



EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE AGENDA (AMENDED)

Date & Time of Meeting: Thursday, February 3, 2022, at 4:00 p.m.

Meeting Location: Courthouse Assembly Room, (B105), Courthouse, 500 Forest Street, Wausau WI

Committee Members: Sara Guild, Chair; Ka Lo, Vice-Chair; Gary Beaström; Becky Buch; Tom Rosenberg; Rick Seefeldt, Chris Voll

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.

The meeting site identified above will be open to the public. However, due to the COVID-19 pandemic and associated public health directives, Marathon County encourages Extension, Education & Economic Development Committee members and the public to attend this meeting remotely. Instead of attendance in person, Committee members and the public may attend this meeting by telephone conference. If Committee members or members of the public cannot attend remotely, Marathon County requests that appropriate safety measures, including adequate social distancing, be utilized by all in-person attendees. 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: 146 159 7938

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

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

- 1. Call Meeting to Order
2. Public Comment (15 Minutes) (Any person who wishes to address the County Board, or one of its committees, during the "Public Comment" portion of 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.)
3. Approval of the December 2, 2021, Extension, Education & Economic Development Committee Minutes
4. Policy Issues Discussion and Potential Committee Determination
A. Childcare Access Challenges in Marathon County and potential next steps
5. Operational Functions required by Statute, Ordinance, or Resolution:
6. Educational Presentations/Outcome Monitoring Reports
A. Reports from Committee-Affiliated Departments and Organizations
1. Marathon County Public Library (Leah Giordano)
2. MCDEVCO (Kimm Weber)
3. UW-Madison Division of Extension (Jason Hausler)
4. UW-Stevens Point Wausau Campus (Ann Herda-Rapp)
7. Next Meeting Time, Location, Announcements and Future Agenda Items:
1. Committee members are asked to bring ideas for future discussion
2. Next meeting: Thursday, March 3, 2022, at 4:00 pm
8. 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 e-mail countyclerk@co.marathon.wi.us one business day before the meeting

SIGNED /s/ Sara Guild

Presiding Officer or Designee

FAXED/EMAILED TO: Wausau Daily Herald, City Pages, and Other Media Groups

NOTICE POSTED AT COURTHOUSE

BY: Toshia Ranallo
DATE & TIME: 2/2/2022 11:00 a.m.

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DATE & TIME: 2/2/2022 11:00 a.m.



EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE MINUTES

Thursday, December 2, 2021, at 4:00 p.m.

Courthouse Assembly Room, (B105), Courthouse, 500 Forest Street, Wausau WI

Members	Present/Web-Phone	Absent
Chair Sara Guild		Excused
Vice Chair Ka Lo	X	
Gary Beastrom		X
Becky Buch	W	
Tom Rosenberg	X	
Rick Seefeldt	X	
Chris Voll	X	

Also present/WebEx: Michael Puerner, Lance Leonhard, Craig McEwen, Jason Hausler, Leah Giordano, Kimm Weber, Ann Herda-Rapp, Sarah Dowidat and Toshia Ranallo.

1. Call Meeting to Order

Vice Chair Lo called the meeting to order at 4:00 p.m.

2. Public Comment – None

3. MOTION BY ROSENBERG; SECOND BY VOLL TO APPROVE THE MINUTES OF THE OCTOBER 7, 2021, EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.

4. Policy Issues Discussion and Potential Committee Determination

- A. WCA / Discover Wisconsin “Uniquely Wisconsin” Program – (policy question - Should Marathon County expend funds to participate in the program?)**

Discussion:

Administrator Leonhard provided background on the “Uniquely Wisconsin” program. The WI Counties Association and Discover Wisconsin created the program for counties to advertise and market their assets to individuals looking to relocate to the area.

Leonhard further explained he had reached out to Tim White, the Director of the Convention and Visitors Bureau (CVB), to inquire if the CVB would be interested in partnering with the county to split the cost. White expressed interest and would discuss it with his board.

