



MARATHON COUNTY HUMAN RESOURCES, FINANCE & PROPERTY COMMITTEE MEETING AGENDA

Date & Time of Meeting: **Tuesday, January 18, 2022 3:30 p.m.** Meeting Location: **Marathon County Courthouse, Assembly Room, 500 Forest Street, Wausau WI 54403**

Members: John Robinson, Chair; Alyson Leahy, Vice-Chair; Craig McEwen, Kurt Gibbs, Yee Leng Xiong, Jonathan Fisher, Jennifer Aarrestad

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)*

The meeting site identified above will be open to the public. However, due to the COVID-19 pandemic and associated public health directives, Marathon County encourages Public Safety Committee members and the public to attend this meeting remotely. Instead of attendance in person, Committee members and the public may attend this meeting by **telephone conference**. If Committee members or members of the public cannot attend remotely, Marathon County requests that appropriate safety measures, including adequate social distancing, be utilized by all in-person attendees.

Persons wishing to attend the meeting by phone may call into the **telephone conference beginning five (5) minutes prior to the start time indicated above using the following number:**

Phone#: 1-408-418-9388 Access Code: 146 078 0067 When you enter the phone conference, **PUT YOUR PHONE ON MUTE!**

- 1. Call Meeting to Order**
 - 2. Public Comment Period**
 - 3. Approval of the Minutes of:**
 - A. the January 11, 2022 Human Resources, Finance and Property Committee Meeting
 - 4. Educational Presentations/Outcome Monitoring Reports**
 - A. Overview of Department of Treasury Final Rules relating to the use of Fiscal Recovery Fund (ARPA)
 - 5. Operational Functions required by Statute, Ordinance, or Resolution:**
 - A. Discussion and Possible Action by Human Resources and Finance and Property Committee
 - 1. Discussion of Criteria, Process and Timelines for Distribution of American Rescue Plan Act (ARPA) Funding
 - a. Consideration of Authorizing expenditure of ARPA funding for:
 - i. Leasing space within Community Partner Campus
 - ii. Uniquely Wisconsin program offered by Wisconsin Counties’ Association and Discover Wisconsin
 - iii. Employee Paid Time Off Balance Liability Reduction to maintain service level and long-term financial liability
 - 2. Discussion of presentation to County Board of Supervisor
- 6. Discussion and Possible Action by Committee to Forward to the County Board for its consideration**
- 7. Policy Issues Discussion and Committee Determination**
- 8. Announcements:**
 - Next Meeting Date- **Tuesday, January 25 at 4:00 p.m. WebEx or Assembly Room**
- 9. 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.co.marathon.wi.us one business day before the meeting.

J Robinson/s/K Trueblood
Presiding Officer or Designee
NOTICE POSTED AT COURTHOUSE

EMAIL TO: Wausau Daily Herald, City Pages, and

EMAIL TO: Other Media Groups, Record Review

EMAIL BY: K Palmer

EMAIL DATE: 1/14/2022 2:45 pm

DATE: 1/14/2022

TIME: 2:45 pm

Posted to the County Website: <https://www.co.marathon.wi.us/Home/Calendar.aspx>



MARATHON COUNTY HUMAN RESOURCES, FINANCE & PROPERTY COMMITTEE MEETING MINUTES

Date & Time of Meeting: **Tuesday, January 11, 2022 3:30 p.m. DRAFT MINUTES**

Meeting Location: **Marathon County Courthouse, County Board Assembly Room 500 Forest Street, Wausau WI 54403**

| Members | Present/Web-Phone | Absent |
|-------------------------|-------------------|--------|
| Chair John Robinson | P | |
| Vice Chair Alyson Leahy | P | |
| Craig McEwen | P | |
| Kurt Gibbs | E | |
| Yee Leng Xiong | W | |
| Jonathan Fisher | P | |
| Jennifer Aarrestad | P | |

Also Present: Lance Leonhard, Kim Trueblood, James Griesbach, Noor Ali Hassan, Molly Adzic, , Michael Puerner. Marissa Reynolds, Laurie Miskimmins, Diane Hanson, Mr. Witzeling

VIA Web or Phone: Kristi Palmer, Connie Beyersdorff, Jean Maszk, Paul Daigle, Stephanie Martell, Dejan Adzic, Terry Kaiser

1. Call to Order at 3:30 by Chair Robinson
2. Public Comment Period
3. Approval of the Minutes of the December 8, 2021 Human Resources, Finance and Property Committee Meeting
Motion by McEwen and seconded by Fisher to approve the minutes from December 8, 2021 ; vote unanimous

4. Educational Presentations/Outcome Monitoring Reports-None

5. Operational Functions required by Statute, Ordinance, or Resolution:
 - A. Discussion and Possible Action by Human Resources and Finance and Property Committee
 1. Approval of the December 2021 Claims and Questioned Costs
Motion by Leahy and seconded by McEwen to approve the ; vote unanimous

2. Interdepartmental Budget Transfers

Motion by Fisher and seconded by McEwen to accept and approve transfers; vote unanimous

3. Potential Sale of Excess Right-of-Way, 1427 Lake Street (17th Avenue, North of Lake Wausau)

Motion by Fisher and seconded by Aarrestad to move forward with getting an appraisal and potential sale; vote unanimous

4. Tax Deed Properties

- a) Reconsideration of Bid Acceptance-234495 Fire Station Road Wausau, WI (Bid Originally Accepted on December 8, 2021)

There have been additional facts that have come to light and will be discussed today and due to additional information presented to the committee, the bid acceptance has been delayed. The committee can reconsider and proceed based on the motions passed today.

Motion by McEwen and seconded by Fisher to reconsider of the action taken on December 8, 2021; vote unanimous

Mike Witzeling spoke and stated that he is the neighboring property owner and put in a bid in on December 8, 2021. He is concerned that if the current “owner” to buys it back; it may be kept its poor condition. Mr. Witzeling intends to clean up the property.

