



# EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE AGENDA

Date & Time of Meeting: **Thursday, June 2, 2022, at 3:00 p.m.**

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

Committee Members: Rick Seefeldt, Chair; Becky Buch, Vice-Chair; David Baker; Bobby Niemeyer; Tom Rosenberg; Kim Ungerer; Yee Leng Xiong

**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 broadcast on Public Access or at <https://tinyurl.com/MarathonCountyBoard>

1. **Call Meeting to Order**
2. **Pledge of Allegiance**
3. **Public Comment** *(Any person who wishes to address the committee 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. All comments must be germane to the jurisdiction of the committee)*
4. **Approval of the Minutes of the May 5, 2022, Extension, Education & Economic Development Committee Meeting.**
5. **Policy Issues Discussion and Potential Committee Determination: None**
6. **Operational Functions required by Statute, Ordinance, Resolution or Policy: None**
7. **Educational Presentations and Committee Discussion**
  - A. Potential Updates to the [2018-2022 Strategic Plan](#)
    1. What new strategies need to be added to the existing Objectives in the plan?
    2. Should any of the strategies under your Objectives be prioritized?
    3. Are there any Objectives and/or Strategies from the [2016 Comprehensive Plan](#) be added to the Strategic Plan?
  - B. Update from Administrator on Child Care grant application
8. **Announcements:**
  - A Future meetings and agenda items: Next meeting is scheduled for Thursday, July 7 at 3:00 p.m.
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 e-mail [countyclerk@co.marathon.wi.us](mailto:countyclerk@co.marathon.wi.us) one business day before the meeting*

**SIGNED** /s/ Rick Seefeldt  
Presiding Officer or Designee

EMAILED TO: Wausau Daily Herald, City Pages, and other Media Groups

NOTICE POSTED AT COURTHOUSE \_\_\_\_\_

EMAILED BY: \_\_\_\_\_

BY: \_\_\_\_\_

DATE & TIME: \_\_\_\_\_

DATE & TIME: \_\_\_\_\_



## EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE AGENDA WITH MINUTES

Date & Time of Meeting: **Thursday, May 5, 2022, at 3:00 p.m.**

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

Committee Members:

Rick Seefeldt	Present
Becky Buch	Present
David Baker	Present
Bobby Niemeyer	Present
Tom Rosenberg	Present
Kim Ungerer	Present
Yee Leng Xiong	Present

Staff Present: Lance Leonhard, Leah Giordano, Michael Puerner, Kim Trueblood, Jason Hausler  
Others Present: Ann Herda-Rapp, UWSP-Wausau; Kimm Weber, McDevco (WebEx)

- 1. Call Meeting to Order**
- 2. Pledge of Allegiance**
- 3. Public Comment - None**
- 4. Approval of the Minutes of the April 7, 2022, Extension, Education & Economic Development Committee Meeting.**

Motion by Rosenberg, Second by Buch to approve the minutes. Motion carried on a voice vote, unanimously.

- 5. Policy Issues Discussion and Potential Committee Determination: None**
- 6. Operational Functions required by Statute, Ordinance, Resolution or Policy: None**
- 7. Educational Presentations and Committee Discussion**

A. Overview of Committee Responsibility relative to [2018 – 2022 Strategic Plan](#)

Administrator Leonhard explained the Strategic Plan and how it relates to the County Board and individual committees and their relationship to County departments. Successes related to committee functions were highlighted.

B. Review [of 2020 Annual Update to the Strategic Plan](#)

Updates were covered in the discussion under 7A

C. Reports from Committee-Affiliated Departments and Organizations

1. Marathon County Public Library (Leah Giordano)

Leah had a handout highlighting the library services. She talked about the history of the library and plans for future renovations. The library is getting back to in-person events. Questions were asked and answered.

2. MCDEVCO (Kimm Weber)

Kimm talked about the functions of MCDEVCO and some of the services that are available for business partnerships. She looks forward to the MCDEVCO Board meeting coming up. Questions were asked and answered.

