



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

Date & Time of Meeting: **Wednesday, December 11, 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 November 19, 2019, Extension, Education & Economic Development Committee Meeting**
4. **Policy Issues Discussion and Potential Committee Determination**
 - A. Resolution Recognizing Lunar New Year in Marathon County on an Annual Basis
5. **Operational Functions required by Statute, Ordinance, or Resolution:**
 - A. Discussion and Possible Action by Committee – None
6. **Educational Presentations and Committee Discussion**
 - A. Presentation from Wisconsin Institute on Public Policy and Service on Family Friendly Workplace Study
 - B. Update on Strategic Plan (McEwen)
 - C. Update from UW Madison Division of Extension on work of educators, including Broadband Feasibility Study update
7. **Announcements, Next Meeting Date and Time:**
 - A. 2020 committee calendar feedback request
 - B. Next meeting date: TBD
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: M Palmer
FAXED DATE: _____
FAXED TIME: _____

NOTICE POSTED AT COURTHOUSE
BY: M. Palmer
DATE: _____
TIME: _____



MARATHON COUNTY EXTENSION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Tuesday, November 19, 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		EX
Alyson Leahy	X	
Ka Lo	X	
Rick Seefeldt		EX
Loren White	X	

Others Present: Mary Palmer, Lance Leonhard, Ann Herda-Rapp, Dave Eckmann, Renae Krings, Lee Webster,

1. **Call Meeting to Order**

The Extension, Education & Economic Development Committee meeting was called to order at 4:01 p.m. by Chair Guild.

2. **Public Comment:**

Lee Webster, Wausau School Board member, 155461 Pine Bluff Road, references that November 18-22 is National Education Week and speaks to the importance of education.

3. **Approval of the Minutes** of October 15, 2019, Extension, Education & Economic Development Committee Meetings.

Action:

MOTION BY LEAHY, SECOND BY WHITE, TO APPROVE THE MINUTES OF THE OCTOBER 15, 2019 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 – None

6. **Educational Presentations and Committee Discussion**

A. UW-Stevens Point Wausau campus update

Discussion:

UW-Stevens Point @ Wausau Executive Ann Herda-Rapp appears before the committee and provides a written report discussing several issues faced by the local university. Herda-Rapp explains that the enrollment projections for 2020 are down from last year; however, she explains that the method of calculating those numbers may have overstated the previous year's enrollments due to the allocation of online students. Ultimately, Herda-Rapp explains that the university is confronting a significant drop in student population across the state and that a strong economy drives prospective students to the workforce as opposed to education. Herda-Rapp indicates that the university continues to identify opportunities for collaboration and expansion of programs to drive student interest, such as nursing, pre-engineering, and MBA offerings.

Herda-Rapp also provides a brief recitation of other activity on the campus, including the delayed work on the pool remodel.

Follow through: None at this time.

- B. Greater Wausau Chamber of Commerce presentations
 - 1. New regional talent attraction and retention website
 - 2. Greater Wausau Prosperity Partnership initiative

Discussion:

Greater Wausau Region Chamber of Commerce President/CEO Dave Eckmann and Economic Development Specialist Renae Krings appear before the committee and discuss the genesis, purpose, and content within the new regional talent attraction and retention website – greaterwausau.org. Eckmann and Krings demonstrate the functionality of the website to the committee, playing several videos and highlighting how the website can aide in the recruiting process for any entity in the area. Eckmann and Krings explain that the website will be managed by the chamber of commerce and that the chamber will frequently assess the website and incorporate feedback from employers and other users.

Eckmann and Krings also discuss the ongoing work of the Greater Wausau Prosperity Partnership (GWPP), which grew out of the Chamber's regional economic development strategic plan that was funded, in part, by the Marathon County Education, Extension, and Economic Development Committee. Eckmann and Krings demonstrate to the committee that the GWPP has established a website - <https://www.wausauchamber.com/economic-development> - to explain its three strategic goals, the corresponding objectives, and leads:

Goal 1: Talent - Matthew Rowe, Ruder Ware LLS

- Objective: Attract and Retain Skilled Workers and Talented Individuals.

Goal 2: Innovative Companies - Jen Nieuwenhuis Hardel, REI Engineering Inc

- Objective: Embrace Technology to Nurture and Grow Marathon County's Driving Industry Sectors.