Action:

MOTION BY ROSENBERG; SECOND BY BUCH TO RECOMMEND PARTICIPATING IN THE UNIQUELY WISCONSIN PROGRAM AND HAVE THE ADMINISTRATOR ENGAGE IN ADDITIONAL DISCUSSIONS WITH THE CVB FOR EQUAL PARTICIPATION IN THE PROGRAM AND THEN MOVE IT TO THE HR FINANCE AND PROPERTY COMMITTEE TO APPROVE FUNDING. MOTION CARRIED.

Follow Up:

Administrator to report his findings back to this committee.

- B. Update on 2018-22 Strategic Plan Committee Objectives**

Discussion:

Vice Chair McEwen explained the county is in its fourth year of their 5-year strategic plan. He encouraged the committee to complete the tracking template, review the 2020 update, and to think about any policies or resolutions that would help implement the strategic plan before the end of supervisor’s terms in April.

Administrator Leonhard reported the HR Finance & Property Committee continues to develop framework for the utilization and deployment of American Rescue Plan Act (ARPA) funds. There have been discussions on addressing economic development, specifically the shortage of affordable childcare for people within our community. He suggested the committee consider discussing this topic in more detail as it fits in the realm of the committee’s strategic plan goal objectives.

Follow Up:

It was the consensus of the committee to focus future discussions on affordable childcare.

5. Operational Functions required by Statute, Ordinance, or Resolution: None

6. Educational Presentations/Outcome Monitoring Reports

The following written reports can be viewed in the packet located on our [website here](#).

A. Reports from Committee-Affiliated Departments and Organizations

1. Marathon County Public Library (Leah Giordano)
2. MCDEVCO (Kimm Weber)
3. UW-Madison Division of Extension (Jason Hausler)
4. UW-Stevens Point Wausau Campus (Ann Herda-Rapp)

7. Next Meeting Time, Location, Announcements and Future Agenda Items:

1. Committee members are asked to bring ideas for future discussion
 - a) Childcare discussion
2. Next meeting: **Thursday, January 6, 2022, at 4:00 pm**

8. Adjournment

MOTION BY ROSENBERG; SECOND BY BUCH TO ADJOURN THE MEETING AT 4:48 P.M. MOTION CARRIED.

Respectfully submitted by,
Toshia Ranallo

The recording of the meeting can be accessed at the link below:

<https://tinyurl.com/MarathonCountyBoard>

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

December 2021-January 2022

Aspen Discovery

Aspen is a full-featured Discovery System that WVLS has subscribed to for use by all member libraries. Available to patrons in late February or early March 2022, it integrates with eContent and other third-party providers, giving our patrons comprehensive access to all of our materials in one place. Aspen combines our library catalog with e-content, digital archives, and enrichment from all major third-party providers. It also improves relevancy and ease of use, provides native reading recommendations, displays all formats of titles within one result (FRBR), and much more. Aspen was implemented to give users an improved experience over other Discovery systems with less impact on library budgets.



Virtual Gardening

Since June 2020, the Marathon County Public Library (MCPL) has partnered with Extension Marathon County to offer a series of free virtual gardening classes for the public. These classes are held via the Zoom app, with two identical sessions of the class offered on two different dates and times each month. All classes are led by Janell Wehr, Extension Marathon County's horticulture educator.

Class topics change from month-to-month throughout the year. Examples of previous topics include heirloom plant biographies, healthy soil and composting, growing vegetables in small spaces, and managing weeds. Timely topics for December's classes will feature winter plants like Christmas cacti, poinsettias and even your own Christmas tree!

The partnership has been mutually beneficial for both organizations, allowing MCPL to offer quality

virtual programming for adults during a time that most in-person programming remains on hold while also providing the Extension opportunities to reach community members who may not be familiar with the organization and what they have to offer.

Government Official Visit

Wisconsin State Superintendent of Public Instruction Dr. Jill Underly and Deputy State Superintendent Dr. John Johnson visited the library on Thursday, December 3rd for a meet & greet. We gave them a tour of the library and got the opportunity to discuss services, opportunities, and challenges of the last two years. Many thanks to Dr. Underly and Dr. Johnson for taking the time to visit our facility!



