



EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE AGENDA

Date & Time of Meeting: **Thursday, December 2, 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 October 7, 2021, Extension, Education & Economic Development Committee Minutes**
- 4. Policy Issues Discussion and Potential Committee Determination**
 - A. WCA / Discover Wisconsin "Uniquely Wisconsin" Program** – (policy question - Should Marathon County expend funds to participate in the program?)
 - B. Update on 2018-22 Strategic Plan Committee Objectives**
- 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 (Kimm Weber)
 3. UW-Madison Division of Extension (Jason Hausler)
 4. UW-Stevens Point Wausau Campus (Ann Herda-Rapp)
- 7. Next Meeting Time, Location, Announcements and Future Agenda Items:**
 1. Committee members are asked to bring ideas for future discussion
 2. Next meeting: **Thursday, January 5, 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: 11/4/2021 11:00 a.m.

BY: Toshia Ranallo
DATE & TIME: 11/24/2021 11 a.m.



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Thursday, October 7, 2021 at 4:00 p.m.

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

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

Also Present: Kurt Gibbs, Craig McEwen, Donna Krause, Lance Leonhard, Jason Hausler, Michael Puerner and Toshia Ranallo.

WebEx/Phone: Alyson Leahy, John Robinson, Jean Maszk, Leah Giordano, Sarah Dowidat, Paul Daigle, Will Hsu, and Peter Weinschenk.

1. Call Meeting to Order

Chair Guild called the meeting to order at 4:25 p.m.

2. Public Comment

Will Hsu, 145770 Walden Blvd., Wausau, WI 54401 spoke in support of agenda item 4b. *Support letter for renewal of Ronaldus and Ester Van Langen immigration in Marathon County, Wisconsin.*

3. **MOTION BY ROSENBERG; SECOND BY VOLL TO APPROVE THE MINUTES OF THE AUGUST 5, 2021 EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.**

4. Policy Issues Discussion and Potential Committee Determination

A. Update on 2018-22 Strategic Plan Committee Objectives

Discussion:

Vice-Board Chair Craig McEwen encouraged the committee to continue to review their goals, objectives, outcome measures, and accomplishments of their Strategic Plan priorities listed below. He indicated the committee may want to reevaluate them due to an update in 2020. He asked them to consider using the ERC template to track progress. He also urged them to think about policy changes and potential resolutions that would help with the implementation of the strategic plan.

- 8.7 – Strive to provide affordable, reliable, high-speed internet access throughout the county (jointly shared with the Infrastructure Committee)
- 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.
- 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.
- 10.10 – Create an innovative atmosphere to foster an entrepreneurial-supportive environment.

Chair Guild identified several outcomes made or in process, and encouraged the committee to identify any others and to continue to discuss objectives and actions on moving them forward. It was suggested to look at all of the Strategic Plan priorities not only the lead committee's and identify how they could blend together. An immigration study was mentioned at various times as a potential topic for discussion.

B. Support letter for renewal of Ronaldus and Ester Van Langen immigration in Marathon County, Wisconsin.

Discussion:

It was the consensus of the committee to support a letter of support to renew the Van Langen's immigration status. 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. During their time in

Marathon County, they have established themselves as respected dairy farmers. As owner-operators of their farm, they have remained in business when many others have been unsuccessful. They have become leaders in the 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.

Action:

MOTION BY BEASTROM; SECOND BY ROSENBERG TO HAVE CHAIR GIBBS SIGN A SUPPORT LETTER FOR THE RENEWAL OF RONALDUS AND ESTER VAN LANGEN IMMIGRATION STATUS IN MARATHON COUNTY, WISCONSIN. MOTION CARRIED.

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

6. Educational Presentations/Outcome Monitoring Reports

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

A. Reports from Committee-Affiliated Departments and Organizations

1. Marathon County Public Library (Leah Giordano)
2. MCDEVCO (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.

Discussion:

Administrator Leonard reported he met with all county Department Heads including UW Extension Director while building his 2022 proposed budget. He will recommend pulling \$21,165 from the UW Extension contract and put those dollars within the County Administration budget to pilot a project management function to assist in broadband expansion and other potential projects. UW Extension played an important role assisting the county's Broadband grant applications and has the expertise in education and finding how to engage and educate the public, however Leonard identified a shortfall on the operational side of project management.

