



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

Date & Time of Meeting: **Tuesday, October 15, 2019, at 4:00 p.m.**

Meeting Location: **Courthouse Assembly Room, 500 Forest Street, 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 August 20, 2019, Extension, Education & Economic Development Committee Meeting.
4. Policy Issues Discussion and Potential Committee Determination
 - A. Resolution Proclaiming October 23, 2019, as Early Childhood Development WI Awareness Day in Marathon County
5. Operational Functions required by Statute, Ordinance, or Resolution:
 - A. Discussion and Possible Action by Committee – None
 - B. Discussion and Possible Action by Committee to Forward to the County Board for its consideration – None
6. Educational Presentations and Committee Discussion
 - A. Presentation from the Greater Wausau Chamber of Commerce about the new regional talent attraction and retention website
 - B. UW Madison Division of Extension Update – discussion of work of educators, including efforts relative to Broadband Feasibility Study
7. Announcements, Next Meeting Date and Time:
 - A. Future committee calendar
 1. November 19, 2019 at 4:00 p.m. in the Assembly room
 2. Chair seeking input relative to scheduling of 2020 meeting dates and times
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
FAXED BY: _____
FAXED DATE: _____
FAXED TIME: _____

NOTICE POSTED AT COURTHOUSE
BY: _____
DATE: _____
TIME: _____



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Tuesday, August 20, 2019 – 4:00 p.m.

Marathon County Historical Society, 410 McIndoe Street, Wausau, WI 54403

Attendance:	Present	Absent
Sara Guild, Chair	X	
Romey Wagner, Vice Chair		X
Gary Beastro	X	
Alyson Leahy	X	
Ka Lo	X	
Rick Seefeldt	X	
Loren White	X	

Others Present: Sandi Cihlar, Lance Leonhard, Jason Hausler, Russ Wilson, Mary Forer

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: None

Sandi Cihlar, Historical Society Board Member and County Board Supervisor welcomes the committee to the Historical Society and thanks members for learning more about the organization.

3. Approval of the Minutes of the July 16, 2019, Extension, Education & Economic Development Committee Meetings.

Action:

MOTION BY LO, SECOND BY LEAHY, TO APPROVE THE MINUTES OF THE JULY 16, 2019 MEETING MINUTES. MOTION CARRIED.

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. Regional Sports and Events Facilities Feasibility Studies Update

Discussion:

Chair Guild provides an overview of the genesis of each of the two studies, noting that the Regional Sports and Events Facility study and the Outdoor Recreation Facility study were recently formally released and discussed at a community meeting in Rib Mountain. Guild notes that these items are on the agenda for informational purposes at this time and that, given the length of each of the reports, she wanted to provide the information as soon as possible, as opposed to waiting until the committee may be tasked with considering any particular action.

Guild and Deputy Administrator Leonhard answer questions from several committee members regarding each of the respective studies. During the discussion, consensus develops that broad support from the municipalities throughout Marathon County, particularly within the metropolitan area, will be essential to move this project forward. Several supervisors note that overcoming individual “parochial interests” will be difficult, but the decision of where to site each facility must be made with the sustainability of the facility in mind.

During the discussion committee members express the importance of seeking a broad partnership with entities throughout the community, the consideration of mass transit, and the value in seeking direct input from event promoters as the projects move forward.

Follow through:

Committee members request to remain apprised of significant progress in this effort as it occurs.

B. UW-Madison Division of Extension

1. Update on efforts of local educators

Discussion:

Jason Hausler summarizes his written update relative to Extension staff efforts and answers questions from the committee. Chair Guild notes that the committee members will be receiving a more detailed explanation relative to the County’s broadband study in the near future. A county supervisor notes the significant impact that the horticulture educator had during her tenure in Marathon County, expressing a desire that the county continue to invest in horticulture education. Another committee member notes the impressive work of Katelyn Bernarde during the planning and execution of the Wisconsin Valley Fair.

Follow through:

None at this time.

C. Marathon County Historical Society presentation, including discussion of upcoming events

Discussion:

Historical Society President Russ Wilson, board member Sandi Cihlar, and Executive Director Mary Forer, appear before the committee. Wilson provides a series of handouts to committee members and discusses some of the important work of the society, summarizing the economic impact of the Historical Society’s exhibits and programs within the area and the significant number of historical texts and artifacts that are currently preserved by Historical Society staff.

Wilson generally discusses the nature of the items preserved by the society, noting that that the Historical Society’s facilities are essentially full and that more space is necessary to properly maintain the records and make them accessible for the public. Wilson notes that the Historical Society has acquired the necessary land for the construction of an archival facility adjacent to the Woodson House; however, the funding for the facility is a significant obstacle.

Wilson, Forer, and Cihlar note that the fiscal support of Marathon County is a significant source of the organization’s overall budget.

Follow Through: None at this time.

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

A. Future committee calendar

1. September 10, 2019 – Chair Guild notes that this meeting is the second Tuesday of the

- month, as opposed to the third Tuesday. Guild indicates that she is attempting to arrange for a presentations on the Chamber of Commerce Economic Development Strategic Plan.
- B. MCDEVCO article request – Guild explains the nature of the request and asks that committee members reach out to her with ideas for items to include.

