



**MARATHON COUNTY
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE
AGENDA**

Date & Time of Meeting: **Thursday, April 1, 2021 at 4:00 p.m.**

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

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

Marathon County Mission Statement: *Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)*

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

The meeting site identified above will be open to the public. However, due to the COVID-19 pandemic and associated public health directives, Marathon County encourages Extension, Education & Economic Development Committee members and the public to attend this meeting remotely. Instead of attendance in person, Committee members and the public may attend this meeting by **telephone conference**. If Committee members or members of the public cannot attend remotely, Marathon County requests that appropriate safety measures, including adequate social distancing, be utilized by all in-person attendees. Persons wishing to attend the meeting by phone may call into the **telephone conference beginning five (5) minutes prior to the start time indicated above using the following number:**

Phone #: 1-408-418-9388

Access Code: 146-159-7938

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

1. **Call Meeting to Order**
2. **Public Comment (15 Minutes)**
3. **Approval of the March 4, 2021, Extension, Education & Economic Development Committee Minutes**
4. **Policy Issues Discussion and Potential Committee Determination**
 - A. Greater Wausau Prosperity Partnership request for funding for economic impact study – should this committee recommend funding and forward this matter to the HR, Finance & Property Committee?
5. **Operational Functions required by Statute, Ordinance, or Resolution:**
6. **Educational Presentations/Outcome Monitoring Reports**
 - A. Strategic Plan Objectives Progress (8.7, 10.6, 10.8, 10.10)
 1. What was accomplished in 2020 by this committee relating to implementation of the Strategic Plan?
 2. What are the plans for 2021 relating to the implementation of the Strategic Plan?
 3. Does this committee understand their role for implementing the Strategic Plan?
 - B. Reports from Committee-Affiliated Departments and Organizations
 1. Marathon County Public Library
 2. MCDEVCO
 3. UW-Madison Division of Extension
 4. UW-Stevens Point Wausau
7. **Next Meeting Time, Location, Announcements and Future Agenda Items:**
 - A. Committee members are asked to bring ideas for future discussion
 - B. Next meeting: **Thursday, May 6, 2021 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 715-261-1500 one business day before the meeting.

SIGNED /s/ Sara Guild
Presiding Officer or Designee

NOTICE POSTED AT COURTHOUSE

FAXED TO: Wausau Daily Herald, City Pages,
FAXED TO: and Other Media Groups
FAXED BY: T. Ranallo
FAXED DATE: 3/26/2020
FAXED TIME: _____

BY: T. Ranallo
DATE: 3/26/2020
TIME: _____



**MARATHON COUNTY
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Thursday, March 4, 2021 at 4:00 p.m.

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

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

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

Also Present: Lance Leonhard, Jason Hake, Kurt Gibbs, and Toshia Ranallo.

VIA Web or Phone: Craig McEwen, Sandi Cihlar, Jean Maszk, John Robinson, Michelle VanKrey, Marla Stephnaski, John Happli, Ann Hamlin, Elizabeth Scully, Vicki Resch, Ralph Illick, Jason Hausler, Lee Webster, Ann Herda-Rapp, Mike Puener, Mary Detmering, Joyce Chekouras, Marla Stepnafski, Brian Kowalski, Jamie Matzcak, Ann Hamlin, and two unidentified callers.

1. Call Meeting to Order

Chair Guild called the meeting to order at 4:02pm.

2. Public Comment (15 Minutes)

Lee Webster, 155617 Pine Bluff Rd, Wausau, reported as of March 1, 2021, the Wausau School District students are back to school four days a week. It was a difficult decision but many factors contributed to the return of students. Many students were having a difficult time with virtual learning as well as a negative impact on their social and emotional behaviors.

There will be two referendum questions on the ballot for the April 6th Election:

1. \$4,000,000 for pupil services to provide staff with social workers, counselors, interventionists, etc. to help with increased problems with behavior and mental health.
2. \$148,800,000 for facilities improvement, building infrastructure and district wide safety and security.

3. MOTION BY ROSENBERG SECOND BY LO TO APPROVE THE MINUTES OF THE FEBRUARY 4, 2021 EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.

4. Policy Issues Discussion and Potential Committee Determination

- A. Committee discussion and possible action to formally refer the issue of the proposed recommendation for the Marathon County Public Library System to seek membership in the South Central Library System back to the Marathon County Public Library Board for additional review.

Discussion:

Chair Guild reported this agenda item was added as a recommendation from Corp. Counsel since the library continues to do their research. A Supervisor questioned the upcoming deadline mandated by state statute and the impact it would have moving forward. Chair Guild indicated if the deadline is missed, the issue would be postponed until next year.

Action:

MOTION BY ROSENBERG SECOND BY SEEFELDT TO RECOMMEND REFERRING THE ISSUE OF CHANGING LIBRARY SYSTEMS BACK TO THE MARATHON COUNTY LIBRARY BOARD FOR ADDITIONAL REVIEW. MOTION CARRIED.

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

6. Educational Presentations/Outcome Monitoring Reports

- A. Broadband Task Force Update (John Robinson)

Discussion:

Broadband Task Force Chair John Robinson, gave a brief update on the taskforce's diligent activities to provide broadband service to underserved areas in the county. Fiber and Wireless PSC grants were applied for and they are waiting for the results. The taskforce continues to identify and pursue other funding opportunities.

Follow-up:

No follow up needed.

B. Strategic Plan Discussion (Vice Chair Craig McEwen)

Discussion:

Vice Chair Craig McEwen recognized the committee's designated 2018-2022 Strategic Plan Objectives. (8.7, 10.6, 10.8, 10.10.) He requested the committee to consider the following three questions to be discussed at the next meeting.

1. What was accomplished in 2020 by this committee relating to implementation of the Strategic Plan?
2. What are the plans for 2021 relating to the implementation of the Strategic Plan?
3. Does this committee understand their role for implementing the Strategic Plan?

McEwen will compile updates and accomplishments from all standing committees. He encouraged the committee to review the 2020 updated plan and use the template included in the [packet](#) to track progresses.