Motion by Leahy and seconded by Fisher to accept the highest bid from Jeffrey Boorse on December 8, 2021 and direct appropriate county officials to create an agreement with the winning bidder that the special assessments to the Town of Wausau are paid in full by January 21, 2022 and the development of a clean up plan is agreed to by a date to be determined; motion passes not unanimous

Final payment on the remaining bid amount is due on January 21, 2022



b) Bid Opening for Tax Deed Property 2019-3

The bid is for \$1,000. Previously, the committee has directed the County Clerk to get an appraised value on this property. The appraisal is for \$4,000 (the next agenda item). Tax deed property sale price was listed as \$1,900 based on the assessment when the property was listed in 2019

Motion by McEwen and seconded by Fisher to accept the bid for \$1,000; vote unanimous

c) Review of Appraisals for 1308 and 1312 N 16th Ave, Wausau, WI and potential of combining the parcels for sale

Neither of these properties are buildable and the Committee just sold the on of the properties on the last motion.

Motion by Fisher and seconded Leahy to direct the Clerk to list the property at 1312 N 16th Ave for sale; vote unanimous

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

1. Conservation, Planning and Zoning Department – Zoning and Regulatory Program Staffing Restructure

Motion by Fisher and seconded by McEwen to move forward with the restructure; vote unanimous

2. Discussion of criteria, process, and timelines for distributions of American Rescue Plan Act (ARPA) funding

County Administrator Leonhard provides a draft form for ARPA requestors to fill out and a timeline for the awarding of grant funds. A draft form was reviewed by the committee and discussion was held.

- a) Consideration of authorizing expenditure of ARPA funding for leasing space within Community Partner Campus

This is a discussion items only at this meeting. No formal action is taken

- b) Consideration of authorizing expenditure of ARPA funding for Uniquely Wisconsin program offered by Wisconsin Counties' Association and Discover Wisconsin

This is a discussion items only at this meeting. No formal action is taken

County Administrator will also propose as an ARPA request, eliminating the added PTO balances that employees have incurred over the regular maximum hours allowed. This is a discussion items only at this meeting. No formal action is taken

Chair Robinson is requesting that the Committee add a special meeting in January to further discuss ARPA projects and processes. The meeting date will be Tuesday, January 18 at 3:30 pm in the Assembly Room

6. Policy Issues Discussion and Committee Determination

- A. Proposed Financing Schedule Series 2022 V1 for 2022 Capital Improvement Plan

This is a discussion items only at this meeting. No formal action is taken

7. Announcements:

Next Meeting Dates-January 18, 2022 at 3:30 pm and January 25, 2022 at 4:00 pm

8. Adjourn-**Motion by Arrestad and seconded by Leahy to adjourn at 5:10 pm**



ARPA Project Request Form

- Project Requestor should complete Section 1 and submit draft ideas to County Administration for review.
- If County Administration supports further review of the project, Department Heads will be asked to review and provide additional feedback to County Administration.
- All projects must be completed by December 31, 2024, in order to be considered, unless it is contracted until December 31, 2026.

SECTION 1 – To Be Completed by Project Requestor Before Submitting to County Administration

Project Requestor: _____ **Date:** _____

Name of ARPA Project: _____

New Project Expansion of Existing Project (*identify below*) Replace Future CIP Project (*identify below*)
Identify: _____

Estimated Start Date of Project: _____ **Estimated Date of Completion:** _____

Identify the Category for Eligible Use: (*see pages 4-5 for list from the US Treasury*)

- Responding to the Public Health Emergency Addressing Negative Economic Impacts
 Serving the Hardest Hit Improving Access to Infrastructure Revenue Loss

What expenditure category does this project qualify under? (*see list on pages 4-5*) _____

Description – *Provide an explanation about what the project entails.*

How does this project benefit the citizens of Marathon County and align with the goals within the strategic and comprehensive plan?

Estimated Total Cost of Project: \$ _____

Amount of Marathon County ARPA Funds Requested: \$ _____

Budget Year: 2022 2023 2024 2025 2026

Note: ARPA Funds are to be obligated by December 31, 2024, and spent by December 31, 2026.

Are matching funds available from another organization/municipality? Yes No

If yes, identify who and amount:

Are there other funding opportunities available such as pandemic-related grants that would reduce the amount of ARPA funding needed? Yes No

If yes, please identify source, amount and timeline of funding awards:

Please identify, if any, ongoing costs the project will incur and how those costs would be funded?
(examples: building maintenance, replacement costs, or ongoing maintenance/cleaning)

Will this project result in savings for a county department or the community beyond 2026?

Yes No

If yes, please specify how much and in what areas these savings will be realized?

Do you anticipate this project to increase future revenues for Marathon County in general?

Yes No

If yes, what revenues will be affected?

Do you anticipate this project to increase future revenues for a county department or Marathon County Government? Yes No

If yes, what revenues will be affected?

Is there a current program/service that will no longer be offered as a result of this project? Yes No

If yes, please identify the program and costs of the current program:

Will this new project require additional staff only for the duration of the project? *(example: project management resources)* Yes No

If yes, how many staffing hours are anticipated? _____

Please email completed form to the County Administrator at administrator@co.marathon.wi.us

Signature of Project Requestor

Date

SECTION 2 – To Be Completed by the County Administrator

- Approved for HRFP Committee Review
- Denied
- Forwarded to Department Head for Review
- More Information Needed

Category for Eligible Use:

- Responding to the Public Health Emergency
- Addressing Negative Economic Impacts
- Serving the Hardest Hit
- Improving Access to Infrastructure
- Revenue Loss

Project Budget Year: 2022 2023 2024 2025 2026

County Administrator

Date

Comments for HRFP Committee:

SECTION 3 – Additional Action and/or Comments from HRFP Committee

HRFP Committee Meeting Date: _____ Approved Denied More Information Needed

Total Amount of Marathon County ARPA Funding Recommended by Committee: \$ _____

Comments for County Board:



Appendix 1: Expenditure Categories

The Expenditure Categories (EC) listed below must be used to categorize each project as noted in Part 2 above. The term “Expenditure Category” refers to the detailed level (e.g., 1.1 COVID-10 Vaccination). When referred to as a category (e.g., EC 1) it includes all Expenditure Categories within that level.