Youth Events & LENA

The Youth Services team continued to film virtual story times and plan grab and go activities for 2022. Elizabeth Lutz visited John Muir Middle School and worked with three students in an afterschool program called G2M. They did a “book tasting” where they read the beginnings of a few middle-grade novels and then discussed them. Taylor and Rose made a socially distant passive program/display featuring a cut-out of a macaroni penguin and an emperor penguin. Kids (and parents) can measure themselves to see how tall they are in comparison to the two penguins. Two new “if you liked this, try this” booklists were created for the teen area.

Notary Services

Instituted in September, notary services are now available at MCPL Wausau. After several patron requests, adult librarian Julie Kinney took steps to become a certified Wisconsin Notary Public. Common items that need notarizing include immigration papers, auto titling forms, stock exchanges, wills and end of life directives. While we can notarize nearly anything, the most common documents are wills and end of life directives. Our service is available on a walk-in basis, but we are happy to take appointments as well. There is no cost for the service at MCPL.



Branches

Grab and Go craft kits continue to be popular at all locations. In December, we collectively handed out 270 fine motor ocean craft kits for kids and 85 “I Love Books” wooden heart craft kits for adults. Virtual book club continues at many locations. Additionally, artwork from the Mosinee Elementary School is currently on display at the Mosinee branch. Branch staff participated in the Aspen patron experience training. Some branches continue to have connectivity issues with Sierra, but MCPL, WVLS, and Marathon County are working on a long term solution. An “offline” Sierra program is being installed on branch computers which will help staff members complete circulation tasks if Sierra is not connecting. Spencer and Stratford both finished inventory of their entire collection. 2021 Wisconsin tax forms have arrived at some locations. Erica Petersen, the new Athens Branch Coordinator, started on December 27th. Wi-Fi antennas were installed in Mosinee and Stratford to extend Wi-Fi access to more of the community.

####

MCDEVCO, Inc. – January 2022 Report

COVID-19 AND SAFER AT HOME:

MCDEVCO is still continuing to provide resources to businesses recovering from COVID-19 and/or continuing to pivot into new ventures to propel their business forward in an ever-evolving economy.

MCDEVCO was able to fulfill the strategic goals of *GAP* Financing, Entrepreneurial Development, Municipalities and Businesses. Along with normal business operations, MCDEVCO was able to fulfill the following County objectives from their 2018-2022 plan and more:

- **Objective 10.6:** Ensure the future availability of a skilled and flexible workforce prepared to meet the needs of both existing and emerging industries and technologies.
- **Objective 10.8:** Encourage development and redevelopment of key employment centers in the areas that possess strong market potential, provide good transportation access for workers and promote the efficient movement of goods.
- **Objective 10.10:** Create an innovative atmosphere to foster an entrepreneurial-supportive environment.

GAP FINANCING

MCDEVCO continues to work with businesses throughout the County to provide *GAP* financing. MCDEVCO had three new loan clients in 2021. Kimm hosted a meeting with financial institutions to highlight the benefits of *GAP* financing. Also, Kimm has been working with developers and builders to discuss potential needs for *GAP* financing on projects.

Marathon County Revolving Loan Fund

- Number of *GAP* Loans in 2021: 2
- Loans Disbursed in 2021: \$75,000.00
- To Date *GAP* Loans: \$389,733.26
- Jobs
 - Full Time: 22 Positions
 - Part Time: 35 Positions
 - Low to Middle Income (LMI): 20 of the Positions

City of Wausau CDBG Loan Fund

- Number of *GAP* Loans in 2021: 1
- Loans Disbursed in 2021: \$57,000.00
- To Date *GAP* Loans: \$656,443.77

