



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

Date & Time of Meeting: **Thursday, October 7, 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!**

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

- 1. Call Meeting to Order**
- 2. Public Comment (15 Minutes)** *(Any person who wishes to address the County Board, or one of its committees, during the "Public Comment" portion of meetings, must provide his or her name, address, and the topic he or she wishes to present to the Marathon County Clerk, or chair of the committee, no later than five minutes before the start of the meeting.)*
- 3. Approval of the August 5, 2021, Extension, Education & Economic Development Committee Minutes**
- 4. Policy Issues Discussion and Potential Committee Determination**
 - A. Update on 2018-22 Strategic Plan Committee Objectives
 - B. Support letter for renewal of Ronaldus and Ester Van Langen immigration in Marathon County, Wisconsin.**
- 5. Operational Functions required by Statute, Ordinance, or Resolution:**
- 6. Educational Presentations/Outcome Monitoring Reports**
 - A. Reports from Committee-Affiliated Departments and Organizations
 1. Marathon County Public Library (Leah Giordano)
 2. MCDEVCO (Vicki Resch)
 3. UW-Madison Division of Extension (Jason Hausler)
 4. UW-Stevens Point Wausau Campus (Ann Herda-Rapp)
 - B. Report from Administrator on Budget Recommendation Regarding 0.5 Communities Extension Educator Funding.
- 7. Next Meeting Time, Location, Announcements and Future Agenda Items:**
 1. Committee members are asked to bring ideas for future discussion
 2. Next meeting: **Thursday, November 4, 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 261-1500 or e-mail countyclerk@co.marathon.wi.us one business day before the meeting*

SIGNED /s/ Sara Guild
Presiding Officer or Designee

NOTICE POSTED AT COURTHOUSE

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

Other Media Groups

BY: Toshia Ranallo

DATE & TIME: 10/5/2021 3:15 p.m.

BY: Toshia Ranallo

DATE & TIME: 10/5/2021 3:15 p.m.



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

Thursday, August 5, 2021 at 4:00 p.m.

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

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

Also Present: Lance Leonhard, John Robinson, Jason Hausler, Carrie Edmonson, and Toshia Ranallo.

WebEx/Phone: Jean Maszk, Ann Herda-Rapp, Leah Giordano.

1. Call Meeting to Order

Chair Guild called the meeting to order at 4:01 p.m.

2. Public Comment - None

3. MOTION BY ROSENBERG; SECOND BY LO TO APPROVE THE MINUTES OF THE JULY 1, 2021 EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.

4. Policy Issues Discussion and Potential Committee Determination

A. NCWRPC Request for County Funding for a Metro Housing Assessment

Discussion:

Carrie Edmonson from the North Central WI Regional Planning Commission (NCWRPC) gave a presentation on a Metro Housing Assessment and is requesting Marathon County contribute \$30,000 towards the assessment. Lack of housing options continues to be an issue in our metro area for employers and residents. The housing study includes the cities of Mosinee, Schofield, Wausau, the Villages of Kronenwetter, Maine, Marathon, the Villages of Rothschild and Weston and the Town of Rib Mountain. Presentation materials can be accessed in the packet located on our [website here](#) and the full presentation can be [viewed here](#).

Action:

MOTION BY ROSENBERG; SECONDED BY LO TO MOVE A RECOMMENDATION TO THE HR FINANCE & PROPERTY COMMITTEE TO REVIEW THE AMOUNT REQUESTED, AND CONTRIBUTE APPROPRIATE FUNDING TOWARD THE NCWRPC METRO HOUSING ASSESSMENT. MOTION CARRIED.

Follow thru:

Forward to the HR Finance & Property Committee for consideration in August.

B. Discussion regarding options for UW-Madison Extension position

Discussion:

Jason Hausler provided the committee with an [outline available in the packet](#), summarizing the following potential opportunities to fill or restructure the half-time Extension Educator position.

- Community Development Extension Educator
- Health and Wellbeing (HWB) Educator
- Human Development and Relationships (HDR) Educator

Other options for educators may also be available if the County is interested in exploring other areas such as a Natural Resources Educator or a Community Youth Development Educator. It was the consensus of the committee to continue discussions at the next meeting in September and to potentially make a recommendation at that time.

Follow Thru:

Discuss at meeting in September.

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

6. Educational Presentations/Outcome Monitoring Reports

A. Reports from Committee-Affiliated Departments and Organizations

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

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

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

1. Committee members are asked to bring ideas for future discussion

- UW-Madison Extension position

2. Next meeting: **Thursday, September 2, 2021 at 4:00 pm**

8. Adjournment

MOTION BY ROSENBERG; SECOND BY LO TO ADJOURN THE MEETING AT 5:01 P.M. MOTION CARRIED.

