

MINUTES  
 CONSERVATION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE MEETING  
 WEDNESDAY, JUNE 4, 2014  
 WOOD COUNTY COURTHOUSE, CONFERENCE ROOM #115, WISCONSIN RAPIDS WI

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

Member Excused:

Staff Present:

Planning & Zoning Staff – Jason Grueneberg

UW Extension Staff – Peter Manley, Matt Lippert, Mary Spencer, Kyli Brown, Teri Lessig

Land Conservation Dept. Staff – Jerry Storke

Others Present: District #14 Supervisor Dennis Polach; District #15 Supervisor Bill Clendenning; Amy Kaup, Wood County Systems; Chris Markworth, Wood County Systems

1. **Call to Order.** Chair Hilde Henkel called the CEED meeting to order at 9:00 a.m.
2. **Public Comment.** Bill Clendenning reported that he expected to see manure irrigation on the agenda due to recent complaints. Chair Henkel reported that she expected the WCA to consider this issue first. Storke reported that there is a great deal of information about the manure spraying online. Chair Henkel suggested that this item be added to a future agenda for the Committee to discuss; and she suggested bringing in a representative from the State for a future meeting to provide reliable information to the Committee.

Reminder: Peter Manley reminded committee members that the Frac Sand Research webinar is on June 18 in the auditorium starting at 10 a.m.

3. **Review Correspondence.**

There was no correspondence for review.

4. **Consent Agenda.** The Consent Agenda included the following Items: 1) minutes of the May 7, 2014 CEED meeting, 2) bills from Planning & Zoning, UW Extension and Land Conservation and 3) staff activity reports from Jason Grueneberg, Julie Akey, Jeff Brewbaker, Justin Conner, Jerry Storke, Tracy Arnold, Peter Manley, Matt Lippert, Teri Lessig, Sara Siegel, Jodi Friday, Chris Viau, Kyli Brown, and Christine Hollar.

*Motion by Gerald Nelson to approve and accept the May 7, 2014 CEED minutes and staff activity reports from Planning & Zoning, Land Conservation, and UW Extension as presented and to accept the bills as presented from Planning & Zoning, Land Conservation and UW Extension. Second by Bill Leichtnam. Motion carried unanimously.*

COMMENTS Regarding Staff Reports:

Gerald Nelson and Robert Ashbeck asked about the Wisconsin DNR Phosphorus Rule about the impact for smaller municipalities to upgrade their facilities to meet new requirements. Grueneberg indicated that ultimately the higher cost would be passed along to residents and businesses.

Hilde Henkel asked about the leadership of the REGI group since the County has provided funds to the group and expressed concern about the oversight of the funds. Currently, the REGI group has no director and decisions are being made as a group. The County funds are on hold until a director is appointed. The group is moving ahead to develop an infrastructure assessment for the area. Jason Grueneberg is the Wood County liaison to this group.

Gerald Nelson asked about joining the North Central Regional Planning Commission. Currently, Wood County has two representatives on the Commission. He suggested putting this topic on a future agenda this fall for discussion. He stated that the REGI group may be able to work with them on economic development projects.

**5. Risk and Injury Report.** Nothing to report this month.

**6. Planning & Zoning**

**A. Discuss working with CGI Communications, Inc. to create a Wood County Promotional video.**

Jason Grueneberg provided information to the Committee (in the packet) regarding a company which can produce a promotional video showcasing all that Wood County has to offer in order to attract more economic development in the South Wood County area. This topic was briefly considered at the May 20, 2014 CEED Committee meeting. Further action, at that time, was tabled.

Ken Curry asked Amy Kaup if the Wood County Systems Department had a policy regarding content control for the Wood County website. In addition, Chris Markworth, WC Systems Department, expressed concern regarding security on the website if advertisers were allowed on the website with links to their business. Hilde Henkel requested that Peter Kastenholz, Corporation Counsel, be consulted if a contract is considered.

**B. Consider allowing Wood County to sign an agreement with CGI Communications, Inc. to develop a Wood County promotional video.**

Grueneberg provided the sponsorship policy for CGI Communications, Inc. which states that the company does not actively seek support from businesses or organizations that may be perceived by the general public as offensive or controversial. About eight or nine counties are using a similar video and have included a disclaimer on the website. Further discussion indicated that more research was needed before recommending a video for Wood County be made at this time. The Committee realizes the potential value of promotional activities for the County; however, they do not have enough information to enter into a three-year contract.