ENTREPRENEURIAL DEVELOPMENT

Entrepreneur Development Starts with Leadership

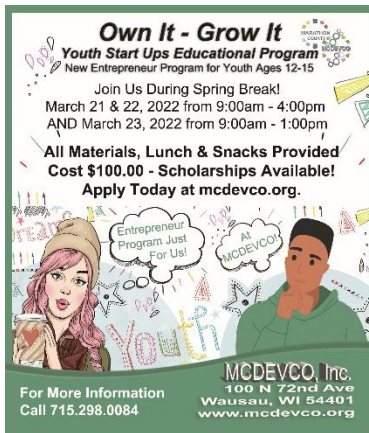
We are currently wrapping up our 16 week Entrepreneur Developmental Leadership Course. We just completed the Financial Panel along with the Dolphin Tank. The Dolphin Tank is a panel composed of business owners and members of the lending or municipal community. The panel provided insight and asked questions of our business owners to ensure they were thinking strategically about their businesses and next steps for success. We will be collecting the student's completed business plans to mark completion of the course.

Lunch and Learn

MCDEVCO is hosting a four week Lunch and Learn Series, diving into the book “Braving the Wilderness” by Brene Brown. This will be a great opportunity to connect local business members to have some great dialogue.

Own It, Grow It!

MCDEVCO is hosting a youth leadership seminar March 21st through March 23rd. Students with entrepreneur and leadership mindset aged 12-15 are encouraged to attend. MCDEVCO is partnering with local school districts to engage teachers and students in this exciting program!



CWED – Board and Executive Committee Representation for Marathon County

Kimm Weber has put in an application to assume vacant position on the CWED Board.

Wausau Regional Chamber

MCDEVCO serves as an advisor to the board. MCDEVCO just attended the 2022 Strategic Planning Retreat. MCDEVCO has a seat on the Strategic Planning Executive Committee to help support the Chamber on its mission to serve businesses.

NCWROC Regional Recovery Plan ALSO NCWRPC Housing Concerns

MCDEVCO serves on both of these regional planning groups for Northcentral WI. The NCWRPC is finishing the COVID study and the group’s findings will come out shortly. The Metro housing study met at the end of July.

DOA/CBDG Funding for Microbusinesses

MCDEVCO is processing applications currently and can report the following:

- 6 Applicants have been awarded funds.
- 15 applications have been sent to the County and have been approved. Payment will follow.

- 5 more applications will be sent to the County.

A blue rectangular graphic with white text. The title 'Marathon County Microbusiness' is at the top left. Below it, a paragraph states: 'Grant is designated for microbusinesses with five or less employees that were affected by COVID-19.' To the right of this text is a yellow and orange starburst containing the word 'GRANT' in large blue letters, with the text 'CLICK Here for more information or to apply.' below it. At the bottom of the graphic, another paragraph states: 'Business must be located in Marathon County, WI - outside of the City of Wausau to apply.'

Municipalities

Topics at hand include: workforce and incentives, transportation, housing, and tourism. MCDEVCO will continue to coordinate monthly meetings with Marathon County and the municipalities via Zoom. MCDEVCO has been working to hear what each municipality needs in 2022, and has personally reached out to all municipalities to connect. Centergy will be joining the next February Zoom call to ensure we are all tying our resources together.

Also, MCDEVCO is listening to the communication surrounding site selection and will be looking into options to bring cohesion to this topic and drive new business to all municipalities from outside Marathon County. MCDEVCO's business survey has gone out to Weston, Mosinee, South Area Businesses, Marathon County, and Wausau.

EEC Management

MCDEVCO has brought in six new kitchen tenants, six new office businesses, and one new manufacturing tenant since July 2021. As we look to the future we have met with NATC and NTC on collaborations. In 2022, MCDEVCO in partnership with the EEC will be hosting an event open to the public to showcase the opportunities for new businesses to join the EEC, showcasing open lease spaces, educational programs and already existing businesses within the space.

Kimm Weber, Executive Director - MCDEVCO



*We teach, learn, lead and serve, 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

Currently Vacant – New Hire Starts in February

- A bi-weekly email newsletter for 4-H families where they learn about local, state, and national program opportunities and project resources. This effort is designed to increase communication while efficiently utilizing resources.