Goal 3: Placemaking - Chris Ghidorzi, Ghidorzi Design | Build | Develop

- Objective: Develop Quality places and Amenities to Attract the Best and Brightest

Eckmann and Krings also explain that the GWPP has identified numerous tactics to attempt to accomplish its objectives:

2019 - 2020 Tactics & Initiatives

- **Tactic 1.2.1.** Develop a comprehensive new talent attraction website to market the Wausau region as a desirable destination. Use the new website as the central information hub for a broader (omni-channel) talent attraction campaign.
- **Tactic 1.1.2.** Support Granite Peak Ski Area in its expansion projects, encourage growth and expansion of its facilities.
- **Initiative 3.2.** Support the long-term redevelopment options for the Wausau Center Mall. Support the commission of a master plan that explores a range of viable long-term options.
- **Tactic 1.4.2.** Launch a Business-Driven Innovation Center or Center of Excellence focused on areas of specialized training & research. Create alignment among area employers and (K16) education partners to address talent holistically. Foster Innovation and entrepreneurship through the adoption of new technologies to grow local and regional economies. Develop a means for business to collaborate and cultivate relationships with other regional business to ensure the stability and growth of existing employers.

Eckmann and Krings also explain that they expect the GWPP to identify significant opportunities for the county to play a lead role, including in initiatives relative to recreation (particularly related to linking activities at the Nine Mile Recreation Area and Granite Peak) and education.

In response to a question from a committee member, Eckmann and Krings provide information relative to the Chamber's involvement in the ongoing work to revitalize the Wausau Center Mall. Eckmann explains that the work is a collaboration between multiple two foundations and the city. Eckmann expects additional information to be released on the project in the coming months.

Follow through: None at this time.

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

Discussion:

Chair Guild delivers a written report from the Extension Office and notes that at the next meeting there will be a discussion regarding an educational program on the impact of tariffs on local economic development that is scheduled to occur during the Chinese New Year event in Wausau. Guild also indicates that the Horticulture recruitment is ongoing and that Supervisors Beasstrom and Seefeldt have been requested to participate in the interviews of prospective candidates.

Follow through:

None at this time.

7. Announcements, Next Meeting Date and Time:

A. Future committee calendar

1. The chair will work to schedule upcoming meetings to not conflict with other County Board meetings

8. Adjourn

There being no further business to discuss, MOTION BY LANGE, SECOND BY WAGNER, TO ADJOURN THE MEETING. Meeting adjourned at 5:49 p.m. MOTION CARRIED.

Minutes prepared

by Lance Leonhard on November 27, 2019.