[Recorded meeting can be view here.](#)

Respectfully submitted by

Toshia Ranallo

DRAFT



October 7, 2021

U.S. Department of Homeland Security
United States Citizenship and Immigration Services
California Service Center
P.O. Box 10590
Laguna Nigue, CA 92607

RE: Support for Renewal of Ronaldus and Ester Van Langens' Immigration Status in Marathon County, Wisconsin

To Whom This May Concern:

It has come to my attention that Ronaldus and Ester Van Langens' legal immigration status in Marathon County, Wisconsin has been denied and is being appealed to you. As Marathon County Board Chair, I would like to express my support for retaining these two individuals as productive and respected dairy farmers and legal immigrants in Marathon County.

The Van Langens have been owner-operators of a profitable 140-cow dairy operation in the county for over a decade. They have made a significant investment that annually generates a \$34,000 economic impact per cow for a total of approximately \$4 million per year ⁽¹⁾. During their time in our county, they have established themselves as respected dairy farmers. As owner-operators of their farm, they have remained in business when many others have failed. At the same time, they have become leaders in their community in the following ways:

- Hosting many farm tours to display how using advanced technology has contributed to their profitable operation, including utilizing the first robotic dairy operation and the first use of a drones in the area.
- Serving as a Mentor farm for the Dairy Grazing Apprenticeship Program, which is located in Marathon County and is the first of its kind in the United States.
- Serving as a new host farm for the University of Wisconsin-Discovery Farms. Water quality is monitored from their cropland to showcase the reduction of runoff pollutants reaching surface waters from their installation of superior cropland best management practices.

It is my understanding that the Van Langens are in compliance with all local ordinances and codes related to Marathon County. Marathon County needs *more* highly skilled owner-operator farmers like the Van Langens, not fewer. Their presence is a key factor contributing to help sustain one of our county's most valuable industries – agriculture.

Sincerely,

Kurt Gibbs
County Board Chair

cc: Senator Tammy Baldwin
Senator Ron Johnson
Congressman Tom Tiffany
Congressman Mike Gallagher.

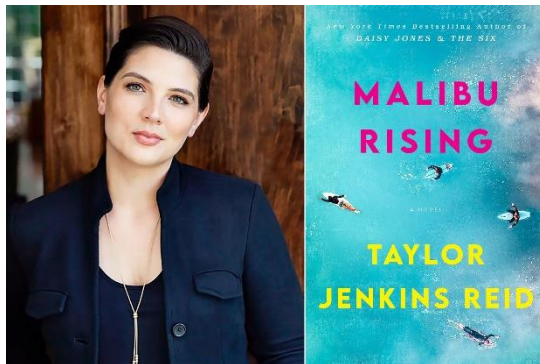
(1) Source: UW-Madison Division of Extension

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

August-September 2021

Upcoming Central Wisconsin Book Festival

Our 2021 festival is scheduled for Sept. 17-26, with almost 40 events, more than 40 authors, events in three cities and virtually over 10 days! With three libraries involved as part of a core group of organizers, we've put together a fantastic mix of events covering fiction and non-fiction, poetry, graphic novels, children's authors and teen events, panels and workshops, and much more. The full lineup is on the schedule page at <https://www.mcpl.us/cwbf>, but some of the writers joining us include NYT bestselling novelist Taylor Jenkins Reid, music scholar (and Wausau native) Charles Hughes, Wisconsin Poet Laureate Dasha Kelly Hamilton, champion boxer and non-profit leader Héctor Colón, mystery authors Mary Logue and Kathleen Ernst, novelist and retired firefighter Gregory Renz, Miranda Paul and Baptiste Paul, Andrew Graff and so many more!



Summer Library Program & Youth Events

This year's Summer Library Program came to a close at the end of August. Despite COVID challenges, we had 380 participants countywide and gave away 500 books! We also gave away 520 Grab and Go Magpie Magnet kits to children and families in Wausau in August. In partnership with the Marathon County Parks and Rec Department, 250 library card holders used their cards for free entry to any of the three Wausau Pools on August 3rd.

Recruitment

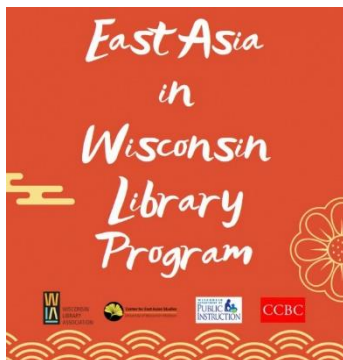
The library has several positions open and we are working diligently to find the right candidates for our needs. Interviews were held for the Support Services Manager and IT Technician positions; candidates have been selected to be interviewed for the Business Specialist and part-time page position.

