



# MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

## AGENDA

Date & Time of Meeting: **Tuesday, June 18, 2019, at 4:00 p.m.**

Meeting Location: **Courthouse Assembly Room (B-105), 500 Forest St, Wausau WI**

Committee Members: Sara Guild, Chair; Romey Wagner, Vice-Chair; Gary Beaström; Alyson Leahy, Ka Lo, Rick Seefeldt, Loren White

**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 May 21, 2019, Extension, Education & Economic Development Committee Meeting.
4. Policy Issues Discussion and Potential Committee Determination
  - A. Resolution Declaring June as Pride Month in Marathon County – from Diversity Affairs Commission
  - B. Directive from Executive Committee regarding potential amendment of the Strategic Plan to include Comprehensive Plan *Objective 3.8: Ensure Marathon County is an open, inclusive, and diverse place to live and work*
    1. *What should an amendment proposal from the Diversity Affairs Commission include when it is submitted to this Committee for review? (see pages 158-59 of the [Marathon County Comprehensive Plan](#))*
5. Operational Functions required by Statute, Ordinance, or Resolution: *None*
6. Educational Presentations and Committee Discussion
  - A. UW-Madison Division of Extension
    1. Update on efforts of local educators, including broadband feasibility study
    2. Discussion of dissolution of Wisconsin Associated County Extension Commission (WACEC)
  - B. Update on leadership transition at Marathon County Development Corporation (MCDEVCO)
7. Announcements, Next Meeting Date and Time:
  - A. Future committee calendar
    1. July 16, 2019
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](mailto: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  
FAXED BY: \_\_\_\_\_  
FAXED DATE: \_\_\_\_\_  
FAXED TIME: \_\_\_\_\_

NOTICE POSTED AT COURTHOUSE  
BY: \_\_\_\_\_  
DATE: \_\_\_\_\_  
TIME: \_\_\_\_\_



# MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

## MINUTES

Tuesday, May 21, 2019 – 4:00 p.m.

UW Stevens Point – Wausau Campus Fieldhouse Classroom (room 112), 608 South 7<sup>th</sup> Avenue,  
Wausau, WI 54401

### Attendance:

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

**Others Present:** Yee Leng Xiong, Brad Karger, Lance Leonhard, Melinda Osterberg, Jason Hausler, Gary Radunz, Ann Herda-Rapp, Tricia Zunker

### 1. Call Meeting to Order

The Extension, Education & Economic Development Committee meeting was called to order at 4:02 p.m. by Chair Guild.

### 2. Public Comment

Tricia Zunker appears before the committee, expressing that she is a member of the Ho-Chunk Nation, and that she is present to speak in favor of the Indigenous Peoples' Day resolution on the agenda. Zunker explains that the resolution not only recognizes the contributions of native peoples, but it also creates an education opportunity for the community to better understand those contributions and cultural differences.

### 3. Approval of the Minutes of the April 16, 2019 Extension, Education & Economic Development Committee Meeting.

**MOTION BY MASZK, SECOND BY LEAHY, TO APPROVE THE MINUTES OF THE APRIL 16, 2019 EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING. MOTION CARRIED.**

### 4. Policy Issues Discussion and Potential Committee Determination – None

### 5. Operational Functions required by Statute, Ordinance or Resolution

A. Discussion and Possible Action by Committee to Forward to the County Board for its consideration

1. Resolution Designating May 14 as Hmong American Veteran's Memorial Day in Marathon County – from the Diversity Affairs Commission

### Discussion:

Chair Guild explains that the resolution is before this committee because the resolution is being offered by the Diversity Affairs Commission, which reports to this body. Diversity Affairs Commission Chair Xiong explains the genesis of the resolution and answers questions from the committee. An initial motion, and second, is made and then withdrawn.

**Action:** Motion Beaström, second by Wagner, to approve the resolution as drafted and forward to the board for its consideration. Motion carried.

**Follow through:**

Resolution to be forwarded to the Board for consideration.

2. Resolution Declaring the Second Monday in October as Indigenous Peoples' Day in Marathon County – from the Diversity Affairs Commission

**Discussion:**

Diversity Affairs Commission Chair Xiong and Tricia Zunker provide background information relative to the resolution.