Agriculture

Heather Schlessler, Dairy Agent

- Our study on Beef x Dairy crossbred calves is wrapping up. We are done collecting data on baby calves and have two more data collection times (one in February and one in March) to collect 400 lb animal weights. The results from this study will be able to help farmers and calf buyers identify which crossbred animals will grow more like beef animals based on their appearance.
- Planning for the Animal Wellbeing conference continues. We are currently taking registrations and planning to host the event in person on Feb 22nd. Speakers and the website for the event are finalized. For more information visit: <https://dairy.extension.wisc.edu/events/wisconsin-dairy-and-beef-well-being-conference/>
- Facilitation of the Badger Dairy Insights Webinar Series continues. These presentations are for dairy farmers, calf managers, dairy replacement managers, nutritionists, veterinarians, consultants, etc. where they will learn about feed efficiency, use of alternative forages, and breeding based on weight-related to calf and heifer management. The effort is designed to increase productivity, profitability, and efficiency when raising dairy herd replacements.
- This educator is also involved in planning for the Agriculture Education area at 2022 Wisconsin Farm Technology Days, an outdoor trade show for farmers and rural communities to increase knowledge of Extension Agriculture programs in crops and soils, dairy, farm management, livestock and horticulture.



FoodWise

Tammy Hansen, FoodWise Coordinator

Gaonou Thao, FoodWise Educator

The 2021 County Health Rankings reported that 34% of Marathon County residents were obese (2019). Additionally, 71.6% of 492 respondents to the 2019-2021 Marathon County Life Report survey self-reported being either overweight or obese. In 2020 and 2021 Food Wise staff planned and conducted a monthly "Healthy Eating" series in partnership with the Marathon County Hunger Coalition, to help county residents with limited-incomes learn to improve the quality of their families' diet and increase their ability to manage their food resources. Nutrition educators conducted one-hour nutrition/ food demonstration lessons both virtually and in-person with adults recruited from area food pantries, Head Start, the Women's Community and other partnering agencies. Classes focused on using food available from the food pantry, healthy meal planning/preparation based on the USDA's "ChooseMyPlate" guidance, and creative ways to stretch your food dollars. Following these lessons, participants reported eating more fruits, vegetables and whole grains and an increased willingness to try or prepare new foods.

Additional Highlights

- A statewide Strong Bodies and nutrition education program for Hmong residents with limited resources where they learned to strength train and eat healthy. Participants engage in regular strength training exercises to improve strength, balance, and flexibility so they can stay healthy and socially connected.
- Monthly nutrition/food demonstration lessons for adult food pantry users and community organizations where participants learn to improve the quality of their families' diet and increase their ability to manage their food resources. Following these lessons, participants report eating more fruits, vegetables and whole grains and an increased willingness to try or prepare new foods.

Horticulture

Janell Wehr, Horticulture Educator

- A radio interview for WDLB Insight program where listeners learned about IPM based gardening planning strategies, including site and cultivar selection and the importance of crop rotation. The goal of this effort is to reduce the use of chemical inputs/pesticides by home gardeners.
- Planning for a comprehensive gardening course, in collaboration with local agencies who work with vulnerable populations, for beginning gardeners where they will learn about IPM based gardening techniques so that horticultural product misuse will decrease as participants' well-being increases through successful gardening.
- Planning for a workshop, in collaboration with local farmers markets and other venues, for Marathon County Master Gardener Volunteers who wish to respond to horticultural inquiries where they will learn about the ISOTURE model for volunteer management. The goal of this effort is to ensure volunteers provide research-based information and materials to local communities.



- A virtual and in-person weekly educational series (Extension Wellness) for Central WI residents where participants learn a variety of topics to improve overall well-being and health. The purpose of this series is to increase overall well-being and health of residents through programs on financial, nutrition, horticulture, and behavioral health education.