| | |
|---|---|
| 1: Public Health | |
| 1.1 | COVID-19 Vaccination ^ |
| 1.2 | COVID-19 Testing ^ |
| 1.3 | COVID-19 Contact Tracing |
| 1.4 | Prevention in Congregate Settings (Nursing Homes, Prisons/Jails, Dense Work Sites, Schools, etc.)* |
| 1.5 | Personal Protective Equipment |
| 1.6 | Medical Expenses (including Alternative Care Facilities) |
| 1.7 | Capital Investments or Physical Plant Changes to Public Facilities that respond to the COVID-19 public health emergency |
| 1.8 | Other COVID-19 Public Health Expenses (including Communications, Enforcement, Isolation/Quarantine) |
| 1.9 | Payroll Costs for Public Health, Safety, and Other Public Sector Staff Responding to COVID-19 |
| 1.10 | Mental Health Services* |
| 1.11 | Substance Use Services* |
| 1.12 | Other Public Health Services |
| 2: Negative Economic Impacts | |
| 2.1 | Household Assistance: Food Programs* ^ |
| 2.2 | Household Assistance: Rent, Mortgage, and Utility Aid* ^ |
| 2.3 | Household Assistance: Cash Transfers* ^ |
| 2.4 | Household Assistance: Internet Access Programs* ^ |
| 2.5 | Household Assistance: Eviction Prevention* ^ |
| 2.6 | Unemployment Benefits or Cash Assistance to Unemployed Workers* |
| 2.7 | Job Training Assistance (e.g., Sectoral job-training, Subsidized Employment, Employment Supports or Incentives)* ^ |
| 2.8 | Contributions to UI Trust Funds |
| 2.9 | Small Business Economic Assistance (General)* ^ |
| 2.10 | Aid to Nonprofit Organizations* |
| 2.11 | Aid to Tourism, Travel, or Hospitality |
| 2.12 | Aid to Other Impacted Industries |
| 2.13 | Other Economic Support* ^ |
| 2.14 | Rehiring Public Sector Staff |
| 3: Services to Disproportionately Impacted Communities | |
| 3.1 | Education Assistance: Early Learning* ^ |
| 3.2 | Education Assistance: Aid to High-Poverty Districts ^ |
| 3.3 | Education Assistance: Academic Services* ^ |
| 3.4 | Education Assistance: Social, Emotional, and Mental Health Services* ^ |
| 3.5 | Education Assistance: Other* ^ |
| 3.6 | Healthy Childhood Environments: Child Care* ^ |
| 3.7 | Healthy Childhood Environments: Home Visiting* ^ |
| 3.8 | Healthy Childhood Environments: Services to Foster Youth or Families Involved in Child Welfare System* ^ |