3. UW-Madison Division of Extension (Jason Hausler)

Jason handed out the annual report for the UW-Extension. He shared a PowerPoint presentation that gave a broad overview of the functions of the Extension office. Questions were asked and answered.

4. UW-Stevens Point Wausau Campus (Ann Herda-Rapp)

Ann talked about the history of the campus and their relationship to the County. Ann stated that she is stepping down from her position as Campus Executive. A replacement has been hired, but not announced yet. Questions were asked and answered.

D. Discussion of work of the past term and discussion of focus for the upcoming term.

Administrator Leonhard mentioned some of the areas where the committee has focused its energy in the past, and some idea of where they will look to be active during this current term. Chair Seefeldt encouraged committee members to present their ideas for future meeting topics. Tours of related departments and facilities will be planned.

**8. Announcements:**

A. Future meetings and agenda items: Next meeting is Thursday, June 2, 2022 at 3:00 p.m.

**9. Adjournment**

Motion by Xiong, Second by Rosenberg to adjourn. Meeting was adjourned at 4:50 p.m.

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

June 2022

### County-Wide Classification and Compensation Study

An initial meeting for the library was held with McGrath Consultants in order for them to learn more about our organization. Topics covered included an overview of mission and goals, organizational structure and types of position classifications. We also discussed recruitment and retention challenges, pay for performance, and comparable organizations for their external market survey. Next steps will be to have select employees fill out position questionnaires to be reviewed by supervisors and submitted to McGrath for analysis.

### In-Person Story Times Are Back!

This month, the Marathon County Public Library's Wausau Headquarters is gearing up to do something it hasn't done in over two years – offer in-person story times for kids and their families/caregivers!

Select MCPL branches offered outdoor story times last summer and fall, but MCPL Wausau instead opted to continue offering its story times virtually. The virtual programs are posted weekly on the library's [YouTube channel](#). With the recent decline in COVID-19 cases in Marathon County, the time seemed right to begin incorporating more in-person events at MCPL, starting with story time.



Starting April 27, MCPL Wausau will begin offering 30-minute Family Story Time sessions every Wednesday and Thursday morning at 10 a.m. on the grassy lawn outside the library. Since they will be held outdoors, all of the story time sessions will be

weather-dependent and are expected to run through the end of October. Families are asked to bring their own chairs and blankets with them for seating, as well as snacks, sunscreen, bug spray and any other supplies they may need.

Beginning May 2, a third story time session will also be offered at 6 p.m. on the first Monday of each month to accommodate families who cannot make it during the day. Also, one recorded virtual story time will continue to be posted online each month for families who cannot easily make it to the library or who don't yet feel comfortable visiting in-person.

For more information on MCPL's story times, visit [www.mcpl.us/events/story-time](http://www.mcpl.us/events/story-time). -Submitted by Dan Richter

## ILS Issues and Remediation

Sierra (our integrated library system, or "ILS") has been malfunctioning at some branch locations on some weekends for several months now. This software is necessary for key library circulation functions like checking books in and out. After a great deal of investigation to find the root of the problem (which we believe is related to Sierra's sensitivity to a poor internet connection), we've developed several approaches to addressing it on different levels. Most immediately, we are deploying Sierra Web - a slimmed-down alternate version of Sierra that is more likely to withstand the issues that our normal version of Sierra has encountered. It allows us to continue library operations while we get longer-term solutions in place that would allow us to use our normal, full-scale ILS. The next tier of our solution plan is replacing firewall hardware and cable modems at each of the affected locations. This will take additional time due to the complexity of the tasks and the need to secure a contractor and the cooperation of our internet service provider. This portion of the plan is under way as well. In the long-term, we are considering two additional options: switching internet service providers from Charter to BadgerNet, and purchasing a different ILS than Sierra. The former would decrease the likelihood that Sierra would malfunction, and the latter would get to the root of the problem by providing a system that is not quite so fragile.

