



EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE AGENDA

Date & Time of Meeting: **Thursday, July 7, 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 June 2, 2022, Extension, Education & Economic Development Committee Meeting.**
- 5. Policy Issues Discussion and Potential Committee Determination:**
 - A. Recommendations to Executive Committee for updates to the strategies, objectives, and expected outcomes found in the [2018-2022 Strategic Plan](#)
 1. New strategies to be added to the existing objectives in the plan.
 2. Strategies to be prioritized within existing objectives.
 3. Strategies or objectives from the [2016 Comprehensive Plan](#) to add to the Strategic Plan.
- 6. Operational Functions required by Statute, Ordinance, Resolution or Policy: None**
- 7. Educational Presentations and Committee Discussion**
 - A. Reports from Committee-Affiliated Departments and Organizations
 1. UW-Stevens Point – Wausau Campus updates, including
 - i. Introduction of Campus Executive Dr. Ozalle Toms
 - ii. New programs
 2. MCDEVCO (Kimm Weber)
 3. UW-Madison Division of Extension (Jason Hausler)
 - i. Discussion of the FoodWise program and other updates
 4. Marathon County Public Library (Leah Giordano)
 5. Affordable Housing Discussion (Rick Seefeldt)
 - B. Update on Marathon County's Participation in Project Grow Childcare grant program through State of Wisconsin Department of Children and Families

Announcements:

C. Future meetings and agenda items: Next meeting is scheduled for Thursday, August 4, 2022 at 3:00 p.m.

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/ Rick Seefeldt
Presiding Officer or Designee

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

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



EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE AGENDA WITH MINUTES

Date & Time of Meeting: **Thursday, June 3, 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	Excused

Staff Present: Lance Leonhard, Kim Trueblood, Jason Hausler, Chris Holman

Others Present: Kimm Weber, McDevco, Ann Herda-Rapp, UWSP-Wausau

- 1. Call Meeting to Order**
- 2. Pledge of Allegiance**
- 3. Public Comment - None**
- 4. Approval of the Minutes of the May 5, 2022, Extension, Education & Economic Development Committee Meeting.**

Motion by Rosenberg, Second by Baker 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. Potential Updates to [2018 – 2022 Strategic Plan](#)

Vice Chair McEwen explained the basics of the Strategic Plan and the Comprehensive Plan and the differences between the two documents – the Strategic Plan is more short-term and the Comprehensive Plan is more long-term. He stated that he would like to see the Strategic Plan updated rather than scrapped. The three questions listed on the agenda will be asked of all standing committees and input collected. He identified the points in the Strategic Plan over which the Extension, Education, and Economic Development Committee has oversight jurisdiction. Administrator Leonhard provided some guidance as to how to go about identifying priorities for updates. Additional discussion followed and questions were asked and answered.

B. Update from Administrator on Child Care grant application

Administrator Leonhard reported that the state Department of Children and Families announced the award of over \$20 million in Project Growth grants to various teams and businesses across the state. Marathon County was part of the Spring 2022 cohort that received a portion of those funds. The County applied for the Dream Up! Child Care portion of the grant. Childcare providers in Marathon County have the opportunity to earn additional funds by submitting business improvement plans during this process.

8. Announcements:

- Future meetings and agenda items: Next meeting is Thursday, July 7, 2022 at 3:00 p.m.
- Chair Seefeldt reminded the committee members to review the partner reports in the packet. They were all inadvertently left off the agenda for addressing the committee this

month, but will be able to give reports at the next meeting.

9. Adjournment

Motion by Rosenberg, Second by Niemeyer to adjourn. Meeting was adjourned at 4:00 p.m.