8. Adjourn

There being no further business to discuss, MOTION BY SEEFELDT, SECOND BY BEASTROM, TO ADJOURN THE MEETING. Meeting adjourned at 5:14 p.m. MOTION CARRIED.

AT THE CONCLUSION OF THE COMMITTEE MEETING, COMMITTEE MEMBERS TOOK PART IN A TOUR OF THE HISTORICAL SOCIETY, INCLUDING THE WOODSON HISTORY CENTER AND THE YAWKEY HOUSE MUSEUM FROM HISTORICAL SOCIETY STAFF. NO FORMAL COMMITTEE DISCUSSION OR BUSINESS WAS DISCUSSED AND NO FORMAL ACTION WAS TAKEN.

Minutes prepared

by Lance Leonhard on August 20, 2019.

Baby Business 3: NO SMALL MATTER

FREE Documentary Screening

Wednesday, October 23, 2019

Westwood Conference Center

1800 Westwood Center Blvd, Wausau



WHY: Over the last eight years, Marathon County has lost 55% of its regulated child care programs. The limited access to quality child care plays a large role in worker shortage and the ability to retain and attract talented employees.

WHAT: With stories and surprising humor, this event will address:

- The critical importance of high quality affordable child care programs – for the current and future workforce.
- How investing in working parents and early childhood education yields high rates of return.
- The long term impact of early life experiences on brain development over a lifetime.

WHO SHOULD ATTEND:

- Business leaders, local elected officials, medical professionals, educational leaders, early childhood educators, parents and caregivers.

Join us to learn more about what is happening locally to help businesses and families in our area. **FREE** and open to the public.

TO REGISTER (Registration highly encouraged – seating is limited):
Visit <https://www.secure.unitedwaymc.org/BabyBusiness3>
or call United Way of Marathon County at 715-848-2927.

SCHEDULE:

- 5:30-6:00 p.m.** Reception/Light food
- 6:00-6:10 p.m.** Welcome, Opening Address
- 6:10-7:25 p.m.** Documentary Screening
- 7:25-8:15 p.m.** Featured Experts
- 8:15-8:30 p.m.** Conclusion & Call to Action

FEATURED EXPERTS:

- **Dr. Dipesh Navsaria, MPH, MSLIS, MD**
- **Rachel Giannini, Early Childhood Advocate Featured in No Small Matter and Video Blog Host**

Supported by:



United Way
of Marathon County



**PROCLAIMING OCTOBER 23, 2019,
AS EARLY CHILDHOOD DEVELOPMENT AWARENESS DAY IN MARATHON COUNTY**

WHEREAS, the first few years of a child’s life provide the opportunity to create a solid foundation for future development and have the potential to establish a robust starting point for lifelong cognitive, social, academic, and emotional abilities; and

WHEREAS, the most effective systems for early childcare and education are ones that expose children to quality learning environments with trained professionals who understand brain development, create opportunities for learning, and work with parents to support and encourage development and growth; and

WHEREAS, a childhood that lacks consistent, enriching opportunities for learning and brain development may restrict a child’s brain from fully developing its cognitive, emotional, and social skills, which negatively impacts their ability to function in their school, workplace, community, and home settings and reduces their lifetime contributions to the community at large; and

WHEREAS, since 2011, Marathon County has seen a decrease of 55% in regulated childcare programs, resulting in a coinciding decrease of more than 1000 individual childcare slots in regulated childcare settings across the county; and

WHEREAS, Marathon County’s 2017-19 LIFE Report found that “even with financial support through grants and the Wisconsin Shares childcare reimbursement program, the affordability of childcare continues to be a significant barrier to many families causing parents to seek often unsafe, unregulated care or preventing parents from entering the workforce” and recommends the community “develop public/private partnerships to increase child care availability and grant opportunities for families to afford quality child care” as one part of a series of possible community action items; and

WHEREAS, according to the LIFE Report, between 2010-2015, 45% of the people that moved into Marathon County were of the prime family-rearing ages of 18-35; however, 52% the new residents reported earning less than \$25,000 annually and more than 10% of all Marathon County residents live under the federal poverty level; and

WHEREAS, the 2018-2022 Marathon County Strategic Plan’s Objective 3.3 says the county will “ensure that every child makes it to adulthood with health, stability, education, and growth opportunities” while Objective 10.6 states the county will “ensure the future availability of a skilled and flexible workforce prepared to meet the needs of both existing and emerging technologies;” and

WHEREAS, the feature-length documentary film “No Small Matter” was released in spring of 2019 and uses the latest scientific research combined with modern childcare stories to demonstrate both the importance of quality early childcare and the impact the lack of affordable and high-quality options has on families as well as communities; and

WHEREAS, the film reveals how improving the quantity and quality of educational development opportunities during early childhood can lay the groundwork for creating healthier and more productive citizens for many generations to come; and

WHEREAS, on October 23, 2019, the “No Small Matter” feature documentary will be shown at 5:30 pm at the Westwood Conference Center in Wausau as part of a joint effort between the Marathon County Early Years Coalition, Marathon County Special Education, United Way of Marathon County and Wisconsin Public Radio:

NOW, THEREFORE, BE IT RESOLVED THAT the Marathon County Board of Supervisors does hereby proclaim Wednesday, October 23, 2019 to be Early Childhood Development Awareness Day in Marathon County; and

BE IT FURTHER RESOLVED that Marathon County government will continue to work with its county residents, business leaders, educators, fellow elected officials, and community partners and will use the information identified in the “No Small Matter” documentary to guide decisions that support the availability of sufficient quality educational opportunities and encourage healthy family engagement during the crucial early years of development in order to enrich our community and grow our economy both now and in the future.

