



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

Date & Time of Meeting: **Tuesday, November 19, 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 October 15, 2019, Extension, Education & Economic Development Committee Meeting
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 – None
6. Educational Presentations and Committee Discussion
 - A. UW-Stevens Point Wausau campus update
 - B. Greater Wausau Chamber of Commerce presentations
 1. New regional talent attraction and retention website
 2. Greater Wausau Prosperity Partnership initiative
 - C. UW Madison Division of Extension Update
7. Announcements, Next Meeting Date and Time:
 - A. 2020 committee calendar feedback request
 - B. Next meeting date: WEDNESDAY, December 11, 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 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 TIME: _____

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MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Tuesday, October 15, 2019, at 4:00 p.m.

Courthouse Assembly Room, 500 Forest Street, Wausau WI

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: Lance Leonhard, Ann Herda-Rapp, Kelly Kapitz, Kelly Borchardt, Brian Kowalski, Melinda Osterberg, Lee Webster,

1. **Call Meeting to Order**

The Extension, Education & Economic Development Committee meeting was called to order at 4:00 p.m. by Chair Guild.

2. **Public Comment:**

Lee Webster, Wausau School Board member, expresses that the school district's annual budget resulted in a reduction in the mill rate attributable to the district. Webster also indicates that Wausau School Board has taken a leadership role in petitioning the State to end the use of Native American mascots in schools throughout Wisconsin.

3. **Approval of the Minutes** of the August 20, 2019, Extension, Education & Economic Development Committee Meetings.

Action:

MOTION BY SEEFELDT, SECOND BY BEASTROM, TO APPROVE THE MINUTES OF THE AUGUST 20, 2019 MEETING. MOTION CARRIED.

4. **Policy Issues Discussion and Potential Committee Determination:**

A. Resolution Proclaiming October 23, 2019, as Early Childhood Development Awareness Day in Marathon County

Discussion:

Chair Guild explains that the resolution before the committee today is in response to the work of the Early Years Coalition and the Baby Business Committee work being done in our community. Kelly Kapitz and Kelly Borchardt appear before the committee and discuss the important impact that child care availability, workforce, cost, and quality have on our community, particularly young families.

Borchardt explains that since 2010 there has been a 55% decrease in the number of regulated (certified and/or licensed) child care programs in Marathon County, which correlates to a loss of 1,000 slots in these regulated environments. Borchardt and Kapitz explain that the workforce compensation rate is extremely low relative (approximately \$11 per hour) to other employment opportunities in our area, while the costs of child care for a one child family is \$9,575 and a two-child family is \$17,925 per year. In Marathon County, 47% of Child Care providers have a Youngstar rating of 3 or higher, far below the State target rate of 74%.

Kapitz explains that in addition to the benefit to a child to be in a high quality care environment, increased availability of high quality child care is important for economic development. Kapitz invites members to attend the Baby Business event on October 23 at the Westwood Conference Center to learn more about the issues facing Marathon County relative to this important issue and the importance to view early child care as an investment in our future.

Members discuss the importance to further examine “next steps” at future meetings.

Action:

MOTION TO APPROVE THE RESOLUTION BY WAGNER, SECOND BY LEAHY.

MOTION TO AMEND THE SECOND PARAGRAPH TO INSERT “ENGAGE IN EVIDENCE-BASED PRACTICES” AFTER “BRAIN DEVELOPMENT” BY LO, SECOND BY WHITE. MOTION CARRIED.

VOTE ON MOTION TO APPROVE THE RESOLUTION, AS AMENDED. MOTION CARRIED.

Follow up: Resolution to be forwarded to the County Board for consideration.

5. **Operational Functions required by Statute, Ordinance or Resolution:** 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

Discussion:

Chair Guild explains that she was contacted yesterday by a representative from the Chamber of Commerce, indicating that the Chamber would need to postpone its presentation until next month’s meeting.

Follow through:

Item to be placed on next month’s agenda.

B. UW Madison Division of Extension Update – discussion of work of educators, including efforts relative to Broadband Feasibility Study

Discussion:

Melinda Osterberg appears before the committee and answers any questions from members regarding the work of local educators. With respect to the Broadband Feasibility Study, Osterberg explains that DesignNine is working to revise the draft study by the end of November.

Follow through:

None at this time.

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

A. Future committee calendar

1. November 19, 2019 at 4:00 p.m. in the Assembly room

Chair Guild explains that at the next meeting she intends to have presentations from the Wausau Region Chamber of Commerce relative to their website efforts and Greater Wausau Prosperity Partnership.

2. Chair seeking input relative to scheduling of 2020 meeting dates and times

8. **Adjourn**

There being no further business to discuss, MOTION BY SEEFELDT, SECOND BY LEAHY, TO ADJOURN THE MEETING. Meeting adjourned at 4:48 p.m. MOTION CARRIED.

Minutes prepared

by Lance Leonhard on October 15, 2019.



MARATHON COUNTY EXTENSION

November 2019 Update

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

Agriculture Extension Educator – Heather Schlessler

- Stormwater Presentations - I have worked in partnership with the North Central Stormwater Coalition to educate local high school students on storm water and their role. This month I have completed six presentations with Jeff Prichard from CPZ.
- Farm Succession Training - October 28th - 30th I spent in Madison training to be a Certified Farm Succession Coordinator. Once I complete the test I will be able to work one-on-one with local farm families that are going through the succession process without the need for our State Specialist to be present.
- Farm Couples Weekend - I have worked with Extension's Farm Team and DATCP to bring a Farm Couples weekend program to the Wausau area. The Farm Couples weekend will focus on communication issues between farmers and helping them identify ways to increase their communication ability with their spouse. The weekend also aims to teach them ways to cope with stress.
- Career Fair for Farmers - I am currently working with the Job Center to connect Farmers with resources they need to find other employment opportunities. We are currently in the program planning stages of this effort and hope to host a program in mid-January.

