



# EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE AGENDA

Date & Time of Meeting: **Thursday, March 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: 146 235 4571**

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 February 3, Extension, Education & Economic Development Committee Minutes**
4. **Policy Issues Discussion and Potential Committee Determination**
5. **Operational Functions required by Statute, Ordinance, or Resolution:**
6. **Educational Presentations/Outcome Monitoring Reports**
  - A. Update on childcare challenges and opportunities in Marathon County from Childcaring, Inc.
  - B. 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, April 7, 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](mailto:countyclerk@co.marathon.wi.us) one business day before the meeting*

**SIGNED** /s/ Sara Guild  
Presiding Officer or Designee

NOTICE POSTED AT COURTHOUSE

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

BY: Toshia Ranallo

DATE & TIME: 2/25/2022 12:00 p.m.

BY: Toshia Ranallo

DATE & TIME: 2/25/2022 12:00 p.m.



# EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE MINUTES

Thursday, February 3, 2022, at 4:00 p.m.

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

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

**Also present/WebEx:** Lance Leonhard, Jean Maszk, Jason Hausler, Leah Giordano, Kimm Weber, Ann Herda-Rapp, Toshia Ranallo, and members from the public.

**1. Call Meeting to Order**

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

**2. Public Comment - None**

**3. Approval of Minutes:**

**MOTION BY ROSENBERG; SECOND BY SEEFELDT TO APPROVE THE MINUTES OF THE DECEMBER 2, 2021, EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.**

**4. Policy Issues Discussion and Potential Committee Determination**

A. Childcare Access Challenges in Marathon County and potential next steps

**Discussion:**

Chair Guild explained this committee identified childcare as a potential economic development issue and a possible strategic plan item for 2022. She has been in contact with representatives from the Early Years Coalition through United Way and a local organization called Child Caring to tentatively present at the March meeting.

Administrator Leonhard reported Special Projects Coordinator Noor Ali Hassan has been collecting WI data on childcare challenges and how shortages are impacting the workforce. See findings below:

- unemployment rate currently in the State of Wisconsin is at an all-time low and under 2% in Marathon County
- In the last eight years Marathon County has lost more than 50 % of its regulated childcare programs
- In 2019 the average cost of childcare for one child was \$9,072, equivalent to the average cost of UW tuition and fees
- The cost for an infant in childcare is greater than average rent in at \$10,332 a year, the average rent in the State of Wisconsin is \$10,044
- Two children in childcare costs \$19,200, significantly more expensive than the average cost for an annual mortgage

Administrator Leonhard indicated he is in ongoing conversations with local administrators, school districts, NTC, the YMCA, the library, MCDEVCO and other entities for solutions to address childcare challenges.

**Action:**

No action taken

**Follow Up:**

Update will be presented at the March meeting.

**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
  2. Next meeting: **Thursday, March 3, 2022, at 4:00 pm**
- 8. Adjournment**
- MOTION BY ROSENBERG; SECOND BY SEEFELDT TO ADJOURN THE MEETING AT 5:02 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>



***Your Local  
Child Care Resource &  
Referral Agency***

Enhancing and supporting a quality early childhood education system by providing resource and referral services to families, child care programs, and communities.

Serving Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara, and Wood Counties

***Vision:***

***For all Central Wisconsin children to benefit from the best child care possible.***

## ▶ Services:

- ▶ Referrals to regulated child care
- ▶ Tools to find quality child care
- ▶ YoungStar
- ▶ Training and Technical Assistance
- ▶ *The Resource Connection:*  
Quarterly Newsletter
- ▶ Email Listservs
- ▶ Good Start Grants (Marathon County)
- ▶ Scholarship Aid (Wood County)
- ▶ Information on becoming a child care provider and start up grants
- ▶ Average child care rates
- ▶ Parent Cafes (Marquette/Adams County)



## Funding Sources

Supporting Families  
Together Association  
thru Wisconsin Department of  
Children and Families

United Way

Private Contracts +

Donations

Local Foundations



# Marathon County – 2020/2021

- ▶ 93 regulated child care programs
  - Capacity to serve 3336 children
- ▶ Average Wages
  - Director - \$17.75
  - Teacher - \$12.61
- ▶ 711 child care referrals to families
  - Serving 904 children
- ▶ 110 families/162 children received Good Start Grants (2021)
- ▶ Average Rates:
  - One child = \$10,125/year
  - Two children = \$19,050/year