2022 Marathon County Public Library Budget

In the absence of a Business Specialist, budget information was adeptly prepared by Heather W. in anticipation of the annual budget meeting with County Administrator Leonhard and Finance Director Palmer which took place on September 9th.

MCPL Adds East Asian Materials to Collection

The Marathon County Public Library (MCPL) recently purchased over 60 new items for its collection, thanks to a \$1,000 grant from the [East Asia in Wisconsin Library Program](#). MCPL was one of 38 public libraries around the state to be awarded a grant. With the funds, MCPL purchased over 60 books that were either about the history and culture of East Asia or written by authors of East Asian descent. The materials purchased include fiction and nonfiction titles for children, teens, and adults.



Roof & Construction Update

Contractors have completed everything except for hanging blinds on the windows on the 3rd floor, fixing grass/landscape outside where we had to run lifts on the lawn, and a few small maintenance type items (ceiling tile replacement, door adjustment etc.).

We are at: 100% tuck pointing, 100% Window Replacement, 100% sheetrock/paint/ insulation, 100% masonry block, 100% roofing, 100% siding, 100% concrete pads, 95% demobilization.

Continuing Education

Plans for Staff Development Day are underway- themes and speakers have been confirmed for October 15, and a detailed planning session will be taking place in mid-October to refine details. The focus of the day will be on team building, safety and positivity in the workplace.

Branches

The eight branch locations all had a successful summer. Circulation is picking up at all locations, and we are all happy to welcome more people back to the library.

Virtual and outdoor book clubs continue to be popular at some of our locations. Hatley hosted a lively discussion about *The Great Peshtigo Fire: An Eyewitness Account* by Reverend Peter Pernin. The group was delighted that 2 retired foresters joined the discussion because they were able to give some firsthand insight on what may have happened in the days leading up to the fire and how there could be another fire like Peshtigo in the future.

Stratford held their final outdoor Family Story Time for summer on Aug. 11, and 47 patrons joined us for this *Chalk Fest*-themed program. They read books, sang songs, played games, and made chalk drawings. Families and older children (ages 8-14) came the night before the story time in order to create the chalk drawings and chalk games for the younger children to enjoy, and it appeared that the volunteers enjoyed their time creating with chalk as much as the younger patrons.

In September, Marathon City will host their second annual "Take a Plant, Leave a Plant" plant swap. Patrons can stop by anytime the library is open to swap a plant or give some helpful advice for growing plants, and then take home a plant of their choice.

MCDEVCO 2020-2021 Economic Development Report

COVID-19 and Safer at Home – March 25, 2020 changed business normal forever. Businesses were closed, employees sent home to work and/or lost their jobs, schools were now virtual, and people did not know what to do or where to turn for assistance. MCDEVCO pivoted to live out our mission to assist small businesses and entrepreneurs and to date continue to be there as the pandemic is once again increasing in numbers. Funding was found to assist with grants and forgivable loans, educational resources and mentors went into action, and collaborations were formed to save our small businesses.

MCDEVCO's accomplishments fulfilled our strategic goals of *GAP*, Entrepreneurial Development, Municipalities, and Businesses. In the normal course of doing business, we also fulfilled the following County's objectives from their 2018-2022 strategic plan and more:

Objective 10.6: Ensure the future availability of a skilled and flexible workforce prepared to meet the needs of both existing and emerging industries and technologies.

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

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

Accomplishments

GAP Financing

The 2020 year recorded no *GAP* financing as businesses were closed and looking for resources to be able to pay their bills and maintain their employees. In 2021, as the County businesses reopened and the economy restarted, *GAP* financing is once again a valuable resource for our new and expanding small businesses.

Marathon County Revolving Loan Fund

- A. Number of *GAP* loans - 5
- B. Loans - \$400,221.24
- C. Jobs
 - i. 23 Full Time Positions
 - ii. 35 Part Time Positions
 - iii. Low to Middle Income (LMI) 23 of the positions.
- D. Economic Impact – \$3.9M

City of Wausau CDBG Loan Fund

- A. Number of *GAP* loans – 1
- B. Loans - \$57,000.00
- C. Jobs
 - i. 6 Part Time Positions
 - ii. To create 1-2 Full Time and 2-4 Part Time
 - iii. Will look to hire from the Low to Middle Income bracket

We are currently working with three new business opportunities located throughout the County for GAP financing.

Entrepreneurial Development

New Program - Entrepreneurial Leadership Four-Month Program

- A. Initial program ran February 16, 2021 – May 27, 2021.
 - i. 18 entrepreneurs in the class.
 - ii. 35 Mentors to create weekly sessions and one-on-one mentoring.
 - iii. 9 Businesses opened with 1 now leasing at the Entrepreneurial and Education Center (EEC).
- B. Second class scheduled for October 5, 2021 – January 20, 2022. Registrations are open.