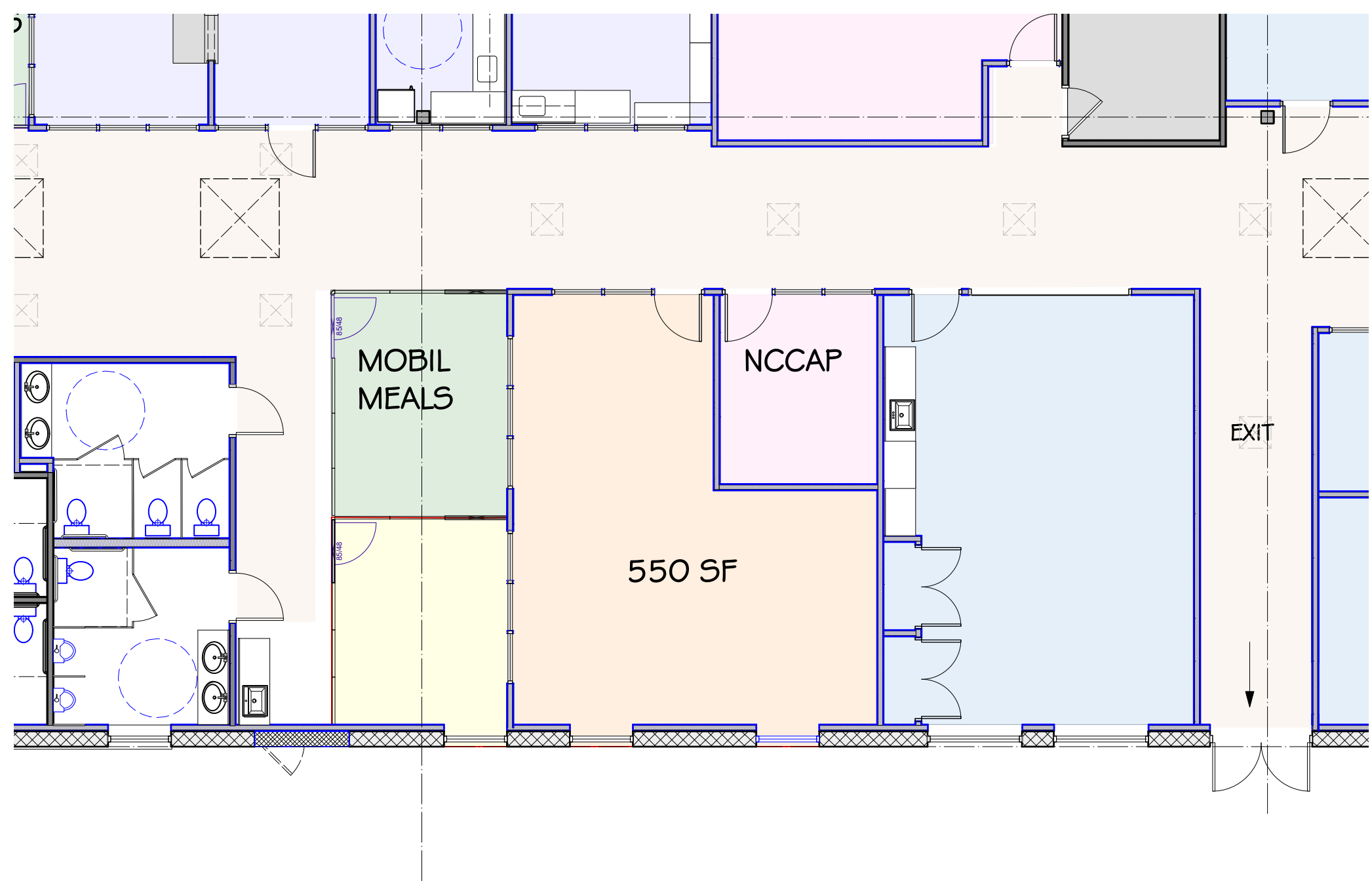


| | |
|---------------------------------------|---|
| 3.9 | Healthy Childhood Environments: Other* ^ |
| 3.10 | Housing Support: Affordable Housing* ^ |
| 3.11 | Housing Support: Services for Unhoused Persons* ^ |
| 3.12 | Housing Support: Other Housing Assistance* ^ |
| 3.13 | Social Determinants of Health: Other* ^ |
| 3.14 | Social Determinants of Health: Community Health Workers or Benefits Navigators* ^ |
| 3.15 | Social Determinants of Health: Lead Remediation ^ |
| 3.16 | Social Determinants of Health: Community Violence Interventions* ^ |
| 4: Premium Pay | |
| 4.1 | Public Sector Employees |
| 4.2 | Private Sector: Grants to Other Employers |
| 5: Infrastructure²⁴ | |
| 5.1 | Clean Water: Centralized Wastewater Treatment |
| 5.2 | Clean Water: Centralized Wastewater Collection and Conveyance |
| 5.3 | Clean Water: Decentralized Wastewater |
| 5.4 | Clean Water: Combined Sewer Overflows |
| 5.5 | Clean Water: Other Sewer Infrastructure |
| 5.6 | Clean Water: Stormwater |
| 5.7 | Clean Water: Energy Conservation |
| 5.8 | Clean Water: Water Conservation |
| 5.9 | Clean Water: Nonpoint Source |
| 5.10 | Drinking water: Treatment |
| 5.11 | Drinking water: Transmission & Distribution |
| 5.12 | Drinking water: Transmission & Distribution: Lead Remediation |
| 5.13 | Drinking water: Source |
| 5.14 | Drinking water: Storage |
| 5.15 | Drinking water: Other water infrastructure |
| 5.16 | Broadband: "Last Mile" projects |
| 5.17 | Broadband: Other projects |
| 6: Revenue Replacement | |
| 6.1 | Provision of Government Services |
| 7: Administrative | |
| 7.1 | Administrative Expenses |
| 7.2 | Evaluation and Data Analysis |
| 7.3 | Transfers to Other Units of Government |
| 7.4 | Transfers to Non-entitlement Units (States and territories only) |

*Denotes areas where recipients must identify the amount of the total funds that are allocated to evidence-based interventions (see Use of Evidence section above for details)

^Denotes areas where recipients must report on whether projects are primarily serving disadvantaged communities (see Project Demographic Distribution section above for details)

²⁴ Definitions for water and sewer Expenditure Categories can be found in the EPA’s handbooks. For “clean water” expenditure category definitions, please see: <https://www.epa.gov/sites/production/files/2018-03/documents/cwdefinitions.pdf>. For “drinking water” expenditure category definitions, please see: <https://www.epa.gov/dwsrf/drinking-water-state-revolving-fund-national-information-management-system-reports>.



MOBIL
MEALS

NCCAP

550 SF

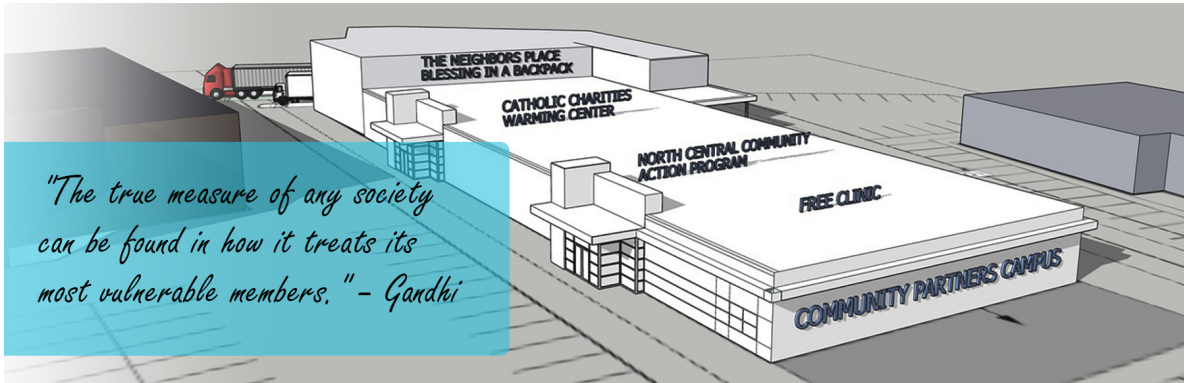
EXIT

85/48

85/48



Donate Today!



Community Partners Campus (CPC) is a newly formed 501(c) (3) corporation whose sole purpose is to develop and operate a shared space nonprofit center. CPC intends to lease space and provide services to other tax-exempt organizations at below-market rates, thereby building a community in which

charitable, educational, medical, and social services can be more efficiently administered to our local individuals and families in need.

Our vision includes the acquisition and buildout of a facility that allows CPC to house 8 – 15 nonprofit partners having a mission-driven purpose to serve disadvantaged families and individuals in a single location.

The goal of CPC is to support our community nonprofit partners' efforts by offering functional, collaborative, shared spaces facilities housing organizations having a mission-driven purpose that meets their client needs with an emphasis on food, clothing, shelter, medical, mental health, and social well-being. In addition to providing more services to more people, CPC allows its partners to focus efforts on their missions without the distractions of owning their building or renting a facility at market rates that don't truly meet their needs. CPC's shared-space nonprofit center will also benefit the entire community by reducing tax dollars spent within the medical, legal, law enforcement, and educational systems by providing these services to families and individuals in need all under one roof.



Support for this project was provided through the B.A. & Esther Greenheck Foundation

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Authorizing Participation in the Uniquely Wisconsin Tourism Campaign and Amending the 2022 Budget

WHEREAS, during the COVID-19 pandemic, tourism is an area that has been adversely affected as fewer people have traveled; and

WHEREAS, the Wisconsin Counties Association (WCA) has initiated a “Uniquely Wisconsin” tourism campaign in partnership with Discover Wisconsin to highlight interesting facts about Wisconsin to begin to attract tourists back to Wisconsin counties; and

WHEREAS, in addition to potential full-length Discover Wisconsin episodes, the campaign may include social media, television network commercials, podcasts, WCA publications, and more; and

WHEREAS, interested counties are being asked to participate with an investment of \$60,000 each, in anticipation that up to 20 counties will choose to participate, creating a \$1.2 million campaign; and

WHEREAS, prior to the pandemic, in 2019 Marathon County had tourism expenditures of \$258.1 million and Marathon County has historically ranked near the top 10 in total tourism expenditures for counties statewide; and

WHEREAS, the American Rescue Plan Act (ARPA) includes aid to the tourism industry as an allowable use of funds; and

WHEREAS, participating in this campaign would allow Marathon County to promote tourism at a lower cost than engaging with Discover Wisconsin in its own campaign, while partnering with other counties to maximize exposure and leverage a unique marketing opportunity while also supporting the overall growth of tourism spending within the State.