**Action:** Motion by Mazsk, second by Zunker, to approve the resolution as drafted and forward to the board for its consideration. Motion carried.

**Follow through:**

Resolution to be forwarded to the Board for consideration.

**6. Educational Presentations and Committee Discussion**

A. UW Extension Area Director report

1. Update on programming efforts of local educators

**Discussion:**

Jason Hausler appears before the committee and provides additional information relative to several of the programs referenced and answers questions from committee members.

**Follow through:** None

B. Broadband Access

1. Review of discussion from Marathon County Farmers Union meeting

**Discussion:**

Chair Guild provides a brief review of some of the discussion that was had at the recent Marathon County Farmers' Union meeting, noting that the conversation reinforced the important work that the county is doing with respect to this issue.

**Follow through:** None

2. Update on Marathon County Broadband Feasibility Study RFP

**Discussion:**

UW Madison-Division of Extension Educator Melinda Osterberg explains to the committee that four consulting firms submitted proposals in response to Marathon County's request for proposals. Interviews will be taking place on Monday, May 20<sup>th</sup>, and contract negotiations will be begin with the vendor selected shortly thereafter.

**Follow through:** Additional updates to be provided in the future.

C. UW Stevens Point – Wausau Campus

1. Update on recent University initiatives and developments

**Discussion:**

UW-Stevens Point – Wausau Campus Executive Ann Herda-Rapp presents information to the committee relative to the university's new programs and degrees. Rapp explains that a listening sessions was recently been conducted with stakeholders relative to the field of engineering, aimed at identifying current needs and gaps. UWSP is working to engage local school districts to identify how UWSP can meet local needs. Herda-Rapp explains that one area of particular focus is literacy. Herda-Rapp also provides information regarding facility improvements, including parking lot repair, landscaping, and internal building furnishings.

Herda-Rapp also references that the integration with UWSP has led to increased resources relative to tutoring, conferences, and enhanced support for students and staff. Herda-Rapp indicates that the new and expanded offerings and programs have led to increased foot traffic.

**Follow through:** None

7. **Announcements, Next Meeting Date and Time:**

- A. Announcements of events related to this committee's mission
  - 1. UW-Extension Open House and Meet & Greet event – May 23, 2019
  - 2. Chair Guild recognizes Supervisor Mazsk for her service and dedication to the Committee for the last 12 years.
- B. Future discussion topics -- Committee members are encourage to offer ideas for future discussion  
Next meeting date June 18, 2019 at 4:00 pm in the Courthouse Assembly Room

8. **Adjourn**

**MOTION BY MASZK, SECOND BY BEASTROM, TO ADJOURN THE MEETING. MOTION CARRIED.**

Meeting adjourned at 5:02 p.m.

**AT THE CONCLUSION OF THE COMMITTEE MEETING, COMMITTEE MEMBERS TOOK PART IN A TOUR OF THE UW STEVENS POINT – WAUSAU CAMPUS FIELDHOUSE AND POOL FROM UNIVERSITY STAFF. NO FORMAL COMMITTEE DISCUSSION OR BUSINESS WAS HAD AND NO FORMAL ACTION WAS TAKEN.**

Minutes prepared

by Lance Leonhard on June 14, 2019.

**RESOLUTION #R-\_\_\_\_-19**

**DECLARING JUNE AS “PRIDE MONTH IN MARATHON COUNTY”**

WHEREAS, Marathon County supports the rights of every citizen to experience equality and freedom from discrimination; and

WHEREAS, all people regardless of age, gender identity, race, color, religion, marital status, national origin, sexual orientation, or physical challenges have the right to be treated on the basis of their intrinsic value as human beings; and

WHEREAS, Marathon County’s [Comprehensive Plan 2016](#) identifies the county’s overarching goal to be the healthiest, safest, and most prosperous county in the State of Wisconsin and calls for leadership to ensure that Marathon County is an open, inclusive, and diverse place to live and work; and

WHEREAS, the Williams Institute at the UCLA School of Law [reported](#) in January 2019 that 3.8% of the population of Wisconsin identifies as LGBT; and

