

CONSERVATION EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE

Date: Wednesday, April 6th, 2016

Time: 9:00 a.m.

Location: Wood County Courthouse, Room 115

Members Present: Hilde Henkel, Gerald Nelson, Bill Leichtnam, Robert Ashbeck, Ken Curry, and Harvey Petersen

Members Excused: none

Staff Present: Land Conservation: Shane Wucherpennig, Tracy Arnold

UW-Extension: Peter Manley, Amanda Darr, Kyli Brown, Megan Wecker

Planning & Zoning: Jason Grueneberg

Others Present: Lance Pliml – County Board Chair

Bill Clendenning - WCB Dist. 15

Dennis Polach – WCB Dist. 14

Tom Schmitz – UW Extension Regional Director

Melissa Reichert – Wisconsin Rapids Chamber of Commerce

Shannon Rhode- Central Wisconsin Research Station

Committee Chairperson Hilde Henkel called the meeting to order at 9:00 am.

Public Comments

- There was no public comment.

Review Correspondence

- Committee Chairperson Hilde Henkel passed out an information sheet regarding the WCA Committee Meetings.

Consent Agenda

- The Consent Agenda included the following items: 1.) Minutes of the March 2nd, 2016 CEED Meeting, bills from Land Conservation, UW-Extension, and Planning & Zoning, and 3.) Staff Activity Reports.
- Minutes– no additions or corrections needed
- Department Bills – No additions or corrections needed.
- Staff Activity Reports – No questions or comments.

Committee Member Gerald Nelson motioned to approve the minutes of the previous meeting, bills, and staff activity reports. Committee Member Bill Leichtnam seconded the motion and the motion passed unanimously.

Risk and Injury Report

- There was nothing to report on for this month.

UW-Extension

A.) UW-Extension Reorganization – Regional Director Update

- a. Tom Schmitz, the UW-Extension Regional Director, gave an introduction about himself and a background about his position with UW-Extension.
 - i. Tom announced his retirement from UW-Extension as of July, 2016.
 1. The State is looking to refill his position as a two-year interim position.
- b. Tom also addressed the Next Gen model which is the process UW-Extension is taking to address the budget cuts.
 - i. On April 5th, 2016 UW-Extension announced that they will be creating work teams to address the \$3.6 million dollar budget deficit and implement the Next Gen model within the counties throughout the state.

1. There are opportunities to apply for these work teams and Tom mentioned that representatives from the County government should be included.
 2. The information for being on a work team and some of the requirements are:
 - 8 hours per week (much of it will be done telephonically or electronically)
 - The groups will be narrowed and focused and will work to determine the best suggestions for moving forward with this new model.
 - Multi-county areas will be working together (our area is Wood, Portage, Marathon, and Clark)
 - ii. Wisconsin's UW-Extension has learned some ideas from surrounding states on how they handled budget cuts. A couple Tom addressed are:
 1. Multi-county structure
 2. Expand technology with programming
 3. Communication is key
 - c. Resolutions
 - i. Tom addressed the resolutions being distributed from other counties in regards to the UW-Extension reorganization.
 1. The resolutions from other counties are based on a lack of communication or misinterpretation of the information being shared by the Chancellor.
 2. For future Resolutions Committee Chairperson Hilde Henkel would like Peter to email all of the Committee so they can determine whether or not it should be included on the agenda.
 3. Moving forward the county should be aware of the following:
 - Each county will have the opportunity to determine how they allocate funds to support county-funded positions.
 - Staffing changes will start taking effect in early 2017.
 - Educators will be shared across areas within the county area they have been assigned.
 - Utilizing social media and technology will impact how educators meet the needs of their areas.
 - d. WACEC Meeting
 - i. Tom announced to the Committee that the WACEC Meeting will be held in Wausau on June 20th – 21st and the Committee is welcome to attend if they would like to.
- B.) Horticulture Position
- a. Tom and Peter discussed that the Horticulture position has been posted and will close at the end of the month (April 28th).
 - b. May 2nd they plan to begin the screening process, and after that will begin preliminary interviews.
 - c. The plan is to have preliminary interviews and final interviews done in the same day if possible. Somewhere between May 16th and June 15th is when Peter would like to have them completed.
 - d. The interviewing team will consist of Peter Manley, Matt Lippert, Tom Schmitz, a member of the Ag team, as well as Hilde Henkel.
- C.) Secretary Resignation
- a. Amanda Darr, support staff to CRD, Ag, and Horticulture, is resigning to take another position within the County in the Veterans Services Office

- i. Her last day will be April 8th, 2016.
- ii. The Secretary position will be posted for three weeks and Peter will start conducting interviews at the end of April.