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

1. Committee members are asked to bring ideas for future discussion
 - Strategic Plan
2. Next meeting: **Thursday, November 4, 2021 at 4:00 pm**

8. Adjournment

MOTION BY LO; SECOND BY ROSENBERG TO ADJOURN THE MEETING AT 5:43 P.M. MOTION CARRIED.

Respectfully submitted by
Toshia Ranallo

The recording of the meeting can be accessed at the link below:

<https://tinyurl.com/MarathonCountyBoard>

UNIQUELY WISCONSIN



JOIN US IN HIGHLIGHTING WHAT MAKES OUR STATE SPECIAL

PROJECT DESCRIPTION

Wisconsin is rich with traditions, landmarks and gorgeous natural resources. We are asking Wisconsin counties to join together to highlight and promote the uniqueness of our state. This will be accomplished using video, audio, podcasts and social media. Your involvement includes highlighting what is unique about your county and region, doing so in a humorous and engaging way.

Marketing deliverables and campaign will depend on number of participating counties and locations

Example Banter Concepts:

*Favorite area of Wisconsin?
What does "Up North" mean to you?
Which border is better, river or lake?
Brandy or Whiskey Old Fashioned?
Best fish for a fish fry?
Favorite winter activity?
Fishing opener or Deer opener?*

DELIVERABLES POTENTIAL

Discover Wisconsin Original Shorts

- Themed stories of Wisconsin within participating counties
- Original shorts released on social media, YouTube, and DW App

Know Your Wisconsin

- Engaging and informative news stories found within our counties
- Shared across select Wisconsin TV news affiliates, DW social media, DW podcasts, and WCA publications

Discover Wisconsin Original Production - Documentary

- Full length professionally developed documentary inviting viewers to see what makes Wisconsin wonderful

Discover Wisconsin Social Media

- Millions of impressions, views and placement across all Discover Wisconsin social media channels (Facebook, Instagram, Twitter, etc.) in promotion of campaign

Discover Wisconsin Full Episodes

- Complete production and distribution of full Discover Wisconsin episodes during historic Season 35
- Episode released across DW Regional TV network, social media, YouTube, and DW app

Television Network Exposure

- Multiple :30 second commercials every week of the Discover Wisconsin schedule across the Regional Television Network

"The Cabin" Podcast - Dedicated Podcasts

- Fun and hearty debates between hosts and county guests on topics selected for campaign

Passport to Adventure

- Invite our viewers and fans to explore our state with destination specific promotional giveaways/contests

NEXT STEPS

Commitment Date: Nov 1, 2021

Step 1: Sign MOU

Step 2: Marketing campaign finalized with final list of participating counties (after Nov. 1st)

Step 3: Sign marketing agreement listing specific deliverables

Step 4: Creative meetings start (each county to fill out ranking list)

Step 5: Start pre-production and filming logistics (no later than Jan 15th)

Step 6: Start rollout of marketing campaign

For more information, please contact:

Mark O'Connell

*Executive Director - WCA
o'connell@wicounties.org*

Josh Schoemann

*County Executive - Washington County
County.exec@washcowisco.gov*



October 13, 2021

Washington County Government Center
Attn: Josh Schoemann
432 East Washington Street, Suite #3029
West Bend, WI 53095

Dear Josh,

This memorandum of understanding ("MOU") will confirm our acknowledgement with respect to Washington County obtaining from Discover Mediaworks ("Provider") the campaign benefits outlined on Exhibit A to this MOU (the "Benefits").

The Benefits will be provided for the following fiscal year which is measured from January 1st to December 31st.

In consideration of the Benefits to be provided under this MOU, Washington County will pay Wisconsin Counties Association ("Fiscal Agent") the campaign fee in the following amounts:

<u>Fiscal Year</u>	<u>Fee</u>
2022	\$60,000

Payment will be made in full to Wisconsin Counties Association within thirty days of signature of marketing agreement, unless mutually agreed upon.

If the Benefits cannot be provided as a result of a Force Majeure event, Provider will offer mutually agreeable make-good benefits in direct and fair proportion to the Benefits not received by County.

The purpose of this MOU is to serve as a measurement of interest of the collective Participating Counties. In the event full participation (20 counties total) is not reached, the parties agree that the full scope of the project may be revised to reflect this modified number.

If the foregoing is acceptable, please sign and return a copy of this MOU to the undersigned.

PROPOSED BY:
Discover Mediaworks, Inc.

Josh Ostermann
Content Marketing & Business Dev.