Minutes prepared by Kim Trueblood, Marathon County Clerk



Wausau UW-Stevens Point

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

- 1. New Campus Executive** – I am pleased to introduce you to our new Campus Executive, Dr. Ozalle Toms. Ozalle and I will be attending your meeting, but I'll offer here that Ozalle has most recently served as the Assistant Vice Chancellor for Student Diversity, Engagement and Success and as an Education faculty member at UW-Whitewater. Previously, she was a high school special education teacher. She holds a doctoral degree in education from the University of North Carolina at Charlotte.
- 2. New engineering bachelor's degree collaboration** – Ours is the first campus to partner with UW-Platteville to offer students the opportunity to complete a bachelor's degree in **Industrial and Systems Engineering**. Students first earn our Pre-Engineering Associate's degree, then transition into the Platteville program. Because much of the Platteville coursework is online/distance ed, with some weekend labs at the UW-Oshkosh at the Fox Cities campus, students are able to remain in the local area, continue working for local employers, and complete a degree that will prepare them to work in manufacturing settings and distribution centers. We heard from area employers that this was a real need, so we aggressively pursued this relationship with UW-Platteville and couldn't be more pleased to partner with them.
- 3. Westside Master Plan Update** – We have continued to be involved with the Westside Master Plan Update. The Steering Committee, with the consultant, have focused on three key areas on campus, toward recommending county board action. Those areas include:
 - Marathon Hall
 - Lot A – the lot reserved for Marathon Hall residents, on the north side of Stewart Ave.
 - The Ceramic Studio (the "old" art building) that borders Marathon Park – here the focus has been on how to make the fair grounds more accessible to cattle trailers
- 4. Until we meet again** – This is my last meeting as Campus Executive. I thank you for being such gracious, supportive colleagues (and truly hope we will meet again, as I will remain on campus and will continue to advocate for the campus and community). Most importantly, I thank you for your support of our campus. We remain an important entry point for students to the UW System, offering an *affordable* university

education (\$5200 a year). And now we are also a campus where students can complete their bachelor's degree. The way we are able to serve students, though, is because the county provides and maintains the facilities we do our work in. I know that's a big ask, and I hope the benefit to the community – of educating and upskilling a group of students that we are more likely to retain to the area – is clear. We love what we do and we embrace our mission. We live into the words “student centered,” but we can only do that with your support. Thank you, sincerely.

Submitted by Ann Herda-Rapp, Campus Executive

MCDEVCO, Inc. – July 2022 Report

GAP FINANCING

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

MCDEVCO Economic Development Updates:

- Entrepreneurs Assisted Update from 2020 to 2022 YTD
- Bounce Back Grant Acknowledgment Letters Administered: 25
- 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 from 2020 to 2022 YTD

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.



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
- **March 29, 2022:** DC Everest Youth Entrepreneur Field Trip of EEC and MCDEVCO
- **May 12th and May 19th:** Marketing Workshop led by Elina Van Natta of Creative Shock Marketing
- **June 1st and June 8, 2022:** Successful Selling in 2022 with Tim McKeough of Q Up Success
- **June 28th:** MCDEVCO spoke with a group of upcoming graduates at the Wisconsin School of Cosmetology about starting businesses

UPCOMING EVENTS:

- **September 13th through December 15, 2022:** 16 Week *GEARS* Entrepreneurial Certificate Program

Municipalities

MCDEVCO supported the Centergy-led Developer's FAM Tour on June 8th and June 9th. Centergy hosted ten Developers from the Midwest, showcasing shovel-ready sites in Marathon and Portage County.

EEC Management

Occupancy Update:

- January 2021 Occupancy: 61%
- December 2021 Occupancy: 74%
- May 2022 Occupancy: 82%
- Office Space Available to Lease: 9
- Manufacturing Available to Lease: None

Kimm Weber, Executive Director - MCDEVCO



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

June 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 Luerksen, 4-H Program Educator

Jasmine Carbajal, 4-H Associate Educator

- 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.
- 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.
- Ongoing planning and facilitation for the 4-H Discover WI planning committee. This effort is designed to increase youth participants knowledge of our Wisconsin's early history with the mining community and watershed areas. This will increase the opportunity for participants to become independent young learners.
- Collaborative planning for summer camp where colleagues from seven counties work to create a positive overnight experience for campers (grades 4-7) and camp counselors (grades 9+.)

