



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

AMENDED AGENDA

Date & Time of Meeting: **Thursday, March 7, 2019, at 1:00 p.m. (or immediately following the Joint Meeting of the Extension, Education & Economic Development Committee and the Infrastructure Committee)**

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

Committee Members: Sara Guild, Chair; Romey Wagner, Vice-Chair; Gary Beastro; Alyson Leahy, Ka Lo, Jean Maszk; Rick Seefeldt

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.*

1. Call to Order
2. Public Comment Period (15 minute limit)
3. Approval of the **Minutes of the December 11, 2018, Extension, Education & Economic Development Committee Meeting.**
4. Policy Issues Discussion and Potential Committee Determination - None
5. Operational Functions required by Statute, Ordinance, or Resolution – None
6. Educational Presentations and Committee Discussion
 - A. Update from Marathon County Library Director Ralph Illick
 - B. Discussion of the County Administrator’s Work Plan – Extension, Education & Economic Development Committee goals
 - C. Report from UW Extension Area Director – update on recent programming by local educators**
7. Next Meeting Time, Location, Announcements and Agenda Items:
 - A. Committee members are asked to bring ideas for future discussion
 - B. Next meeting Date & Time – April 16, 2019 at 4:00 p.m.
8. Adjourn

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 or e-mail infomarathon@mail.marathon.co.wi.us one business day before the meeting.

SIGNED /s/ Sara Guild
Presiding Officer or Designee

FAXED TO: Wausau Daily Herald, City Pages,
FAXED TO: and Other Media Groups
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FAXED DATE: _____
FAXED TIME: _____

NOTICE POSTED AT COURTHOUSE
BY: _____
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TIME: _____



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Tuesday, December 11, 2018 – 2:00 p.m.

Employee Resources Conference Room, 500 Forest Street, Wausau WI

Attendance:	Present	Absent
Sara Guild, Chair	X	
Romey Wagner, Vice Chair	X	
Gary Beaström	X	
Jean Maszk	X	
Alyson Leahy	X	
Rick Seefeldt	X	
Ka Lo	X	

Others Present: Lance Leonhard, Brian Kowalski, Jason Hausler, Craig McEwen

1. Call Meeting to Order

The Extension, Education & Economic Development Committee meeting was called to order at 2:05 p.m. by Chair Guild.

2. Public Comment – None

3. Approval of the Minutes of the October 23, 2018, Extension, Education & Economic Development Committee Meeting.

MOTION BY MASZK, SECOND BY LEAHY, TO APPROVE THE MINUTES OF THE OCTOBER 23, 2018, EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.

4. Policy Issues Discussion and Potential Committee Determination

A. Marathon County Strategic Plan 2018-2022

1. Discussion of County Board Committees' ongoing responsibilities and expectations.

Discussion:

Committee Chair Guild and Board Vice-Chair McEwen review the Committee's specific assignments relative to the Strategic Plan. McEwen references that this Committee has been designated as a lead committee relative to four of the twelve objectives noted in the Strategic Plan and as a committee with a supporting role in several other objectives. McEwen and Guild review each of the respective priorities. McEwen challenges the committee to identify policies to move the objectives and outcomes forward. Guild and McEwen review each of the objectives where it is identified as a lead, summarizing that:

Objective 8.7 – Guild indicates that because this topic would be addressed in detail later in the meeting, she wouldn't discuss it at this time.

Objective 10.6 – Guild references the committee's support of both the WIPPS Family Friendly Workplace study and the Wausau Region Chamber of Commerce strategic economic development study as important first steps, expressing that once that information is received the

committee should have some actionable information with which it can examine policy questions. McEwen suggests reviewing Workforce Development Board reports as well. Committee members express interest in perhaps examining the health care industry's struggle for CNA's, to see if there is a role for the county. Similarly, members express supporting the continued growth of manufacturing as important.

Objective 10.8 – Deputy Administrator Leonhard notes that in addition to the information from the WIPPS and Chamber studies, the county's recent funding for a feasibility study for a sport training facility should result in a report being completed at the end of February. Leonhard explains that the study is partnership between CVB, MCDEVCO, the Village of Weston, and Marathon County and that economic impact will be a central piece of the study. Chair Guild explains that she understands that the Village of Weston Camp Phillips project is continuing to move forward and the village may approach the committee for expressions of support. Committee members indicate that bus service will likely be a significant issue to be examined in light of the information from each of the reports.