Lunch & Learn – Marketing Channels

March 3, 10, 17, and 31, 2021 program covered the Who, What, When, Where, and Why of marketing. Thirteen entrepreneurs attended this four-week session. After the sessions, the mentor also completed one-on-one mentoring for participants with individual questions.

Quarterly Information Sessions

This Lunch and Learn session grew out of the numerous phone calls asking the same questions about *How to Start a Business*. The informational session covers planning, key financial decisions, legal documents, and educational resources. After the session, MCDEVCO works with each attendee to direct them to our other educational programs and resources throughout the community.

- A. First session was June 29, 2021 with 14 attendees. These 14 attendees were then channeled to our mentors and programs to continue their education.
- B. Second session is scheduled for September 28, 2021. Registrations are open.

NEW Program – Crops & Shops Marketplace

MCDEVCO offered to the public a *Farm Market and Small Business Experience* the 4th Thursdays of June, July, August, and September from 3pm – 7pm. MCDEVCO hosted our POP UP Shops for new small business, proof of concepts, the EEC tenants, and youth entrepreneurs along with farm vendors! Each marketplace had live music, food trucks, and saw a vaccine clinic in August and scheduled for September. To make it a family event, MCDEVCO sponsored children projects each of the Thursday to consist of 1) planting your own flower garden, 2) make your own bird feeder with peanut butter and seeds, 3) Let's make and eat dirt cakes, and 4) pumpkin painting for September. MCDEVCO also give tours of the EEC at 4:00 pm and 5:00 pm for those interested.

Re-VISION Your Success Post-COVID Workshop Series

This four part series is to take the entrepreneur from COVID-19 mode of doing business to revision what their business can look like going into the future. The series covered how to take responsibility for your future, what is your vision, goal setting, and how to put your plan into action. The series runs 8/25, 9/1, 9/8, and 9/15 from 6:00pm to 7:30pm at MCDEVCO. There are eight entrepreneurs in the program.

Marketing 101 – Advertising to Website

This program is the result of our survey from the June informational session, as requested from the attendees. The program is scheduled for September 29, 2021 from 5:30pm – 7:30pm. Registration is open. Currently 12 are already registered.

Vision Your Future is a women's leadership program scheduled for November 5, 2021 from 9:00am to 3:00pm at MCDEVCO

The day will start with our keynote speaker – Allison Liddle. Other topics/sessions will be – The New You, Held Back No Longer, Journaling Your Future, and Time to Connect. This program is to revitalize women entrepreneurs, small business owners, and leaders of the community as they have taken on additional roles of teachers, caretakers, and more during COVID.

Programs being Developed/Planned Women's Book Read/Discussion – February 2022 NEW Program for Middle School Entrepreneurs scheduled for March 2022

Entrepreneurial and Education Center (EEC) Management

January 2, 2021 MCDEVCO moved into the EEC and took over management of the facility. MCDEVCO completed an audit of the tenants and facility to be able to prepare policies, procedures, and forms to take over this role and have continuity in services. We have brought on five new business tenants and five new kitchen tenants. Relationships are being built for the future of the tenants and their businesses.

We brought our *GEARS* co-working center with us. We currently have four full time memberships and weekly drop-ins to round out the membership.

As we look to the future, we have met with NATC and NTC on what possible collaborations look like.

Municipalities

In 2020, the municipalities met weekly to address COVID and the effects on each community. We have continued to coordinate from weekly to semi-monthly and currently monthly meetings. Topics addressed included: COVID numbers and vaccines, polling and safety, PPE, parks and rentals, pools, and finally how to reopen. Discussions addressed the American Rescue plan and possible countywide collaborations with the funding along with broadband and the NCRPC Metro housing study. MCDEVCO's business survey has gone out to Weston, Mosinee, South Area Businesses, Marathon County, and Wausau. Topics covered include:

1. COVID-19/pandemic resource collaboration throughout the County.
2. Monthly Meetings with Municipalities and Marathon County to ensure coordination and collaboration with infrastructure, planning, zoning, and more.
3. Advertising of County to attract new businesses.
4. Municipalities Agreement with MCDEVCO as the mediator to work together for the best of Marathon County.
5. Plan and develop a new strategy for bringing new businesses into the county and the process for locating collaboratively throughout the area – knowing that all municipalities will benefit with additional income generated.

Businesses

COVID-19 changed what this looked like for MCDEVCO from expanding and relocating businesses into the County to administering disaster funding.