Agriculture

Heather Schlessor, 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.
- 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.
- A training for emergency response personnel in the Planning for Emergency Livestock Transportation Response (PELTR) course where they learned how to respond to incidents involving livestock trailers. The purpose of this



program is to increase the effectiveness of emergency planning and the preparedness of local emergency response agencies.

FoodWise

Tammy Hansen, FoodWise Coordinator
Gaonou Thao, FoodWise Educator

- 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 guided growing activity (Good Thymes at the Fair) for Marathon County 4-H youth where participants gained skills needed to successfully grow herb gardens for fair showing. This effort is designed to cultivate science literacy skills in Marathon County youth.
- A class (Break the cycle! Effective disease management) for community members aged 55+, where participants learned to apply the principles of IPM to disease management. This effort was designed to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments.
- A class (Bug off! Insect management) for community members aged 55+, where participants learned to apply the principles of IPM to insect management. This effort was designed to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments.
- A radio call-in show (Garden Talk) on Wisconsin Public Radio that directly engages the public by answering a wide variety of gardening questions. Recommendations using research-based information from UW-Madison Dept. of



Extension are given and resources are provided to empower listeners to sustainably manage their gardens and landscapes in an environmentally friendly manner.

- A radio interview for WDLB Insight program where listeners learned the outlook for insects, plant diseases, and invasive plants in the 2022 growing season. This effort was designed to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments.
- 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).
- A therapeutic horticulture program (Gaining Ground Garden) for Marathon County residents with court mandated community service hours, where participants learned gardening skills to increase the use of positive self-management practices (self-care and wellbeing activities).
- A weekly therapeutic horticulture program (Green Team) for Marathon County Veterans, where participants learned gardening skills to increase the use of positive self-management practices (self-care and wellbeing activities).
- An interactive web based class (Bug Off! Insect management) for novice gardeners with limited resources where participants learned to apply the principles of IPM to insect management. This effort was designed to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments.
- An interactive web based class (Intro to IPM) for novice gardeners with limited resources where participants learned the components of IPM and the importance of reading pesticide labels. This effort was designed to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments.
- An orientation for Marathon County Master Gardener volunteers, where plant diagnostic volunteers learned how to process and document horticultural inquiries for Wood County. This effort was designed to address environmental contamination and pollution due to overuse of horticulture chemicals in urban and suburban environments.

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 Gaonou Thao at 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

June 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*



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

July 2022

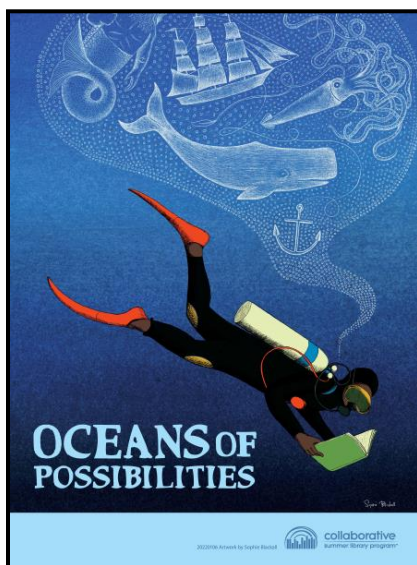
2022 Summer Library Program

This year's Summer Reading Club theme is "Oceans of Possibilities" and participation will be based on book reviews created using the Beanstack app/website or the book review forms available in the summer activity booklet (or printable here). June–August, children can show two book reviews to library staff at any MCPL location for a free book!

Grab & Go activities will be offered at all MCPL locations. We will provide full instructions, supplemental activities and most supplies.

Outdoor events are scheduled instead of large indoor gatherings. Check our website for up-to-date listings of events going on at all of our locations.

Our summer activity booklet — which replaces our usual summer brochure — will be available at all MCPL locations starting June 1.



Wisconsin Trustee Training Week Set for August

Registration is now open for Wisconsin Trustee Training Week on August 22-26.