Follow-up:

Begin to fill out the template and discuss the questions above at the next committee meeting. Administrator Leonhard suggested the committee reflect on last year's agenda item discussions and actions to distinguish what the focus will be for 2021.

C. Discussion of the Governor's Proposed Budget and how it Impacts County Activities over which this Committee has Policy Oversight Responsibility.

Discussion:

Administrator Leonhard indicated the Governor's budget is a visionary document and is based on last year's annual budget. He and Chair Gibbs requests each standing committee to review the Governor's budget and identify funding for which the committee has policy oversight responsibilities. They ask the Chairs' to bring the committee's top recommendations to the Executive Committee for consideration.

Administrator Leonhard mentioned three non-starter funding streams listed below that have the potential to generate approx. two billion dollars of additional revenue. However, according to the WI Counties Association these funds are most likely to be removed from the proposed budget.

1. Expanding Medicaid
2. Legalizing recreational marijuana
3. Tax increase on high income earners and various business categories

Chair Guild shared her observations after reviewing the WCA Budget Summary as well as expressed insight from partners UW Extension and UW Stevens Point.

The committee identified the following items while prioritizing the top three to forward on to the Executive Committee.

1. Broadband
2. UW-Extension (includes \$2 million and 15 county-based agriculture positions for UW-Extension.)
Jason Hausler suggests the committee review these positions at this [link](#).
2. Workforce Development
3. Labor Changes
4. Wisconsin Arts Board Grants
5. Additional funding for Childcare
6. Dark Stores Assessments
7. General Transportation Aids

The following were identified for the UW Stevens Point Campus.

1. Continuation on tuition fees freeze
2. Expand Tuition Promise Program
3. Student mental health resources

Follow-up:

Forward the top three identified by the EEED to the Executive Committee for consideration.

D. Reports from Committee-Affiliated Departments and Organizations

1. Marathon County Public Library

Discussion:

Director Ralph Illick reported the library has received their new interior furnishings; looking to reopen within the next two months; and hiring more employees.

Follow-up:

No follow up needed.

2. MCDEVCO

Discussion:

Continues to work on all the activities mentioned at last month's meeting.

Follow-up:

No follow up needed.

3. UW-Madison Division of Extension

Discussion:

Hausler provided an Educator Update, and a document located in the [packet here](#) outlining the EEEEC Strategic Plan Objectives that will assist the County Board Supervisors.

Follow-up:

No follow up needed.

4. UW-Stevens Point Wausau

Discussion:

Ann Herda-Rapp reported

- Tom Gibson started as the new Chancellor
- Continue COVID testing in the fieldhouse thru April
- This fall will be in-person learning, planning full rollout, fieldhouse, pool, etc.
- Discussions ongoing for consolidation with tech colleges
- Enrollment numbers looking good
- Need to offer FASA workshops, because numbers are low across all UW schools

Follow-up:

No follow up needed.

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

A. Next meeting: Thursday, April 1, 2021 at 4:00 pm

8. Adjournment

MOTION BY ROSENBERG SECOND BY LO TO ADJOURN THE MEETING AT 5:28 P.M. MOTION CARRIED

Respectfully submitted by
Toshia Ranallo



March 23, 2021

Mr. John Robinson, County Board of Supervisors
Marathon County Human Resources, Finance and Property Committee
1226 Highland Ct.
Wausau, WI 54403

Subject: Request to fund an Economic Impact Study as part of a Recreation Needs Assessment for Rib Mountain State Park

Greetings Mr. John Robinson,

On behalf of the Greater Wausau Prosperity Partnership, I am writing to respectfully submit a funding request to the Marathon County Human Resources, Finance and Property Committee for consideration to fund an Economic Impact Study as part of a Recreation Needs Assessment for Rib Mountain State Park.

The Recreation Needs Assessment will help to inform the Department of Natural Resources with their efforts to revise the 2005 master plan for Rib Mountain State Park (RMSP), which will evaluate the full range of recreational and habitat opportunities at Rib Mountain to ensure that the park continues to help support the ecological, social, and economic needs of the area. The Economic Impact Study is intended to calculate the impact generated by Rib Mountain State Park and Granite Peak Ski Area under the existing conditions as well as the economic impact of the proposed alternatives, based on the potential of increase to visitation.

The review of the RMSP Master Plan offers a unique opportunity to evaluate how the state park can further compliment local and county parks, including possible trail connections to county and town trail systems. A goal of the County is to make Marathon County the safest, healthiest, and most prosperous County by working with local municipalities to connect people to places. It is important to provide all residents with safe and accessible trails and routes to bike, hike, walk, etc., on. If these trails can connect to one another, increasingly safe opportunities would be available for the community to engage in healthy activities.

In addition, the potential expansion of year-round outdoor recreation opportunities within RMSP and connectivity to local trail systems would help to strengthen competitive economic landscape for the region. Studies have shown that access to outdoor recreation and an outdoor lifestyle attract and retain local citizens; draw entrepreneurs who locate their business for quality-of-life considerations; and serve as an advantage for business owners to attract talented employees.

We hope that the Marathon County Human Resources, Finance and Property Committee will consider making a \$2,500 financial contribution to fund the Economic Impact Study and support the efforts to enhance the quality-of-life assets and positively impact the health, safety, and economic prosperity for Marathon County residents and visitors.

If you have any questions or would like additional information, please feel free to contact me at 715-848-5946 or at deckmann@wausauchamber.com.

Thank you kindly for your consideration of support.