WHEREAS, assuming that state statistics hold true locally and 3.8% of Marathon County residents identify as being LGBTQ+, they represent one of the larger minority/marginalized groups in the County; and

WHEREAS, a 2010 study (“Marathon County: A Next Generation Talent Magnet”) conducted by Next Generation Consulting of Madison, WI, (referenced in Marathon County’s [Comprehensive Plan 2016](#)) concluded that being a place that is perceived as open, safe, and accessible to people of diverse backgrounds is a critical issue that needs to be addressed in order to assure Marathon County’s future prosperity; and

WHEREAS, the [2019 Economic Development Strategic Plan](#) completed by TIP Strategies of Austin, TX, commissioned by the Wausau Region Chamber of Commerce identified talent recruitment as a fundamental component of economic success, stating that competing successfully for top-tier talent will require that the Greater Wausau Region bring in nontraditional workers to attract and retain skilled workers from outside the region; and

WHEREAS, June 28, 2019, marks the 50<sup>th</sup> anniversary of the “Stonewall Uprising,” which is generally [recognized](#) as a turning point in the struggle for civil rights of the LGBTQ+ community; and

WHEREAS, in 1982, Wisconsin was the first state to ban discrimination based on sexual orientation in employment, housing, education, credit, and all public accommodations — When signed into law by Governor Lee S. Dreyfus, he [said](#), “It is a fundamental tenet of the Republican Party that government ought not intrude in the private lives of individuals where no state purpose is served, and there is nothing more private or intimate than who you live with and who you love”; and

WHEREAS, we recognize that diversity and inclusiveness is key to the future economic and social success of Marathon County; and

WHEREAS, we recognize and embrace the responsibility for Marathon County to set a positive example for the community in ensuring that our employment practices and work environments are respectful of all people, regardless of age, gender identity, race, color, religion, marital status, national origin, sexual orientation, or physical challenges,

NOW THEREFORE, BE IT RESOLVED by the Marathon County Board of Supervisors that the month of June shall be proclaimed as "Pride Month in Marathon County," when all Marathon County residents are invited to reflect on ways that we can live and work together with a commitment to mutual respect and understanding; and

BE IT FURTHER RESOLVED by the Marathon County Board of Supervisors that the County Administrator is directed to evaluate Marathon County Government's employment policies/practices and facilities/work environments to assure that they meet the County's expectation of being open and inclusive to people who identify as LGBTQ+, consistent with our Comprehensive Plan.

Dated this 25th day of June, 2019.

**DIVERSITY AFFAIRS COMMISSION**

_____	_____
_____	_____
_____	_____

**EXTENSION, EDUCATION, AND ECONOMIC DEVELOPMENT COMMITTEE**

_____	_____
_____	_____
_____	_____

**Fiscal Impact:** There is no cost to declaring the month of June as "Pride Month in Marathon County."

It is unknown at this time whether the evaluation of Marathon County Government employment practices and facilities to ensure they are open and inclusive to LGBTQ+ people will require any financial investment.



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON

## MARATHON COUNTY EXTENSION

June 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 May, FoodWise Educators completed the four lesson 4-K nutrition series with qualifying schools in the Wausau School District. They also conducted five lessons on the importance of eating whole grains with the Women’s Community Hmong Support Group and as part of the monthly “Healthy Eating” Series, continued to conduct the Hmong StrongBodies strength training/nutrition series, conducted food demos at three Wausau area food pantries, conducted a pop-up grocery store lesson with participants in the Learning Essentials About Parenting (LEAP) Program at the Wausau Family Resource Center and completed a three lesson series with the Wausau School District SSTeP Program.
- Tammy completed the final phase of the FY20 FoodWise grant renewal including a county needs assessment, program logic model and three year action plan.
- Tammy partnered with Amanda Tabin, United Way’s Community Impact Director, to write an Ascension St Clare’s grant that will continue to fund the program incentives and demonstration supplies for participants attending a series of three or more nutrition lessons that are co-sponsored by the Marathon County Hunger Coalition in the upcoming year.