## Good Start Grants

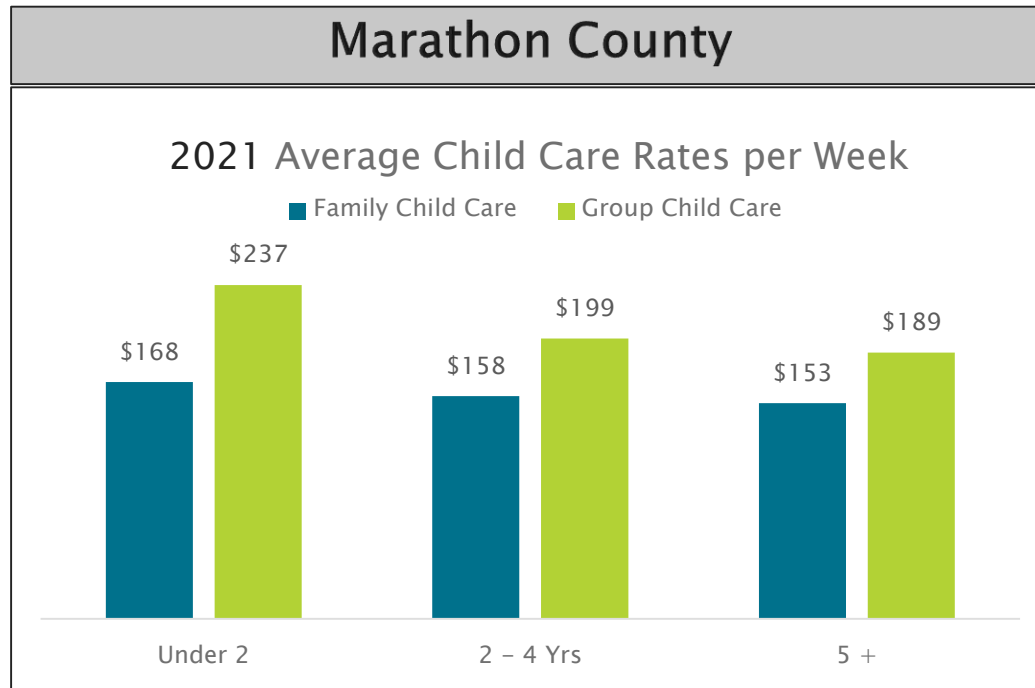
Providing financial assistance for eligible families to ensure they have access to quality, affordable child care. Established in 2014.

### Current funders:

United Way of Marathon County, B.A. & Esther Greenheck Foundation, Dudley Foundation, Connexus Cares, Covantage Cares, Women United.

# High Cost Of Child Care

**\$153 - \$237 per week**



A family with a child age 0-1 receiving care in a group child care setting will pay **3 times the affordable amount.**

The Federal Government defines affordable care as no more than 7% of a family's yearly income should be spent on child care.

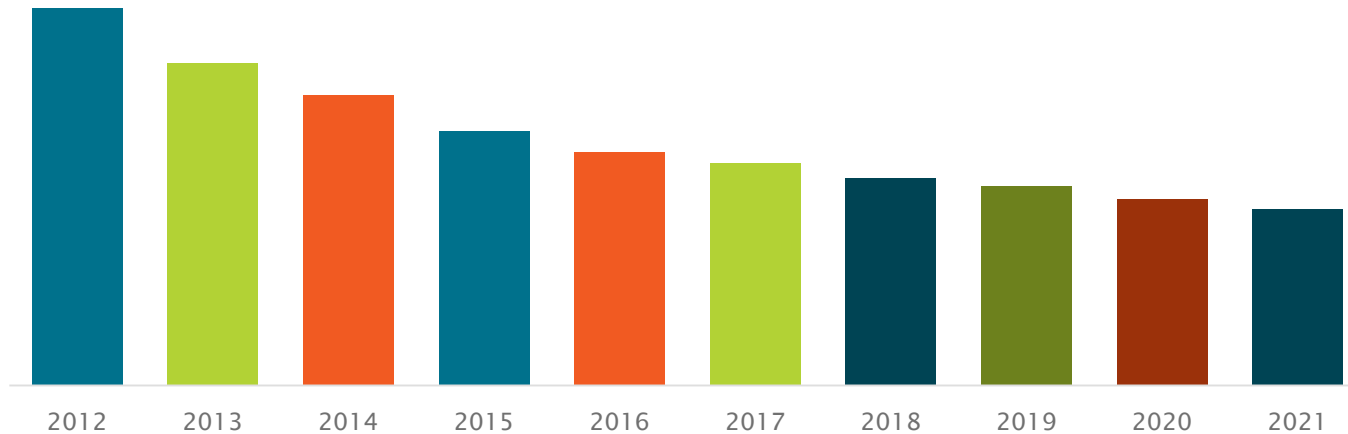
**1 child = \$10,125 per year or 2 children = \$19,050**