Respectfully,

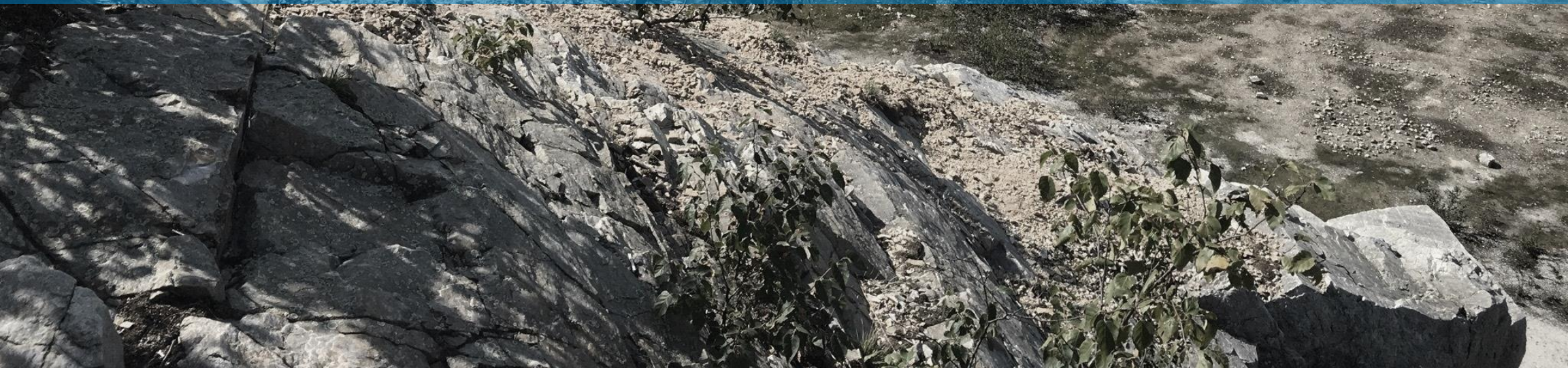
A handwritten signature in black ink that reads "David Eckmann". The signature is fluid and cursive.

David Eckmann, Ed.D., Chief Executive
Greater Wausau Prosperity Partnership



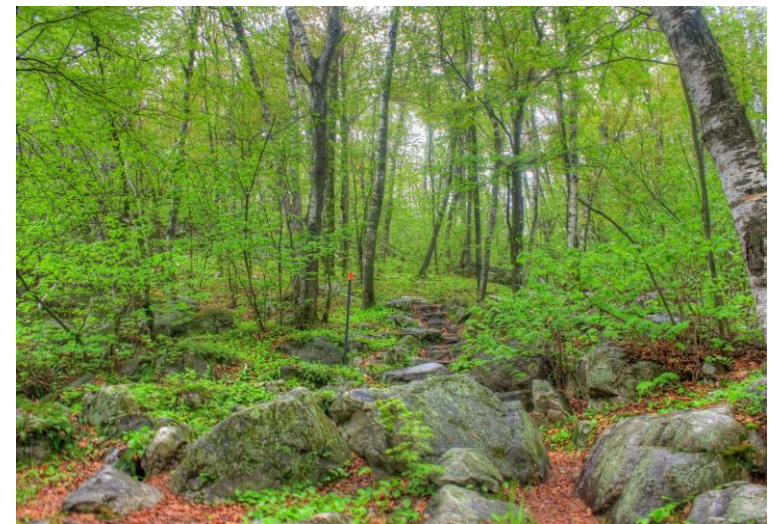
Rib Mountain State Park

Mountain Recreation Needs Assessment



AGENDA

- **Background**
- **RMSP Master Planning Process**
- **GWPP Role**
- **Planning Firms**
- **Overview / Project Purpose**
- **Project Timeline**
- **Next Steps**
- **Economic Impact Study**
- **Marathon County 2018 – 2022 Strategic Plan**
- **Questions?**





Rib Mountain State Park

Property Master Plan

The Department of Natural Resources is revising the 2005 master plan for Rib Mountain State Park. The planning process will evaluate the full range of public uses occurring at the park and habitat management opportunities. In addition, options for the future will be assessed, including possibly new recreation activities. The planning process will evaluate a potential expansion of the Granite Peak Ski Area.

<https://dnr.wisconsin.gov/topic/fl/PropertyPlanning/RibMtn>

GREATER WAUSAU REGION ECONOMIC DEVELOPMENT STRATEGIC PLAN



STRATEGIC PLAN SUMMARY GOALS

1. Talent
 2. Innovative Companies
 3. Placemaking
-

TARGET INDUSTRIES

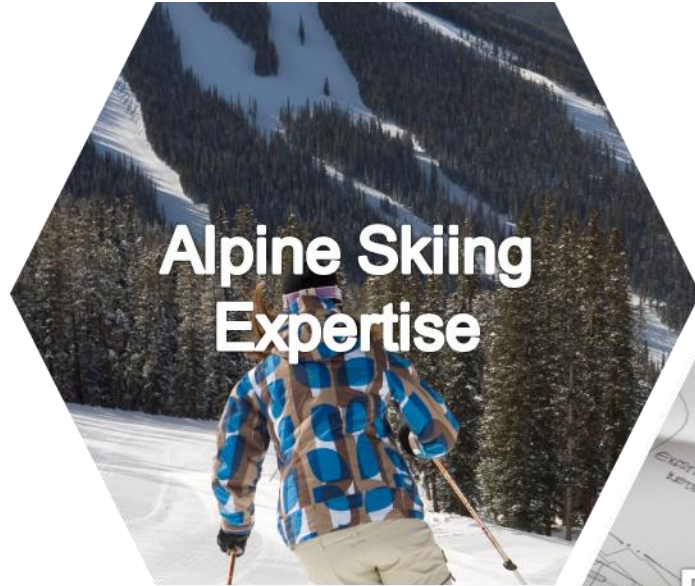
- Manufacturing
 - Healthcare
 - Agriculture & Food Processing
 - Tourism & Outdoor Recreation
 - IT & Business Services
-