NOW, THEREFORE, BE IT RESOLVED, that the Marathon County Board of Supervisors authorizes the participation in the Uniquely Wisconsin tourism campaign at a commitment of no greater than \$60,000 using American Rescue Plan Act (ARPA) funding.

BE IT FURTHER RESOLVED, that the County Administrator is empowered to further engage the local Convention & Visitors Bureau to partner in the development of the campaign, including the potential sharing of participation expense.

BE IT FURTHER RESOLVED, that Board authorizes the amendment of the 2022 budget to provide the necessary funding for participation in the program.

FISCAL NOTE:

These payments will be funded by no more than \$60,000 from Marathon County's APRA allocation.

LEGAL NOTE:

The County Board is authorized to take this action pursuant to §§ 59.01 and 59.51, Wis. Stats. As an amendment to the adopted 2022 County Budget, this Resolution requires a 2/3 vote of the entire membership of the County Board pursuant to § 65.90(5)(a), Wis. Stats.

UNIQUELY WISCONSIN



JOIN US IN HIGHLIGHTING WHAT MAKES OUR STATE SPECIAL

PROJECT DESCRIPTION

Wisconsin is rich with traditions, landmarks and gorgeous natural resources. We are asking Wisconsin counties to join together to highlight and promote the uniqueness of our state. This will be accomplished using video, audio, podcasts and social media. Your involvement includes highlighting what is unique about your county and region, doing so in a humorous and engaging way.

Marketing deliverables and campaign will depend on number of participating counties and locations

Example Banter Concepts:

*Favorite area of Wisconsin?
What does "Up North" mean to you?
Which border is better, river or lake?
Brandy or Whiskey Old Fashioned?
Best fish for a fish fry?
Favorite winter activity?
Fishing opener or Deer opener?*

DELIVERABLES

POTENTIAL

Discover Wisconsin Original Shorts

- Themed stories of Wisconsin within participating counties
- Original shorts released on social media, YouTube, and DW App

Know Your Wisconsin

- Engaging and informative news stories found within our counties
- Shared across select Wisconsin TV news affiliates, DW social media, DW podcasts, and WCA publications

Discover Wisconsin Original Production - Documentary

- Full length professionally developed documentary inviting viewers to see what makes Wisconsin wonderful

Discover Wisconsin Social Media

- Millions of impressions, views and placement across all Discover Wisconsin social media channels (Facebook, Instagram, Twitter, etc.) in promotion of campaign

Discover Wisconsin Full Episodes

- Complete production and distribution of full Discover Wisconsin episodes during historic Season 35
- Episode released across DW Regional TV network, social media, YouTube, and DW app

Television Network Exposure

- Multiple :30 second commercials every week of the Discover Wisconsin schedule across the Regional Television Network

"The Cabin" Podcast - Dedicated Podcasts

- Fun and hearty debates between hosts and county guests on topics selected for campaign

Passport to Adventure

- Invite our viewers and fans to explore our state with destination specific promotional giveaways/contests

NEXT STEPS

Commitment Date: Nov 1, 2021

Step 1: Sign MOU

Step 2: Marketing campaign finalized with final list of participating counties (after Nov. 1st)

Step 3: Sign marketing agreement listing specific deliverables

Step 4: Creative meetings start (each county to fill out ranking list)

Step 5: Start pre-production and filming logistics (no later than Jan 15th)

Step 6: Start rollout of marketing campaign

For more information, please contact:

Mark O'Connell

*Executive Director - WCA
o'connell@wicounties.org*

Josh Schoemann

*County Executive - Washington County
County.exec@washcowisco.gov*

DISCOVER WISCONSIN MEDIA/PRODUCTION NETWORK AGREEMENT

| CLIENT INFORMATION | | | |
|---|--|---|-------------------------------------|
| Company Name | Marathon County | | |
| | <i>(Company Name as it should appear on invoice)</i> | | |
| Billing Address | 500 Forest St. | | |
| | <i>(Street Address)</i> | <i>(PO Box if applicable)</i> | |
| | Wausau | WI | 54403 |
| | <i>(City)</i> | <i>(State)</i> | <i>(Zip)</i> |
| Billing Contact | | | |
| | <i>(Name)</i> | | <i>(Title)</i> |
| | | | |
| | <i>Phone #</i> | <i>Cell #</i> | <i>(Email Address)</i> |
| PARTNERSHIP COST | | | |
| Total Investment | | | |
| | 2022: \$60,000 | | |
| Payment Terms | | | |
| <p><u>Payment: Within thirty days of signature of marketing agreement, unless mutually agreed</u></p> <p>Payment will be made in full to fiscal agent, Wisconsin Counties Association: Wisconsin Counties Association 22 E Mifflin St. Unit 900 Madison, WI 53703</p> <p>*Price does not include sales tax (only if applicable)*</p> | | | |
| PROPOSED BY: Discover Mediaworks, Inc. | | ACCEPTED BY: Marathon County | |
| _____ Josh Ostermann Content Marketing & Business Dev. | | _____ Marathon County Representative | |
| Date: _____ | | Date: _____ | |
| TOTAL COSTS | | | \$60,000 |
| TIMELINE / DEADLINE | | | JANUARY 2022 – DECEMBER 2022 |

PROJECT LANGUAGE

Uniquely Wisconsin

This Media Network/Production Agreement serves the interests of the Client (Marathon County), the goals of the campaign by defining the deliverable content of the campaign and productions as described below. Discover Mediaworks is the parent television production company that produces the Discover Wisconsin entertainment series. This agreement also defines the roles and responsibilities of both parties in achieving the goals of the campaign and productions.