Marathon County Disaster Funding

1. \$50,000.00 was received for \$1000.00 grants for small businesses from the Community Foundation, Incredible Bank and Foundation, and Intercity State Bank.
2. \$25,000.00 was received for \$1,000.00 grants for women's small businesses from the Community Foundation and Intercity State Bank.
3. CURRENT funding from Marathon County – DOA/CDBG Funding
 - a. Low to Moderate Income and Five or less employees – Microbusinesses.
 - b. \$5,000.00 grant
 - c. Awarded to date – 14 grants totaling \$70,000.00
 - d. In process – 31 Applications - \$155,000.00
 - e. 31 businesses applied that fall outside of the requirements.

City of Wausau Disaster Funding

1. \$1500.00 Grants
 - a. Awarded \$58,500.00
 - b. In process \$4,500.00
2. \$2500.00 IT Grant
 - a. Awarded \$25,000.00
 - b. In process \$10,000.00
3. Forgivable Loan Up to \$20,000.00 that retains and/or creates a LMI job for every \$10,000.00 received.
 - a. Awarded \$206,096.00
 - b. In process \$20,000.00
4. Collaborations were with the River District and the local Hmong Chamber.

Community Development Financial Institutions Funds (CDFI)

Application Process

MCDEVCO is currently finishing our application process to become a CDFI. Application should be submitted by the end of September 2021.

The Community Development Financial Institutions Program (CDFI Program) actively works to address community issues by investing federal resources—to serve low-income and underserved people and communities through local certified CDFI's.

The CDFI Program offers both **Financial Assistance** and **Technical Assistance awards** to CDFIs. These competitive awards support and enhance the ability of these organizations to meet the needs of the communities they serve.

Financial Assistance awards are made in the form of loans, grants, equity investments, deposits, and credit union shares, which CDFIs are required to match dollar-for-dollar with non-federal funds. This requirement enables CDFIs to multiply the impact of federal investment to meet the demand for affordable financial products in economically distressed communities.

Technical Assistance grants are offered to CDFIs and Certifiable CDFIs to build their organizational capacity.

Both Financial and Technical Assistance awards empower CDFIs to grow, achieve organizational sustainability, and contribute to the revitalization of the communities they serve.

Healthy Food Financing Initiative - Financial Assistance awards are also offered for CDFIs that are interested in expanding their healthy food financing activities.

Other Collaborations

Marathon County Private Onsite Wastewater Treatment Systems (POWTS) Administrator

In 2021, we have given out 12 applications for failing septic systems.

There have been no loans made to any of these individuals. The problem that we are seeing is that the individuals that qualify for this program do not have the cash and/or availability for a loan to cover the balance of the new septic system. This program needs to be addressed in 2022 to see what the future of the funding looks like to assist these residents of Marathon County to be compliant with their septic's.

UW Stevens Point – Marathon County

Collaboration with the UW Stevens Point to set up guidelines to hire a new food vendor for their kitchen.

Committees Executive Director Serves On

Marathon County

CWED

Morgue

Mining

Community

Wausau Regional Chamber – Advisor

North Central Regional Planning

General Board and on the COVID Task Force Committee

Metro Housing Study

Report Respectfully Submitted by:

Vicki L. Resech – Executive Director MCDEVCO

Mark Your Calendars to Attend!

MCDEVCO, Inc.

Women's Leadership Program
November 5, 2021 - 9:00am - 3:00pm

Scholarships Available!

Keynote Speaker - Allison Liddle!

100 N 72nd Ave - Wausau, WI 54401
www.mcdevco.org

Call 715.298.0084 or email info@mcdevco.org TODAY to Register!

RE-VISION *Your Success Post-COVID Workshop Series.*

Aug. 25, Sept. 1, Sept. 8, AND Sept. 15, 2021
6:00pm - 7:30pm

Timothy McKeough
Q Up Success, LLC
will lead this program SERIES.

MCDEVCO, Inc.
Entrepreneurial & Education Center
100 N 72nd Ave - Wausau, WI 54401

Call 715.298.0084 or email info@mcdevco.org to Register

Information Session - Entrepreneur Ready?!
September 28, 2021 - 12:00pm - 1:00pm

MCDEVCO, Inc.
Entrepreneurial & Education Center
100 N 72nd Ave - Wausau, WI 54401

Call 715.298.0084 or email info@mcdevco.org to Register

MCDEVCO, Inc. 100 N 72nd Ave Wausau, WI 54401 715.298.0084

Apply TODAY online at mcdevco.org/covid-19-resources/

For Additional Information call 715.298.0084

COVID-19 Grant Assistance for Women's Small Business Owners Throughout Marathon County, WI.

Marketing 101- Advertising to Website
Sept 29, 2021 from 5:30pm - 7:30pm

Creative Shock Marketing
Elina VanNatta
will lead the class.

MCDEVCO, Inc.
Entrepreneurial & Education Center
100 N 72nd Ave - Wausau, WI 54401

Call 715.298.0084 or email info@mcdevco.org to Register

Entrepreneur Leadership Program
Starting October 5, 2021 - January 20, 2022
6:00pm - 8:00pm - 30 Hours of Focused Management Skills.