## Youth Events

In April, the youth services team continued spring LENA classes and device swaps, and outreach at the WSD's G2M program. We put out puzzles in the early literacy center and patrons seem to be enjoying them. We created more of a computer "lab" in the children's tween area instead of having computers scattered about the department. We covered the reference desk while reference staff had a meeting and trained with the new Athens Branch Coordinator and Library Specialist. We prepped more for summer by cutting 500+ ocean-themed die-cuts for branches, ordered SLP prize books, and worked on logistics for summer programs such as ordering supplies, touching base with performers, and providing

final edits for the SLP activity book. We had our first outdoor story times and are very happy to be back to programming. We will be meeting in May to discuss fall programs and initiatives.

## Branches

Grab and Go craft kits continue to be popular at all locations. In April, we collectively handed out 289 colorful shadow art craft kits for kids and 79 flower thimble pendant craft kits for adults. Outdoor story times and book clubs will be starting soon at many locations. Creative displays were featured at all locations including ones for Earth Day, “April Showers Read for Hours” (adult books featuring storms), “It’s All about the Dress” (YA books with prom dresses on the cover), “There’s Always Time for Tea” (books to celebrate National Tea Month).

Julie G, a staff member from Rothschild, represented MCPL at the Community Development Resource Fair for families of students with disabilities, and at the YMCA Healthy Kids Day. It was wonderful to get out into the community and share information about the great things happening at the library.

In February of 2020, Spencer Library held a program called “Honor Flight”, where adults came to make cards for the Honor Flight to Washington D. C., with 150 beautifully made cards. Due to the pandemic, Honor Flights did not run for nearly two years. This April, the cards were given to the committee for the Honor Flight that will leave May 2nd.

With the completion of Marathon City and Edgar, all branch locations have completed inventory of their entire collections. We are all working on a second round of inventory.

Nikki Framke, our new Athens branch coordinator, completed her orientation week in Wausau and started working in Athens during April. We are very excited to welcome her to the team!

Deb Gauerke, our Edgar branch coordinator, will be retiring in May after 35+ years of service to MCPL! The community of Edgar and all of the library staff will miss her greatly, but we are excited for her next adventure. The position is posted and closes on May 10th.

## **GAP FINANCING**

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

### **MCDEVCO Economic Development Updates:**

- Entrepreneurs Assisted in 2022 YTD: 83
- Bounce Back Grant Acknowledgment Letters Administered: 18
- Marketing Workshop Attendees: 12
- Women's Read Attendees: 4
- POWTS
- *GAP* Loan Program
- Marathon County Business Conversion Rate from MCDEVCO *GEARS* Certificate of Excellence Program

## **COVID-19 GRANTS**

MCDEVCO has administrated the Marathon County Microbusiness Grant.

- Total Grantees Awarded: 28
- Total Amount Disbursed to Marathon County Businesses: \$140,000.00
- MCDEVCO is still marketing, receiving and processing these applications.



**Marathon County  
Microbusiness  
GRANT**

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

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

CLICK Here for more information or to apply.

## **ENTREPRENEURIAL DEVELOPMENT**

### **2022 Educational Programming**

MCDEVCO has had great success with its 2022 Programming Calendar.

### **PAST EVENTS:**

- **March 5, 2022:** HWCC Networking Event and Tour of EEC
- **May 12<sup>th</sup> and May 19<sup>th</sup>:** Marketing Workshop led by Elina Van Natta of Creative Shock Marketing