**Average annual cost of public college tuition in WI: \$8,550**

# Availability of Regulated Child Care

## Marathon County

**53% Decrease** in the Number of Regulated Child Care Programs



**Turn Over is Especially High in Family Child Care**

50% of zip codes in Marathon County are consider a “child care desert” –  
**areas with little or no access to quality child care**

02/07/2022



# Child Care Workforce

- ▶ 93 regulated child care programs

Total # of Providers	93
Total Capacity	3336
Child Care Center	24
Capacity	1873
Family Child Care	50
Capacity	380
Preschool	6
Capacity	281
School Age	13
Capacity	802

48% are considered “high quality” earning a 3, 4, or 5 Star Rating in YoungStar



## Contributions to Shortage:

- Low wages and few benefits
- 3K and 4K
- Increased regulations and high quality standards
- Lack of value and respect for early childhood profession
- True cost of care – unable to charge families more
- Shut downs and closures due to COVID



# We know Quality ECE is Important

- ▶ Greater learning readiness
- ▶ Improved cognitive ability and social skills
- ▶ Less use of special education classes
- ▶ Lower rates of grade retention
- ▶ Higher labor force participation
- ▶ Increased high school graduation rates
- ▶ Lower use of welfare
- ▶ Higher wages earned – Higher tax contributions
- ▶ Less juvenile delinquency and lifetime participation in crime
- ▶ Lower rates of teen pregnancy





# PROJECT GROWTH

WISCONSIN FAMILIES ARE A GOOD INVESTMENT

[ProjectGrowth.WI.gov](http://ProjectGrowth.WI.gov)

Businesses and child care programs are working toward a sustainable workforce that will drive Wisconsin's economy into the future. When high-quality, accessible child care is made more affordable, communities grow, and local economies thrive!

## Partner Up!

Helping businesses secure affordable child care slots for employees. The employer will contribute part of the true cost of care for each slot reserved, and Partner Up! will contribute the remaining amount.

**Applications will be open  
February 28 – April 4.**

**Apply by March 14 for priority consideration.**

## Dream Up!

Through a collaborative community approach, teams will work to evaluate, plan, sustain existing child care, and expand it in areas where there is need.

Who Should Apply:

- Businesses
- Child Care Providers
- Community Organizations
- Local Government Agencies or School Districts

**Applications will be open  
February 28 – April 4.**

# ATTEND A WEBINAR ON PROJECT GROWTH

## Project Growth Kick-Off Webinar

Monday, February 28  
12 p.m. CST

## Dream Up! Webinar

Wednesday, March 9  
1:30 p.m. CST

## Partner Up! Webinars

Tuesday, March 8  
12 p.m. CST

Thursday, March 10  
6 p.m. CST

Learn more at [ProjectGrowth.WI.gov](http://ProjectGrowth.WI.gov)



**PROJECT  
GROWTH**



**Thank you!**

**Contact us:**

**Kelly Borchardt,**

Executive Director

**Micki Krueger,**

Assistant Director

715.841.9490

[www.childcaring.org](http://www.childcaring.org)

850 Highway 153, Suite F

Mosinee WI 54455



## Vision

For all Central Wisconsin children to benefit from the best child care possible.

**Childcaring, Inc. is your regional YoungStar office.**



A program of the Wisconsin Department of Children & Families



Wisconsin Department of  
Children and Families

(R. 10/2019)

## Childcaring Service Region



**850 Highway 153, Suite F  
Mosinee, WI 54455**

*Located across from the Central WI Airport,  
in the Baymen Professional Building*

**715-841-9490 or 1-800-628-8534**

info@childcaring.org  
www.childcaring.org




Central WI Early Education Resources

*Your Local Child Care Resource & Referral Agency*



**1-800-628-8534**  
**www.childcaring.org**



# Childcaring

Central WI Early Education Resources



Childcaring, Inc. is a non-profit **Child Care Resource & Referral (CCR&R) agency**, guided by its mission to enhance and support a quality early childhood education system by providing resource and referral services to families, child care programs, and communities.

**Childcaring is part of a state and national network of CCR&R agencies.**



Childcaring receives local United Way funding in a number of communities within our service region.



## Looking for child care?

Childcaring can help you locate regulated child care providers and give you the tools to choose a quality program.