LEARN Canvas Business Plan Marketing Finances Sales Tax Human Resources And More!

Scholarships Available!

Call 715.298.0084 or email info@mcdevco.org TODAY to Register!

MCDEVCO, Inc. 100 N 72nd Ave Wausau, WI 54401 www.mcdevco.org

Entrepreneur Leadership Program
ONLINE Starting February 16, 2021 - May 27, 2021
6:00pm - 8:00pm
30 Hours of Focused Management Skills.

LEARN Canvas Business Plan Marketing Finances Sales Tax Human Resources And More!

Scholarships Available!

Call 715.298.0084 TODAY For More Information or mcdevco.org to Register!

715.298.0084 www.mcdevco.org

MCDEVCO, Inc.

VIRTUAL LUNCH & LEARN
Marketing Matters
March 3, 10, 17, 24, and 31, 2021 from 12pm - 1pm

Tara Schessler (WAOV Sales Manager) will present the following topics:

1. Who: The perfect prospect profile exercise.
2. What: Be concise, be unique, focus your message.
3. When: Annual plans are the bomb.com
4. Where: Tradigital, know it, love it, use it.
5. Why: U.S.P. What's yours?

Call today or email info@mcdevco.org to register!

MCDEVCO, Inc. 100 N 72nd Ave Wausau, WI 54401 715.298.0084

Crops & Shops Marketplace

July 22, Aug. 26, and Sept. 23, 2021
from 3:00pm - 7:00pm



Shops
Pop Up

&



Farm
Fresh
Crops to
Market

Food Available
Live Music
Children's Make & Take Craft!

MCDEVCO, Inc.
Entrepreneurial & Education Center
100 N 72nd Ave - Wausau, WI 54401

Vendors Call **715.298.0084** to Register

COVID-19 Assistance for Small Businesses throughout Marathon County & Wausau.

Wausau
CARES
Programs

Resources

Loans

Grants

MCDEVCO's
Low Interest
Loans



MCDEVCO, Inc.
1415 Merrill Ave, Ste. 140
Wausau, WI 54440
715.298.0084
www.mcdevco.org

COVID-19 Disaster Loan Funding for Marathon County



COVID-19
AND YOUR
SMALL
BUSINESS

Small Business Owners
Online applications start
May 28, 2020 at MCDEVCO, Inc.
for a low interest disaster loan.

Available for small businesses
throughout Marathon County
that meet the requirements.

Apply online at
<http://mcdevco.org/covid-19-resources/>

MCDEVCO, Inc.
715.298.0084
info@mcdevco.org
www.mcdevco.org

SUPPORT LOCAL BUSINESS **Ready, Let's Grow!**

Apply Online at
<http://mcdevco.org/covid-19-resources/>

Supporting
Local
Businesses
throughout
Marathon County

Ready, Let's Grow!

**Marathon County Small Business
COVID-19 Resources
at MCDEVCO**

**50 - \$1,000.00 Grants
and
Low Interest Disaster Loans**

MCDEVCO, Inc.
715.298.0084
www.mcdevco.org



MCDEVCO, Inc
Fund Administrator
Apply Online at
mcdevco.org/covid-19-resources
715.298.0084
info@mcdevco.org

City of Wausau
Small Businesses
COVID-19 Assistance

\$1500.00 Grants
&
Up to \$20,000.00
Forgivable Loans



**COVID - 19
Disaster Funding
& Resources
for Marathon County
Small Businesses
Available at MCDEVCO**

For More Information
Call 715.298.0084 TODAY!

MCDEVCO, Inc.
1415 Merrill Ave, Ste. 140
Wausau, WI 54401
www.mcdevco.org

Marathon County Microbusiness

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.

GRANT

CLICK Here for more information or to apply.





Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

October 2021 Educator Update

The following work was completed in the month of September by Marathon County Extension Educators and staff. The following objective(s) 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 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.

- **Foundations in Horticulture (FIH).** Registration has closed and the course is now in session. Janell Wehr is facilitating a lab section through December. She is working with community partners to bring access to FIH to participants in Gaining Ground Garden and Green Team (Veterans).

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

FoodWise Education - Tammy Hansen, Gaonou Thao, Melissa Yates

- **Gaonou conducted two monthly nutrition lessons as part of our overall Healthy Eating Series.** Lessons focused on flavoring foods with herbs and spices instead of salt and creative ways to use seasonal produce. An average of six participants attended each lesson. In September, she also resumed monthly in-person nutrition lessons with participants in a Hmong domestic violence support group in partnership with the Women's community.
- **Tammy continued to coordinate the "Share the Harvest" gleaning initiative for the Marathon County Hunger Coalition.** Coalition volunteers collect food donations from Wausau Farmers' Market vendors and customers each Saturday through October 2nd and share the donated food with residents at Riverview Towers, a subsidized senior housing unit, managed by Wausau's Community Development Authority. With one Saturday still to collect, we have collected over 3200 pounds of fresh produce in 2021 to help seniors with limited incomes, many with mobility or transportation issues, increase their access to healthy food.

