



# EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT MARATHON COUNTY COMMITTEE MINUTES

Thursday, December 2, 2021, at 4:00 p.m.

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

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

Also present/WebEx: Michael Puerner, Lance Leonhard, Craig McEwen, Jason Hausler, Leah Giordano, Kimm Weber, Ann Herda-Rapp, Sarah Dowidat and Toshia Ranallo.

**1. Call Meeting to Order**

Vice Chair Lo called the meeting to order at 4:00 p.m.

**2. Public Comment – None**

**3. MOTION BY ROSENBERG; SECOND BY VOLL TO APPROVE THE MINUTES OF THE OCTOBER 7, 2021, EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.**

**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?)**

**Discussion:**

Administrator Leonhard provided background on the “Uniquely Wisconsin” program. The WI Counties Association and Discover Wisconsin created the program for counties to advertise and market their assets to individuals looking to relocate to the area.

Leonhard further explained he had reached out to Tim White, the Director of the Convention and Visitors Bureau (CVB), to inquire if the CVB would be interested in partnering with the county to split the cost. White expressed interest and would discuss it with his board.

**Action:**

**MOTION BY ROSENBERG; SECOND BY BUCH TO RECOMMEND PARTICIPATING IN THE UNIQUELY WISCONSIN PROGRAM AND HAVE THE ADMINISTRATOR ENGAGE IN ADDITIONAL DISCUSSIONS WITH THE CVB FOR EQUAL PARTICIPATION IN THE PROGRAM AND THEN MOVE IT TO THE HR FINANCE AND PROPERTY COMMITTEE TO APPROVE FUNDING. MOTION CARRIED.**

**Follow Up:**

Administrator to report his findings back to this committee.

- B. Update on 2018-22 Strategic Plan Committee Objectives**

**Discussion:**

Vice Chair McEwen explained the county is in its fourth year of their 5-year strategic plan. He encouraged the committee to complete the tracking template, review the 2020 update, and to think about any policies or resolutions that would help implement the strategic plan before the end of supervisor’s terms in April.

Administrator Leonhard reported the HR Finance & Property Committee continues to develop framework for the utilization and deployment of American Rescue Plan Act (ARPA) funds. There have been discussions on addressing economic development, specifically the shortage of affordable childcare for people within our community. He suggested the committee consider discussing this topic in more detail as it fits in the realm of the committee’s strategic plan goal objectives.

**Follow Up:**

It was the consensus of the committee to focus future discussions on affordable childcare.

**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 (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
  - a) Childcare discussion
2. Next meeting: **Thursday, January 6, 2022, at 4:00 pm**

**8. Adjournment**

**MOTION BY ROSENBERG; SECOND BY BUCH TO ADJOURN THE MEETING AT 4:48 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>