*"I am so happy that we have this resource in our community. What a wonderful timesaver and helpful information for people in need of quality child care."*

*– Family using Childcaring referral service*

## Interested in providing child care?

Childcaring can help you with business start-up assistance and resources to obtain regulation; environment set-up and safety measures; policy & procedure review; continuing education, referrals to your program and more.

*"I love working with young children, it is such a joy to watch them grow and get excited about their accomplishments."*

*– Local, Regulated Child Care Provider*

## Childcaring Provides FREE Services

- Resources to help families pay for child care
- Average child care rates
- Average wage & benefits for child care providers
- Professional development and training opportunities
- Resource books and materials available to check out
- Links to early care employment opportunities
- Quarterly newsletter: *The Resource Connection*
- Weekly email: *Early Care Resources & Information*
- Child care options for businesses
- Local child care data
- Local, state, and national links

**Call 1-800-628-8534  
or visit [www.childcaring.org](http://www.childcaring.org)  
for more information.**



## Why Invest In Early Childhood?

There is a wealth of research and data that connect high quality early childhood experiences to children's readiness for school and later life success. Children's readiness can be assessed by:

- **Physical Well-Being & Motor Skills**  
Dressing self, being well-rested and well-nourished, cutting, running and jumping
- **Social & Emotional Development**  
Positive interactions, self-regulate, understand and express feelings, solve conflicts, empathize with others, take turns, and sharing.
- **Cognition & Language**  
Observe, ask questions and problem solve, have an enthusiastic and curious approach to new activities, and communicate and understand the connection between letters and sounds.

**"Supporting families with the cost of quality preschool and child care will result in a more efficient and productive American workforce in both the short-term and long-term."**

*(First Five Years Fund: [www.ffyf.org](http://www.ffyf.org))*

# Good Start Grants

Providing financial assistance for eligible families to ensure they have access to quality, affordable child care.

Established in 2014 in partnership with



Our communities value quality early childhood experiences for our children and families.

Visit [www.childcaring.org/needhelpaying](http://www.childcaring.org/needhelpaying) for a list of all current funders.

## For more information contact:

### Childcaring, Inc.

Your Local Child Care  
Resource & Referral Agency

850 Highway 153, Suite F  
Mosinee, WI 54455

715.841.9490 / 1.800.628.8534  
[info@childcaring.org](mailto:info@childcaring.org)  
[www.childcaring.org](http://www.childcaring.org)

# Good Start Grants





## About Good Start Grants

Good Start Grants (GSG) will help meet the funding gap, between what child care programs need to charge to offer a quality experience and what families can afford.

Families should not have to choose between affordable care and high quality care - care that provides a safe, stable, developmentally appropriate environment.

GSG also has a positive impact for child care programs. Some families stop working because they can't afford child care, causing some programs to close.

Quality child care programs are a critical piece of infrastructure for successful communities. A strong economy needs great child care: we can't work without it!



By providing Good Start Grants we hope to:

- Improve children's readiness for school and later life success.
- Reduce family burdens & financial stress.
- Support early childhood programs and professionals.
- Assist communities by contributing to solutions.

## How does it work?

GSG pays a portion (up to 65%) of a child's tuition. To qualify for GSG families will:

- Have a gross household income below 300% of the Federal Poverty Level.
- Participate in an approved activity, such as work or school.
- Attend a child care program that is rated 3 Stars or higher in YoungStar.



### Next steps:

- Submit an application to Childcaring. Applications are available at [www.childcaring.org/needhelppaying](http://www.childcaring.org/needhelppaying)
- Once approved, GSG will be paid directly to your child care program. Grant amounts are based on available funding.
- Families are responsible for paying the difference between what the child care program charges and the GSG portion.

**GSG varies by county and is dependent on continued funding. Please call or visit our website for the most current funding information, and eligibility guidelines.**



YoungStar, a program of the Department of Children and Families, is Wisconsin's child care rating and improvement system created to improve the quality of child care for Wisconsin children.

### YoungStar:

- Objectively measures child care quality.
- Helps parents choose the best child care for their children.
- Supports child care providers with tools & training to deliver high quality care.
- Sets a consistent standard for child care quality.

The education that nurturing child care programs provide makes a big difference in the lives of so many children and their families. Maintaining a safe, healthy place for children to learn and grow isn't easy; it takes hard work and dedication.

Child care programs are evaluated and given a rating from 1 to 5 Stars; with 5 being the highest rating.

For more information about YoungStar please visit our website at [www.childcaring.org](http://www.childcaring.org).