Objective 10.10 – Guild highlights the county's recent support of MCDEVCO through the allocation of \$1 million for expansion of the revolving loan fund as a significant step forward relative to this objective. Members discuss the county's desire to reduce MCDEVCO's funding in the future and its potential impacts on this objective. Guild reminds members that the reduction in funding was something that was anticipated by MCDEVCO and county staff at the time the board approved the allocation of funds. Guild also references the creation of the Personal Onsite Wastewater Treatment System loan fund as supporting of the strategy to make MCDEVCO self-sustaining. Consensus among members is that the committee should evaluate other potential strategies to support the efforts of the Entrepreneurial & Education Center, including increased marketing relative to the services delivered at the center.

Action:

No action taken

Follow through:

No follow through necessary at this point.

2. Objective 8.7 – Strive to provide affordable, reliable, high-speed internet access throughout the County.

a) Update on broadband efforts and consideration of next steps.

Discussion:

Guild begins the discussion by referencing the work being done in Oneida County through a local broadband committee. Guild explains that she intends to work through a series of considerations—including speed targets, service scope targets, and issues related to cellular telephone service—as the committee's input may prove useful when the county assesses its next steps, including potentially releasing a request for proposal.

Guild recaps the information gathered as a result of the community member focus group held on November 1, explaining that county staff was then able to gather powerful and useful information. Guild indicates that as a result of that focus group, UW Extension staff was tasked with reaching out to several communities to learn more about their experiences relative to internet service expansion. UW Extension Area Director Jason explains the results of those information gathering outreach efforts. After discussion, consensus emerges among committee members that:

Speed – our approach should envision gigabyte serve as a standard, but also that it should be scalable to be desirable to as many individuals as possible.

Service Targets – Neither geographical measures, population measures, nor household measures were viewed as clearly superior. Instead, the committee expressed that county staff move forward at this time with the intent to have multiple household targets (e.g., 80%, 90%, 95%), but that staff are empowered to work with potential vendors to bring refined targets back to the board for ultimate consideration. The committee emphasized that the intent to the project is that all towns/communities receive some level of coverage.

Cell Service – the committee expressed that staff consider how it can, if possible, address expanding cell coverage through the county’s broadband efforts.

Action:

No action taken

Follow through:

Chair Guild explained that she will work with Infrastructure Committee Chair John Robinson to determine next steps and schedule a joint committee meeting.

5. Operational Functions required by Statute, Ordinance or Resolution

A. Discussion and Possible Action by Committee

1. 2019 Meeting Dates, Time, Location

Discussion:

Guild explains that the anticipated meeting dates are contained in the packet, noting however, that the January 22 meeting will most likely be moved to January 29 at 4:00 p.m. Guild encourages members to reach out to her if there are issues regarding the schedule.

Action:

No action taken

Follow through:

Chair Guild to finalize schedule after seeking input from committee members.

2. Approval of the UW Extension Contract

Discussion:

Hausler provides an overview of the contract, explaining that it has been reviewed by Corporation Counsel’s office and all questions posed have been answered.

Action:

MOTION BY MASZK, SECOND BY WAGNER, TO APPROVE THE CONTRACT. MOTION CARRIED.

Follow through:

No follow through needed.

6. Educational Presentations and Committee Discussion

A. Report from UW-Extension Area Director – recent programming by local educators

Discussion:

Members express that the written report is an excellent mechanism to keep the committee apprised of the educators’ work. Members did not have additional questions.

Follow through: None

7. Announcements:

A. **Next Meeting Date and Time** – no additional meeting in December

1. **January 29, 2019 at 4:00 pm** in the Courthouse Assembly Room.
- B. Miscellaneous
 1. Chair Guild explains that MCDEVCO will be hosting an event this coming Wednesday and committee members are encouraged to attend.
Area Director Hausler explains that the half-time broadband position (which is a shared full-time position with Lincoln County) is posted for recruitment. Hausler indicates new marketing materials will be coming out in the coming year relative to UW Extension's association with UW-Madison

8. **Adjourn**

MOTION BY SEEFELDT, SECOND BY LEAHY, TO ADJOURN THE MEETING. MOTION CARRIED.

Meeting adjourned at 3:46 p.m.

Minutes prepared

by Lance Leonhard on December 11, 2018.