Jason Hausler
Area Extension Director

Tammy Hansen
FoodWise Coordinator

Kathy Johnson
*Administrative
Assistant*

Heather Schlessler
Dairy Agent

Gaonou Thao
FoodWise Educator

Vacant
4-H Program Educator

Melissa Yates
FoodWise Educator

Janell Wehr
Horticulture Educator

Kris Tiles
NRI Program Manager



Wausau UW-Stevens Point

Report to the Extension, Education, and Economic Development Committee February 2022

1. **Meet Chancellor Tom Gibson** – Our “new” chancellor, Dr. Tom Gibson, will present at the February 17 educational meeting of the county board. Dean Gretel Stock and I will also be attending. (We were supposed to be at the January 20 meeting but both Tom and Gretel were both out sick; I was the last one standing ;) Tom is looking forward to meeting all of you, sharing his vision for our campus, and answering any questions supervisors may have.
2. **COVID-19 testing** – UWSP is collaborating with the county health department to provide COVID testing, through our vendor, at East Gate Hall, rather than on campus. Testing continues to be held on Thursdays and is open to community members, staff, and students. Appointments can be made at <https://covidappt.uwsp.edu/wausau>.
3. **On-campus events** – Our third season of HANK Talks kicks off on Feb. 15 with Prof. Scott Sybeldon and his Talk, "Bob Geldof and Live Aid: Elements of Visionary Leadership" (see below). The Talks are in-person in the Veninga Theater in the CCE and live via YouTube: <https://www.uwsp.edu/wausau/arts/Pages/lfa.aspx>. We will also host the “A Walk in Their Shoes” series again, with Matt Stutzman, “Olympic Hero,” on Feb. 10 at 6:30, also streamed live. Recordings of HANK Talks are archived [here](#). We are also again collaborating with the Chamber and NTC to offer The Branch and, for the first time, to host Demo Day this spring; the program pairs student teams with area businesses to solve a business problem and present their solutions at Demo Day. It’s a cool opportunity for students and area businesses. And our [men’s basketball season](#) and intramurals have started up.
4. **Westside Master Plan Update** – I am part of the team that is working closely with the consulting firm, MSA, to update the Westside Master Plan. Gary and I met with the MSA lead last week and he will be touring the campus on Jan. 31. Among other priorities, we will explore the residence hall property, but also how to maximize use of other buildings on the UW campus, particularly in ways that may dovetail with Marathon Park uses. I am grateful the county has included us as partners.
5. **Spring semester start** – We started the second semester on January 24. It sure is good to have students back on campus after a long winter break. They seemed happy to be back too.

Submitted by Ann Herda-Rapp, Campus Executive

Spring 2022 Season LIVE and IN-PERSON from the Veninga Theater



HANK Talks

Knowledge worth sharing,
from YOUR university.



"Bob Geldof and Live Aid:
Elements of Visionary Leadership"

Tuesday, February 15, 2022

Prof. Scott Sybeldon
Senior Lecturer of Business

7 p.m.

"Desert Planets, Clones, and
Hyperspace:
Seeing Society through the
Lens of Science Fiction"

Tuesday, March 15, 2022

Dr. David Barry
Associate Professor of Sociology



"The James Webb Space Telescope:
NASA's Latest Great Observatory"

Tuesday, April 19, 2022

Dr. Aaron Steffen
Associate Professor of Astronomy

HANK Talks will be in-person in the James F. Veninga Theater in the Center for Civic Engagement on the UW-Stevens Point at Wausau campus and streamed live on the Lecture & Arts YouTube Live channel: <http://tinyurl.com/HankTalk>

The archived Talks (and the entire series) will be accessible from the UW-Stevens Point at Wausau Lecture & Arts webpage: www.uwsp.edu/Wausau/HANKTalks

For more information, contact the following:

For Lecture & Arts programming questions, Chad Premeau at cpremeau@uwsp.edu

For university questions, Ann Herda-Rapp at aherdara@uwsp.edu

For technology or questions about accessing HANK Talks, Kris Berge at kberge@uwsp.edu



Wausau
UW-Stevens Point