1. **SERVICES AND DELIVERABLES:** Discover Mediaworks shall provide all assets within project scope included in agreement. If Discover Mediaworks is unable to deliver any assets by the end of agreement, those assets will be deducted from the total cost of the partnership or Discover Mediaworks and Marathon County will work to find mutually agreeable replacement assets and timeline.
2. **CONTENT DEVELOPMENT AND APPROVALS:** The content and storyline of the production will be developed jointly between Discover Mediaworks and Marathon County. Furthermore, the production must be acceptable to Marathon County, who reserves the right to request slant, style, edits, revisions, or additions to the production per the terms of this agreement during the development and pre-production process, and up to two (2) revisions during post-production/editing process.
 - a) Creative Video Sign-off. Creative outline and direction approval by Marathon County must be completed prior to Discover Mediaworks production. Final script and approved edits by Marathon County must be completed prior to video distribution.
 - b) Creative Non-Video Sign-off. Graphics, copy, social posts, and editorials must be approved by Marathon County prior to Discover Mediaworks (Discover Wisconsin) distribution.
3. **PROJECT REVIEW:** Discover Mediaworks will provide Marathon County review (impressions, engagements, etc.) updates a minimum of one (1) time throughout project year.
4. **COMPLIANCE:** Discover Mediaworks will comply with all federal, state and local laws, regulations, ordinances, guidelines, permits and requirements applicable to providing services pursuant to this Agreement, and will be solely responsible for obtaining current information on such requirements.
5. **FORCE MAJEURE:** Neither party shall be liable for any failure or delay in performing its obligations under this Agreement if and to the extent that such failure or delay is caused by a Force Majeure event. A Force Majeure event means, in relation to either party, any event or circumstance beyond the reasonable control of that party including act of God, fire, explosion, flood, epidemic, pandemic, power failure, war or threat of war, acts of terrorism, national emergency, riot, civil disturbance, sabotage, labor disputes. A party affected by the Force Majeure (the "Affected Party") shall immediately notify the other party ("Non-Affected Party") in writing of the event, giving sufficient details thereof and the likely duration of the delay. The Affected Party shall use all commercially reasonable efforts to recommence performance of its obligations under this Agreement as soon as reasonably possible.

PROJECT SCOPE

Marathon County Receives:

Broadcast Component

PRODUCTION

Discover Wisconsin Television Special – Uniquely Wisconsin

- Professionally produced twenty-six (26) minute commercial free special episode/documentary
 - Marathon County to receive one (1) approximately four (4) – five (5) minute portion of a Discover Wisconsin production for Uniquely Wisconsin special episode/documentary
- Production to take place in 2022
- Pre-production & post-production included

AIRTIME

Discover Wisconsin Television Special – Uniquely Wisconsin

- Special Episode/Documentary will air one (1) time on Discover Wisconsin Regional Television Network
- Placement on Discover Wisconsin streaming platforms and social media
 - Placement of series on Discover Wisconsin’s App for up to five (5) years
 - App available on multiple streaming platforms (subject to change)
 - Videos will be broadcast and delivered on any new platforms developed within five (5) year window
 - Five (5) year window begins upon placement on streaming platforms and social media, no later than December 31st, 2022
 - Placement of series on Discover Wisconsin’s YouTube channel for foreseeable future
 - Placement of series on Discover Wisconsin’s Facebook page for foreseeable future

PRODUCTION

Broadcast Commercial:

- One (1) Professionally produced :30 Television commercial for Marathon County
 - :05-:10 seconds of each commercial will carry the Uniquely Wisconsin theme and messaging
 - :20-:25 seconds of each commercial will carry Marathon County specific messaging
 - Commercials to be edited from footage acquired during special episode/documentary and docuseries film production

AIRTIME

Broadcast Commercial:

- One (1) :30 commercial airing during three (3) select Discover Wisconsin episodes on Discover Wisconsin Regional Television Network

PROJECT SCOPE

Marathon County Receives:

Docuseries Component

PRODUCTION

Docuseries Original Shorts:

- Three (3) fifteen (15) – eighteen (18) docuseries themed shorts
 - Marathon County to receive one (1) approximately four (4) – five (5) minute portion of each of the three (3) Discover Wisconsin produced Uniquely Wisconsin Docuseries Original Shorts
- Production to take place in 2022
- Pre-production & post-production included

RELEASE

Docuseries Original Shorts:

- Placement on Discover Wisconsin streaming platforms and social media
 - Placement of series on Discover Wisconsin’s App for up to five (5) years
 - App available on multiple streaming platforms (subject to change)
 - Videos will be broadcast and delivered on any new platforms developed within five (5) year window
 - Five (5) year window begins upon placement on streaming platforms and social media, no later than December 31st, 2022
 - Placement of series on Discover Wisconsin’s YouTube channel for foreseeable future
 - Placement of series on Discover Wisconsin’s Facebook page for foreseeable future

MARKETING

Docuseries Original Shorts:

- Three (3) “The Bobber” editorial blogs
 - Blog content to be shared with participating counties to match each of the three (3) Docuseries concepts
- Three (3) e-newsletters promotion (features or mentions)
- Promotion of series on all Discover Wisconsin social media and digital platforms
 - Discover Wisconsin Facebook, Instagram, Twitter, YouTube, TikTok

PROJECT SCOPE

Marathon County Receives:

Social Media Component

PRODUCTION

Social Media Banter Videos:

- Marathon County to receive three (3) :60 second videos used for social media pages
 - Banter videos to be filmed specifically for themed question during special episode/documentary and docuseries film production

RELEASE

Docuseries Original Shorts:

- Each banter video to be posted at least one (1) time across Discover Wisconsin social media and digital platforms
 - 50,000 guaranteed impressions per video post

Podcast Component

PRODUCTION

The Cabin Podcast:

- Marathon County to receive one (1) approximately thirty (30) minute (minimum) dedicated podcast to highlight the uniqueness of Marathon County
 - Podcast will include Uniquely Wisconsin messaging to start podcast
- Marathon County to receive one (1) three (3) – five (5) minute interview for a key Marathon County representative during podcast episode

RELEASE/MARKETING

The Cabin Podcast:

- Podcast episode released to all podcast platforms (Apple Podcasts, Spotify, Simplecast, etc.)
- Podcast episode includes a social media post across Discover Wisconsin social media platforms
- One (1) blog editorial included for Marathon County's episode

Digital Component

MARKETING

Marathon County VIP Package:

- Marathon County to receive a sign-up to win contest/giveaway for a VIP trip to explore Marathon County
- Contest/giveaway to be promoted on Discover Wisconsin social media
- Contest/giveaway items to be supplied by County
- Landing page for each contest to be built and hosted by Discover Wisconsin
 - Sign-up information has possibility to be shared with Marathon County for marketing purposes
 - Discover Mediaworks will work with Marathon County for County specific opt-in questions