COUNTY ADMINISTRATION 2019 WORK PLAN

January 24, 2019

EXTENSION, EDUCATION AND ECONOMIC DEVELOPMENT					
Activity	What We have Already Done	Outcomes	Time Line	Progress	Progress
1. Evaluate the pool and fieldhouse at UWSP-Wausau to determine their relevance going forward with new educational models including more online and non-traditional students.	<ul style="list-style-type: none"> ▪ Identified the need to challenge prior spending patterns. ▪ The County Board has been presented with capital improvement projects for the UWSP-Wausau pool and fieldhouse. 	<ul style="list-style-type: none"> ▪ Determine the benefit of the recreational facilities where many of the future students will be online and/or non-traditional. ▪ Position the school facilities to match future needs. ▪ 1970 agreement with UW is updated to clarify roles, goals, decision-making authority and financial responsibilities. 	<ul style="list-style-type: none"> ▪ Report presented to the EEECD Committee by 4-1-2019. ▪ Decision made by the County Board on the immediate capital request by 7-1-2019. 		
2. Expand Broadband Access in Marathon County with an emphasis on business development and the currently underserved rural areas.	<ul style="list-style-type: none"> ▪ Hired a part-time UWEX Educator to focus almost exclusively on broadband expansion. ▪ Conducted a focus group which confirmed the importance of broadband expansion to business expansion and the ability of employers to retain talent. 	<ul style="list-style-type: none"> ▪ EEED Standing Committee prepares policy recommendation for the County Board which clarifies: <ul style="list-style-type: none"> – A process for determining priority areas for expansion. – The extent to which the County is willing to incentivize/ subsidize a private provider. 	<ul style="list-style-type: none"> ▪ The EEECD Standing Committee presents its policy recommendation to the County Board by the board's October meeting. ▪ County Board considers and adopts a broadband expansion policy by its December meeting. 		
3. Work with the UW Officials to increase the student population at the Wausau Campus					
ENVIRONMENTAL RESOURCES					
4. Implement a Marathon County POWTS Loan Fund to mirror the benefits and requirements of the State Wisconsin Fund.	<ul style="list-style-type: none"> ▪ Set aside funds from the Environmental Impact Fund for this purpose. ▪ Preliminary talks with McDevco about administering the fund. 	<ul style="list-style-type: none"> ▪ Seamless continuation of the benefits of the Wisconsin Fund after the State fund is no longer funded. 	<ul style="list-style-type: none"> ▪ Residents experience no delay or loss of benefit during the transition from a State plan to a County plan. 		

EXECUTIVE COMMITTEE					
Activity	What We have Already Done	Outcomes	Time Line		Progress
5. Oversee the Standing Committee Review of Programs in their Sphere of Influence.	<ul style="list-style-type: none"> Committed ourselves to looking for areas where we could live with less county funding or more outside revenue. 	<ul style="list-style-type: none"> Each Standing Committee comes up with something, even if it is small, that they think we could do less of or generate more outside revenue for in 2020. 	<ul style="list-style-type: none"> Ready for the 2020 budget. 		
HEALTH AND HUMAN SERVICES					
Activity	What We have Already Done	Outcomes	Time Line		Progress
6. Renovate the NCHC Campus	<ul style="list-style-type: none"> Conceptualized a campus renovation that can cash flow. Borrowed money for the renovation. Engaged an architectural firm to design the renovation. 	<ul style="list-style-type: none"> Design completed by 10-31-2019. 	<ul style="list-style-type: none"> Construction on the main areas ready to start early in the year 2020. 		
7. Construct a New Aquatic Therapy Pool	<ul style="list-style-type: none"> Nearly set a world record for time we talked about the need for a new pool and how the cost should be shared. Raised private money to fund half the project cost. 	<ul style="list-style-type: none"> Vast majority of the people and organizations who funded the project are satisfied, if not delighted, by the new facility. 	<ul style="list-style-type: none"> Aquatic therapy pool opens by 12-31-2019 with a Grand Opening 		
HUMAN RESOURCES, FINANCE AND PROPERTY					
Activity	What We have Already Done	Outcomes	Time Line		Progress
8. Create a long term facilities plan.	<ul style="list-style-type: none"> Started the renovation of NCHC. Seem to have reached consensus that an expanded jail facility is needed. Have identified an opportunity and need to move the Highway and Parks Shops. 	<ul style="list-style-type: none"> Policy-makers prioritize projects and align around a time line for addressing each. 	<ul style="list-style-type: none"> Presented to the County Board as part of the 2020 budget message. 		
9. Develop a policy for funding Capital Improvements.	<ul style="list-style-type: none"> Utilized a funding plan that relied primarily on unspent funds from a prior year to fund capital projects. Just recently started borrowing for capital projects. 	<ul style="list-style-type: none"> Stable funding policy that meets the county's needs. Amount of debt incurred is within arrange the County Board finds acceptable. 	<ul style="list-style-type: none"> Policy in place for the 2020 budget. 		