Date: 10/14/2021

ACCEPTED BY:
Washington County

Josh Schoemann
County Executive

Date: 14 Oct 21



EXHIBIT A

Potential Shared Assets:

Broadcast Television

- Themed Discover Wisconsin full episode(s) to be shared with participating counties
- Placement within :30 commercials to air on Discover Wisconsin Regional Television Network
- Professional production of :30 themed commercials
- Themed Know Your Wisconsin news piece for participating counties to air on Wisconsin affiliates within Discover Wisconsin Regional Television Network

Digital/Streaming & Social

- Themed Discover Wisconsin Original Short(s)
- Themed Discover Wisconsin Original Production Documentary
- VIP Passport Program Contest – giveaway for a stay in each participating county
- Guaranteed impressions across all Discover Wisconsin social platforms (Facebook, Twitter, Instagram, Pinterest)

Podcast

- Themed Discover Wisconsin podcast episode(s) to be shared with participating counties

Please visit the website below for more information on
“Uniquely Wisconsin”

<https://www.wicounties.org/uniquely-wisconsin-campaign-join-us-in-highlighting-what-makes-our-state-so-special/>



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

October-November 2021

Passport Service Rollout

Passport agents are ramping up to begin offering passport application services again. We have several newer agents, so Team Lead and passport veteran Kitty R. has created a five week training plan to begin preparing them, including: passport room setup, forms and documents, accepting applications, day end processing, and scenario role playing. We hope to be ready for a soft opening by November 17th.



Central Wisconsin Book Festival Summary

The 2021 Central Wisconsin Book Festival was a success! Nearly 600 people attended 38 events held in Wausau, Stevens Point, Wisconsin Rapids and virtually. Some of the highlights include the first public event for Wausau's inaugural Poet Laureate, Dawn Anderson, who spoke and read her work alongside Wisconsin Poet Laureate Dasha Kelly Hamilton in front of 40 people at Whitewater Music Hall in Wausau; a virtual panel discussion on children's literature with six writers and illustrators from the U.S. and Canada; and a virtual event with bestselling author Taylor Jenkins Reid that drew more than 100 viewers from across the U.S. and around the world (including attendees from Brazil, Poland, Mexico and Chile).

Youth & Teen Events

Grab and go activities proved to be popular again, with over 800 Blazing Star Spinner engineering activity kits going out. Next month's activity will be a Marble Maze Run.



MCPL partnered with the Wisconsin Science Festival out of UW-Madison and gave away 50 science-at-home kits aimed at kids ages 8+.

LENA Start continued through the month of October and graduation will be the week of November 15th. Over 20 families will graduate and Mayor Katie Rosenberg will be the commencement speaker.

Virtual Story Times continued and averaged 20 views per week. Themes included nocturnal animals, fall leaves, farmyard fun, and surprising stories.

Youth services staff recently joined a group of librarians from across the state who collaboratively plan monthly virtual events for teens. Each month has a different theme and the events are held on Zoom. The group meets every month to plan content and is currently 20 librarians strong. This initiative makes it possible for libraries to offer fun, engaging programs to their teen patrons and form connections between librarians working at different libraries.

Staff Development Day Summary

On October 15, over 40 Marathon County Public Library employees took part in the organization's annual Staff Development Day. Most MCPL locations were closed to the public for the day so that employees could attend the in-service, which consisted of a series of team-building exercises, as well as a presentation on library safety and service.

After an opening introduction from MCPL's Interim Director, employees engaged in a morning of team-building games and activities, each of which focused heavily on the themes of communication, collaboration and purpose. Each exercise also included moments for self-reflection, and for employees to discuss any new perspectives they may have gained from the activities.

After a catered lunch, employees attended a talk on library service, awareness and patron interactions with Michelle Dennis and Jill Osmond-Groell from the Hedberg Public Library in Janesville, WI. A visit from City of Wausau Mayor Katie Rosenberg, who spoke about the importance libraries have had in her own life, rounded out the day.

Recruitment & Staffing

Very pleased to report new hires and promotions: Stephanie Martell is our new Business Specialist, starting on November 1. Support Services Manager Alexander Johnson began Tuesday, November 2nd. James Bauer has been promoted to full time library assistant, beginning November 15th. Jen T., the Athens Branch Coordinator, had her last day at the library on November 3rd. We will miss her greatly, especially her enthusiasm and creative energy. Applications are being accepted for this open position through November 11th.

Redesign Update

Roof and window replacement has been completed! The final shelving and Youth Services desk pieces have arrived and been installed by LFI. Once we receive the art ledges and Friends ongoing sale shelving from Witmer Furniture, all major redesign project elements will be complete.