FAMILY FRIENDLY WORKPLACE SURVEY

A project of

MARATHON COUNTY
**EARLY YEARS
COALITION**

In collaboration with

WIPPS RESEARCH
PARTNERS

WISCONSIN INSTITUTE *for* PUBLIC POLICY *and* SERVICE

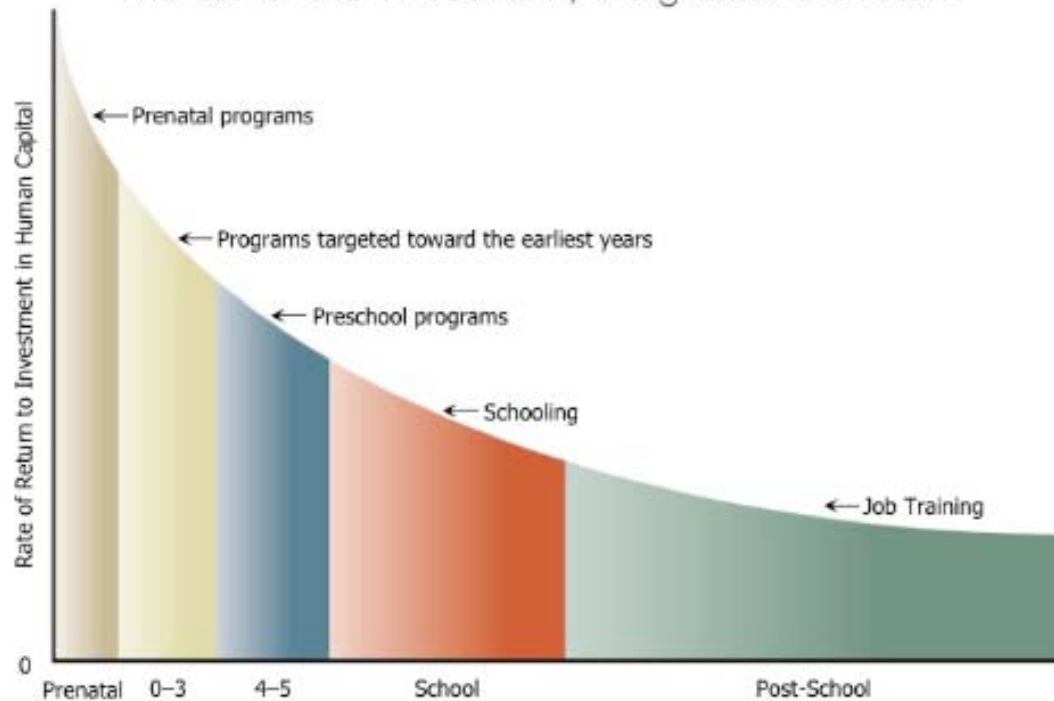
FAMILY-FRIENDLY WORKPLACE SURVEY



MARATHON COUNTY
EARLY YEARS
COALITION

EARLY CHILDHOOD DEVELOPMENT IS A **SMART INVESTMENT**

The earlier the investment, the greater the return

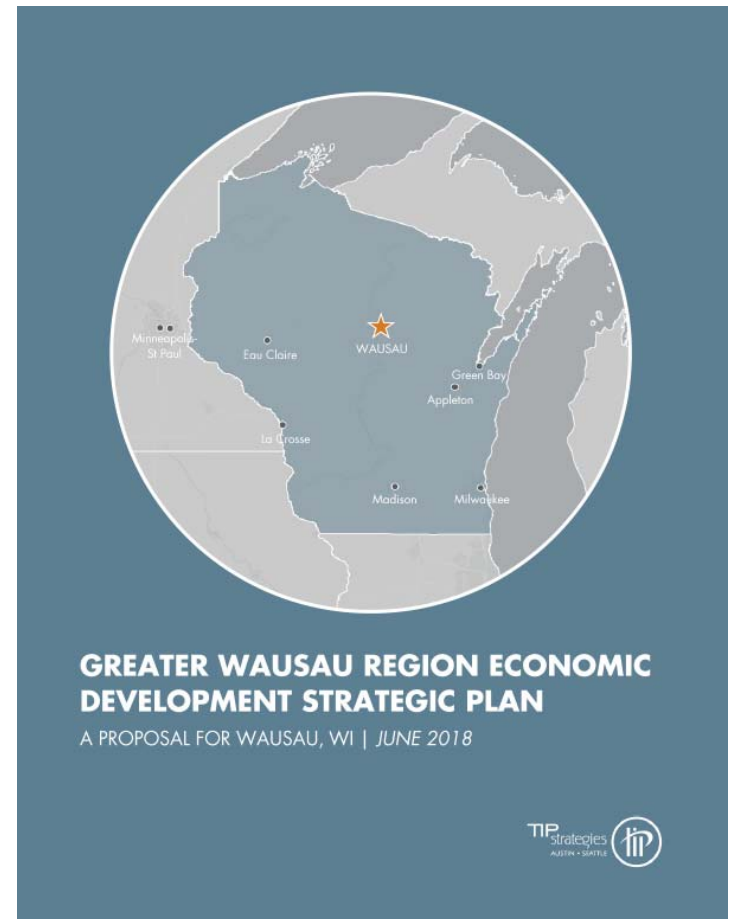


Source: James Heckman, Nobel Laureate in Economics

Business Impact

Strategic Plan

- Talent development & attraction
- Retention & expansion of existing industries
- Robust employment growth
- Placemaking



Business Impact:

Childcare



- The business community can catalyze community interest in childcare by coordinating efforts to increase the availability of childcare and by leveraging connections with local media.
- The business community brings novel skills and knowledge sets to childcare expansion efforts.
- The business community can use its network of leaders to solicit their interest in providing childcare options for parent employees.
- Business leadership can gather and publicize information about local childcare demand and issues facing working parents.

Project Goals

- Develop a better understanding of how people working in Marathon County view family-friendly workplace policies, programs, and benefits
- Enable employers and the community to develop more evidence-based strategies to attract and retain talent
- Evaluate policies that may impact absenteeism and presenteeism
- Catalyze how we approach work-life balance in our community so that children and families have a strong foundation for a productive life

Local Data!