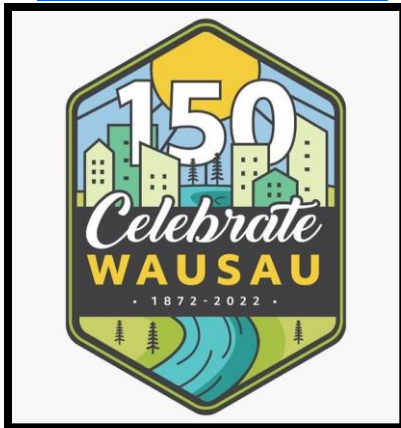
**If your child care program is interested in serving families receiving Good Start Grants, contact Childcaring for more information.**

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

February 2022

### Celebrate Wausau

2022 marks the 150<sup>th</sup> anniversary of Wausau, WI becoming a city, and the city is celebrating! Weekly, Monthly and year-long celebrations will take place during 2022 as we celebrate and recognize the city of Wausau. The library is joining in on the festivities and will be holding several virtual events including Wausau-centric poetry, history and more. For more information on the virtual celebrations or in-person events, check out their dedicated website at [www.celebratewausau.org](http://www.celebratewausau.org).



### Youth Services

January in youth services was once again a busy month. We gave away 737 teleidoscope grab and go activities countywide: 425 at Wausau and 312 at branch locations. We also collaborated with Wausau Events for WinterFest and gave away 75 grab and go snow globe activities at Wausau on Saturday, January 29th. Elizabeth filmed a tween book talk about a juvenile chapter book called "The Last Cuentista." Coincidentally, this book won the ALA's Newbery Award the day before the video premiered. The book talk video received 147 views on YouTube in less than one week! Story times continued to premiere weekly with an average of 20-25 views per story time. We also had book displays on Afghan refugees/our new neighbors, Martin Luther King Jr., and winter. Planning for the library's annual Summer Library Program is in full force.

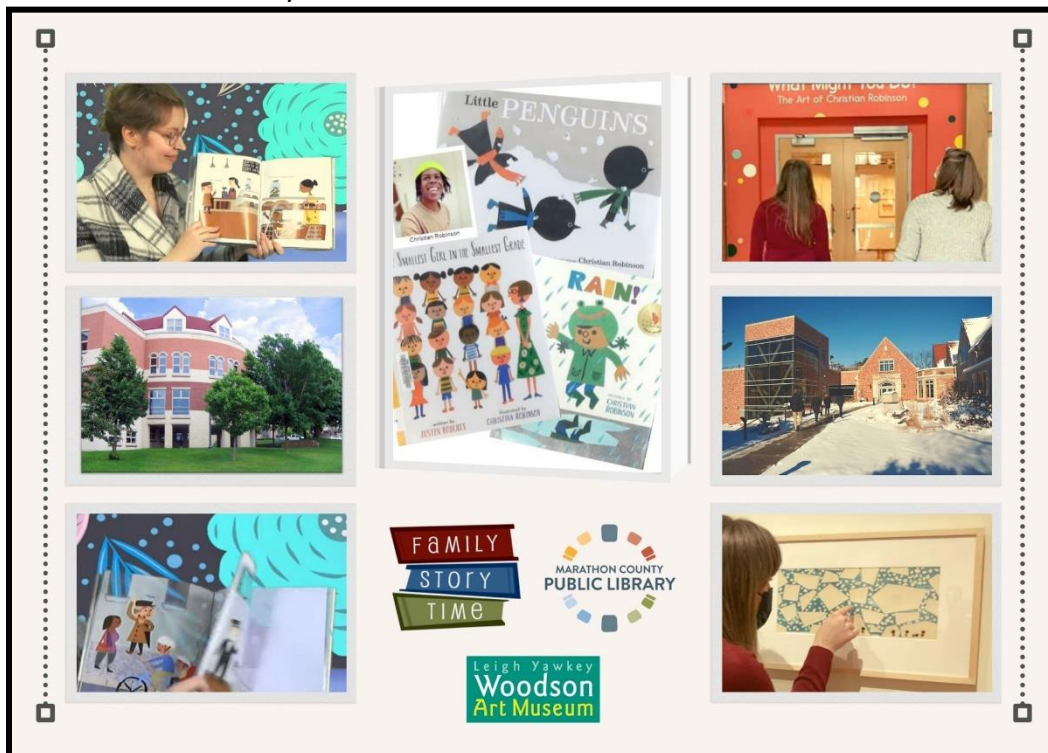
## LENA

We are gearing up for LENA cohorts to start the first week in March and are currently recruiting families to sign up for the 10 week program. Offerings are in person or on Zoom. Library staff will be helping with virtual cohorts. We have a LENA book display in the children's department that will hopefully grab attention and get parents interested.