COMMUNITY DEVELOPMENT EDUCATOR – MELINDA OSTERBERG

- **Chinese New Year Festival.** The Central Wisconsin Chinese New Year Festival will be on January 24th and 25th. Members of the community indicated that it would be beneficial to have an update on the current trade situation with China as part of the Festival. I arranged for the representatives from the University of Wisconsin-Madison Center for East Asian Studies to present on this important issue as part of the January 24th program. They will also present during the evening program on the significance of the Lunar New Year in Asian countries. Space at the UWSP-Wausau campus has been confirmed for the Friday event and the Parks Department is allowing use of East Gate Hall for the Saturday Festival. We are looking for corporate sponsorship and to date have received \$500 from WoodTrust Bank.

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.

- **Dig Once Policy.** Prepared and presented a memorandum concerning “Dig Once” policies for the Wausau Area MPO Technical Committee meeting. The Committee has indicated that they would like to move forward with a dig once policy and have requested that I prepare a policy in collaboration with the City of Wausau Attorney.
- **Broadband Feasibility Study.** Coordinated a meeting to review the draft Broadband Feasibility Study and provided comments to Design Nine. Design Nine has indicated that they will have a second draft of the Study available prior to the Thanksgiving Holiday. Updated Eastern and Western Towns Associations on the status of the Broadband Feasibility Study and the availability of PSC grants.
- **Collaboration with MCDEVCO.** Assisted with planning for a 4-H Entrepreneur Program with MCDEVCO. The three week program is scheduled to begin February 6th and will be open to all youth in Marathon County. We are also planning a Social Media Marketing program in early 2020. This will be an opportunity for area small businesses to increase their ability to market their products and services via social media.

4-H Program Coordinator – Kaitlyn Bernarde

- Facilitated meetings with the Marathon County 4-H Horsemasters Group to figure out their next direction. They voted on November 12 to dissolve their current group and form a 4-H Specific Project club for the 2019-2020 year. This will be the first specific interest club in Marathon County which allows clubs to focus on a single 4-H project, rather than the ability to focus on multiple out of the 110 possible projects.
- Led afterschool programming at Franklin Elementary School in Wausau. This series focused on Mindfulness through games, activities, experiments, and reflection. I will be leading programming at Weston Elementary School in December, and returning to Franklin Elementary School in Spring 2020.
- Collaborated with the Community Development Educator, Melinda Osterberg to create cross-programming educational events. This includes Tech Changemakers programming in Quarter 1 of 2020, as well as, an Entrepreneurial 3-session training with MCDEVCO in February 2020.
- Participated in Marathon County government’s IDEAS Training in October and the Secondary Traumatic Stress Training in November. I also am a member of Marathon County’s GARE team and participated in two meetings to plan the next steps of our group including, presenting at the 2020 MLK Day On.
- Am a member of the Search and Screen Committee to hire the next Horticulture Educator for Marathon County. The screening took place on November 5, and the Preliminary interviews will be on November 27.

Horticulture Educator - Vacant

FoodWise Coordinator – Tammy Hansen

FoodWise Educators - Gaonou Thao and Melissa Yates

- Tammy facilitated a meeting of the Marathon County Hunger Coalition’s Nutrition and Education Committee. In October we wrapped up the “Share the Harvest” initiative with the Wausau Farmers’

Market. The final collection total for 2019, was 2,590# 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 are planning two additional gleaning events with the Winter Farmers' Market on Saturday, November 23rd and Saturday, December 21st. On these two dates last year we collected about 400# of food.

- In October, FoodWise educator Gaonou Thao reached 27 participants in three single-session, one-hour, group nutrition/ food demo lessons entitled "Savor the Flavor of Fall" as part of the monthly "Healthy Eating" series. Additionally, she reached 33 participants during food distribution in two nutrition lessons at the Neighbors' Place and 1st Presbyterian Food Pantries.
- Gaonou also began a five lesson cooking series with participants enrolled in the Stepping Stones Transition Education Program (SSTeP) through the Wausau School District. This program provides young adults with disabilities (age 18-21) transition-focused services within a community environment.
- Tammy began conducting a five lesson nutrition education series with kindergarten students in six classrooms at three income-eligible schools in the Wausau School District. Classes are held every other week.
- Tammy completed her end of year reports as FoodWise operates on the federal fiscal year. She also did Mid-Year Performance Reviews and Check-Ins with FoodWise staff in all three counties. Staff set 2019 goals during their 2018 reviews in March. These conversations were to determine if they were on track to meet those goals.
- Tammy attended the county's IDEAs Awareness training

Area Extension Director – Jason Hausler

- Worked with the Agriculture Institute and County Administration to post the Horticulture Educator position. There were nearly 15 candidates that applied for the position, with preliminary interviews scheduled for November 27th. Final interviews are scheduled (subject to change if needed) for Wednesday, December 11th.
- Facilitated a conversation with Marathon County Master Gardeners on the future of the Extension Horticulture Educator position and the adjustments with the UW-Madison transition during their monthly meeting. Assisted UW Extension State Staff partners in developing an MOU between Extension and Master Gardener Associations, clarifying roles and responsibilities and supporting volunteers.
- Planned and delivered an Area 7 professional development day on October 29th, focusing on marketing, volunteer management and workplace expectations.
- Assisted in the planning, and participated in, a Marathon County Office staff development day. We focused on program planning and engaged in some community service in the afternoon.