Colossal Fossil Installation

From their collection of museum quality fossils and fossil reproductions, Colossal Fossils has installed a 9 foot Ice Age sloth in the 1st floor rotunda. The installation will be housed at the library for the next six months.



ARPA Grant Opportunity

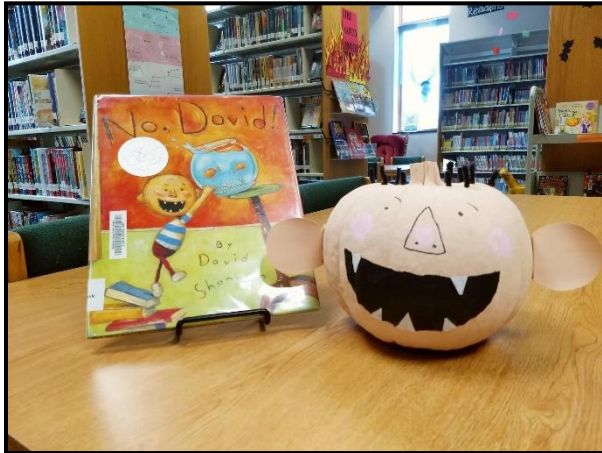
The Wisconsin Department of Public Instruction recently announced the opening of a competitive grant application process for ARPA library pandemic relief funding. WVLS, IFLS, and NWLS have collaborated to apply for this funding on behalf of the libraries in our systems. They have worked to come up with options that they think both meet the grant requirements and will be useful to public libraries in our area.

If awarded grant funding, MCPL is hoping to receive external material pickup lockers to allow remote and after-hours pick-up of library materials. This is something that has been on the MCPL wish list for some time, and would allow greater opportunities for our patrons to get access to library materials. It includes a ten locker set with barcode reader/pin code accessible access. Other intriguing possibilities

include a Solar Forma Design smart bench with USB and solar contact device charging, and a 20'x20' seasonal event tent with optional side walls.

Branches

Exciting things are happening at all eight branch locations! Grab and Go craft kits continue to be popular. At some of our locations, book club has transitioned back to a virtual program, while a few branches took advantage of the pleasant fall weather to continue to meet outside. Next month, most book clubs will meet virtually, while a few might try to brave the weather for one more month.



Rothschild held a book character pumpkin decorating contest. We had several entries, including these favorites – The Pidgeon, Piggie, Bluey, Captain Underpants, The Lorax, and a Ninja Turtle. More photos can be seen on the library's social media page.

Many members of the branch team attended a great staff development day in Wausau. As one team member stated, "It was great to have dedicated time to thoughtfully and purposefully work on career skills while also being able to deepen professional relationships."

Both collection development librarians visited Hatley to do some collection work and to swap out artwork. Kate and Tara plan to visit more locations in the upcoming months. 2021 federal tax forms have been ordered for all locations.

MCDEVCO, Inc. – November 2021 Report

Vicki Resech retired on October 8, 2021. We would like to take a moment to thank her for her contributions to MCDEVCO, Marathon County and local entrepreneurs.

Kimm Weber assumed the Executive Director role on October 25, 2021.

COVID-19 AND SAFER AT HOME:

MCDEVCO is still continuing to provide resources to businesses recovering from COVID-19 and/or continuing to pivot into new ventures to propel their business forward in an ever-evolving economy.

MCDEVCO was able to fulfill the strategic goals of GAP Financing, Entrepreneurial Development, Municipalities and Businesses. Along with normal business operations, MCDEVCO was able to fulfill the following County objectives from their 2018-2022 plan and more:

- **Objective 10.6:** Ensure the future availability of a skilled and flexible workforce prepared to meet the needs of both existing and emerging industries and technologies.
- **Objective 10.8:** Encourage development and redevelopment of key employment centers in the areas that possess strong market potential, provide good transportation access for workers and promote the efficient movement of goods.
- **Objective 10.10:** Create an innovative atmosphere to foster an entrepreneurial-supportive environment.

GAP FINANCING

MCDEVCO continues to work with businesses throughout the County to provide GAP financing. MCDEVCO had three new loan clients in 2021. Kimm will be hosting an information session for all commercial lenders in Marathon County in December to highlight the benefits of GAP financing and ensure MCDEVCO is a common topic of conversation in commercial lending practices.