### **Agriculture Extension Educator – Heather Schlessler**

- This past month I have worked to finalize the Grilled Cheese Challenge and the Farm Tour. For information on both visit: <https://marathon.extension.wisc.edu/>
- June Dairy Breakfast was held on June 2nd at the Agriculture Center of Excellence.
- Worked with Marathon County Farm Bureau to make and distribute first aid kits for farmers.

### **COMMUNITY DEVELOPMENT EDUCATOR – MELINDA OSTERBERG**

*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.*

- Conducted research on “Dig Once” Ordinances. Prepared summary memo and presented sample ordinance at the June 6th Infrastructure Committee meeting
- Assisted Administration with Broadband consultant selection process. Coordinated with selected consultant on scope of services.
- Assisted citizens group with planning “Central Wisconsin Chinese New Year Festival.” Facilitated meeting between citizens, Diversity Affairs Commission Chair, and representative from Convention and Visitors Bureau.
- Attended June Dairy Breakfast and prepared poster to help communicate Marathon County’s Broadband planning efforts.

#### **4-H PROGRAM COORDINATOR – KAITLYN BERNARDE**

- Facilitated 3 meetings with the Marathon County Digital Ambassador. Our Tech Changemaker team is identified challenges, target audiences, and potential partners to connect with to teach digital literacy skills.
- Hired and orientated 4 Seasonal summer interns to assist with camps, the Wisconsin Valley Fair and the Community Connections program with the Wausau School District (1st-4th grade Summer School). I taught with the interns the first week: 3, 50-minute, hands-on rotations Mondays-Thursdays for 6 weeks.
- Held an orientation and planning meeting for Leadership Washington Focus, a 4-H educational experience trip that will be July 14-19.
- Participated in meetings with Marathon County 4-H Leaders Federation, Wisconsin Valley Fair Board, 212 River Drive Safety Committee, and the Marathon County Central Time Newsletter Editorial Board.

#### **HORTICULTURE EDUCATOR - BRIANNA WRIGHT**

- Worked with volunteers to plant a small orchard as part of Gaining Ground Gardens in Wausau, developed to provide therapeutic horticulture opportunities for jail inmates. Raised garden beds and habitat gardens will be developed with help from Huber inmates and Attic Correctional Services in June 2019.
- Completed work with youth programming at secure detention, youth shelter home, and at the EEA alternative school. Assessment of these programs are being completed to inform future direction to better serve youth in Marathon County during horticulture programming.
- Presented at the UWSP ‘All Things Senior’ event with Hannah Marti, Medical College of Wisconsin to educate on adaptive gardening techniques for people of advanced age.
- Presented a program for the “Friends Group” at Helke Funeral Home to inform on how gardening can support people experiencing grief.
- Continued programs at Marathon County Public Library branches - visiting Hatley and Marathon City this past month. Topics focused on pollinator gardening and how to engage youth in the garden.



- Distributed 33 Pop-Up-Produce kits to interested families at Marathon County's HeadStart locations. Instructions to help ease families into gardening were written and provide with each kit, and families will be contacted twice during the summer to ensure the gardens are being cared for and to address questions that arise.

**AREA EXTENSION DIRECTOR – JASON HAUSLER**

- Extension Exchange: Area 7 hosted the monthly state-wide webinar on June 3rd at the Portage County Annex Building in Stevens Point. This conversation brought Dean Karl Martin to the area where he will be led a conversation with Area staff and integrated specialists from UW-Stevens Point. It was a great showcase for Area 7 and Marathon County.
- Assisted staff in executing the Open House and County Board presentation on May 23rd. Thank you to the Extension, Education and Economic Development Committee for all of your support.
- Worked with staff to submit our Civil Rights Plan of Action after our review in April. This document is a malleable document that will change and adjust over time given the changing dynamics within Marathon County.





**Executive Director— James Warsaw**

For the past six and a half years, I have enjoyed serving as the Executive Director of MCDEVCO, Inc. Our organization has provided GAP financing to over 100 small business owners and intermediate size businesses. We have also mentored numerous prospective entrepreneurs who have either established their businesses or decided they needed more education. While much of our time has been dedicated to helping businesses in Marathon County, we can also take credit for helping numerous businesses located throughout the seven counties in northern Wisconsin served by the Central Wisconsin Economic Development Fund. We have helped new and fledgling businesses get off the ground, and in some cases, helped them stay above ground. Either way, it has been very gratifying knowing we have helped local businesses fulfill their dreams.