MEASURABLE OUTCOMES

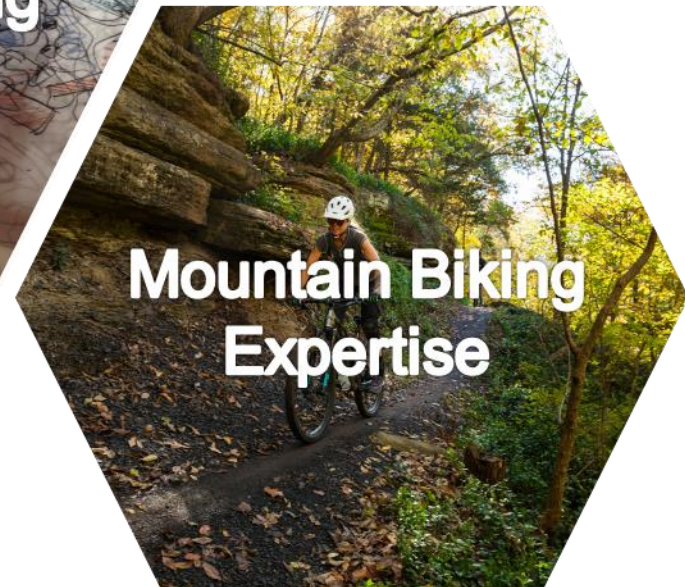
- Talent development & attraction
- Increased private sector investment
- Robust employment growth
- Retention & expansion of existing industries



PLANNING FIRMS



The value of experience.



PROJECT PURPOSE

Develop an impartial Mountain Recreation Needs Assessment for Rib Mountain State Park to support the WI DNR's Master Plan Revision Process for the park.

- 1. Determine whether expansion or development of ski and/or mountain biking facilities is warranted**
- 2. Review existing recreation activities in the region in relation to RMSP for alpine skiing, mountain biking, and other forms of active recreation**
- 3. Consider how RMSP connects with area trails, parks and forests**
- 4. Provide 3-4 alternative concepts and alignments that are environmentally and economically feasible, including study of a “no action alternative”**

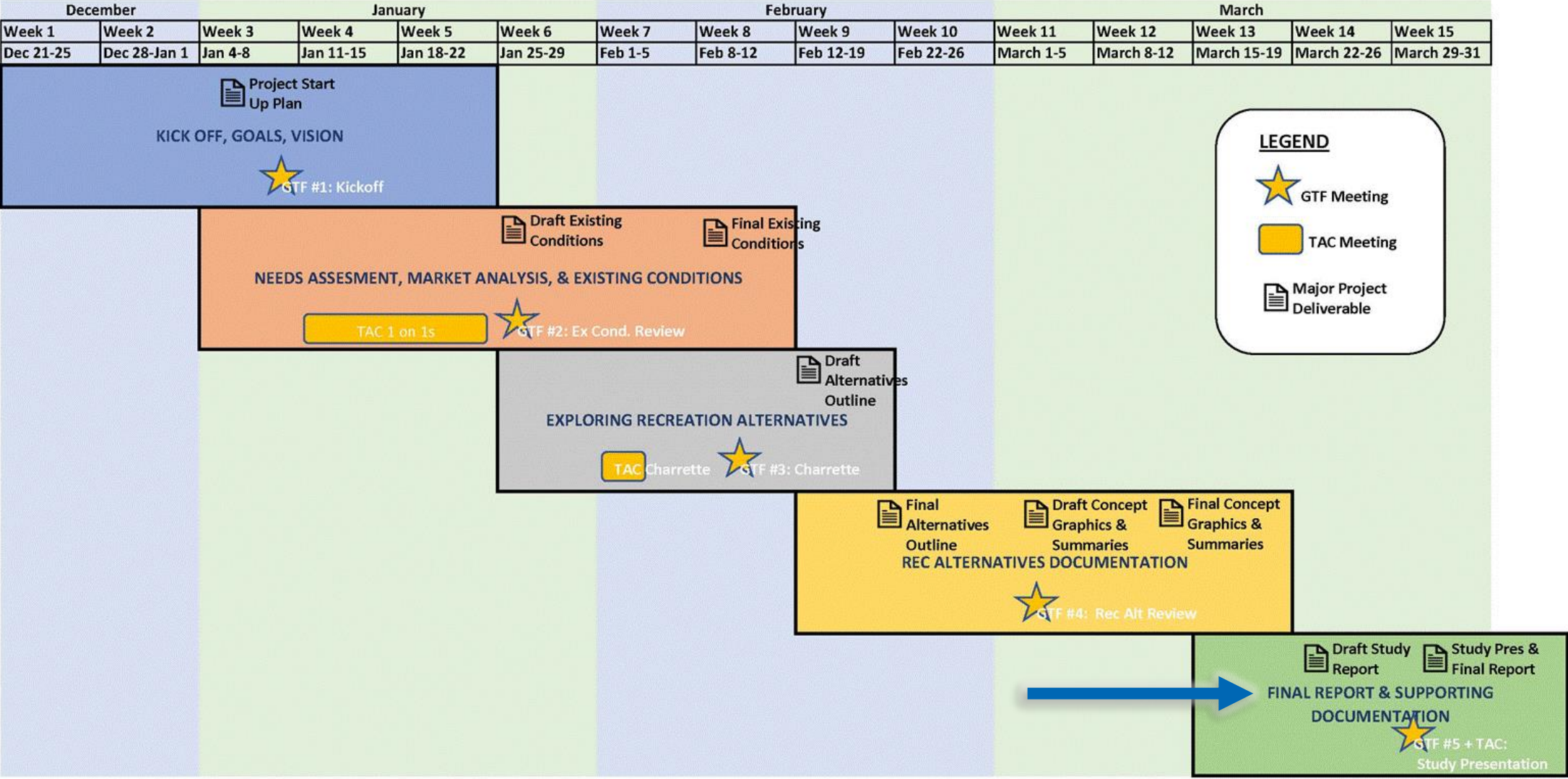


BACKGROUND / PROJECT OVERVIEW

1. **Kick Off Goals Vision:** Dec 21—Jan 22
2. **Needs Assessment, Market Analysis & Existing Conditions:** Jan 4—Feb 12
3. **Exploring Recreation Alternatives:**
Jan 25—Feb 19
4. **Recreation Alternatives Documentation:**
Feb 12—March 19
5. **Final Study Report & Supporting Documentation:** March 15—March 31