Marathon County Revolving Loan Fund

- Number of GAP Loans in 2021: 2
- Loans Disbursed in 2021: \$75,000.00
- To Date GAP Loans: \$396,823.36
- Jobs
 - Full Time: 22 Positions
 - Part Time: 35 Positions
 - Low to Middle Income (LMI): 20 of the Positions

City of Wausau CDBG Loan Fund

- Number of GAP Loans in 2021: 1
- Loans Disbursed in 2021: \$57,000.00
- To Date GAP Loans: \$677,488.11

ENTREPRENEURIAL DEVELOPMENT

CROPS & SHOPS Marketplace

All four editions of Crops and Shops were completed and it was a great opportunity for our local businesses to network, showcase the offerings at the Entrepreneurial and Education Center (EEC) and drive business to our vendors.



Entrepreneur Development Starts with Leadership

We are currently hosting our final Entrepreneur Development course for 2021, wrapping up in January. We have 12 participants in the program and 18 mentors.

Dolphin Tank

January 18th and January 20th will mark our second edition of the Dolphin Tank. Mentors will make up a panel, reviewing the business plans of class graduates. The panel will provide insight and ask questions of our business owners to ensure they are thinking strategically about their businesses and next steps for success.



Re-VISION Your Success Post-COVID Workshop Series

Timothy McKeough from Q Up Success, LLC lead our new program series. The series ran on 8/25, 9/1, 9/8, and 9/15 from 6:00pm to 7:30pm at MCDEVCO. Weekly topics included taking 100% responsibility for your future, creating a vision board, goal setting, and putting your plan into action. It was a great success.

Women's Program

MCDEVCO hosted a Developmental Conference for Women on November 5, 2021. Allison Little was our keynote speaker, accompanied by Timothy McKeough from Q up Success, LLC and Dakota Kaiser from Tall Pines Behavioral Health. 11 attendees were noted and feedback post class has been positive.

CWED – Board and Executive Committee Representation for Marathon County

Nothing new to report.

Wausau Regional Chamber

MCDEVCO serves as an advisor to the board. Kimm Weber has taken over Vicki's seat on the board.

NCWROC Regional Recovery Plan ALSO NCWRPC Housing Concerns

MCDEVCO serves on both of these regional planning groups for Northcentral WI. The NCWRPC is finishing the COVID study and the group's findings will come out shortly. The Metro housing study met at the end of July.

DOA/CBDG Funding for Microbusinesses

MCDEVCO is processing applications currently and can report the following:

- 25 Applications are currently in progress.
- 6 Applications have been sent to the County for review and disbursement.
- 6 more Applications will be sent to the County in addition to what was sent in November.



**Marathon County
Microbusiness
Grant**

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

GRANT
CLICK Here for more information or to apply.

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

Municipalities

Topics at hand include: workforce and incentives, transportation, housing, and tourism. MCDEVCO will continue to coordinate monthly meetings with Marathon County and the municipalities. Based on great dialogue from our last municipality call lead by MCDEVCO, we will transition to quarterly in person meetings in 2022. These meetings will feature a guest speaker or workshop to help municipalities come together and work through issues as a team such as staffing, retaining talent, etc. Also, MCDEVCO is listening to the communication surrounding site selection and will be looking into options to bring cohesion to this topic and drive new business to all municipalities from outside Marathon County. MCDEVCO's business survey has gone out to Weston, Mosinee, South Area Businesses, Marathon County, and Wausau.

EEC Management

MCDEVCO has brought in five new kitchen tenants, six new office businesses, and one new manufacturing tenant since July 2021. As we look to the future we have met with NATC and NTC on collaborations. In 2022, MCDEVCO in partnership with the EEC will be hosting an event open to the public to showcase the opportunities for new businesses to join the EEC, showcasing open lease spaces, educational programs and already existing businesses within the space.

Kimm Weber, Executive Director - MCDEVCO



Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

November/December 2021 Educator Update

The following work was completed in the months of October and November 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 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).** FIH teaches home gardeners and green industry audiences fundamental knowledge of Wisconsin horticulture with an emphasis in Integrated Pest Management to reduce the negative impact of horticultural product misuse on water quality in Wisconsin. I am facilitating a lab section through December. I am also moderating 2 Q&A sessions with Extension specialists. I am 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.