Sponsored by all 16 public library systems, the annual Trustee Training Week offers a one-hour webinar each day of the week on a topic of interest to public library trustees and administrators. The line-up of presenters this year includes: Becky Spratford, Lisa Shaw, John Thompson, Nancy Sylvester, and John Chrastka. Presentation topics range from materials challenges to planning effective meetings. The webinars will be recorded and archived. Trustee Training Week is supported by the Wisconsin Department of Public Instruction (DPI), Public Library Development Team, with funding support from the Institute of Museum and Library Services.



More information and registration can be found at <https://www.wistrusteetraining.com/>.

Recruitment

Interviews were held in the month of May for a new Edgar Branch Coordinator to replace Deb Gauerke who is retiring after 37 years of service at Marathon County Public Library. Interviews were also held for the Library Services Manager position after an extended search, and for a 30-hour library assistant position that needs to be filled. I am pleased to report that we had a selection of very good applicants for all of these openings and hope to have these positions filled in the near future!

Book Sorter Issues Overview

Our book sorting machine consistently malfunctioned for a few months around the end of last year, causing operational delays and slower service in getting items back to the shelves for patrons. While we have since found some ways to cope with occasional failures of the machine, these are patches on the larger problem: the machine has been in service for longer than it was built to be. We have been fortunate to have fewer issues in the past two months or so, but we have no reason to believe that these strategies we've put in place will continue to extend the sorter's service in any reliable way. Because of this, we have spoken with multiple vendors about purchasing a replacement. We secured quotes earlier in the year and continued our evaluation of the options until more immediate problems

with Sierra (our integrated library system) diverted our IT attention. Now that wheels are in motion to resolve our issues with Sierra, we can turn our attention back to evaluations of a replacement sorter, in hopes that we can secure one before our current one fails completely.

Youth Events

In May, the youth services team wrapped up spring LENA classes and outreach at the WSD's G2M program. We had 30 families graduate from the spring LENA Start cohorts.

Taylor and Elizabeth recorded SLP promotional videos that were shared county-wide. These videos discussed summer events and programs at the library, and finished with a read-aloud or book talks to highlight all the fun books kids can read at their local library. Each video was geared toward an age group: Kindergarten through 2nd grade, grades 3-5, and middle schoolers.

Taylor and Rose attended the Policy and Procedure Committee Meeting.

The Youth Services team distributed the SLP activity book to schools, branches, and library patrons. We printed our SLP booklists for reader's advisory and created book displays about ocean life and summer activities.

We also prepped, mounted and laminated the book pages for our Trail Tales collaboration with the Parks Department. It will be nice to see all of our May work come to fruition in June!

Branches

Grab and Go craft kits continue to be popular at all locations. In May, we collectively handed out 270 rock'n picture stand craft kits for kids and 150 seed bomb craft kits for all ages. Summer library brochures and materials have been shared with many local schools and daycares.

Outdoor story times and book clubs have started at many locations, with more to come over the summer months. Book club members are very happy to be meeting in person! Creative displays were featured at all locations, including a fun Mosinee one called "Unlike Wisconsin weather, you can always rely on a book." Multiple locations created displays featuring authors for Asian American and Pacific Islander Heritage Month.

Mosinee hosted a Plant Swap program after the Marathon City Branch started this popular idea. It was a huge hit! Around 200 plants were dropped off or swapped, with around 160 patrons participating.

Interviews for our open Edgar Branch Coordinator position were held on May 23rd. Hannah D., an assistant at our Rothschild branch, has accepted this position and will be transitioning to Edgar at the end of June. Congratulations Hannah! Julie G. will be moving from the 20 hour to the 24 hour assistant position in Rothschild. The 20 hour assistant position will be posted for applicants and will close on June 20th.

TDS and OTIS elevator made repairs to the Mosinee elevator and got the facility up to code. A new permit to operate should arrive shortly.

New computer chairs were delivered to various locations. Staff and patrons are very happy about the change and have passed on many compliments.

David, our IT Technician, visited Marathon, Athens, Rothschild, and Edgar to work on some Sierra printing issues, set up Web Sierra, complete cord management, and reinstall remote access software.

**Thank you to Alexander, Taylor, Laura and WVLS for your updates and contributions.*