Foot and Mouth Disease, FMD) for their farms.
- An event for farm owners and workers, where they learned about proper shot placement, restraint of calves for jugular blood draw, and how to use a refractometer to decrease injection site lesions resulting in lost meat, and to increase calf care practices which result in decreased incidence of sickness.
 - Animal welfare and wellbeing is a topic that is very important to consumers. Over recent years consumers have become increasingly concerned with where their food comes from and how the animals are treated. Healthy animals don't just happen; they take time and care. One step to keeping animals healthy involves vaccinating them to protect against disease. Proper vaccine handling is important to accomplish good protection against disease. The training of farm personnel has positive impacts on animal welfare and performance, thus increasing the overall farm profitability. To support dairy farms and their employees, the "Veterinary Care: Safe IM-SQ-IV Techniques" hands-on program was developed. This program aims to teach producers and their employees how to properly administer injections in cattle, their proper placement, and how to restrain calves for jugular blood draw and how to read a refractometer to determine the successful transfer of passive immunity. Class participants were asked to rate their change in knowledge utilizing a self-reported pre/post evaluation. Participants indicated a 0.67-point change in knowledge on a 5-point Likert scale. Participants were also asked to report their level of comfort giving Intravenous, Intramuscular, and sub-Q injections as a result of attending this workshop. Participants indicated an overall change in comfort of 0.34 on a 5 - 5-point Lickert scale, with the greatest change (0.43) in Intravenous injections.
- Planning to coordinate Extension educators statewide to ensure uniform data collection related to corn silage harvest management. The goal is to share whole plant moisture with forage growers in each region and aggregate additional silage data including planting date, relative maturity, corn hybrid, fungicide use, grain stage and previous crop. This data would be utilized to inform future corn silage harvest recommendations.
 - Corn silage dry down events are held across the state as means to determine when optimum corn silage harvest should occur due to whole plant moisture measurements. As we are already gathering some data regarding the samples collected, we determined there is additional information that would be beneficial to better understand the factors affecting when corn silage should be harvested. This prompted the forage team in the crops and soils program to look further to determine what data might be beneficial to informing harvest management decisions. A number of resources were prepared for educators and partners to utilize when gathering data at local corn silage dry down events. Partners will be provided with a worksheet for producers to fill out and return with their stalk



samples. Additionally, an Excel document is available to collect that data as well. Data will be collected and used to inform future management recommendations.

- Planning for an update to Topic Hub article heat abatement resources in dairy cattle, as well as, creating new informative videos to showcase dairy farmer success stories about heat abatement strategies on-farm. The goal is to increase awareness and highlight successful implementation of heat abatement strategies for dairy cattle. These resources will address a critical topic related to climate change and sustainability, as well as methods to ensure high quality animal care and economic viability for the dairy industry.
 - Heat stress presents both an animal welfare and sustainability challenge for the dairy industry. Dairy cattle of all ages are susceptible to thermal discomfort and may experience poor animal welfare as a result (Van Os et al., 2024). In lactating cows, milk production and reproductive losses have been documented to occur during heat stress, which, along with a greater risk for mortality, threatens the economic viability, efficiency, and environmental sustainability of dairy production. Some limited evidence also suggests heat stress and mitigation strategies impact public perception of dairy farming (Cardoso et al., 2018). Many Wisconsin dairy farmers have expressed interest in learning more about cost-effective and energy-efficient housing and management practices to mitigate heat stress in dairy cattle. Previous heat abatement resources on the Topic Hub will be updated and new resources will be added to address economic impact. In addition, brief, informative videos to highlight various types of successful heat abatement strategies implemented by dairy producers on-farm will be created. Our goal is to serve as a reliable source for research-based information on effective and efficient heat abatement strategies in continental or temperate climates, across dairy herd sizes and facility types. Dairy producers and the industry will increase awareness of heat abatement strategies and important sustainability, economic, and animal care implications.

FoodWise

Mallory McGivern, FoodWise Administrator

Michelle Van Krey, Healthy Communities Coordinator

Julia Perock, FoodWise Educator

- A nutrition education series in partnership with WIC for families participating in WIC programming. These classes are taught at The Neighbors' Place community room and feature foods provided through the WIC nutrition program and foods typically found in The Market at The Neighbors' Place.
- An ADRC grant provided funding for weights to reach western Marathon County with GenteFuerte (StrongBodies) programming. StrongBodies is a strength training program for older adults that improves flexibility, strength and community connection.
- Shared leadership in the Marathon County Hunger Coalition, where emphasis is placed on expanding healthy food access and developing new projects and partnerships that will empower Marathon County





families through education and shared resources. The coalition's goal is to increase access to healthy foods in order to achieve health equity for all county residents.