10. Develop A Compensation Policy for Advancing Top Performers Quickly to Mid-Point	<ul style="list-style-type: none"> Dept. Heads and the CWA Board have expressed frustration with underfunding of the performance-based pay plan 	<ul style="list-style-type: none"> An affordable plan which rewards top performers under the mid-point of their salary range. 	<ul style="list-style-type: none"> Better job satisfaction and better retention of top performers. 		
11. Create a funding plan for non-profits currently funded by the County.	<ul style="list-style-type: none"> The issue was flagged in the 2019 budget. County Board Members have discussed this issue for 20+ years. 	<ul style="list-style-type: none"> The County Board has a full understanding of how the current allocations are used and what will be lost if reductions are implemented. A County Board adopted set of criteria is applied when evaluating funding requests from non-profits. Status quo no longer accepted as the basis for continued funding. 	<ul style="list-style-type: none"> New process for determining funding for non-profits is incorporated into the 2020 budget. 		
12. Conduct educational reports for the County Board on financial issues and concepts before the budget is presented in November.	<ul style="list-style-type: none"> We have talked about the need/opportunity to close the gap among County Board Members in understanding the financial decisions/issues that confront the County. 	<ul style="list-style-type: none"> All County Board Members have sufficient understanding of financial concepts, terms and our current financial position to discuss the budget at a high level. 	<ul style="list-style-type: none"> Financial literacy education is completed prior to the November budget discussion. 		

INFRASTRUCTURE

Activity	What We have Already Done	Outcomes	Time Line		Progress
13. Expand Broadband to communities and neighborhoods currently underserved.	<ul style="list-style-type: none"> Hired part-time UWEX Educator to coordinate broadband expansion. The focus of this work is more on answering the “how” than the “what” question. 	<ul style="list-style-type: none"> Broadband expansion infrastructure is incorporated into the long term road and bridge plan. 	<ul style="list-style-type: none"> Plan ready for adoption by year end, December County Board Meeting. 		
14. Develop a long term plan for road and bridge reconstruction.	<ul style="list-style-type: none"> The Infrastructure Committee has a plan which is not well known or understood by the full County Board. 	<ul style="list-style-type: none"> An updated plan might take into account changes in technology, agriculture, and supports needed for all kinds of digital technology. 	<ul style="list-style-type: none"> The plan is ready for presentation at the County Board’s December meeting. 		

PUBLIC SAFETY					
Activity	What We have Already Done	Outcomes	Time Line		Progress
15. Complete Implementation of Uniform Addressing	<ul style="list-style-type: none"> ▪ 2/3 of the implementation is done. ▪ In litigation with the Town of Rib Mountain over the County's authority to impose uniform addressing. 	<ul style="list-style-type: none"> ▪ Excellent communication with impacted residents. 	<ul style="list-style-type: none"> ▪ Implementation fully completed by 9-1-2019. 		
16. Raise Revenues at the Shelter Detention Facility	<ul style="list-style-type: none"> ▪ Evaluated the financial performance of the facility and found an opportunity to increase revenues. ▪ Made opening another police channel contingent on the new revenues raised. 	<ul style="list-style-type: none"> ▪ The facility fills 16 beds out of its 20 bed capacity. 13 from other counties. ▪ The cost per child should be the same or less for Marathon County kids as it is for kids from other counties. 	<ul style="list-style-type: none"> ▪ Ready in time for the 2020 budget. 		
17. Open an Additional Police Communications Channel	<ul style="list-style-type: none"> ▪ Committed ourselves to opening another police channel with new revenues generated by Secure Detention or savings generated by closing Secure Detention. ▪ Need has been established. 	<ul style="list-style-type: none"> ▪ Police communications operate to enhance officer and public safety. 	<ul style="list-style-type: none"> • Fully implemented during the 2019 budget year. 		
18. Create partnerships to fund facility costs of a new Regional Morgue and to share the operation cost risk.	<ul style="list-style-type: none"> ▪ Started a feasibility study. ▪ Learned that the Regional Morgue can cover its operational costs but not its capital costs. ▪ Recently learned that its primary facility cost estimates were too high if we remodel the area that previously housed the aquatic therapy pool. 	<ul style="list-style-type: none"> ▪ Special Task Force adopts a business plan for the Public Safety Committee and County Board to consider that includes partnerships that share the capital costs and the risk that operational costs exceed projections or that revenue do not meet projections. 	<ul style="list-style-type: none"> ▪ The County Board determines whether we are going to go forward with the Task Force's plan by their October meeting. 		