## UPCOMING EVENTS:

**June 1<sup>st</sup> and June 8, 2022:** Successful Selling in 2022 with Tim McKeough of Q Up Success



The graphic is a dark-themed poster for a workshop. On the right side, there is a photograph of a man in a suit, Tim McKeough, standing in front of a yellow circular backdrop. The text on the left side of the poster provides details about the event. At the top, it says 'TWO PART SALES WORKSHOP'. Below that, the title 'SUCCESSFUL SELLING IN 2022' is prominently displayed. Underneath the title, it states 'Presented by MCDEVCO in partnership with Tim McKeough, QUp Success'. The poster lists two sessions: Session 1 on June 1st from 6-8pm, titled 'Preparation = Success / The 7 steps to preparing for sales success', and Session 2 on June 8th from 6-8pm, titled 'Learn the mindset and 2 simple questions to advance your sale'. At the bottom left, the location is given as 'MCDEVCO, 100 N 72nd Ave, Wausau'. At the bottom center, there is a white box with the text 'REGISTER TODAY AT MCDEVCO.ORG OR 715.298.0084'. Logos for 'MARKETING' and 'MCDEVCO' are visible in the top right corner, and a 'QUP SUCCESS' logo is on the man's backdrop.

TWO PART SALES WORKSHOP

# SUCCESSFUL SELLING IN 2022

Presented by MCDEVCO in partnership with Tim McKeough, QUp Success

**SESSION 1**  
June 1st, 6-8pm | Preparation = Success / The 7 steps to preparing for sales success

**SESSION 2**  
June 8th, 6-8pm | Learn the mindset and 2 simple questions to advance your sale

MCDEVCO, 100 N 72nd Ave, Wausau

REGISTER TODAY AT MCDEVCO.ORG OR 715.298.0084

**September 13<sup>th</sup> through December 15, 2022:** 16 Week GEARS Entrepreneurial Certificate Program

## Municipalities

MCDEVCO is supporting the Centergy-led Developer's FAM Tour on June 8<sup>th</sup> and June 9<sup>th</sup>. Centergy is hosting ten Developers from the Midwest, showcasing shovel-ready sites in Marathon and Portage County.

## EEC Management

Occupancy Update:

- December 2021 Occupancy: 74%
- May 2022 Occupancy: 82%
- Office Space Available to Lease: 10
- Manufacturing Available to Lease: None

**Kimm Weber**, Executive Director - MCDEVCO





**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
MARATHON COUNTY

# May 2022 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

Jasmine Carbajal, 4-H Associate Educator

The Marathon County 4-H program is currently planning and prepping for a busy summer of outreach programs. On May 23rd, three 4-H Summer Program Assistants (interns) started their 4-H onboarding process. Ella Breitenfeldt, Kate Loucks, and Bekah Engebretson will be with us until around August 13th. Soon, they will begin planning educational programs for College 4 Kids, Summer School, Day Camps, and more. As a 4-H Summer Program Assistant, they will work alongside Holly Luerssen, 4-H Educator, and Jasmine Carbajal, 4-H Associate Educator in preparation for educational activities at area events like the Dairy Breakfast and the Wisconsin Valley Fair. We are looking forward to making new community connections in the Marathon Communities this summer. If you would like to learn more, please reach out to our Extension Office.



- 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.
- Guidance and support for rabbit project youth leaders and adult volunteers where they discussed opportunities for youth leadership, project education and gaps in education, as well as potential shows and clinics. Through this work, youth and volunteers work together to plan out educational opportunities for project learning.
- Successfully created a safe place for 40 youth across the state to examine their developing brain science, how this creates their reactions to things, and how to reframe their brain for more positivity, gratitude, and kindness. With cross-institutional educators in 10 weekly virtual sessions, youth learned socio-emotional skills and biological knowledge to apply to their every day lives.
- Support and leadership for the statewide 4-H American Spirit committee, where Extension facilitated discussions and provided information on requesting and submitting contracts. The goal is to ensure sustained youth programming in accordance with university regulations.
- Collaborative planning for training adult volunteer and high school camp counselors where they learn about youth counselor responsibilities and expectations, dealing with challenging situations, health and safety, camp rules, expectations for each role, youth protection guidelines, risk management and emergency response procedures in order to be prepared to successfully hold the 4-H Summer Camp.