*Motion by Kenneth Curry to deny the request to participate with the production of a Wood County promotional video by CGI Communications, Inc. at this time. Second by Gerald Nelson. Motion carried unanimously.*

*Motion by Kenneth Curry to request the Wood County Systems Department conduct further research into this topic and to create a County-wide website policy which controls the content to be allowed on the website. Second by Bill Leichtnam. Motion carried unanimously.*

**C. Consider allowing WE Energies to conduct an environmental survey of two County-owned properties adjacent to the Highway Department building located at 555 17<sup>th</sup> Avenue North in Wisconsin Rapids. The purpose of the project is to improve reliability of natural gas service to the area through increased capacity.**

The Planning & Zoning Office was contacted by WE Energies to request approval to conduct a “walk down” of the property (depicted on the map in the packet) where they are considering installing a pipeline for natural gas along 17<sup>th</sup> Avenue and continue into the Industrial Park to provide better availability of the utilities in this area. The purpose of this inspection is to determine if any of natural resources and natural inhabitants (endangered species) would be disturbed if the pipeline is installed. Hilde Henkel suggested consulting with the Highway Department and consulting with Corporation Counsel.

*Motion by Kenneth Curry to recommend to the Wood County Executive Board to allow WE Energies to conduct an environmental survey of two County-owned properties adjacent to the Highway Department building located at 555 17<sup>th</sup> Avenue North in Wisconsin Rapids for the purpose of improving reliability of natural gas service to the area through increased capacity upon seeking advice of Corporation Counsel and consulting with the County Highway Commissioner. Second by Bill Leichtnam. Motion carried unanimously.*

## **7. Economic Development.**

Grueneberg reported Classic Development hosted an open house on June 3, 2014 to unveil plans for the Business Park located along Highway 54 between Wisconsin Rapids and Plover. The Village of Biron is marketing the area to encourage regional growth. This project has been an eight-year effort on the part of the Village of Biron.

## **8. Land Records.**

The LIDAR (Light Detection and Ranging) project continues to progress well.

## **9. County Surveyor**

The County Surveyor will be attending a committee meeting in the near future to provide an update of current projects. Chair Hilde Henkel suggested the August meeting would be the best opportunity.

## **10. UW Extension**

### **A. Farm Technology Days Resolution**

Matt Lippert was present to ask the Committee if they were interested in applying to be a host for the 2018 Farm Technology Days. Lippert provided background information about the Farm Technology Days host selection process. Four committee members had attended Farm Technology Days (formerly Farm Progress Days) hosted by other counties in the past. The next event is being hosted by Portage County on August 12 through 14, 2014. Typically, the event is held in July; however, Portage County received permission to delay the event due to potato harvesting in July.

Lippert provide an overview explaining the history of Farm Technology Days and the expectations of the host county. Wood County hosted the event in 1960. If a county is interested in applying to be a host, an application is completed and submitted. Acceptance would be granted in April 2015. Upon acceptance, a local planning committee is formed. A potential host farm or adjacent farms would apply to be the host site and would be selected in the fall of 2015. One of the requirements is to have availability of 500 acres. Robert Ashbeck asked what would be the benefit to the host farmer(s). Lippert indicated that the farmer would receive some assistance in preparation of the property and would capitalize on the exposure; however, due to the high volume of traffic and heavy equipment, there could be some short-term damage to the acreage. Primarily, the benefit is an economic benefit to the entire County in bringing over 500 exhibitors and 40,000 to 60,000 people to the area.

Lippert presented a resolution which outlined the budgeting for such an event. The County is expected to have \$63,000 in funds available to cover start-up costs, support services, marketing efforts, and hiring of personnel for the event. The funds would be budgeted in the 2015 UW Extension budget and are expected to be reimbursed upon the successful completion of the event.