PROJECT SCOPE

Marathon County Receives:

Shared Media

Video:

- Each video will be shared with client via a unique URL to embed each video story on their website(s) and/or social media

Non-compete

- It is further understood that Discover Wisconsin is a registered trademark of Discover Mediaworks, any video, electronic or audio reproduction, alteration or rebroadcast of these episodes or any portion thereof, as produced by Discover Wisconsin, without the express written approval of Discover Mediaworks, is strictly prohibited
- Broadcast components are subject to pre-emption and other acts, circumstances or occurrences which are beyond the control of Discover Mediaworks

Employee Paid time off Balance Liability Reduction - Appendix

Description:

One of the unforeseen impacts of the pandemic on our government workforce has been the significant increase in the Paid-Time-Off (PTO) leave balances across the organization. From December 2019 to November 2021, our PTO liability (i.e., the balance of PTO that is accrued and unused) increased by 25,642 hours across our organization. This equates to a 30% increase from our pre-pandemic liability.

The significant growth in PTO liability is a function of several factors, most notably, (1) the initial state-wide restrictions that were placed on travel and (2) the fact that the workload needs in a number of areas were such that staff were unable to utilize PTO. To accommodate these factors, we temporarily increased our applicable leave accrual limits. From December 2019 to November 2021, the number of individuals at, or above, our pre-pandemic accrual limits increased by 16.7% and the number of hours of PTO that were transferred through our PTO donation program to those that would otherwise be taking leave without-pay increased by 51% of the previous year.

This significant increase in leave balance is a liability to the organization in two ways. First, it represents a significant potential negative impact to our ability to deliver services. If we reduce our PTO accrual caps to our pre-pandemic levels and staff across the organization were to reduce to a pre-pandemic level, it would equate to the loss of approximately 12.3 full-time equivalent staff. Moreover, the impact of those absences is likely to be more significant when one considers that based on the significant increase in staff at, or above, pre-pandemic leave caps, we know that many of the staff that would be required to take significant leave to manage the reduction are longer tenured, more senior staff.

In addition to a service level concern, the leave balances present a substantial financial concern as well. Because a number of our departments deliver services that require a defined number of staff during operations (most notably, Sheriff's Office Patrol, Dispatch, and Corrections; Highway Department; Central Wisconsin Airport; Social Services; and Solid Waste), employees utilizing PTO may lead to other staff being called in to perform the work—leading to increased overtime costs or the accrual of compensatory time at 1.5 hours for every hour worked.

This specific proposed use of ARPA funds is an effort to manage the liabilities referenced above by permitting those employees that have leave balances at or above 75% of the pre-pandemic leave balance cap to allow the county to effectively “buy-down” their individual leave balance by either forty (40) or eighty (80) hours. Individuals that have received donations of PTO through our pre-existing PTO donation process at any time after January 1, 2020, would be ineligible to participate. Moreover, if an individual participates in the voluntary program they would be ineligible to receive leave donations for a period of twelve months. Individuals that would like to participate would need to opt-in to the program by March 1, 2022.

Alignment with goals within Strategic and Comprehensive Plans

Potential staffing shortages would have impacts across our organization. Limitations on staff capacity is one of the primary constraints on our ability to achieve goals within our Comprehensive, Strategic, and Annual Work Plans.

Matching Fund Availability

I have discussed this project with the Central Wisconsin Airport Director, Brian Grefe, and he indicated that he is in favor of the project and that the Airport would have the opportunity to utilize pandemic related funding to offset the cost of participating Marathon County employees that work at the Airport. Similarly, the Solid Waste Department Director, Meleesa Johnson, indicated that she was confident that the department would be able to fund its respective costs for participation from operational revenues.



ARPA Project Request Form

- Project Requestor should complete Section 1 and submit draft ideas to County Administration for review.
- If County Administration supports further review of the project, Department Heads will be asked to review and provide additional feedback to County Administration.
- All projects must be completed by December 31, 2024, in order to be considered, unless it is contracted until December 31, 2026.

SECTION 1 – To Be Completed by Project Requestor Before Submitting to County Administration

Project Requestor: _____ **Date:** _____

Name of ARPA Project: _____

New Project Expansion of Existing Project (*identify below*) Replace Future CIP Project (*identify below*)
Identify: _____

Estimated Start Date of Project: _____ **Estimated Date of Completion:** _____

Identify the Category for Eligible Use: (*see pages 4-5 for list from the US Treasury*)

- Responding to the Public Health Emergency Addressing Negative Economic Impacts
 Serving the Hardest Hit Improving Access to Infrastructure Revenue Loss

What expenditure category does this project qualify under? (*see list on pages 4-5*) _____

Description – *Provide an explanation about what the project entails.*

How does this project benefit the citizens of Marathon County and align with the goals within the strategic and comprehensive plan?

Estimated Total Cost of Project: \$ _____

Amount of Marathon County ARPA Funds Requested: \$ _____

Budget Year: 2022 2023 2024 2025 2026

Note: ARPA Funds are to be obligated by December 31, 2024, and spent by December 31, 2026.

Are matching funds available from another organization/municipality? Yes No

If yes, identify who and amount:

Are there other funding opportunities available such as pandemic-related grants that would reduce the amount of ARPA funding needed? Yes No

If yes, please identify source, amount and timeline of funding awards:

Please identify, if any, ongoing costs the project will incur and how those costs would be funded? *(examples: building maintenance, replacement costs, or ongoing maintenance/cleaning)*

Will this project result in savings for a county department or the community beyond 2026?

Yes No

If yes, please specify how much and in what areas these savings will be realized?

Do you anticipate this project to increase future revenues for Marathon County in general?

Yes No

If yes, what revenues will be affected?

Do you anticipate this project to increase future revenues for a county department or Marathon County Government? Yes No

If yes, what revenues will be affected?