Prior to joining MCDEVCO, I worked in the financial services sector for forty plus years. During that time, I did my best to stay clear of the political process. However, as Executive Director of MCDEVCO, I have had the opportunity to see firsthand the working relationships between our Federal, State, and local governments. I have often asked myself, how does anything ever get done. MCDEVCO is fortunate that it has had the support of Marathon County and the municipalities in Marathon County. We have a great working relationship with our elected federal and state officials: Congressman Sean Duffy, Senator Jerry Petrowski, and Representatives Pat Snyder and John Spiros. MCDEVCO is working on a number of projects that will require all parties to work closely together for them to be successful. I am very excited for groundwork that is being laid for Marathon County’s future.

As of May 31, 2019, I will be stepping down as MCDEVCO’s Executive Director and passing the torch on to my associate, Vicki Resech. In light of her unending and passionate commitment to building the best entrepreneurs in Marathon County, the torch is shining brightly. The programs she has developed and offered, with the help of Brigid Hanke, have brought a new energy into the Marathon County small business community. In fact, they have attracted small business owners and entrepreneurs from Portage, Wood, Lincoln, Clark, Taylor, and Vilas Counties, and from as far away as the Fox Valley region. MCDEVCO’s mission has always been to support the economic goals and objectives of Marathon County. In fact, MCDEVCO has been assigned to work on three of the top five key strategic initiatives recently adopted by the Marathon County Board of Supervisors. Our efforts are being valued!

Thank you all for your support over the past six years. I have but one regret. I was not able to convince the Wausau City Officials to change the City’s name from **Wausau** to **Warsaw!**

Now that summer is here, look for the Illusion Blue Goldwing, the candy apple scooter or the old black Mercedes sedan with the license plate, U LQQKD 2 buzzing around town!

Best regards to all,

Jim Wausau, ooh I meant Jim Warsaw



<b>Inside this issue:</b>	
<i>Interim Executive Director</i>	2
<i>Volunteer of the Quarter</i>	3
<i>MCDEVCO Out and About</i>	3
<i>Loan Client Highlight</i>	4
<i>New Members</i>	4
<i>UW- Madison Extension Marathon County</i>	5
<i>Spring Programs</i>	6
<i>Upcoming Events</i>	7

## Interim Executive Director— Vicki Resech



When one door shuts, another one opens. We often hear people say this as they are moving onto something else in their lives. This is currently where MCDEVCO is now in our cycle of staffing. As Jim Warsaw steps down as Executive Director of MCDEVCO, we are excited for him in his next phase of life. As he has been the best, he can be for MCDEVCO, Marathon County, and the Municipalities that we serve – I know that he will shine at being retired! I will miss him and the path that we have traveled over the past four years that we have worked together.

As our next door opens, MCDEVCO will continue with its mission to *Invest in Business Development and Community Growth through the Integration of Resources*. Our three strategic goals of GAP financing, entrepreneurs, including the new *GEARS* Center, and women mentoring women entrepreneurs will continue to be our path for Marathon County. As we move forward into the last quarter of our fiscal year of 2018-2019, we look to wrap up our goals and prepare for the future.

The partnerships and collaboration with Marathon County, the City of Wausau as their loan administrators, all the Municipalities, financial institutions, businesses, and others will continue and grow.

We are presenting training sessions for Marathon County financial institutions to develop better ways to collaborate with MCDEVCO and our GAP financing. We look forward to our new bank's line of credit participation and administrative services agreement with Abby Bank, Intercity Bank, Peoples State Bank, and River Valley Bank. This new line of credit opens up a beneficial new source of funding for new, small, midsize, and expanding businesses throughout the county. These funds along with our Marathon County Revolving loan fund and the City of Wausau's CDBG funding allows MCDEVCO to have a greater economic impact countywide.