Employee Survey

- What kinds of family-friendly workplace policies and programs are currently available to Marathon County employees?
- What kinds of family-friendly workplace benefits do Marathon County employees value the most? The least?
- How much do Marathon County employees value family-friendly workplace policies and programs compared to other job factors?



Employer Survey

- What family-friendly policies and benefits are offered by Marathon County employers?
- What family-friendly policies and benefits do Marathon County employers rank as among the most important in their business strategies to attract and retain employees?
- =
- Where are the opportunities to work across sectors to meet community needs?



DATA PRIVACY & CONFIDENTIALITY

- All employee and employer survey responses are anonymous and confidential
- Findings will be aggregated into a final report to be shared with interested stakeholders, including the public
- Individual employers may view their own aggregate data if a minimum sample size is met

ADDRESSING BUSINESS CONCERNS

- Individual businesses and organizations participating in this survey will NOT have access to any other individual company's responses or specific information
- This study will NOT evaluate or rate the comprehensiveness of an individual business or organization's employee benefit program
- We will NOT make specific recommendations to individual businesses or organizations about changes they should make to their employee benefit programs

How Can the County Help?

- Formally endorse the Employee/Employer Survey
- Have employees take the survey
- Encourage businesses to participate
- Encourage the general population to participate

MARATHON COUNTY
EARLY YEARS
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Extension

UNIVERSITY OF WISCONSIN-MADISON
MARATHON COUNTY

November 2019 Educator Update

FoodWise Education - Tammy Hansen, Gaonou Thao, & Melissa Yates

November has been a very busy month for the Marathon County FoodWise Program.

- Tammy and Melissa both attended the Extension All-Institutes Program Meeting in Madison where they contributed to Health and Well-Being Institute Shared Outcomes and cross-programming discussions.
- Gaonou taught eight, one hour group “Let’s Talk Turkey” lessons with 149 participants in partnership with the Marathon County Hunger Coalition, Eastbay and the Wausau Noon Rotary. The food demonstration lessons focused on nutrition and food safety when preparing a turkey. At the end of the class, participants received a meat thermometer and vouchers that enabled them to purchase their own turkey and fresh produce.
- Gaonou continued to conduct the monthly nutrition/ food tasting lessons at the Neighbors’ Place, First Presbyterian Church, and Hmong Mutual Alliance Church Food Pantries during pantry food distributions.
- Gaonou continued to conduct nutrition and food preparation lessons with the Wausau School STePP, a transitional living program for 18-21 year old students with cognitive disabilities.
- In addition to her administrative responsibilities, Tammy continued to teach the five lesson kindergarten nutrition series with six classrooms at Hawthorn Hills, Grant and Lincoln Elementary Schools.

4-H Programming - Kaitlyn Bernarde

- Co-facilitated Club Officer Training with Laura Huber, Wood County 4-H Program Coordinator. This 3-hour training discussed how to create a welcoming environment, Parliamentary Procedure and Officer duties and responsibilities. We will hold follow-up trainings via in-person and remote connections.
- Led V.I.P. Training for five new Extension adult volunteers. This revised training is a requirement for all new leader volunteers and provides an overview of Extension, risk management, youth development, and 4-H resources. This training will be offered again in February and May.
- Attended the Extension All-Program Meeting. This conference provided opportunities to network with individuals in my position in other counties. There was also time to work across program institutes on issues facing Wisconsin.
- Junior Camp Planning Meeting with youth members and adult leaders from Marathon and Wood Counties. We discussed joining the two Junior camps at Camp Susan in 2020, as well as, offering Intermediate Camp at the same time. This will provide more opportunities to youth from both counties, as well as, be more efficient in our offerings.
- Created new tools to communicate 4-H to current and prospective 4-H members. This includes Marathon County 4-H 101 Fact Sheet, and a cleaner 4-H tab on our website. I’ve also implemented using the EMMA email marketing tool to communicate more professionally on a regular basis.