- 9% of Marathon County residents use SNAP benefits to purchase food, and many more would benefit from increased access to fresh fruits and vegetables. FoodWise provides support to the MCHC, which purchases and procures local produce for food pantries and operates a monthly mobile pantry that travels throughout the county. The MCHC purchases thousands of dollars of produce and local food from farmers in the community to be distributed through food pantries. This program supports the local economy by keeping money in the community and provides healthy food to those that need it most.

Horticulture

Janell Wehr, Horticulture Educator

- A booth at the Central Wisconsin State Fair where the general public participated in an active learning game about blossom end rot. The effort was designed to increase awareness and knowledge of resources to decrease environmental contamination and pollution due to overuse of horticulture chemicals.
- A presentation for the general public at MCPL-Wausau where participants learned about Spotted Lantern Fly (SLF), including methods to scout and report. The goal of this effort is to increase awareness and knowledge of resources to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments.
- Respondents stated as a result of the program they: Understood WHY SLF could become an emergent issue for Wisconsin gardeners: 100% Understood how SLF spreads into new territories; 100% Understood the methods to detect SLF; 67% Understood how to report: 100%
- A presentation for adults over 55 (Woodson YMCA-The Landing) where participants learned how evidence-based gardening practices can mitigate the effects of extreme weather due to climate change. This effort was designed to increase awareness and knowledge of techniques to mitigate and adapt to climate change, increasing climate resilience through horticultural techniques. Total Reach: 8 adults
- When surveyed, 63% of respondents shared that as a result of the program, they understood how evidence-based gardening practices can mitigate the effects of extreme weather due to climate change.
- An in person 12 session horticulture course (Sowing Success) where Marathon County (Wausau) residents and potential Master Gardener Trainees learn the fundamental principles of IPM based gardening. The goal of this effort is to increase awareness and knowledge of resources to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments. Total Reach: 16
- An in person 12 session horticulture course (Sowing Success) where Wood County (Marshfield) residents and potential Master Gardener Trainees learn the fundamental principles of IPM based gardening. The goal of this effort is to increase awareness and knowledge of resources to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments. Total Reach: 4
- A presentation for adults over 55 (Woodson YMCA-The Landing) where participants learned about Spotted Lantern Fly (SLF), including methods to scout and report. The goal of this effort is to increase awareness



and knowledge of resources to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments. Total Reach: 9

- Respondents stated as a result of the program they: Understood WHY SLF could become an emergent issue for Wisconsin gardeners: 100% Understood how SLF spreads into new territories: 100% Understood the methods to detect SLF: 100% Understood how to report: 100%
- A therapeutic gardening program for youth with court ordered supervision at a juvenile facility (Youth Opportunities Center), where adolescents learned about the importance of insects in the environment. The goal of this effort was to Increase awareness and knowledge of environmentally-sound gardening practices that simultaneously provide physical, social and emotional benefits of gardening. Total Reach: 3 youth
- A diagnostic service for the general public, where Marathon and Wood County residents' horticultural inquiries are answered through evidence-based resources. This effort is designed to reduce pollution through horticultural product (pesticides and fertilizers) misuse.

Natural Resources

Kris Tiles, NRI Program Manager

Anna James, Regional Natural Resources Educator

Jen McNelly, Regional Natural Resources Groundwater Educator

- A field day for farmers and non-farmers in and around the Big Roche-A-Cri watershed, where attendees learned about an on-farm research project that was conducted by Farmers of the Roche-A-Cri and Petenwell & Castle Rock Stewards group members and Extension and UW-Madison researchers. Through this field day, attendees learned about the dynamics of nitrate leaching and examined the feasibility and impact of interseeding cover crops in a potato system. Attendees also learned ways in which on-farm research trials will help potato growers improve their practices to minimize nitrate losses. Total Reach: 25 attendees including agency staff, non-farming community members, producers, and agronomists
- A project for Wisconsin woodland owners where they will work with a forester to get a Forest Stewardship Plan. Through this program, woodland owners will receive a plan that will allow them to identify goals for their property, plan for the future of their land, and implement management activities. Total Reach: 28 Cooperating Foresters have joined the project to write Forest Stewardship Plan 40 Woodland Owners have been connected with Forester to get a plan 1 Forest Stewardship Plan completed
 - Wisconsin has made great strides in private forest landowner engagement, more than 21,000 new landowners have received a property visit from a professional forester since 2018. These landowners have received personalized information about their property and are poised to act in their woods. The cost of getting a Forest Stewardship Plan can be prohibitive for some woodland owners, but those same plans are commonly required to participate in cost-share programs that help pay for woodland management activities. We created the Wisconsin Stewardship Plan Project (WSPP) to help Wisconsin landowners take the next step by making it possible for them to get a Forest Stewardship plan for their woodlands. WSPP created a network of private foresters that will write plans across the state. The Wisconsin DNR received a grant so that the project could pay the private foresters for the plans they write. When an eligible woodland owner signs up, the project will connect