Agriculture - Heather Schlessor

- A focus group to better understand Farm Stress. Results from this study will help mental health providers in better understanding what stress farmers face, why they do not seek help, what coping strategies they employ, and how to overcome barriers to seeking help.
- A summit for farmer serving organizations working on farm stress/mental and behavioral health, where participants will learn what the organizations are doing so they can connect and better utilize resources.
- Initial planning for the 2022 Bi-Annual Midwest Manure Summit tour and 2023 conference for farmers, consultants, engineers, and other agribusiness industry professionals. The goal of this effort is to show innovation, research, and solutions in handling dairy manure in an environmentally and financially sustainable manner so that farmers can protect the environment and community.

- A newsletter for farmers and agribusiness professionals where they learned about topics including soil sampling, pregnancy detection in cattle, beef quality assurance program, dust and mold safety, African Swine Fever, sweat equity, and the Dairy Margin Coverage Program. The purpose of this effort is to work collaboratively to provide timely education for improving agricultural production with multiple county farmers and stakeholders.

FoodWise Education - Tammy Hansen, Gaonou Thao, Melissa Yates

- Gaonou reached ten participants in two sessions of the October Healthy Eating series lesson, “Pumpkin: Beyond Pie” and Jack O’ Lanterns.” Gaonou discussed the importance of eating a rainbow of fruits and vegetables and why those with deep gold or orange color are particularly important to a healthy diet. She then shared tips on cooking with pumpkin and winter squash and demonstrated making pumpkin soup. In an after lesson survey, 100% of participants indicated that they would fill half their plates with fruits and vegetables. When asked if there was one new thing they would do in the coming week, 70% indicated that they would eat more than one color of vegetable per day. One participant commented, “ I enjoy all the new products that I would not have tried before until I was shown how to use the product and enjoy the taste. Love the meetings.”
- In October, Gaonou also resumed monthly in-person nutrition lessons with participants in the Hmong women’s support group from the Women’s Community. Lessons are held on Sunday afternoons.
- Gaonou began conducting a twice weekly virtual Hmong StrongBodies series on October 21st. StrongBodies is a ten-week, twice weekly nutrition education/strength training program developed by Tufts University. She is partnering with the new Hmong Nutrition Educator from Manitowoc County to offer the program statewide. There are currently six participants but they are continuing their recruiting efforts.
- Tammy participated in the first meeting of the Marathon County Hunger Coalition Leadership Team since May 2021. The Team met with a representative from Feeding America to get a better understanding of what additional assets would be available to the coalition if we began an official partnership with their organization.
- Tammy resumed working on the statewide Policy, Systems and Environmental (PSE) review team after a summer hiatus. The team is looking at the issue of food security and FoodWise work with food pantries.

4-H - Kaitlyn Bernarde

- Marathon County 4-H and Wisconsin 4-H did not have a consistent evaluation tool for its programs which limited the ability to collect impact results. The 4-H Thriving Model illustrates high-quality positive youth development programs shape the thriving trajectory of young people. I joined the evaluation team and piloted the survey in 5 counties in 2019 and 11 counties in 2020. We published the survey statewide October 4, 2021. I met regularly with an Evaluations Specialist (Josset Gauley) and the evaluation team to plan promotion and implementation efforts, review and analyze survey results, and write research papers to publish and share our results. 2020 data showed Marathon County 4-H programming thrives in creating positive youth-adult partnerships where youth feel heard and respected when working with adult leaders
- Planning and development of part one of the Annual Leaders Training for youth and adult leaders where they will learn the importance of involving youth voice in decision making, gain strategies for building

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.

Como empleador que brinda igualdad de oportunidades en el empleo y acción afirmativa (EEO/AA, por sus siglas en inglés), la University of Wisconsin-Madison Division of Extension, proporciona igualdad de oportunidades en el empleo y en sus programas, incluyendo los requisitos del Título VI, Título IX, y de la ley federal para personas con discapacidades en los Estados Unidos (ADA, por sus siglas en inglés).

Tus Tswv Hauj Lwm Ntawm (EEO/AA), ntawm lub Tsev Kawm Ntawv Qib Siab (University of Wisconsin-Madison Division of Extension) pab rau kev ncaj ncees txog 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.

trust and respect between youth and adults, and increase their ability to create an inclusive environment where youth and adults can express their ideas and concerns. The goal of this effort is to increase the quality of youth-adult partnerships within the 4-H program.

- Virtual training for new and returning 4-H volunteers, where participants learned about their roles, policies, risk management, insurance, and youth development principles in order to provide them with the knowledge needed to begin performing their volunteer duties successfully.
- Ongoing mentoring for 4-H volunteers, where we discussed annual club program planning, club financial best practices, ways to recruit new members and encourage parents to volunteer. Through these conversations and shared resources, 4-H volunteers improve transparency and create 4-H opportunities for more youth in their communities.
- Guidance and support for the Marathon County 4-H Leaders Federation, helping them plan a countywide celebration on Oct 30, 2021. Through this work youth and volunteers build life skills related to connection to others, project management, planning and working with the community.