PROJECT TIMELINE



GUIDING TASKFORCE TEAM

- **Chris Ghidorzi, GWPP Placemaking Chair / Director of Property Development, Ghidorzi Companies**
- **Jamie Polley, Parks, Recreation & Forestry Director, Wausau & Marathon County Parks Recreation & Forestry**
- **Lance Leonhard, County Administrator, Marathon County**
- **Dave Eckmann, GWPP Executive / President/CEO, Greater Wausau Chamber of Commerce**
- **Rena Krings, Economic Development Specialist, Greater Wausau Chamber of Commerce**
- **Diane Brusoe, Wisconsin Department of Natural Resources**
 - John Pohlman, Lead Planner
 - Dan Baumann, Secretary's Director



NEXT STEPS – MASTER PLAN

Develop draft goals and alternatives	Staff will use the existing master plan, initial public input, species and natural community surveys, and information on downhill skiing and mountain biking needs and opportunities to develop draft goals and preliminary alternatives.	
Public input on draft goals and preliminary alternatives	Staff will present the draft goals and preliminary alternatives and gather public input and reactions. The format for this public input will be determined later based on the status of the COVID-19 health precautions. The public will be able to view and comment on the draft goals and preliminary alternatives both in-person at the open house and online.	Yes
Develop Draft Master Plan	Staff will use the public input on the draft goals and alternatives, background information, discussions with partners, and the expertise of property managers, fish and wildlife biologists, foresters, recreation specialists and others to develop an initial <i>Draft Master Plan</i> .	
Public input on Draft Master Plan	Staff will present the <i>Draft Master Plan</i> and gather public input and reactions. The format for this public input will be determined later based on the status of the COVID-19 health precautions. The public will be able to view and comment on the draft goals and alternatives both in-person at the open house and online.	Yes
Develop Proposed Master Plan	Staff will modify the draft master plan as needed based on public input. This new version, referred to as the <i>Proposed Master Plan</i> , will be submitted to the Natural Resources Board (NRB) for its review and consideration.	
Natural Resources Board	DNR presents the <i>Proposed Master Plan</i> to the NRB and seeks its approval of the plan. The <i>Proposed Master Plan</i> will be posted on the NRB website approximately two weeks prior to the meeting at which it will be considered. In its evaluation and consideration of the document, the NRB seeks public input at its meeting. Instructions to provide input to the NRB can be found on the Public Participation Guidelines web page .	Yes

<https://dnr.wisconsin.gov/topic/fl/PropertyPlanning/RibMtn>



ECONOMIC IMPACT STUDY



- SE Group will calculate the economic impact generated by Rib Mountain State Park and Granite Peak under the existing conditions.
- In addition, they are calculating the economic impact of the alternatives, based on potential increase to year-round visitation. (Summer & Winter)
- The calculations are derived from the Money Generation Model (MGM2) developed by the national park service and provide estimates of the local business sales generated, jobs supported, and tax revenues created by the visitation.



MARATHON COUNTY 2018-2022 STRATEGIC PLAN

OBJECTIVE 5.2:

Promote sound land use decisions that conserve and preserve natural resources in decisions with economic development and growth.

Outcome Measure:

By December 31, 2022 an average of 320 acres of land per year will be acquired for the Marathon County Parks and Forest Systems.



MARATHON COUNTY 2018-2022 STRATEGIC PLAN

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.

Outcome Measure:

By December 31, 2022, the current workforce participation rate will increase by 5%.

Outcome Measure:

By December 31, 2022, the number of vacant positions within Marathon County will be reduced.



MARATHON COUNTY 2018-2022 STRATEGIC PLAN

OBJECTIVE 10.8:

Encourage development and redevelopment of key employment centers in areas that possess strong market potential, provide good transportation access for workers, and promote the efficient movement of goods.

Outcome Measure:

By December 31, 2022, utilization of available, vacant business and industrial park space will increase by 5%.

Outcome Measure:

By December 31, 2022, the number of businesses in Marathon County will increase or be maintained.



MARATHON COUNTY 2018-2022 STRATEGIC PLAN

OBJECTIVE 10.10:

Create an innovative atmosphere to foster an entrepreneurial-supportive environment.

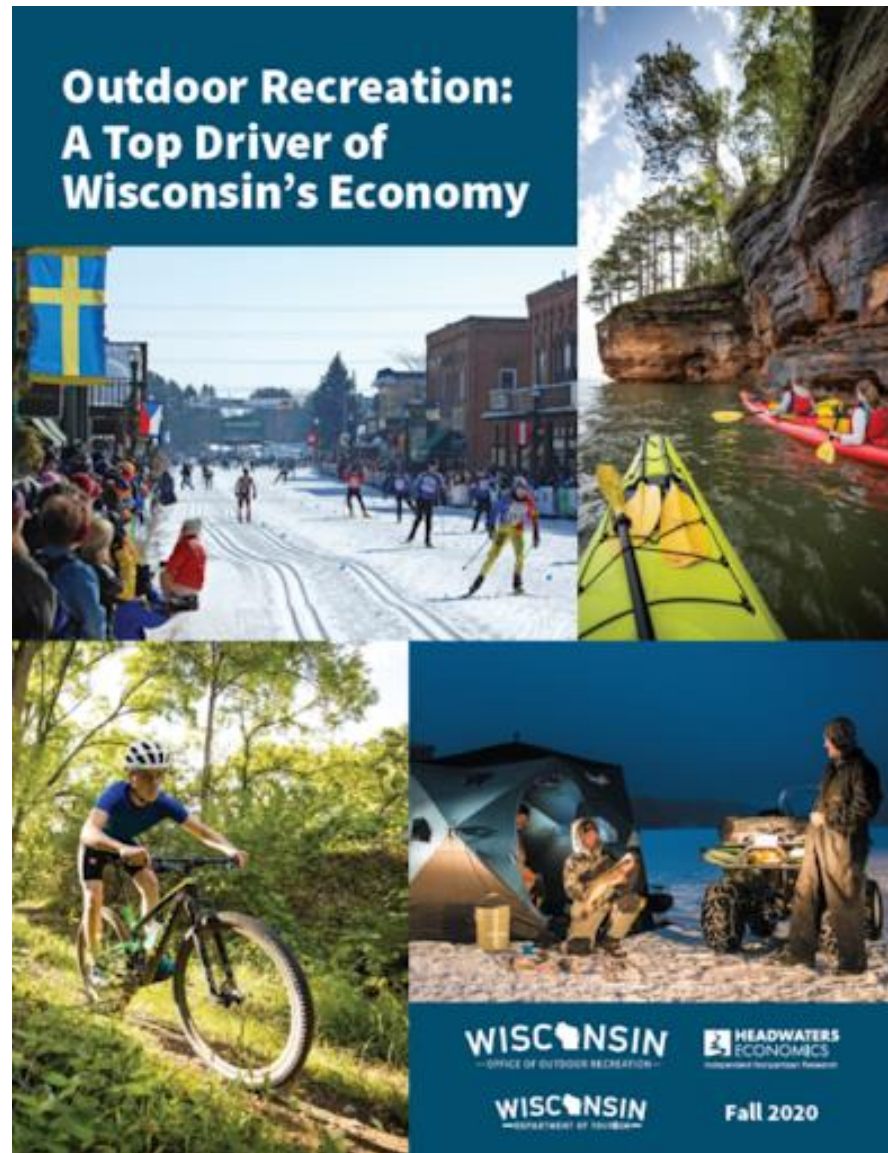
Outcome Measure:

By December 31, 2022, the number of businesses in Marathon County will increase.



OUTDOOR RECREATION: A TOP DRIVER OF WISCONSIN'S ECONOMY

BY HEADWATERS ECONOMICS



OUTDOOR RECREATION: A TOP DRIVER OF WISCONSIN'S ECONOMY

- The outdoor recreation economy contributes \$7.8 billion, [2.4%], to Wisconsin's GDP.



OUTDOOR RECREATION: A TOP DRIVER OF WISCONSIN'S ECONOMY

- Outdoor recreation helps attract and retain professionals, directly supporting jobs across diverse economic sectors.



QUESTIONS?



STRATEGIC PLAN OUTCOMES – _____ – _____
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

INFRASTRUCTURE (UTILITIES) GOAL: The utilities infrastructure in Marathon County is maintained to the highest standards to support the residents and businesses of the County.

Objective 8.7: Strive to provide affordable, reliable, high-speed internet access throughout the county.

Strategy	Actionable Item	Contributors	Status	Action
A. Develop a comprehensive approach to county-wide high-speed internet access, including: fiber, copper, powerline, cellular, Wi-Fi, new radio frequencies, and other emerging technologies.				
	a.			
	b.			
	c.			
	d.			
	e.			
	f.			
B. Promote partnerships between carriers/ providers and government through MCDEVCO.				
	a.			
	b.			
	c.			
	d.			

**STRATEGIC PLAN OUTCOMES – _____ – _____
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE**

C. Develop financial incentives to encourage carriers/providers to commit to helping accomplish this objective in Marathon County.				
	a.			
	b.			
	c.			
	d.			
D. Establish a dig-once policy for county roadway reconstruction and bridge projects that engages providers in a discussion about whether to include conduit for fiber.				
	a.			
	b.			
E. Marathon County Government will invite all carriers providing services in Marathon County to present their current coverage, speeds, and costs..				
	a.			
	b.			
	c.			
	d.			
	e.			
	f.			

STRATEGIC PLAN OUTCOMES – _____ – _____
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

WORKFORCE DEVELOPMENT GOAL: The utilities infrastructure in Marathon County is maintained to the highest standards to support the residents and businesses of the County.

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.

Strategy	Actionable Item	Contributors	Status	Action
A. Work with the North Central Wisconsin Workforce Development Board to ensure a well-trained workforce.				
	a.			
	b.			
	c.			
B. Seek out additional opportunities to partner with local education providers (secondary and post-secondary)				
	a.			
	b.			
	c.			

STRATEGIC PLAN OUTCOMES – _____ – _____
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

Objective 10.8: Encourage development and redevelopment of key employment centers in areas that possess strong market potential, provide good transportation access for workers, and promote the efficient movement of goods.

Strategy	Actionable Item	Contributors	Status	Action
A. Support efforts to engage the public and private sectors to provide leadership for county economic development efforts.				
	a.			
	b.			
	c.			
B. Engage local municipalities on how county infrastructure development can contribute to business and industrial park growth.				
	a.			
	b.			
	c.			

STRATEGIC PLAN OUTCOMES – _____ – _____
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

Objective 10.10: Create an innovative atmosphere to foster an entrepreneurial-supportive environment.

Strategy	Actionable Item	Contributors	Status	Action
A. Respond to changing economic conditions and opportunities through periodic review and updating of economic development strategies, policies, investments, and programs.				
	a.			
	b.			
	c.			
B. Work with MCDEVCO to support a low-interest loan fund to finance new farmer startups and adoption of new technology by existing farmers.				
	a.			
	b.			
	c.			

STRATEGIC PLAN OUTCOMES – _____ – _____
EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

C. Enhance awareness of MCDEVCO as the primary point of contact for business expansion and startup information.				
	a.			
	b.			
	c.			



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

March 2021

Items of note-

Newly updated County/Municipality Agreements have been forwarded to each community within which a county branch library exists. Separately, an agreement for proposed augmented wi-fi to be broadcast outside in limited scope for use of residents has also been forwarded to each community. We are hopeful that most of the agreements will be reviewed by April. This committee will be apprised as the agreements are returned.

Library operations are cautiously anticipated to return to a more normal service model in the coming months, given that vaccinations should be available to all beginning May 1. Service teams are readying staffing and logistics for that hopeful reality.

New furnishings and public service desks are being placed, and infrastructure revisions should also be completed in the next few weeks. Chairs and some booths are still on order.

Friends of the Marathon County Public Library are hopeful to renew quarterly sales sometime during the summer.

For the comprehensive March 2021 MCPL Board Packet, please follow this link:

https://www.mcpl.us/sites/default/files/attachments/20210315_mcpl-board-packet.pdf

MCDEVCO, Inc - March 2021 Report

GAP Financing

Two gap loans were made through the Marathon County Revolving loan fund. MCDEVCO partnered with Intercity State Bank and Peoples to assist two business - one in Wausau and one in Edgar.