them with a private forester that can write a Stewardship Plan in their area. The woodland owner works with the private forester to identify goals for their woodlands and strategies to reach goals, and the process ends with the landowner having a Forest Stewardship Plan. Targeted outreach to woodland owners that have done a walkthrough with their DNR forester, but do not have a management plan, is planned for the future to help the project continue to grow. Outreach will include emailing information about the program and/or a mailing. We will also connect with partner organizations to help us proliferate information about the project in their network. The Wisconsin Stewardship Plan Project will increase the number of landowners who have a Forest Stewardship Plan for their property. Further this will increase the number of woodland owners that have the required management plan to apply for cost share programs that can financially help with management activities. Our project removes the financial barrier of getting a Forest Stewardship Plan for some landowners by using grant funding to pay for the plans. UW Extension Forestry will continue to engage and provide resources for woodland owners after they get a Forest Stewardship Plan, so participants feel better prepared to implement their plan. The project is also employing private foresters across the state by providing plan writing opportunities. The hope is that culmination of this effort will increase forest health across the state.

Additional Extension Outreach Programming Occurring in Marathon County

- A one-day workshop for farmers, agronomists, and crop consultants, where participants learned about the latest research in optimizing weed management through the use of improved technology, precision agriculture, and conservation practices. The purpose of this effort is to help increase the resiliency of cropping systems in Wisconsin and manage weeds effectively while minimizing resistance and increasing profitability and sustainability in agriculture. Total Reach: 89 participants who affect 220,200 acres
- Planning for a training and field day for dairy heifer grazing technical service providers in collaboration with USDA-NRCS, SARE, Grassland 2.0, Tilth Agronomy, Glacierland Resource Conservation and Development, WI Land + Water, Wisconsin DNR, and WAPAC, so that technical service providers can expand their knowledge of dairy heifer grazing for economic and ecological outcomes.
- Solar Contract Basics for WI Landowners was presented in Marshfield at the AgCountry Farm Credit regional headquarters on August 21, 2024; in Madison, WI at the Farm Bureau Federation Headquarters on August 22, 2024 and virtually on August 26, 2024. More than 75 farmers and other landowners, as well as local elected officials, learned about renewable energy siting and engagement, common contract terms in solar lease agreements, the potential risks in solar lease agreements, and how to negotiate solar lease agreements mitigating or eliminating the risks while providing economic value to the farmer/rural landowner. Total Reach: More than 75 farmers and rural landowners, as well as local elected officials.
- Planning for a Pasture Walk. The goal is to reach dairy producers that graze, other livestock grazers and a focus on organic grazing so that they will gain skill and confidence in utilizing grazing on their farms.



- A field day for farmers and non-farmers in and around the Big Roche-A-Cri watershed, where attendees learned about an on-farm research project that was conducted by Farmers of the Roche-A-Cri and Petenwell & Castle Rock Stewards group members and Extension and UW-Madison researchers. Through this field day, attendees learned about the dynamics of nitrate leaching and examined the feasibility and impact of interseeding cover crops in a potato system. Attendees also learned ways in which on-farm research trials will help potato growers improve their practices to minimize nitrate losses.
- Planning for a Fall workshop focused on Entrepreneurship and Placemaking efforts in Marathon, Portage, and Wood Counties. The goal, under the Strategic Doing framework, is to bring together stakeholders from across the region in order to establish action-based work groups to support, enhance, and grow efforts towards placemaking and an entrepreneurial ecosystem within the region.