Dated this 22nd day of October, 2019.

EXTENSION, EDUCATION, & ECONOMIC DEVELOPMENT COMMITTEE



Extension
UNIVERSITY OF WISCONSIN-MADISON

MARATHON COUNTY EXTENSION

September 2019 Update

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

Agriculture Extension Educator – Heather Schlessler

- Finalized plans for an EMS farm safety day at the Marshfield Ag Research Station. Held the training for 13 Sheriff and EMS personnel on Sept 25th.
- Continue to recruit area Ag teachers to participate in a storm water presentation, and how students can help with pollution run off.
- Continuing to work on updating state curriculums for milking skills, calving assistance, and farm succession.
- Continuing to write up a manuscript on the Farm Succession Focus Group results and presenting the findings at various state conferences.
- Attended a five day leadership training that was spread over two weekends and will have to admit it was the best one I have attended thus far.

COMMUNITY DEVELOPMENT EDUCATOR – MELINDA OSTERBERG

- Attended University of Wisconsin-Madison New Colleague on Boarding in Madison on September 4th and 5th
- Facilitated a meeting with the Chinese New Year Celebration Planning Committee on September 16th and worked with Marathon County Parks & Forestry Department to secure East Gate Hall for the January 25th event. Next planning session is scheduled for October 7th 6:30 PM at 212 River Drive.
- Assisted MCDEVCO with Economic Development Conversation with area municipalities on September 10th and prepared meeting summary with associated next steps
- Reviewed draft Design Nine Broadband Feasibility Study, suggested content related additions, and coordinated stakeholder document review
- Researched “Dig Once” policies for Infrastructure Committee

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) requirements.

4-H Program Coordinator – Kaitlyn Bernarde

- Facilitated two Fall District Meetings with representatives from all 30 county 4-H clubs. These meetings included adult leadership training, changes in personal information collection, new youth opportunities for the upcoming year. A digital version of the meeting was also made available for leaders to view later.
- Held meetings with county 4-H leaders and members, my supervisor, and staff from other Wisconsin counties to plan upcoming programming. This programming includes Officer Training in November, Cloverbud Day Camps in January, and Project Discovery Day in February.
- Participated in Marathon County meetings for both the Inclusivity and Diversity Leadership Team, and the Government Alliance for Racial Equity (GARE). Tools and resources from these two groups will be applicable in both the Extension Marathon County Office, as well as, with adult volunteers and youth members.

Horticulture Educator - Vacant

FOODWISE COORDINATOR – TAMMY HANSEN

FOODWISE EDUCATORS - PAULA HILL, GAONOU THAO AND MELISSA YATES

- Tammy continues to coordinate the “Share the Harvest” initiative with the Wausau Farmers’ Market. So far in 2019, Marathon County Hunger Coalition Nutrition Committee members have collected over 2300# of food that was primarily shared with residents at Riverview Towers and to a lesser extent, with the Neighbor’s Place Pantry, the Salvation Army Homeless Shelter and the Women’s Community. We were able to collect most Saturdays in August and September and have volunteers scheduled for every Saturday in October., weather permitting.
- In September, FoodWise educators completed a three-week nutrition series with 23 senior residents at Riverview Towers. Topics included healthy beverages, whole grains, and healthy oils and fats. Additionally, 34 people attended four single-session, one-hour, group lessons on “Healthy Snacks” as part of the monthly “Healthy Eating” series and Gaonou reached another 39 participants at food demos/tastings at two Wausau area food pantries.
- Tammy and Melissa attended the FoodWise Northern Region meeting in Merrill on August 29th.
- FoodWise nutrition educator, Paula Hill, officially retired on October 3rd after nearly 16 years. She was an amazing educator who will be greatly missed. Due to a large budget cut for FY20 and an even larger anticipated cut for FY21, her position will not be refilled. Tammy will be conducting some of her programming, especially with youth. In addition, we have begun the process of sunsetting other programs.

Area Extension Director – Jason Hausler

- Worked with Marathon County Administration and the Horticulture Program Area to craft updated position description for the Horticulture Educator and was able to get it posted. The application window will close toward the end of the month, with a projected start date of the middle of December to January 1st, 2020.

- Worked with Master Gardener Volunteers and Extension Colleagues to keep the Horticulture Program running until a new Educator is hired.
- Conducted Mid Year Performance Reviews and Check Ins with staff, establishing benchmarks for success in meeting their annual performance goals established in the Spring of 2019. Overwhelmingly, staff are on track to achieve their goals, and for many, to surpass them.