D.) 4-H Video Interviews

- a. Kyli Brown and Megan Wecker from the 4-H office at UW-Extension gave a brief presentation on some interviewing techniques they observed from students who submitted interviews for Camp Counselors via video technology.
- b. The candidates were from Marathon, Juneau, and Wood and were asked to complete a video that answered questions from a list created by the Extension Office.
- c. By submitting videos the candidates were allowed to edit their mistakes before submitting their interview to the Extension Office.
 - i. Pros of this style of interviewing included:
 - 1. Valuable experience working with media will help with future job interviews.
 - 2. Scheduling conflicts – candidates were able to work from home as their schedules allowed. There were no appointments to set up to meet with someone in the Extension Office.
 - 3. Neutral choices-The Extension Office was able to look at each individual submission and determine their choices in a neutral way. They were able to see candidates who may not have had the most outgoing personalities really challenge themselves and create some really good interviews videos.
 - 4. Encourages technology use.
 - 5. Less stressful – candidates are able to rehearse multiple times and create multiple videos and choose from their best take. It isn't stressful like an in-person interview where you aren't able to pause and think the answers out before saying them.
 - ii. Cons of this style of interviewing included:
 - 1. Extra work for parents – some parents may not have Internet access or access to video recording. They also may have to help their child by doing the filming or helping with the editing. It can be an extra time commitment that parents have to try and fit in their busy schedules.
 - 2. Technology barriers- lack of access to Internet or video recording technology.
 - 3. Person-to-person skills- the skills that come with interviewing in person aren't the same when the interviewer is just looking at the video submission and not able to interact with the candidate interviewing.
 - iii. Kyli and Megan played a video of a candidate who had interviewed so the Committee could see what the process was the candidates were taking to create their submissions.
 - 1. Michala King from Wood County was the candidate they chose. She is a junior at Lincoln High School and a member of the Wittenberg Workers 4-H Club. She gave a 3-5 minute presentation that answered 5 questions from the list Kyli and Megan had created.
 - 2. Megan and Kyli talked about how they hope to utilize this type of interviewing for future projects and camps.

Land Conservation

A.) Windshed Report

- a. Shannon Rhode from the Central Wisconsin Research Station gave the Committee a presentation on the Windshed Program.
 - i. Problem control of wind-erosion

- ii. The program is self-sustaining.
- iii. Each year Shannon sets a goal of about 15 miles to plant. To break even he said they need to complete about 14.3 miles. In 2015 they successfully planted 22 miles.
- iv. His crew is around 4 people with the help of a couple interns from UWSP.
- v. His program also works along highways creating living snow fences using shrubs. Between Portage and Wood County his crew has planted 10-14,000 shrubs.
- vi. He left his card with Shane and if anyone would like more information they can contact him with any questions.

B.) Resolution to send Tracy Arnold to Canada for an Envirothon Conference

- a. The Conference covers some important topics like Aquatic Ecology, Forestry, Soils and Land Use, and Wildlife.
- b. Housing is all on a college campus and the funding needed to send Tracy to this conference is all covered. The Committee just needs to approve her traveling outside the country.

Committee Member Gerald Nelson motioned to approve Tracy Arnold traveling to Canada for the Envirothon Conference. Committee Member Ken Curry seconded the motion and the motion passed unanimously.

C.) Wisconsin Land and Water Conservation Association Conference report

- a. Shane, Tracy, and Adam all attended the conference.
- b. Shane gave an update on the speakers and some of the presentations. Ray Archuleta was a speaker and gave a very good presentation. Overall the conference was really informative and beneficial.