Upcoming Programs

- **4-H Programming** – Information at marathon.extension.wisc.edu/projects/programs/
- **Horticultural Programs** – Information at <https://marathon.extension.wisc.edu/horticulture/programs/>

Jeremy Solin <i>Area Extension Director</i>	Janell Wehr <i>Horticulture Educator</i>	Kris Tiles <i>NRI Program Manager</i>
Heather Schlessler <i>Dairy Agent</i>	Mallory McGivern <i>FoodWise Administrator</i>	Kathy Johnson <i>Administrative Assistant</i>
Holly Luerssen <i>4-H Program Educator</i>	Julia Perock <i>FoodWise Educator</i>	
Melissa Ohlrich <i>Regional Crops Educator</i>	Michelle Van Krey <i>Healthy Community Coordinator</i>	



Wausau UW-Stevens Point

Report to the Extension, Education, and Economic Development Committee September 2024

1. **Our Fall 2024 began on September 3rd:** We've been very happy to welcome our new first-year, transfer, and returning students. We had a great experience with our First-Year Orientation on August 26th.
2. **Wausau Campus Dining:** [Chicago Style'z](#) will open back up on the Wausau campus on October 7th. Their hours are 11:00am to 7:00pm Monday-Friday and 11:00am-4:00pm on Sundays. We hope you come check them out!
3. **Fall events for prospective students:**
 - a. **ViewPoint Days:** ViewPoint is a great opportunity for prospective students and their families to learn about our campus. Each ViewPoint session includes an admissions presentation, mock class, student panel, and campus tour.
 - i. Friday, October 11 at 9:00 am
 - ii. Wednesday, October 23 at 1:00 pm
 - iii. Register at <https://apply.uwsp.edu/portal/all-visits-wausau>
 - b. **Weekly visits:** We offer an admissions presentation and tour every Monday at 10:00 am.
 - c. **Wisconsin Education Fair:** We sponsored the Wisconsin Education Fair in our Fieldhouse on September 19th. We had a fantastic turnout and enjoyed seeing high school students make connections with higher education providers and other postsecondary institutions.
4. **Continuing Education:** UWSP's Continuing Education department has a robust slate of offerings this fall.
 - a. Continuing Education is now offering a community choir starting this month!
 - b. You can see all CE offerings on their website:
<https://www3.uwsp.edu/conted/Pages/Professional-Development.aspx>
5. **Degree Programs Offered** – Below is a list of the degree programs we currently 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
 - B.S. in Business Administration
 - B.S. in Nursing (full degree and completion options available)
 - B.S. in Organizational Leadership
 - B.S. in Multidisciplinary Studies
 - B.S. in Multidisciplinary Studies—Technology Management Emphasis Engineering (UW-Platteville Partnership)

- c. Master's Degrees
 - Masters of Business Administration in Applied Leadership and Decision-Making
 - Physician Assistant Program (UW-Madison Partnership)

Submitted by Miranda Gentry-Siegel, Interim Director of Campus Operations

MCDEVCO, Inc. – September 2024 Report

GAP & Micro FINANCING

MCDEVCO continues to work with businesses throughout Marathon County to provide *GAP* and Micro Financing.

POWTS REVOLVING LOAN FUND

MCDEVCO is accepting applications!

ENTREPRENEURIAL DEVELOPMENT

2024 Programs and Educational Updates:

- **January 16, 2024:** Q1 Entrepreneur Information Session hosted by MCDEVCO.
- **March 13, 2024:** DC Everest Youth Entrepreneurs Tour of MCDEVCO & EEC hosted by MCDEVCO.
- **March 19 & March 26, 2024:** Sales & Use Tax Workshop hosted by MCDEVCO.
- **April 2 & April 9, 2024:** Social Media Marketing Workshop hosted by MCDEVCO.
- **April 9, 2024:** Q2 Entrepreneur Information Session hosted by MCDEVCO.
- **April 30, 2024:** GEARS Alumni Networking hosted by MCDEVCO.
- **May 14, 2024:** EEC Tenant *GAP* & Micro Financing Info Session hosted by MCDEVCO.
- **July 9, 2024:** Q3 Entrepreneur Information Session hosted by MCDEVCO.
- **July 16, 2024:** UW Law & Entrepreneurship Clinic hosted by MCDEVCO.
- **September 10 through December 10, 2024:** *GEARS* Certificate of Entrepreneurial Excellence hosted by MCDEVCO.
- **October 22, 2024:** Q4 Entrepreneur Information Session hosted by MCDEVCO.
- **October 25, 2024:** Women's Entrepreneurship & Leadership Summit

Municipalities

MCDEVCO hosts quarterly municipality meetings.