Horticulture - Janell Wehr

- **Green Team.** In this therapeutic horticulture program, Veterans develop Integrated Pest Management skills to reduce the negative impact of horticultural product misuse on water quality in Wisconsin, while engaging in camaraderie and support to increase indicators of well-being.
- **Gaining Ground Garden (GGG).** Therapeutic horticulture program partnered with ATTIC Correctional Services to provide vocational and green industry training including a foundation in IPM skills to reduce recidivism in Marathon County. Since August, 122 hours of court mandated community service have been reported to ATTIC Services by Gaining Ground participants. Participants share changes in knowledge in formal and informal evaluations and have informally expressed feelings of pride and increased well being from time spent in the garden.
- **Extension Wellness Series (EWS) Meet and Greet.** The Extension Wellness Series aims to meet the needs of vulnerable populations in Area 7 (Marathon, Portage, Wood, and Clark Counties) by utilizing Area 7 Extension educators in a variety of program areas (Financial, nutrition, horticulture, and mental wellness). The series begins in November 2021 and will run through December 2022. In an effort to reach vulnerable audiences, a Meet & Greet with agencies that work with such populations was held to share the program offerings as well as other Extension services.
- **Forcing Bulbs.** In “Forcing Bulbs”, participants were presented with information to increase their success in forcing spring ephemeral bulbs indoors. When asked, 94% of participants reported as a result of the program they were confident in their ability to properly chill forced bulbs and 76% reported increased confidence in ability to properly plant forced bulbs. This program was in partnership with the Marathon County Library System.
- **Heirloom Biographies.** In Heirloom Biographies, I shared the backstory of selected heirloom garden vegetables, highlighting the importance of genetic diversity and historic cultural and economic significance of these crops. Participants also learned the differences between the terms heirloom, open pollinated, hybrid and GMO. I presented this program twice with the **Extension Wellness Series** and twice in partnership with the Marathon County Library System.
- **WDLB Radio.** In a live radio interview on the Insight program, I shared best practices for lawn, garden, woody ornamental, and indoor plant care for the fall. I also shared two of my upcoming programs, as well as the Extension Wellness Series.

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- **Marathon County Master Gardener Orientation.** Two orientations for prospective Marathon County Master Gardeners currently enrolled in Foundations in Horticulture where participants learned local volunteer opportunities. This effort is designed to employ best practices using the ISOTURE model of volunteer development in the Marathon County MG program.
- **Horticulture inquiries.** I continue to answer horticulture inquiries brought forward by county residents.

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Wausau UW-Stevens Point

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

1. **New DUO program** – We kicked off a new program this fall, with a location in the heart of our classroom space, to provide professional Math and writing tutoring to students who are first-generation (meaning neither parent has earned a bachelor’s degree), Pell-grant-eligible (as a measure of financial need), or disabled. The tutors provide one-on-one tutoring and study skill support, and they liaise with instructors to support student performance in their classes.
2. **Marquee replacement** – We will be replacing the message board on our marquee that fronts Stewart Ave. The current message board is vintage 2005. It is time to replace it.
3. **New bachelor’s degrees** – We are drawing on our recent market analysis to explore offering more bachelor’s degrees on campus. We currently offer bachelor’s degrees in business administration, nursing, social work and sociology. And, in a partnership with UW-Platteville, students can start and complete electrical and mechanical engineering degrees here. But we are exploring a few other possibilities that are tied expressly to local employment needs. More on that soon.
4. **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>.
5. **New food vendor** – Our new vendor, [A Taste of Jamaica](#), has opened and is serving up *delicious* food to the campus and the community. She is open for lunch, Monday-Friday, and dinner on Friday and Saturday evenings. I encourage you to check it out.
6. **On-campus events** – Our second season of HANK Talks ended on Nov. 16, with Dr. Tim Buchholz on “Stories from the Trail: An Inside Look at Adventure Racing.” The Talks are in-person in the Veninga Theater in the CCE and live via YouTube: <https://www.uwsp.edu/wausau/arts/Pages/lfa.aspx>. We also hosted the “A Walk in Their Shoes” series again, with two “Freedom Riders” in October, and ending with the Veterans Day presentation, “Horse Soldiers,” featuring author Doug Stanton (see image appended to this report). Recordings of HANK Talks and the “A Walk in Their Shoes” presentations are archived [here](#). More events, open to the community, are planned for the spring.
7. **New Campus Executive** – I will be transitioning out of my position toward the end of May; and in the fall, I will be back in the classroom. I have strived to serve my campus and the community as campus executive – it has very much been a labor of love. But I miss teaching very much; I am a professor at heart and I long to get back to the classroom. UWSP will do a search for the next campus executive in coming months, and I will work hard to ensure a smooth transition. Because good county relations are absolutely vital, I want to be sure the new person is connected to the EEEDC, board leadership, and county administration. I have