## Collaboration with Local Art Museum

This month the Marathon County Public Library is collaborating with the Leigh Yawkey Woodson Art Museum by incorporating a “Field Trip” video in the February 1st Virtual Family Story Time featuring three books illustrated by Christian Robinson. This is the first “Field Trip” segment collaborating with a community entity to premiere in our story times.

We hope the collaboration will result in more community members learning about Christian Robinson, visiting the Leigh Yawkey Woodson Art Museum to view the exhibition “What Might You Do? The Art of Christian Robinson”, and checking out picture books illustrated by Christian Robinson in the library’s collection.



## City of Wausau Strategic Plan

In early November 2021, I was invited to be a part of the City of Wausau's Strategic Planning Steering Committee. BerryDunn Business Consultants were contracted in to lead us through the process. This is the first strategic plan for the city and included three phases: project initiation and planning, stakeholder engagement, and the strategic plan and mission statement development. I have been a part of all of these phases, and we are currently in the draft phase of the strategic plan and mission statement development. Once finalized, city department leaders will create strategies to accomplish the included objectives and the prepared plan and associated documents will be shared with the community.



## Branches

Grab and Go craft kits continue to be popular at all locations. In January, we collectively handed out teleidoscope craft kits for kids and pompom coaster craft kits for adults. Virtual book club continues to meet at many locations. Popular displays include brain teasers in Mosinee, book bingo in Rothschild, and "How do you measure up?" in Spencer, an interactive display where patrons can compare their heights to the heights of various animals.

Branch staff participated in the County's MLK Day On training day on 1/17. Our January branch coordinator meeting was held on 1/21. We discussed 2022 SLP, updates to our branch manual, and had a roundtable discussion about what is happening at our locations.

2021 Wisconsin tax forms have arrived at most locations. Federal tax forms are starting to arrive. Erica P., the new Athens Branch Coordinator, completed training in early January and is settling in to her new position. David H., our IT technician, visited all branch locations to help troubleshoot issues and gather information. All branches completed year end tasks including discarding the 2020 magazines and removing new stickers from the 2020 DVDs.



## MCDEVCO, Inc. – February 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: \$387,518.59
- 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: \$646,770.37

### **ENTREPRENEURIAL DEVELOPMENT**

#### **2022 Educational Programming**

MCDEVCO is finalizing its program calendar for 2022 that will enhance resources and mentorship available to existing small businesses in Marathon County. Additionally, MCDEVCO will be offering its 16 week GEARS Certificate Program in Fall 2022 to businesses in the infancy phase of their business planning.

## Entrepreneur Development Starts with Leadership

We just completed the Fall 2021 GEARS Leadership Certificate Program, and graduating students have received their certificates.

## Lunch and Learn

MCDEVCO just completed 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 21<sup>st</sup> through March 23<sup>rd</sup>. Students with entrepreneur and leadership mindset aged 12-15 are encouraged to attend. Kimm is speaking with local classrooms and schools to present this exciting opportunity to students in partnership with the teaching community.



## 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 additional applications have been sent to the County.



**Marathon County  
Microbusiness**

Grant is designated for microbusinesses with five or less employees that were affected by COVID-19.

**GRANT**  
CLICK Here for more information or to apply.

Business must be located in Marathon County, WI - outside of the City of Wausau to apply.

## **Municipalities**

MCDEVCO is part of the Centergy Solutions Team that is creating a Developer's FAM Tour for June 2022. MCDEVCO will welcome the developers to Marathon County as well as partner with Municipalities to showcase shovel-ready sites within their communities on the tour.

## **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



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
MARATHON COUNTY

# February 2022 Report

*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**

Holly Luerssen, 4-H Program Educator

### **A Note from Holly Luerssen – Incoming 4-H Educator**

Hello Marathon County 4-H Families and Partners,

I'm very excited to be joining the Marathon County Extension team as the 4-H Educator. From growing up as a youth in the Racine County 4-H program to supporting my children as they grew up through the Langlade County 4-H program, 4-H has been a very important part of my whole life.

As a former 4-Her and current volunteer, my interests have been raising and showing rabbits; the archery project; travel experiences; and all sorts of leadership opportunities. As a 4-H Educator, I love all things 4-H including providing spaces to uplift youth voice in their 4-H program, along with strengthening youth and adult partnerships especially in leadership teams.

The last few years, I have had the privilege to be a two County 4-H Educator in Langlade & Lincoln counties. During the next few weeks, I'll be wrapping up my administrative duties with both counties as I prepare to transition to my new role with Marathon County 4-H. I look forward to starting with Marathon County 4-H on February 28, 2022.