EEC Management

Occupancy Update:

- August 2024 YTD Occupancy: 84.80%

Kimm Weber, Executive Director - MCDEVCO

www.mcdevco.org



INFORMATION SESSION

DATE
Tuesday, January 16, 2024

TIME
12:00PM

LOCATION
ZOOM

Interested in starting a business?
Join MCDEVCO for a virtual overview of the steps needed to begin the entrepreneurial journey!





SALES & USE TAX WORKSHOP

Join MCDEVCO in this two-day workshop with Holly Hoffman, as we navigate through the nuances of Wisconsin Sales and Use Tax.

Day 1: Sales - WI Sales Tax
Tuesday, March 19th, 2024
6:00 PM - 8:00 PM

Day 2: Purchases - WI Use Tax
Tuesday, March 26th, 2024
6:00 PM - 8:00 PM



Holly Hoffman
Sales Tax Lady
Owner

MCDEVCO, Inc.
100 N 72nd Avenue
Wausau, WI 54401

715.298.0084
www.mcdevco.org

Scholarships Available



Social Media Success Workshop

MCDEVCO, Inc.
Entrepreneurial & Education Center
100 N 72nd Avenue, Wausau, WI

Tuesdays, April 2 & 9, 2024
6:00-8:00PM

715.298.0084
www.mcdevco.org



Instructor
Bryson Bernarde
Owner - United Social Media Marketing





PUBLIC SPEAKING 101

Elevate your public speaking skills using acting techniques, fine-tune your elevator pitch, and learn how to create an effective slide presentation!

REGISTER ONLINE!

Day 1: Lecture
Tuesday, July 30, 2024
6:00 PM - 8:00 PM

Day 2: Presentation
Tuesday, August 6, 2024
6:00 PM - 8:00 PM

Location:
100 N 72nd Ave,
Wausau, WI 54401

MCDEVCO, Inc.
715.298.0084
www.mcdevco.org

Scholarships Available!

MCDEVCO, INC. PRESENTS



THE ART OF SELLING

with Tim McKeough

INCREASE YOUR SALES. CLOSE LIKE A PRO.

Tuesday, May 14th, 2024
6 PM - 8 PM
100 N 72nd Ave,
Wausau, WI 54401

Register Online!

Scholarships Available

MCDEVCO, Inc.
715.298.0084
www.mcdevco.org





GEARs Certificate of Entrepreneurial Excellence Alumni Networking Event

HOSTED BY MCDEVCO



Meet, Speak & Network with Alumni

100 N 72nd Avenue, Wausau, WI 54401

APRIL | 30th | 2024
6 PM - 8 PM

BUSINESS LAW BASICS

Tuesday, July 16, 2024
100 N 72nd Ave, Wausau, WI 54401

10 AM - 11 AM
Presentation & Q&A

11 AM - 3 PM
Eight (8) 30-minute consultations

To schedule a consultation, you MUST register for the workshop. Appointments are first come, first serve.

Click the link in the description to register!



Law & Entrepreneurship Clinic
UNIVERSITY OF WISCONSIN LAW SCHOOL
UNIVERSITY OF WISCONSIN - MADISON

MARATHON COUNTY MCDEVCO

MCDEVCO, Inc.
715.298.0084
www.mcdevco.org



COURAGEOUS CONVERSATIONS

Women's Leadership Summit
FRIDAY, OCTOBER 25, 2024
8:30 AM - 3:30 PM

Register online today!
For more information, visit our website.



PRESENTER:
STEPHANIE PERKINS

Program Cost: \$75 (lunch included)
Scholarships available.

MCDEVCO, Inc.
Entrepreneurial & Education Center
100 N. 72nd Ave
Wausau, WI 54401
715.298.0084
www.mcdevco.org

Join MCDEVCO to celebrate National Women's Small Business Month with Stephanie Perkins, as we conquer tough talks with finesse and understanding.



GEARs CERTIFICATE OF ENTREPRENEURIAL EXCELLENCE

MARATHON COUNTY MCDEVCO

What is the GEARs Program?

Get your GEARs turning in this 14-week leadership program that provides the skills, tools, and strategies needed to start or grow your business.

Scholarships available.

REGISTER ONLINE TODAY!

- ✓ Proof of Concept
- ✓ Business Plan
- ✓ Finances
- ✓ Sales & Income Tax
- ✓ Marketing
- ✓ Commercial Insurance
- ✓ Human Resources & Legal
- ✓ Financial Panel
- ✓ Dolphin Tank

100 N. 72nd Avenue, Wausau, WI 54401
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