- **Tammy and Melissa attended four, biweekly, 90-minute training sessions on implementing a new nutrition curriculum called “Around the Table”.** In addition to curricula specific facilitation skills, we learned basic principles of trauma-informed nutrition education and learned trauma-informed facilitation strategies.
- **Gaonou mentored a new Hmong FoodWise Educator** hired in Manitowoc County. The two of them have **begun to plan and recruit for a new statewide virtual Hmong StrongBodies series** that will begin at the end of October. As the only two Hmong educators in the state currently, other FoodWise educators will help recruit Hmong participants from their county and then they will participate virtually while Gaonou and Kristina teach the lesson. StrongBodies is a nationally-acclaimed strength training program developed by Tuft’s University that we combine with a short nutrition lesson. Two lessons are conducted each week for nine weeks.
- **Currently, with the new fiscal year starting October 1st for FoodWise, Tammy, Gaonou and Melissa have been very busy completing end-of-year reports as well as reaching out to all FY22 partners to discuss programming, schedule upcoming lessons and collect partner agreements.**

4-H - Kaitlyn Bernarde

- **I presented at the WI 4-H Regional Meeting on the 4-H Thriving Model** and the 2021 statewide survey rollout. The survey will be sent to youth ages 13-19 to gauge their feedback on local 4-H program quality.
- **Reviewed Annual Financial Reports** for the 30 4-H community clubs and groups. This is a requirement of Wisconsin 4-H and UW-Madison. Funds raised by 4-H clubs are public monies and are subject to review and audit.
- **Planned a 90-minute Annual Leader Training for Wisconsin 4-H volunteers** as part of the Volunteer Development Institute Team. At least one adult or youth leader per club is required to attend an annual leader training. This is a requirement for 4-H clubs to operate. The 2021-2022 topic is Youth-Adult Partnerships.
- **Attended and advised multiple 4-H Leaders Federation meetings.** One was their regular bi-monthly meeting to provide updates on summer and fall programming. There was a budget and audit committee meeting. Lastly, a meeting to plan the annual 4-H recognition program--4-H Spooktacular Celebration on October 30, at the Marathon City Sports Center.
- **Planned and facilitated two Fall District Meetings.** One meeting was in person and the other was over Zoom. These meetings were for club leaders. They included ideas to program plans with youth and adults, and WI and Marathon County 4-H program updates. Leaders were able to watch the video recording online if they could not attend one of the meetings.
- **Completed Juntos Middle School Co-Facilitator Training.** This virtual training is for 4-H staff and community partners to lead the 4-H Juntos programming in our communities. Juntos is an intentional family education program for hispanic families to learn about secondary education and how to set goals to get there. Me and my colleagues in Wood and Clark counties are planning on implementing the training in Marshfield in Spring.

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- **Member of the WI 4-H Thriving Team.** We piloted the [4-H Thriving Survey](#) in 2019 and 2020 and are working to administer the survey statewide on October 4. We work to achieve higher data quality, while minimizing staff time at our weekly meetings. The 4-H Thriving Team is also writing articles to be published in national, peer-reviewed journals.
- **I am a part of two committees planning the Division of Extension All Colleague Conference** in December: Keynote and Logistics Committees. The Keynote Committee worked to secure three keynote speakers within our budget. The Logistics Committee works with the Keynote Committee, Tech Committee, and Capacity Building Committee to ensure that all of the necessary pieces are lined up for a smooth conference.
- **A part of the National Association for Extension 4-H Positive Youth Development (NAE4-HYDP) Conference Marketing Committee.** We are hosting the conference in October 2022, so we are finalizing marketing resources to encourage colleagues from around the country to come to Wisconsin next fall.
- **Appointed member to the Positive Youth Development Institute Policy Advisory Standing Committee.** We wrapped up reviewing and recommending high risk activity policies, and will start reviewing financial policies in October. [Here is a list of the approved policies since March 2020.](#)

Horticulture - Janell Wehr

- **Gaining Ground Garden.** Therapeutic horticulture program partnered with ATTIC Correctional Services to provide vocational and green industry training to reduce recidivism in Marathon County. Since August, 38.5 hours of court mandated community service has been reported to ATTIC Services by Gaining Ground participants.
- **Green Team.** Therapeutic horticulture program partnered with Marathon County Veterans Services to provide camaraderie and support to Veterans in Marathon County.
- **Horticulture inquiries.** I continue to answer horticulture inquiries brought forward by county residents.