Our planning for our educational programs for entrepreneurs and celebration of Women's Small Business month (October) is in full swing. These programs, along with a new *GEARS* certificate of excellence, will be announced in the fall. Watch for some exciting programs and educational series.



As I look to step forward with commitment and passion as the Interim Executive Director of MCDEVCO, I look to the future of the organization and our partners. I step forward with integrity and confidence to carry out our mission. I want to inspire the staff, entrepreneurs, and small businesses to dream more, learn more, do more, and become more.

*Vicki*



## Volunteer of the Quarter Highlight—Jeny Nieuwenhuis Hardel



MCDEVCO would like to thank Jeny Nieuwenhuis Hardel as this quarter's outstanding volunteer!

In March, Jeny presented a program to our entrepreneurs, *Business Startups – Are You Ready to be an Entrepreneur?* The presentation was packed full of great information that all entrepreneurs and/or small business owners needed to think about and plan for prior to opening their business.

Jeny was our first business mentor to teach at MCDEVCO's new *GEARS* Center.

Jeny is the president and Co-Owner of REI Engineering. She is also Co-Owner of Northwest Petroleum. She received her master's degree at UW-Stevens Point in Natural Resource Management emphasizing in hazardous waste and bioremediation.

Jeny is very active and passionate about the community. She loves the outdoors and just about anything to do with sports.

Thank you Jeny for all you do at MCDEVCO!



### MCDEVCO Out and About

#### April:

- GEARS Open House
- Channel 7 Interview—GEARS Center
- Booth at Business Expo
- 2019 CVB Visitor Choice Tourism Impact Awards Dinner
- Polka Dot Power House Meeting
- Municipality Meeting

#### May:

- Channel 9 interview—*Impact on economic development when box stores close*
- CWIMMA Awards Banquet
- Channeled Resources Open House
- Municipality Meeting
- Junior Achievement Dinner
- Village of Weston Board Meeting

#### June:

- Host City of Wausau's strategic planning session

Business Expo Booth



Thank you to the Business Groups who have held their meetings at MCDEVCO, Inc. to learn more about what we do and to tour the new *GEARS* Center:

West Side Business Association  
Marathon Counties EEEEC Committee

CWIMMA

South Area Business Association



## Loan Client Highlight: Dale's Weston Lanes



Hello my name is Dale Elliott, owner of Dale's Weston Lanes and the Central Wisconsin Convention and Expo Center.

I began my bowling career in 1975 starting at Les and Jims Lincoln Lanes in Merrill as a high school job. Following High school and a residential design degree from NTC, I went fulltime at Les and Jims in 1977 and stayed there while

learning both the bowling and banquet business. In 1989 I moved my family to Weston taking over a 16 lane bowling center from the North Star Lanes group out of Antigo.

I ran Weston Lanes which was a bar and 16 lane bowling center. Over the years we added food, horse shoes, and volleyball. In 1999 I partnered with Tangelwood Lanes and their 24 lanes moved to my site in Weston. This move gave us 40 lanes, a billiard hall, video game room, and a large banquet facility.

In 2002 we added another banquet hall and 20 more lanes to the facility. The total indoor square footage is now 77,000 square feet on 7 acres of land in Weston.

In 2003 our company built the 60 room Weston Inn and Suites next door to our building, adding much needed hotel rooms for bowling tournaments and weddings.

In 2007 Weston Lanes had a 4 million dollar fire in the bowling center, from the ashes came a newer, much better bowling facility. However the down turn in the economy in 2008 and 2009 and the damaging results from the fire caused great hardship on the facility.

In 2014 I began operating the Central Wisconsin Convention and Expo Center. In 2015 I bought out my partners and began to run Weston Lanes as its sole operator.

This is where I met MCDEVCO. In 2015 I needed some GAP financing and MCDEVCO was there to lend us the money need to swing the deal.

Weston Lanes just finished hosting the 117<sup>th</sup> Annual Wisconsin State Open Bowling Championships. This 17 weekend event saw just under 10,000 bowlers. It is the first time in over 75 years that the event was held in one bowling center. The economic impact to the Wausau Community was over 7 million dollars.