MARATHON COUNTY EXTENSION

February 2019 Update

A report generated for the Marathon County Board of Supervisors Extension, Education and Economic Development Committee

FOODWISE COORDINATOR – TAMMY HANSEN

FOODWISE EDUCATORS - PAULA HILL, GAONOU THAO AND MELISSA YATES

- In February, FoodWise educators continued twice weekly, 10-week StrongBodies strength training and nutrition series with Hmong participants; the five lesson kindergarten nutrition series with nine classrooms at Grant, Franklin and Thomas Jefferson Elementary Schools; monthly food demo lessons at the First Presbyterian, First Hmong Missionary Alliance Church and Neighbor's Place Pantries, four lessons of the monthly Healthy Eating Series. New efforts included a three week nutrition and food resource management series with parents at Grant Elementary and another three week nutrition series with Hmong participants recruited from area pantries and a Hmong Elders class.
- Tammy attended two days of supervisor training in Madison learning how to utilize UW-Madison's performance management system and then spent another two days in Madison for the annual statewide FoodWise Coordinators' meeting. She will be beginning to develop the FY20 grant renewal process in March and April.

Agriculture Extension Educator – Heather Schlessor

- This past month I have continued to work on planning the 2019 WI Dairy Well-Being Conference - the conference will be in roadshow format this year and will be in 4 locations around the State.
- I have also worked on finalizing the preparations for the Midwest Manure Summit.
- Planning for other programs has taken place during the month as well.

COMMUNITY DEVELOPMENT EDUCATOR – MELINDA OSTERBERG

- I began work on February 18th with training and orientation at both Lincoln and Marathon Counties. I completed two UW-EX required training sessions.
- Marathon County - Researched previous broadband planning efforts in the County and drafted a Request for Proposals for the completion of a Broadband Feasibility Study

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 (ADA) requirement.

- Lincoln County - Began building community relationships - met with City of Merrill Administrator, County Land Services Director, and County Administrative Coordinator. Attended River District Development Foundation meeting on February 27.

4-H PROGRAM COORDINATOR – KAITLYN BERNARDE

- **Multi-county event:** In February, I worked with Taylor and Waushara County 4-H Programs to set-up and organize a Wisconsin delegation to Leadership Washington Focus, a 4-H experience in Washington, D.C..
- **Trainings:** I participated in two professional development trainings this month. First, Our Dialogue Training, a cultural competency program, to have more open, intentional and successful conversations with individuals of all ages and backgrounds. I also started an 8-week Volunteer Management online training to strengthen my relationships with my 300+ current adult volunteers, and potential future volunteers.
- **Youth involvement:** I listed a position description for 3 summer interns on the Marathon County Jobs website--the deadline to apply is April 1st . It calls for college students and will assist me in summer programming including camps, summer school, and the Wisconsin Valley Fair. I also started actively recruiting 6-10 youth for the local Digital Ambassadors program. Two Marathon County youth will join me for training in Chicago in March, and the team will have a program plan available in April.

Horticulture Educator – Brianna Wright

- This month I held two orientation sessions for our 2019 Master Gardener Level 1 Training in Marathon County. We have 12 eager-to-learn students enrolled in this year’s class. I have been working closely with the Level 1 Committee to organize speakers, mentors, and materials for the training, which runs from March 5-May 22.
- I presented information, materials, and activities related to therapeutic horticulture at the Marathon County School-based Consortium networking event this month.
- I have been working towards construction of a garden sign for Gaining Ground Gardens in Wausau where former and current jail inmates will begin gardening this spring. UW-Madison is looking into whether there is a template sign they would like me to work from. I have also connected with a local artist this month who has submitted a proposal to work with inmates on garden murals for this unique space in Marathon County.

AREA EXTENSION DIRECTOR – JASON HAUSLER

- Collaborated with staff and County Administration regarding the Broadband RFP and assisting with preparation for the joint meeting with Infrastructure on March 7th.
- Participated in a discussion with County Administration and UW-Madison Chancellor, Rebecca Blank regarding Extension work and how the University can continue assisting the county - meeting current and future needs.
- Welcomed Melinda Osterberg to the Marathon County team.