Agriculture - Heather Schlessner

- Our last summer Heart of the Farm program, Learn about the importance of sharing a meal with family, was on August 9th. Thirty- six people attended this program.
- In August we had our first Joint Council of Extension Professionals planning meeting. This year the Wisconsin Association of Agricultural Agents is the lead organization planning the 2022 meeting. I have been asked to serve as co-chair for this conference. We are currently working on setting the budget and the location.
- I have been working on updating the R code that I utilize to run the Ag Land Values Report. My goal is to include more of the graphics within the R code, so there is less assembly of the report on the back end. Currently pieces are created in R and in Excel. If they can all be created in R this will save time.
- Planning for the Oct Emergency Livestock program continues.
- Planning for another series of Farm Couples Weekends has been postponed due to the uncertainty of COVID.
- Planning for the 2022 Animal Well-being conference has just started. We are currently working to identify speakers. The Farm Wisconsin Discovery Center has been selected as the 2022 location.

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- Data collection on dairy x beef crossbred calves is continuing. In August and September we collected data on more 0 - 10 day old calves and another group of 400 lb animals.
- I am chair of a committee that is organizing a meeting of various organizations that are working in Farm Stress/ Mental Health. The “summit” will be held in October of this year. - Update - due the uncertainty of COVID this summit has been move to a virtual platform. To accommodate the move to virtual we are moving the summit back to November. To help make this online summit engaging and worthwhile we are engaging the help of Melissa Emler Co-owner of Modern Learners.
- On Sept 22nd I presented to the National Association of County Agricultural Agents on how to create an engaging presentation.
- In Sept I also learned that the article I submitted to the Journal of Extension on the results of the Farm Succession Focus Groups has been accepted.
- My article on Transfer of Management has also been accepted by the Progressive Dairy Magazine for printing.
- I also finalized two articles on Sweat Equity that have been submitted to the Farm Team topic hub page.
- Our first hybrid AI class will begin on Sept 28th. We have a full class with 14 participants,

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Wausau UW-Stevens Point

Report to the Extension, Education, and Economic Development Committee October 2021

1. COVID-19 testing – COVID testing continues on campus on Thursdays for community members, staff, and students. We are using a new vendor, Weber Health. Appointments can be made at <https://covidappt.uwsp.edu/wausau>.
2. 2021 CIP project updates
 - a. The **reconstruction of the approach to the east entrance** – COMPLETED, and it's terrific, because of Craig's diligence.
 - b. The **HVAC controller system upgrade** – still UNDERWAY. Work is complete in the main academic building. They have moved to the field house, CCE, and other buildings. Troy and Gary have had to work hard to keep this on track despite many supply chain slowdowns/complications.
 - c. The **heating plant roof replacement** - COMPLETED.
3. Enrollment and modalities – We are back with mostly in-person classes this fall. Our fall head count came in 11 students lower than last fall, though a number of students are not included in the headcount: MBA students, and any students in the UW-Green Bay Master's in Social Work or UW-Madison Physician Assistant programs. We have expanded considerably our enrollment of high school students (through concurrent enrollment or ECCP). Enrollment in our four bachelor's degree programs – business, nursing, social work, and sociology - remains strong. And Northern Vermont University is back on campus with their Master's in mental health counseling starting in October. It's good to have them back in-person.
4. New food vendor – Our food start-up contest was successful: our vendor – *A Taste of Jamaica* – opens on October 4. She will serve “grab and go” meals (salads, sandwiches, soups) during lunch, offer snack service in the Union 1:30-3:30, and dinner (with a separate menu) on Friday evenings, both as dine-in or for delivery via Eat Street.
5. Engineering collaboration – We recently renewed our partnership with UW-Platteville to provide the first two years of the engineering curriculum for students that then transition into UWP electrical or mechanical engineering bachelor's degree programs. The program is aimed at place-bound students who cannot relocate to complete their degree and relies on distance learning and weekend labs in the Fox Valley. These are

students that are highly likely to do co-ops/internships locally and then be hired by local employers. It's a win for everyone.

6. Our buildings are back in full use this fall. We had our first theater production in 20 months last weekend. We're also back with our HANK Talks series, in-person and live via YouTube: <https://www.uwsp.edu/wausau/arts/Pages/lfa.aspx>. We are hosting the "A Walk in Their Shoes" series that starts with the "Freedom Riders" on Oct. 5 at 6:30. And other organizations are renting our theater.
7. Residence Hall furnishings – UWSP Residential Living has removed most university items/furnishings from Marathon Hall in preparation for the January 1 handoff of Marathon Hall to the county.

Submitted by Ann Herda-Rapp, Campus Executive