As many businesses, we see a few challenges each year. One is trying to find good reliable employees. I am blessed to have my wife Joyce and daughter Sarah working for me. Sarah is now the General Manager of Weston Lanes. My wife does all the book-work, and payroll. I am lucky to have many long term employees, and/or their families working for us. Another key person is my GM of the Convention Center, Andria Stoiber, who is a valuable long time employee. Two, is the changing environment and changing cultures from boomers to millennials and gen X. We have had to spend lots of money to keep up to WIFI, cell phones, and changes in the sport of bowling, along with new technologies to keep patrons coming back to the Center.

Weston Lanes continues to be the Wausau area's largest indoor entertainment center under one roof. In addition to bowling both league and open play, we host many fundraisers, youth birthday parties, corporate outings, weddings and much more, I guess this is why our nickname is the FUN CENTER!

Come see us on Facebook or on the Web at [www.westonlanes.com](http://www.westonlanes.com).

*Dale Elliott*



### Welcome New Members—April 1, 2019 to June 30, 2019

#### Associate

Nationwide Mutual Insurance Company  
Pat Puyleart  
Ellis Construction Company

#### Community Partner

River Valley Bank

THANK YOU for your partnership with MCDEVCO in Economic Development for Marathon County!

## University of Wisconsin—Madison Extension Marathon County

The Marathon County-Extension office encompasses six different educational programs, each providing timely access to University research and non-formal educational opportunities to residents of Marathon County.

**HORTICULTURE Educator** – Brianna Wright - spends much of her effort on establishing and garnering support for therapeutic horticulture initiatives in Marathon County. She views plants as a tool that can help improve the wellbeing of individuals across our communities. Brianna also serves as the advisor to the Marathon County Master Gardener Volunteers. Current work includes:

- Responding to horticulture related questions from Marathon County residents
- Gaining Ground Gardens – in collaboration with the City of Wausau created a space for current and former inmates of the Marathon County Jail to garden
- Providing Assistance Through Horticulture (PATH Programs) – weekly therapeutic horticulture youth programming was designed and can be provided at local schools and shelters
- Pop-Up-Produce Kits – with funding assistance from the Community Foundation of Central Wisconsin, garden in a box kits will allow low income families in Marathon County to easily garden at home

**4-H PROGRAM Coordinator** – Kaitlyn Bernarde - builds relationships and strengthens programming for all youth in Marathon County. This includes partnerships with the Marathon County 4-H Leaders Federation, area school districts, Marathon County Departments, and local businesses. Current projects include:

- Weekly hands-on summer school programming sessions at five elementary schools in the Wausau School District
- Overnight and day camps for youth in grades 1-5, strengthening life skills including interpersonal relationships
- 4-H involvement at the Wisconsin Valley Fair--over 17,000 projects exhibited in 2018
- Digital Ambassadors program where teens train, identify, plan, teach, and evaluate their sessions on teaching digital literacy skills to members of the community

**AGRICULTURE Educator** – Heather Schlessner - aims to provide support and education to dairy farmers and families in Marathon County. She educates the public on a variety of agriculture topics and strives to continue building connection and support for all those who live and work in our farming communities. Current work includes:

- Pesticide Applicator Trainee education
- Agriculture professional breakfasts
- Training to emergency support personnel in farm safety principles
- Farm financial programs
- Artificial insemination classes

**FOODWISE Coordinator** – Tammy Hansen  
**FOODWISE Educators**- Paula Hill, Gaonou Thao and Melissa Yates  
FoodWise is a nutrition education program that is federally funded through the Supplemental Nutrition Assistance Program (SNAP). FoodWise strives to “make the healthy choice, the easy choice” for Marathon County residents with limited incomes.

FoodWise educators conduct classes at schools, food pantries, non-profit agencies and many other locations that focus on:

- Exposing people to new fruits, vegetables and whole grains and why they are important.
- Teaching parents how to plan and prepare healthy meals.
- Empowering families to choose healthful diets and become more food secure by spending food dollars wisely.

FoodWise also collaborates with community partners and coalitions, such as the Marathon County Hunger Coalition, to help shape policies and increase access to healthy food at pantries and other places where families with limited resources live, learn, work and play.