We currently have two that we are meeting with for the Town of Rib Mountain and the other in Mosinee.

It is a great sign to see that the economy is beginning to turn around to have new small businesses open.

Entrepreneurial Development

The Entrepreneurial Leadership course began on Feb 16 and will end with a dolphin tank on May 27. There are 18 entrepreneurs in the class with three from outside of Marathon County. MCDEVCO can also announce our youngest entrepreneurs as two of our students their wife's had babies! Our mission of giving people tools to be successful can never start too early!!

We completed our five week March lunch and learn marketing series with 12 students.

As we review the number of people, receiving vaccinations the plan is to start after July with in person educational classes with small numbers onsite and offer virtual. The summer will open up our pop-up shops outside along with some new ideas to watch for.

Our feet are on the ground at the EEC meeting all tenants, signing up new business leases, and assisting current tenants with growth. We also are assisting three new kitchen tenants with their business plan and start.

Municipalities

We continue to coordinate semi-monthly meetings with Marathon County and the municipalities. Upcoming summer topics have included opening of the pools, rental space, and parks. Northcentral Regional Planning presented to the group on the COVID-19 task force – which MCDEVCO represents Marathon County. MCDEVCO's business survey has gone out to Weston businesses with Mosinee will go out on April 1, 2021.

Discussions are taking place on the American Rescue plan and possible countywide collaborations with the funding.

Businesses

MCDEVCO has administered \$75,000 in \$1,000 grants to small businesses throughout Marathon County. We are hopeful that we will be granted another \$500,000.00 through Marathon County's CDBG application.

We have administered over \$311,000.00 in City of Wausau grants and forgivable loans to City of Wausau Businesses. We have received additional funds that we are currently vetting.

Vicki Resech

Executive Director - MCDEVCO



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

April 2021 Educator Update

The following work was completed in the month of March by Marathon County Extension Educators and staff. The following objectives were pulled from the Marathon County Strategic Plan where the Extension, Education and Economic Development Committee has been designated as either the lead committee or support committee.



OBJECTIVE 5.2: Promote sound land use decisions that conserve and preserve natural resources in decisions with economic development and growth.

- The Central Wisconsin Farm Profitability Expo, a multipartner effort facilitated by Extension, held two virtual sessions including a panel discussion of graziers and a discussion on silvopasture integration to improve farm profitability and land stewardship. These sessions were part of a winter virtual learning series that ran from December 2020 to March of 2021. The program has reached over 200 hundred farmers, conservation staff, and community members within central Wisconsin as well as thousands outside the region through the YouTube channel: https://www.youtube.com/channel/UCvn_JGp2Mygjf1HZ_i8J-OQ
- UW-Madison Extension Educator Rachael Whitehair assisted planning of an agronomist meeting hosted by EPPIC, a community watershed group striving to promote best management practices on the land to improve water quality and economic viability in the Big Eau Pleine Watershed. The field day promoted the concept of regenerative agriculture, providing presentations from the Marshfield Agricultural Research Station and EPPIC Demo research plots on the topics of no-till and cover crops. A rainfall simulator was also utilized to demonstrate the beneficial impacts of these soil health practices.



OBJECTIVE 6.3: Protect and enhance the quantity and quality of potable groundwater and potable surface water supplies.

- UW-Madison Extension Educators hosted, moderated, and presented at the Wisconsin Lakes Wisconsin Water Week that ran from March 8-12. Water week provided a broad array of educational programming on surface and groundwater quality, aquatic species and ecosystems, community capacity building, and much more. Local water action groups, like EPPIC, were given a stage Thursday through Friday to hold presentations and workshops where they could share their mission with the public and invite them to join in the team effort toward improving water quality.



OBJECTIVE 8.7: Strive to provide affordable, reliable, high-speed internet access throughout the County.

- Conducted research related to broadband and shared information with the Broadband Task Force, this included Broadband and the Economy Badger Talks Live (<https://www.youtube.com/watch?v=sOUPePAbdWY>), review of the American Rescue Act and dissemination of information related to best practices associated with those funds, and review of the Governor’s budget proposal.
- The Marathon County/Wittenberg Telephone FTTH grant application received funding from the WI Public Service Commission. Out of 124 applications received, this grant proposal was ranked 4th overall. The Hatley community, in addition to other Marathon County stakeholders, submitted dozens of letters in support of the application and the Marshfield Clinic has offered financial assistance for the project. This is the first time that Marathon County has successfully supported a local internet service provider in acquiring State grant dollars.

Additionally, the following work has been completed by our local educators, meeting the diverse needs of Marathon County residents and Wisconsinites.

Community Development - Melinda Osterberg

- Assisted Local Government Education in preparation of Board of Review training materials. Local Government Education provides annual Board of Review training materials. I participated in the filming of the training video. The training materials reflect recent legislative changes and WI Department of Revenue trainings are required for local Boards of Review. For additional information on training requirements for Boards of Review or to order materials please visit:
<https://localgovernment.extension.wisc.edu/board-of-review-training/>
- Prepared for Civility and Diversity webinar. Recognizing that many local government boards and commissions are grappling with divisive issues, this program focuses on techniques to effectively communicate and an introduction to the principles of inclusion and diversity. The program will be April 1st at 10:00 AM, registration is free for local and tribal governments:
<https://uwmadison.zoom.us/meeting/register/tJctdOCsrj4tE9LYyKSKTdq2KQMe7zhTpf-s>



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Tus Tswv Hauj Lwm Ntawm (EEO/AA), ntawm lub Tsev Kawm Ntawm Qib Siab (University of Wisconsin-Madison Division of Extension) pab rau kev ncaj ncees bxog kev hauj lwm thiab kev pab cuam, xws li nyob rau hauv Title VI, Title IX, thiab ntawm tsab cai Americans with Disabilities Act (ADA) yuav tsum kom muaj.