Let's connect in the days, weeks, and months ahead. Please do not hesitate to reach out at any time by stopping by or calling the office or emailing me at [holly.luerssen@wisc.edu](mailto:holly.luerssen@wisc.edu). I'm very interested in meeting the people that make Marathon County 4-H a significant youth development program.

Together, we will explore what sparks the youth of Marathon County 4-H as we plan for future programs.

Holly Luerssen

4-H Educator

[holly.luerssen@wisc.edu](mailto:holly.luerssen@wisc.edu)

- 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.





Extension

UNIVERSITY OF WISCONSIN-MADISON  
MARATHON COUNTY

# February 2022 Report

## Agriculture

Heather Schlessner, Dairy Agent

- In February we held four classroom sessions for farmers that spray restricted-use pesticides. During these classes participants learned the rules around spraying restricted-use pesticides to get certified and become more knowledgeable on how to handle pesticides. There were 75 farmers that attended these sessions.
- 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.
- Planning for a bi-annual animal well-being conference, in collaboration with UW Madison Department of Animal and Dairy Sciences, where dairy farmers and related professionals will learn about animal husbandry and heat stress, disbudding, maternity cow management, FARM v4.0 areas of non-compliance, fitness for transport, and traits for good temperament. The goal of this effort is to increase animal well-being on farms.
- Planning for presentations (Badger Dairy Insights Webinar Series) for dairy farmers, calf managers, feeds, 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.

## FoodWise

Tammy Hansen, FoodWise Coordinator

Gaonou Thao, FoodWise Educator

- A 4-lesson weekly nutrition/food demo series for Hmong participants for a Hmong senior mealsite where participants taste new foods and learn healthy ways to prepare them. The purpose of this program is to improve the quality of their families' diet and increase their ability to manage their food resources.
- Monthly nutrition/food demo series for Hmong women participating in a domestic abuse support group where participants taste new foods and learn healthy ways to prepare them. The purpose of this program is to improve the quality of their families' diet and increase their ability to manage their food resources.
- Shared leadership and support to the Marathon County Hunger Coalition, where new food distribution strategies were discussed, along with upcoming coalition events, and potential 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.



## Horticulture

Janell Wehr, Horticulture Educator

- 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.
- 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 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.

## Upcoming Programs

- Extension Wellness Series – March 2022  
<https://marathon.extension.wisc.edu/horticulture/therapeutic-horticulture/>
- Mental Health First Aid – Friday, March 11<sup>th</sup> or Thursday, March 31<sup>st</sup>  
<https://wirose.wisc.edu/mental-health-first-aid/>
- Romaine Calm and Garden On  
<https://marathon.extension.wisc.edu/2022/02/16/learn-to-garden/>
- FoodWise Healthy Eating Series  
Please contact Tammy Hansen at [tammy.hansen@wisc.edu](mailto:tammy.hansen@wisc.edu)