Agriculture Education - Heather Schlessler

- Continuing to work on Farm Couples weekend curriculum - date is set for February 15th and 16th
- Started planning 2020 Farm Tour
- Finalized programming dates and details for the Winter programming season:
 - January 8th - Agronomy Update: <http://bit.ly/Agronomy2020>
 - January 15th - Farm Pulse Kick off: <http://bit.ly/farmpulse>
 - January 21st - Building our Dairy Future: Robotic Milking Systems Performance: <http://bit.ly/Robotics20>

- January 22nd - Cultivate Yourself beyond the Farm: <https://marathon.extension.wisc.edu/2019/11/25/cultivate-yourself-beyond-the-farm/>
- January 28th - Farm Succession Meeting: <http://bit.ly/FarmSuccession20>
- February 5th - Farm Pulse Continuum: <http://bit.ly/PulseContinuum20>
- February 17th - Farm Pulse Continuum: <http://bit.ly/PulseContinuum20>
- February 18th - Pesticide Applicator Training - Wausau: <http://bit.ly/PAT2020>
- February 19th - Pesticide Applicator Training - Athens: <http://bit.ly/PAT2020>
- February 21st - Animal Well-being Conference: <https://fyi.extension.wisc.edu/animalhusbandryconference/>
- February 25th - Farm Succession Meeting: <http://bit.ly/FarmSuccession20>
- March 4th - Farm Pulse Continuum: <http://bit.ly/PulseContinuum20>
- March 24th - Farm Succession Meeting: <http://bit.ly/FarmSuccession20>
- March 31st - Dairy Reproduction Strategies: <http://bit.ly/Fricke20>

Community Development Education - Melinda Osterberg

Broadband Feasibility Study

With Administration and Committee Chairs, developed the following process to distribute the public review draft of the Broadband Feasibility Study:

- December 10th – Public Review draft of the Broadband Feasibility Study available in the Infrastructure and EEECD Committee meeting packets
- December 17th @ 6:00 PM - Joint Infrastructure and EEECD Committee meeting to determine the best way to engage the County Board with the Study, including what Design Nine should address during the January 16th County Board presentation
- December 17th - Broadband Feasibility Study distributed (digitally) to County Board
- January 16th - County Board presentation by Design Nine
- February - Infrastructure Committee discusses how to proceed with implementation of the Study, including potential creation of a project task force

Central Wisconsin Chinese New Year Festival

Developed partnerships with MCDEVCO, UWSP-Wausau, and the Wisconsin Economic Development Corporation for the Friday, January 24th Trade Discussion. Obtained three Gold Event Sponsor (Hsu's Ginseng, Ginseng Board of Wisconsin, and CoVantage Credit Union) and one Bronze Event Sponsor (WoodTrust Bank). Booked International award winning Lion Dance for the Saturday, January 25th Cultural Event.

Supported Diversity Affairs Commission

Working with Jason Hausler, confirmed State expert on Inclusion for the December 10th Diversity Affairs Commission meeting to speak on parity and reaching underserved audiences.

High School Leadership Program

Developed an educational program on how to participate on boards using Robert's Rules of Order. Youth formed a mock Village Board and reviewed a potential Ordinance regarding vaping in public spaces. Participants had the opportunity to serve as Village Board members, members of the general public with provided evidence based facts, and asked to deliberate on the proposed ordinance. Program served as an educational opportunity on board process while also providing an opportunity to discuss the health impact of vaping.

Horticulture Education - Vacant

Area Director Update - Jason Hausler

- Continued the recruitment process for the Horticulture Educator position. Final interviews are scheduled for Wednesday, December 11th. The anticipated start date will be just after the New Year.
- Supported Marathon County colleagues through title promotion processes and will begin annual performance reviews in the Spring of 2020.
- Worked with Administration to get the 2020 Educator contract signed and submitted to UW-Madison by the middle of December. It is being routed through UW-Madison right now and we should have an executable contract back to Marathon County by the end of the month.
- Continued working with Communications Director Matthew Call on new marketing and PR materials for the office and hope to have some new branding pieces ready to roll out in 2020.

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 Act (ADA) requirements.

Como empleador que brinda igualdad de oportunidades en el empleo y acción afirmativa (EEO/AA, por sus siglas en inglés), la University of Wisconsin-Madison Division of Extension, proporciona igualdad de oportunidades en el empleo y en sus programas, incluyendo los requisitos del Título VI, Título IX, y de la ley federal para personas con discapacidades en los Estados Unidos (ADA, por sus siglas en inglés).

Tus Tswv Hauj Lwm Ntawm (EEO/AA), ntawm lub Tsev Kawm Ntawv Qib Siab (University of Wisconsin-Madison Division of Extension) pab rau kev ncaj ncees txog kev hauj lwm thiab kev pab cuam, xws li nyob rau hauv Title VI, Title IX, thiab ntawm tsab cai Americans with Disabilities Act (ADA) yuav tsum kom muaj.