## Agriculture

Heather Schlessner, Dairy Agent

- A summit for farmer serving organizations working on farm stress and mental/behavioral health, where participants learned what local organizations are doing to impact connections and better utilize mental health resources.
- An artificial insemination course for dairy and beef farmers, where participants learned to breed their own cattle to ensure they have animals that are pregnant.
- 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.
- Preparation and submission of a grant to study the success or failure of passive immunity in young calves, specifically comparing the care of replacement dairy heifer calves to their male and crossbred counterparts destined for the beef market.
- Planning the 2022 Spring Emergency Livestock Transport Response (PELTR) hybrid course to increase economic sustainability of a local area's emergency plan for roadside incidents involving livestock trailers.
- Planning and development of Badger Dairy Insight factsheets for farmers and agribusiness professionals. The goal of this effort is to share with individuals the latest research related to animal well-being and health, calf management, reproductive management, data management, and feeding and nutrition so that they can increase farm economic viability, environmental sustainability, and food production safety.

## FoodWise

Tammy Hansen, FoodWise Coordinator  
Gaonou Thao, FoodWise Educator

- A facilitated meeting for food pantries, local non-profits, and social service organizations, where connections were made to better serve recent Afghan immigrants with food resources, with the goal of providing a coordinated response to food resource needs of immigrant populations.
- 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.
- Monthly nutrition/food demonstration for adults with limited incomes where participants learn to improve the quality of their families' diet and increase their ability to manage their food resources. The goal of the lessons is for participants to increase eating more fruits, vegetables and whole grains and increase their willingness to try or prepare new foods.
- 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

- Planning for a multi county educational program series for community gardeners. The goal of this effort is to increase gardeners' knowledge, promote best gardening practices and provide university-based resources to community gardeners, which improves the health and productivity of their garden plots.
- 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.
- A class for community members aged 55+, where participants learned to apply the principles of IPM to weed management. This effort was designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).
- A presentation for the Longfellow Neighborhood Group where community members learned best practices for lawn and garden pest control, to increase awareness and knowledge of resources to increase pollinator habitat.
- A social media outreach campaign for consumer gardeners in Wisconsin, where Facebook and Instagram users engaged with Extension resources, including the UW-Madison Extension Horticulture Topic Hub publications and YouTube videos. This effort is designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).
- An interactive web-based class for novice gardeners with limited resources where participants learned intensive gardening techniques, cultivar selection, and specific requirements for growing plants in containers. This effort was designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).
- An interactive web-based class for novice gardeners with limited resources, where participants learned direct seeding and transplanting techniques. This effort was designed to increase awareness and knowledge of resources to address environmental contamination and pollution (due to overuse of horticulture chemicals in urban and suburban environments).
- A Wisconsin River clean up event for Marathon County high schoolers, where Extension and other natural resource organizations provided water-focused, interactive learning stations to increase understanding of water resource concerns among members of the audience.

## Upcoming Programs

- Extension Wellness Series – 2022  
<https://marathon.extension.wisc.edu/horticulture/therapeutic-horticulture/>
- 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 [gaonou.thao@wisc.edu](mailto:gaonou.thao@wisc.edu)
- Marathon County 4-H Summer Programs  
<https://marathon.extension.wisc.edu/projects/summer-programs/>



**Extension**

UNIVERSITY OF WISCONSIN-MADISON  
MARATHON COUNTY

# May 2022 Report

*Jason Hausler  
Area Extension Director*

*Janell Wehr  
Horticulture Educator*

*Kathy Johnson  
Administrative  
Assistant*

*Heather Schlessler  
Dairy Agent*

*Tammy Hansen  
FoodWise Coordinator*

*Holly Luerssen  
4-H Program Educator*

*Gaonou Thao  
FoodWise Educator*

*Jasmine Carbajal  
4-H Associate Educator*

*Kris Tiles  
NRI Program Manager*