*Motion by Kenneth Curry to recommend to the Wood County Board to support and authorize Wood County to submit an application to host the 2018 Farm Technology Days and to include \$63,000 in the UW Extension 2015 budget request to support and advance the 2018 Farm Technology Days event. Second by Bill Leichtnam. Motion carried unanimously.*

B. UWEX Pay Plan Proposal

Peter Manley provided an update on the UW Extension pay plan. Currently there are two employees on the University traditional contract where 60% of the salary is paid by the University System and 40% is paid by Wood County. Two employees on 133 contracts receive their salaries through the University System and the County issues 40% payment to the University System. Two other assistant employees on 133 contracts receive payment through the University System and the County issues payment to the University. The University has not had a raise for six years. The UW System Board of Regents policy prohibits an across the board increase; therefore, the pay plan will be implemented over the next two years. There is also an equity adjustment for several educators due to the rank promotion and tenure process and department head stipend. Manley will be working to fit these increases into the County budget guidelines during the next two years' budget preparation process.

C. WNEP Office Space Agreement

Peter Manley presented for signature an agreement letter between the Wisconsin Nutrition Education Program (WNEP) and Wood County UW Extension to provide physical office space for the WNEP educator who provides educational services for Wood County eligible youth. There is no money paid out by the County.

D. 4-H Centennial Report

Kyli Brown thanked the Committee for their support of the 4-H youth who attended the April 15, 2014 County Board meeting in recognition of the Centennial celebration for 4-H's 100<sup>th</sup> year. Brown showed the local newspapers which ran articles about the events held by the clubs throughout the area. Several 4-H members and leaders were interviewed for the articles. Hilde Henkel mentioned that the Rock in Rudolph could still be paint if Badger 4-H wanted to do so.

E. Master Gardener Report

Teri Lessig shared with the Committee the newest Projects brochure prepared by her to illustrate the activities the Master Gardeners are involved with throughout the community to promote horticulture education and to beautify the areas. In addition, the Master Gardeners have prepared a video with the cooperation of Public Access Television which explains the organization and its mission. There are approximately 140 members in Wood County.

**11. Land Conservation.**

A. Introduce Summer Intern

Jerry Storke reported that Chris Bandura is the summer intern with the Land Conservation Department. He was working in the field at the time of the Committee meeting and not present for the introduction. He is a senior at UW Stevens Point and a Soil & Land Management major. Chris has shown great initiative, enthusiasm and involvement with the projects in Land Conservation. In addition, he has been working with Tracy Arnold on the rusty crayfish project. The Land Conservation Department has been participating in the University's internship project since 1994.

B. Golden Sands RC&D Council meeting update.

Jerry Storke reported that he, Bill Clendenning and Bill Leichtnam all attended the meeting. Bill Leichtnam was appointed the alternative. Bill Clendenning reported that there was no event in Wood County this year in connection with the Prairie Chicken Festival. Clendenning

reported that several local businesses had informed him they were not contacted to sponsor or host any events as they had been in the past.

C. North Central Land and Water Conservation Association Representative Appointment and Spring Conference update.

Robert Ashbeck has been representing the CEED Committee and Wood County in the past and is willing to continue to serve. Storke reported that dues will increase by \$75 for next year and will need to be included in the next budget process. The summer tour is planned for August 7 in Langlade County. Discussion then ensued about plans for the Wood County Land Conservation Department fall practices tour. Storke would like to include CEED Committee members if possible. Hilde Henkel recommended adding the event to the next agenda.

Storke provided Bill Leichtnam with the new supervisor training packet of information for the Wisconsin Land and Water Conservation Association.

*Motion by Kenneth Curry to recommend to the County Board that Robert Ashbeck be re-appointed as representative to the North Central Land and Water Conservation Association. Second by Harvey Peterson. Motion carried unanimously.*

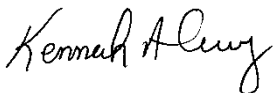
**12. Schedule next meeting.**

The next regular meeting is scheduled for **Wednesday, July 2, 2014 at 9:00 a.m.**

**12. Adjourn.**

Motion by Gerald Nelson to adjourn at 11:23 a.m. Second by Harvey Petersen. Motion carried unanimously.

Respectfully submitted,



Kenneth Curry, Secretary  
Minutes by Mary Spencer, Wood County UW Extension Department  
Review for submittal to County Board by: Kenneth Curry, Secretary, June 9, 2014