Is there a current program/service that will no longer be offered as a result of this project? Yes No

If yes, please identify the program and costs of the current program:

Will this new project require additional staff only for the duration of the project? *(example: project management resources)* Yes No

If yes, how many staffing hours are anticipated? _____

Please email completed form to the County Administrator at administrator@co.marathon.wi.us

Signature of Project Requestor

Date

SECTION 2 – To Be Completed by the County Administrator

- Approved for HRFP Committee Review
- Denied
- Forwarded to Department Head for Review
- More Information Needed

Category for Eligible Use:

- Responding to the Public Health Emergency
- Addressing Negative Economic Impacts
- Serving the Hardest Hit
- Improving Access to Infrastructure
- Revenue Loss

Project Budget Year: 2022 2023 2024 2025 2026

County Administrator

Date

Comments for HRFP Committee:

SECTION 3 – Additional Action and/or Comments from HRFP Committee

HRFP Committee Meeting Date: _____ Approved Denied More Information Needed

Total Amount of Marathon County ARPA Funding Recommended by Committee: \$ _____

Comments for County Board:



Appendix 1: Expenditure Categories

The Expenditure Categories (EC) listed below must be used to categorize each project as noted in Part 2 above. The term “Expenditure Category” refers to the detailed level (e.g., 1.1 COVID-10 Vaccination). When referred to as a category (e.g., EC 1) it includes all Expenditure Categories within that level.

| | |
|---|---|
| 1: Public Health | |
| 1.1 | COVID-19 Vaccination ^ |
| 1.2 | COVID-19 Testing ^ |
| 1.3 | COVID-19 Contact Tracing |
| 1.4 | Prevention in Congregate Settings (Nursing Homes, Prisons/Jails, Dense Work Sites, Schools, etc.)* |
| 1.5 | Personal Protective Equipment |
| 1.6 | Medical Expenses (including Alternative Care Facilities) |
| 1.7 | Capital Investments or Physical Plant Changes to Public Facilities that respond to the COVID-19 public health emergency |
| 1.8 | Other COVID-19 Public Health Expenses (including Communications, Enforcement, Isolation/Quarantine) |
| 1.9 | Payroll Costs for Public Health, Safety, and Other Public Sector Staff Responding to COVID-19 |
| 1.10 | Mental Health Services* |
| 1.11 | Substance Use Services* |
| 1.12 | Other Public Health Services |
| 2: Negative Economic Impacts | |
| 2.1 | Household Assistance: Food Programs* ^ |
| 2.2 | Household Assistance: Rent, Mortgage, and Utility Aid* ^ |
| 2.3 | Household Assistance: Cash Transfers* ^ |
| 2.4 | Household Assistance: Internet Access Programs* ^ |
| 2.5 | Household Assistance: Eviction Prevention* ^ |
| 2.6 | Unemployment Benefits or Cash Assistance to Unemployed Workers* |
| 2.7 | Job Training Assistance (e.g., Sectoral job-training, Subsidized Employment, Employment Supports or Incentives)* ^ |
| 2.8 | Contributions to UI Trust Funds |
| 2.9 | Small Business Economic Assistance (General)* ^ |
| 2.10 | Aid to Nonprofit Organizations* |
| 2.11 | Aid to Tourism, Travel, or Hospitality |
| 2.12 | Aid to Other Impacted Industries |
| 2.13 | Other Economic Support* ^ |
| 2.14 | Rehiring Public Sector Staff |
| 3: Services to Disproportionately Impacted Communities | |
| 3.1 | Education Assistance: Early Learning* ^ |
| 3.2 | Education Assistance: Aid to High-Poverty Districts ^ |
| 3.3 | Education Assistance: Academic Services* ^ |
| 3.4 | Education Assistance: Social, Emotional, and Mental Health Services* ^ |
| 3.5 | Education Assistance: Other* ^ |
| 3.6 | Healthy Childhood Environments: Child Care* ^ |
| 3.7 | Healthy Childhood Environments: Home Visiting* ^ |
| 3.8 | Healthy Childhood Environments: Services to Foster Youth or Families Involved in Child Welfare System* ^ |



| | |
|---------------------------------------|---|
| 3.9 | Healthy Childhood Environments: Other* ^ |
| 3.10 | Housing Support: Affordable Housing* ^ |
| 3.11 | Housing Support: Services for Unhoused Persons* ^ |
| 3.12 | Housing Support: Other Housing Assistance* ^ |
| 3.13 | Social Determinants of Health: Other* ^ |
| 3.14 | Social Determinants of Health: Community Health Workers or Benefits Navigators* ^ |
| 3.15 | Social Determinants of Health: Lead Remediation ^ |
| 3.16 | Social Determinants of Health: Community Violence Interventions* ^ |
| 4: Premium Pay | |
| 4.1 | Public Sector Employees |
| 4.2 | Private Sector: Grants to Other Employers |
| 5: Infrastructure²⁴ | |
| 5.1 | Clean Water: Centralized Wastewater Treatment |
| 5.2 | Clean Water: Centralized Wastewater Collection and Conveyance |
| 5.3 | Clean Water: Decentralized Wastewater |
| 5.4 | Clean Water: Combined Sewer Overflows |
| 5.5 | Clean Water: Other Sewer Infrastructure |
| 5.6 | Clean Water: Stormwater |
| 5.7 | Clean Water: Energy Conservation |
| 5.8 | Clean Water: Water Conservation |
| 5.9 | Clean Water: Nonpoint Source |
| 5.10 | Drinking water: Treatment |
| 5.11 | Drinking water: Transmission & Distribution |
| 5.12 | Drinking water: Transmission & Distribution: Lead Remediation |
| 5.13 | Drinking water: Source |
| 5.14 | Drinking water: Storage |
| 5.15 | Drinking water: Other water infrastructure |
| 5.16 | Broadband: "Last Mile" projects |
| 5.17 | Broadband: Other projects |
| 6: Revenue Replacement | |
| 6.1 | Provision of Government Services |
| 7: Administrative | |
| 7.1 | Administrative Expenses |
| 7.2 | Evaluation and Data Analysis |
| 7.3 | Transfers to Other Units of Government |
| 7.4 | Transfers to Non-entitlement Units (States and territories only) |

*Denotes areas where recipients must identify the amount of the total funds that are allocated to evidence-based interventions (see Use of Evidence section above for details)

^Denotes areas where recipients must report on whether projects are primarily serving disadvantaged communities (see Project Demographic Distribution section above for details)

²⁴ Definitions for water and sewer Expenditure Categories can be found in the EPA’s handbooks. For “clean water” expenditure category definitions, please see: <https://www.epa.gov/sites/production/files/2018-03/documents/cwdefinitions.pdf>. For “drinking water” expenditure category definitions, please see: <https://www.epa.gov/dwsrf/drinking-water-state-revolving-fund-national-information-management-system-reports>.