**COMMUNITY DEVELOPMENT Educator** – Melinda Osterberg - primary emphasis in Marathon County is facilitating the development of high speed internet across the County. Other areas of programming include, providing local units of government with educational opportunities related to effective governance, assisting the Marathon County Diversity Affairs Commission, and working with the Wausau Area Chamber of Commerce to implement the Economic Development Strategic Plan. Current work includes:

Assisting Marathon County Administration with a Broadband Feasibility Study. The Study will assist the County in meeting Objective 8.7 of the County Strategic Plan, “Strive to provide affordable, reliable, high-speed internet access throughout the County. Information on this initiative can be found at:

<http://www.co.marathon.wi.us/Departments/InformationTechnology/PlanningforHighSpeedInternet.aspx>

Developing an education program related to Tax Increment Financing

**NATURAL RESOURCES Educator**- Kris Tiles - lead classes (Learn About Your Land and Your Land, Your Legacy) and other efforts to engage landowners in the sustainable management of Wisconsin’s privately-owned forests. NREs create content for landowners on a variety of topics in publication, video, and website formats. Find out more about NRE’s forestry programming at [WoodlandInfo.org](http://WoodlandInfo.org)

Natural Resource Educators also provide leadership on nutrient reduction and water quality projects across the state. Key efforts include outreach to increase local capacity to reduce nonpoint source pollution in the Lower Fox, Wisconsin, St. Croix, Red Cedar and Rock River watersheds and the Lower Fox River Demo Farm Network initiative. Projects are carried out in collaboration with federal, state and local partners as well as producer-led watershed initiatives. Locally, Kris works with the Eau Pleine Partnership for Integrated Conservation (EPPIC).







# Fall Programming 2019!

**September 26, 2019 - 6pm - 7:30pm**

**Human Resources - How to Recruit, Hire, Train  
and Retain Employees**

**Presented by Melissa Klade from Wipfli**

**October 3, 2019 - 6pm - 8:00pm**

**Personality Types - How do We all Work Together?**

**Presented by Tim McKeough from Q Up Success**

**CELEBRATE Women's Small Business Month by  
Joining MCDEVCO and Fawn Germer on October 12, 2019  
for an exciting day of learning. Fawn will do a program  
applying the principles of her book, *Work - Life - Reset*.  
Watch for more information but mark your calendar  
TODAY to join us!**

**October TBA**

**Collaboration Program with the UWEX and 4H  
on entrepreneurship**

**November TBA**

**Lean Business - FOUR week session**

**Presented by Amy Plier from Wausau Container**

**Watch your email and facebook for more information.**

**Visit our website: [www.mcdevco.org](http://www.mcdevco.org)**

## Upcoming Events for MCDEVCO, Inc.

\*All Programs and Meetings will be held at MCDEVCO's *GEARS* Center unless noted\*

### July 2019:

#### **MCDEVCO Board Meeting**

July 15, 2019 from 4:00pm to 5:00pm

**\*\*Office will be closed July 4th & July 5th\*\***

### August 2019:

#### **MCDEVCO Executive Committee Meeting**

August 19, 2019 from 11:30am to 12:30pm

JUNE							JULY							AUGUST							
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
						1	1	2	3	4	5	6							1	2	3
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	
23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	31	
30																					

### September 2019:

#### **MCDEVCO Board Meeting**

September 16, 2019 from 4:00pm to 5:00pm

#### **MCDEVCO's Programming:**

#### **Human Resources—How to Recruit, Hire, Train and Retain Employees**

Melissa Klade from Wipfli

September 26, 2019 6:00pm –7:30pm

**\*\*Office will be closed September 2nd\*\***

#### **SUMMER OFFICE HOURS**

The office will close at noon on Fridays.

## The *GEARS* Center - Coworking as it should be!

Lease an office space - Become a member - Drop in today

Options available for events, meeting space,  
private conference room(s), and more.

Email us for more information today at [info@mcdevco.org](mailto:info@mcdevco.org), mention this ad,  
and receive a complimentary drop in! Become part of the future today.