appreciated your support of our campus, respect your commitment to serving the county, and am grateful for the ways you have welcomed me. Thank you.

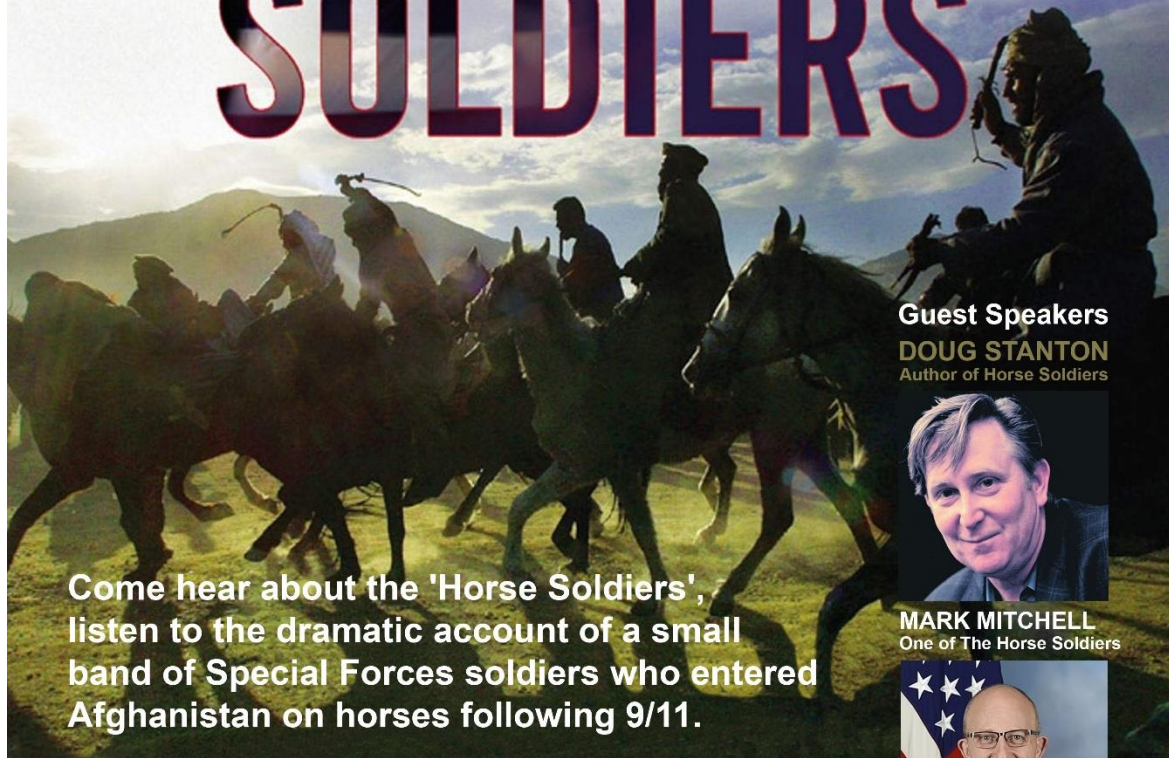
Submitted by Ann Herda-Rapp, Campus Executive



Presents

Free and Open
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HORSE SOLDIERS



Guest Speakers

DOUG STANTON
Author of Horse Soldiers



MARK MITCHELL
One of The Horse Soldiers



Book Signing After Event

Come hear about the 'Horse Soldiers', listen to the dramatic account of a small band of Special Forces soldiers who entered Afghanistan on horses following 9/11.

UWSP Wausau Campus (625 Stewart Ave., Wausau, WI 54401)
UW Center for Civic Engagement Building
Thursday November 11th, 2021 at 6:30 pm
(MASKS and SOCIAL DISTANCING REQUIRED)

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