D.) Update on Farmland Preservation Program Roundtable

- a. Shane emphasized the need to promote this program and revitalize it because if something isn't done soon it will end.
- b. DATCP came and presented at the Roundtable and discussed what options are available within the county.
- c. Currently the system is just maintaining people who have signed-up previously; it is not able to accept new sign-ups until it is revamped.
- d. Shane talked about going to townships and presenting the information to them to see if it will spark some interest within the county, otherwise the program will end.
- e. The Committee agreed that the information needs to be presented within the county so that more people are aware of the benefits of this program.

E.) Update on Nutrient Management Farmer Certification training

- a. Training took place on March 16th, 22nd, and 29th
- b. There were a total of 10 participants – 8 from Wood County and 2 from Marathon.
- c. The cost per person was \$60.00
- d. Overall Shane reported that the training was successful and went well.
- e. Shane met with Marathon, Clark, Taylor, and Lincoln County counterparts last week and discussed an ongoing grant that has been available for the past 8 years through the DNR.
 - i. The grant will help cover fees for farmer's certifications.
 - ii. Shane is working on the grant currently with Marathon County.
 - 1. The grant = \$15,000.00 and is a two-year term.
 - 2. In 2017 the grant would be used to help with the training program and certifications for farmers.

F.) Intern

- a. Wednesday Jordan will be joining the Land and Water Conservation Department as an intern for 2016. She will begin May 23rd and her internship will last until August 19th.

- b. She is a Soils and GIS Planning Major from UWSP.
- c. In addition she has Ag in the Classroom experience which Shane said will be very beneficial to their Department.

Planning and Zoning Department

A.) Kickapoo – Shoreland/Floodplain Violation

- a. The Kickapoo location is a high profile violation that Jason has been working on resolving.
- b. The location is in the town of Sherry
- c. The previous owners were well aware of the violations and the choices they had to resolve the matter but did not follow correct the violation and ended up selling the property.
- d. The new owners will be informed that the violations need to be addressed and taken care of.
- e. The Committee agreed that this item needs to be an agenda item moving forward so the progress of the violation correction can be discussed.
- f. Some choices Jason described were:
 - i. Flood proof the structure
 - ii. Conduct a flood study
 - iii. Tear off the addition that is in violation

Economic Development

A.) Melissa Reichert, President of the Wisconsin Rapids Chamber of Commerce gave the Committee an update on the developments the Wisconsin Rapids Chamber of Commerce has been working on.

- a. The Chamber had 26 ribbon cuttings last year.
- b. They recently launched their new website.
- c. Their leadership program had 10 graduates.
- d. In 2016 they will continue the same programs as last year but will be adding some additional ones as well.
 - i. Techno Tour – IT employer tours
 - ii. Campus to Career – plan to pair with UWSP students
- e. PACE Program – Committee Chairperson Hilde Henkel passed out a flyer earlier in the meeting regarding the PACE Program.
 - i. Energy, water, technology program
 - ii. County has to initiate membership in the program.
 - iii. Hilde wanted to know if the Chamber found this interesting and if it would be worth looking into and possibly pursuing.
 - iv. Melissa thought this would be an effective program and that it should definitely be explored more. She suggested a presentation from PACE would be beneficial as well.

County Surveyor

-There is nothing to report for this month.

Land Records

-There is nothing to report for this month.

Department Goals

- a. Jason and Shane discussed their individual goals with the Committee for 2016. Peter Manley is on a 133 Contract through the State and did not have to present goals to the Committee.
- b. The Committee reviewed their goals and commended Jason and Shane for their work.

Schedule next regular committee meeting – 9:00 am Wednesday, May 4th, 2016.

Schedule any additional meetings if necessary.

Adjourn

Committee Member Ken Curry motioned to adjourn the CEED Committee Meeting at 12:00 p.m. Committee Member Bill Leichtnam seconded the motion. The motion passed unanimously.

A handwritten signature in black ink, appearing to read "Kenneth A. Curry". The signature is written in a cursive, flowing style.

Recording Secretary – Amanda Darr