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
MARATHON COUNTY

# February 2022 Report

Jason Hausler  
*Area Extension Director*

Tammy Hansen  
*FoodWise Coordinator*

Kathy Johnson  
*Administrative  
Assistant*

Heather Schlessler  
*Dairy Agent*

Gaonou Thao  
*FoodWise Educator*

Holly Luerssen  
*4-H Program Educator*

Melissa Yates  
*FoodWise Educator*

Janell Wehr  
*Horticulture Educator*

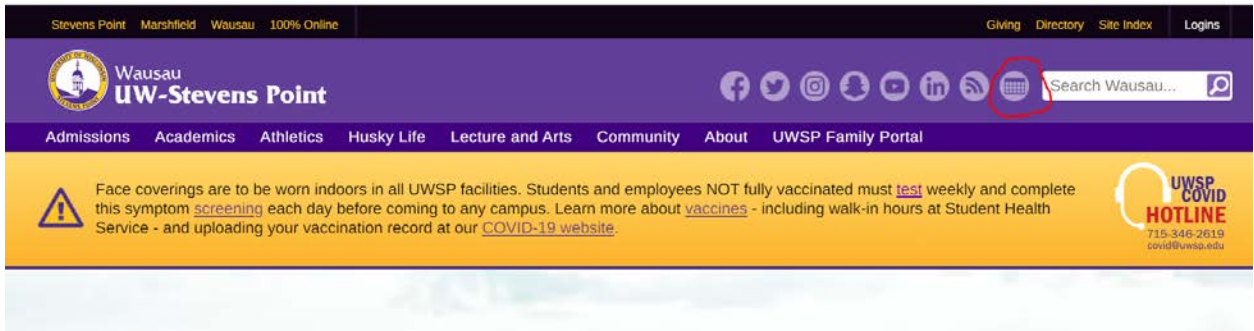
Kris Tiles  
*NRI Program Manager*



# Wausau UW-Stevens Point

## Report to the Extension, Education, and Economic Development Committee March 2022

1. **Career Exploration Day** – We will host around 500 high school students, mostly from rural schools in the area, and numerous employers and higher education providers from across the state on **April 1** for our second Career Exploration Day. Organized around the ACP Career Clusters, we move students through our main academic building and Center for Civic Engagement to showcase a range of careers and the educational pathways to them, with an emphasis on careers requiring higher education. Several county departments, including HR, are participating as employers, to show students career opportunities in county departments.
2. **Events** – Our buildings continue to see increased use every day, by the university but also by community groups. To see university-sponsored events open to the public (including our April 22 Vocal Jazz Concert, as well as our March and April HANK Talks – see page 3), go to [www.uwsp.edu/Wausau](http://www.uwsp.edu/Wausau) and click on the calendar icon at the top right (shown in this screenshot):



3. **New bachelor's degrees on campus** – As the chancellor noted in his presentation to the Board of Supervisors on February 17, we are adding **two new bachelor's degree offerings** at the Wausau campus, both starting this fall:
  - **Accounting** – The program will provide mostly in-person classes for a student's junior year and online classes for their senior year (which accommodates internships that most students do that year). We know there is strong business interest in this bachelor's degree program, that it meets an employer need and helps our region to retain talent.
  - **Early childhood education** – This, too, is an area for which our recent market analysis showed a community need and opportunity. Perhaps there are some possible synergies with the work of this committee and the county in addressing the area's childcare shortage.

This brings our bachelor's degree programs to six: accounting, business administration, early childhood education, nursing, social work, and sociology. We also collaborate with UW-

Platteville to provide bachelor's degrees in electrical engineering and mechanical engineering, and with UW-Green Bay to offer the Master's degree in Social Work (MSW), in addition to our Master's in Business Administration (MBA).

4. **Continued collaboration with area technical colleges** – We have increased the number of articulations into specific degree programs in recent years and now are collaborating with area technical colleges to articulate their liberal arts transfer degree. The arrangement will, we believe, create clear pathways for students into bachelor's degree programs at our campus and the main campus, and increase the number of bachelor's degree holders in the area.
5. **Building improvements**
  - **Previous CIPs** – To close the loop on previous CIPs, the new HVAC controller project was wrapped up as the calendar year closed. We continue to make tweaks to the system but are pleased with the results. The revamping of the approach to the west entrance (Lot C) was completed at the beginning of the fall semester, and the heating plant roof was replaced over the summer. We are making good use of the field house bleachers (a previous CIP) now that Athletics have resumed. We have continued to make unanticipated repairs to the pool, related to the large project from two summers ago.
  - **Planning for a CIP** – Beyond the new carpeting and the wall covering replacement (which will be completed this summer), both of which have been significant improvements, it has been several years since the inside of our main academic building has been touched. I believe it's been since the 1995-1996 renovation. Some of the spaces are in great need of updating, particular the kitchen (from the 1950s), auditorium, Union, and planetarium. We are working with Troy Torgerson to submit a CIP request to renovate those spaces so that they function better for a contemporary university that meets the needs of students and the community. As we move closer to that submission deadline, we can speak further about the request and will ask for your support.
6. **Kudos and best wishes to Chair Guild** – As she leaves this committee and county board service, I want to thank Chair Guild. Beyond demonstrating steady, focused leadership, I am grateful for her sincere engagement of and advocacy for our campus and our students. On a personal level, I am grateful for the way she welcomed me to participate with the committee. She made my transition into this position smoother and always provided helpful, insightful guidance. Wishing you all the best, Sara.

Submitted by Ann Herda-Rapp, Campus Executive

[See HANK Talks poster on next page]

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](http://www.uwsp.edu/Wausau/HANKTalks)

For more information, contact the following:

For Lecture & Arts programming questions, Chad Premeau at [cpremeau@uwsp.edu](mailto:cpremeau@uwsp.edu)

For university questions, Ann Herda-Rapp at [aherdara@uwsp.edu](mailto:aherdara@uwsp.edu)

For technology or questions about accessing HANK Talks, Kris Berge at [kberge@uwsp.edu](mailto:kberge@uwsp.edu)



Wausau  
UW-Stevens Point