FoodWise Education - Tammy Hansen, Gaonou Thao, Melissa Yates

- Gaonou and Tammy continued to conduct a twice weekly virtual Hmong StrongBodies series with 5-7 participants at each session. StrongBodies is a ten-week strength training program developed by Tufts University. This program will end the last week of March.
- Tammy and Gaonou conducted a virtual Family Night program on Tuesday, March 23rd with 15 Lincoln Elementary School families. The theme for the night was rainbows. Tammy talked about the importance of eating fruits and vegetables from every color of the rainbow and Gaonou demonstrated how to make a colorful Mango Salsa. Additionally, Tammy will be partnering with Beth Meyer, our Langlade FoodWise Educator to conduct a five-week virtual “Fun with Food” nutrition/ food demo series beginning on April 15th for students participating in afterschool programming at Lincoln, Riverview, Franklin and G.D. Jones Elementary Schools.
- Gaonou, Melissa, Tammy and Beth conducted two virtual “Healthy Eating Series” lessons in March on the topic of whole grains. These monthly nutrition/food demonstration lessons are open to residents from Marathon, Lincoln and Langlade Counties. Six residents of Marathon and Langlade Counties attended these lessons. April’s lesson topic will be on making easy meals from what you have on hand in your kitchen pantry. Tammy and Gaonou are also planning a meeting with other FoodWise Coordinators from counties with significant Hmong populations to discuss the potential for offering a statewide virtual Hmong Healthy Eating Series.
- All FoodWise staff continued to participate in webinars on food security, health equity, and creative virtual teaching ideas. Tammy and Melissa have been participating in an eight session, biweekly, “Healthy Schools Bootcamp” training that looks at many different ways to work with schools to create policy change, including district wellness policies, classroom snack policies, fitness breaks, etc. These trainings will continue through April. All staff also participated in a four-week FoodWise training in March that provided the background information needed to complete the totally revised three-year program planning process. Our FY22 grant is due on April 23rd.

4-H - Kaitlyn Bernarde

- Planned a virtual Family Night program that will be on April 8, with Franklin Elementary school families. This program will focus on baking a blueberry pie in a cupcake tin, a recipe from the National 4-H Fresh Chefs cookbook. Life skills of teamwork, communication, and personal responsibility will be woven through the lesson. The Marathon Co. Public Library will also be presenting during the program.
- Continued reviewing Wisconsin 4-H and Positive Youth Development policies. This included the 4-H overnight base camp policy which will be baseline policy for all 4-H camps administered starting Summer 2021. I also participated in reviewing and providing feedback on Extension’s Handbook on the Protection of Vulnerable Populations from Abuse and Harassment.
- Facilitated a new volunteer orientation training with Laura Huber, 4-H Youth Development Educator in Wood County. This training covers Extension, how to become a volunteer, risk management, positive youth development, and the basics of the 4-H program.
- Worked with the 4-H Thriving Model team to analyze our data and prepare to share it out to colleagues and stakeholders, as well as, have the data published.
- Collaborated with the Current Conversations with Youth team to develop our virtual program that will be a part of the Virtual Learning Community later this spring. We will provide a space for youth to discuss and explore topics that they may not be able to in their own communities, or wish to dive deeper into with their peers.

Horticulture - Janell Wehr

- **Optimist Club & WSAW-** Outreach events included presentation at Everett Optimist Club and interview for WSAW on planning the vegetable garden.
- **Starting Seeds Indoors-** I presented this program which introduced a variety of seed starting mediums and the requirements for germination, to the Sauk County Master Gardener Volunteers.
- **From the Ground Up! Getting Started with Healthy Soil-** In this interactive virtual program, participants were introduced to the characteristics of healthy soil, components of soil, and measures to protect their soil. Participants also learned the basics of composting. As a result of the program, 100% participants stated they understood the basics of composting and 100% stated they understood the characteristics of healthy soil or knew prior to the program. The program was hosted by the Marathon County Library.
- **Volunteer Recognition-** Working on inaugural Master Gardener Volunteer Week with the state MGCV office. Also working with 4-H Coordinators Kaitlyn Bernarde and Laura Huber to dovetail plans for local volunteer recognition.
- **Foundations in Horticulture-** With the Master Gardener Program Steering Committee, continue evaluation of Foundations in Horticulture using qualitative data software, MAXQDA.
- **Orchids-** I developed and delivered an online program which covered the culture of many orchids available in the retail market. Program was held in partnership with the Landing at Woodson YMCA.
- **Houseplants-** I developed and delivered an online program on the general culture of popular houseplants. Program was held in partnership with UWSP Continuing Education for all three campuses (Stevens Point, Marshfield, and Wausau).



Wausau UW-Stevens Point

Report to the Extension, Education, and Economic Development Committee April 1, 2021

1. Fall preparations – We continue to prepare to return to normal levels of in-person courses, student support, and on-campus activities for the fall. Students will begin registering for fall courses soon, with the vast majority of those courses again being offered in-person. After the challenges of the past year, we are looking forward to rolling out a newly refreshed student Union space – with a new multiplayer gaming system, seating, sound system, and more – so that this space, along with the field house, will again be the center of student life.
2. COVID-19 testing – We will continue to offer COVID-19 testing on campus (Mondays and Thursdays) through April 8. Testing is open to students, staff and community members. An appointment must be made at www.doineedacovid19test.com. Whether testing will be extended after April 8 has not yet been determined.
3. New lecture series – Our new lecture series, [HANK Talks](#), has been well-received. For now, the Talks are virtual; in the fall, we hope to add in-person attendance. Our next Talk is April 20.
4. CIP work – Gary Radunz and his crew continue to work with the county to plan CIP work for this summer and fall: 1) replacing Lot C and the approach to the east entrance to the main building, 2) replacing the heating plant roof, and 3) upgrading the buildings' HVAC control system.
5. Hiring – We are hiring to fill a number of positions – from custodians to advisers. Please direct anyone who wants to work for an awesome team and is committed to serving students and the community to check our job postings at www.uwsp.edu/hr/jobs.

Submitted by Ann Herda-Rapp, Campus Executive