

MINUTES FOR WEDNESDAY MAY 6, 2015  
CONSERVATION EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE

DATE: Wednesday, May 6, 2015

TIME: 9:00 a.m.

LOCATION: Wood County Courthouse, Room 115

**Members Present:** Hilde Henkel, Ken Curry, Robert Ashbeck, Bill Leichtnam, Harvey Petersen  
Gerald Nelson – was excused from today's meeting

**Staff Present:**

- **Planning & Zoning Staff:** Jason Grueneberg, Jeff Brewbaker.
- **UW Extension Staff:** Peter Manley, Matt Lippert, and Amanda Darr
- **Land Conservation Dept. Staff:** Shane Wucherpennig, Lori Ruess, Tracy Arnold

**Others Present:**

- Matt Glewen – Farm Technology Days
- County Board Chairman Lance Pliml
- County Board Member Dennis Polach
- Jason Angell - City of Marshfield
- Ann Hirekatur – Wisconsin DNR

**Call meeting to order:** Chairperson Hilde Henkel called the CEED meeting to order at 9:00 a.m.

**1. Public Comments** (*brief comments/statements regarding committee business*)

- No public comments were made.

**2. Review Correspondence**

- Jason Grueneberg said they recently hired a young woman with a planning background for the County Planner position, and she will be starting mid-June. She is going to bring a lot of new ideas and energy to the department and they are very excited to bring her on board.

**3. Consent Agenda**

The Consent Agenda included the following Items:

- 1) Minutes of the April 1st, 2015 CEED meeting, minutes of the April 7th, 2015 CEED meeting and minutes of the April 17, 2015 Joint Meeting with the Executive Committee,
- 2) Bills from Planning & Zoning, UW Extension and Land Conservation
- 3) Staff activity reports from Jason Grueneberg, Justin Conner, Julie Akey, Jeff Brewbaker, Tracy Arnold, Shane Wucherpennig, Peter Manley, Matt Lippert, Teri Lessig, Sarah Siegel, Jodi Friday and Chris Viau, Kyli Brown.

**Chairperson Hilde Henkel motioned to approve consent agenda, and pay bills of the Planning & Zoning, UW Extension, and Land Conservation departments. The motion passed unanimously.**

**4. Risk and Injury Report**

- Nothing new to report for this month.

**5. Land Conservation**

**A. Discuss, review, and possible action on Nonmetallic Mining permit and reclamation fee**

- Shane Wucherpennig passed out a form detailing the Proposed Increase to Nonmetallic Mine Permit Fees. The form included:
  - A 2% salary increase from 2016 – 2020 = \$4,454
  - Overall \$\$ increase from (2016-2020)
  - The current Shortfall of \$75,758 + \$4,454 (projected increase over next 5 years) = \$80,212. This would mean a 78% increase now to fund through 2020.
- Shane Wucherpennig discussed that Program Staff hours (905) are an estimate and that the project often allows for Tracy to go over these hours due to work that needs to be

completed. The department would like to make these changes to help cover some of the support for the program

- and make up for the shortfall that has occurred over the years.
- Committee Member Ken Curry suggested that performing annual reviews of fees would help alleviate some of the current issues.
- Chairperson Hilde Henkel commented on the underfunding issues that since there was a small surplus the state would not approve more funding until the surplus had completely dwindled down. Shane responded that he is trying to cover NMM Program shortfalls and the department may have a small surplus available if any unexpected issues arise.
- Chairperson Hilde Henkel said that the Committee would continue to discuss this issue next month at the June 3<sup>rd</sup> meeting.
- Shane Wucherpennig discussed how DATCAP approved changes in their existing plan and that to move forward a public hearing needs to be scheduled, and Committee approval needs to happen before DATCAP can approve the results and then have it be sent to County Board for final approval.

#### **B. TMDL watershed update**

- Ann Dansart Hirekatur from the Wisconsin DNR had prepared a PowerPoint presentation that detailed the basin wide effort being taken on by the DNR to improve the quality of water throughout Wisconsin. The project encompasses three main areas: Main Stream, Tributaries on Main Stream, and Reservoirs. The goal of the project is to meet statewide phosphorous criteria. High concentrations of phosphorous result in high algae which creates health hazards for humans and species living in the waters.
  - TMDL means Total Maximum Daily Load
- Right now the Baseline Load does not meet the standards set by the state of Wisconsin, so reductions need to be made so the TMDL meets the standards.
  - Standards set by different sets of bodies of water that tolerate “x” amount of phosphorous levels – set by state of Wisconsin.
    - Streams/Tributaries = 75parts per million
    - Rivers = 100 parts per million
    - Reservoirs = 30-40 parts per million
- Committee Member Bill Leichtnam brought up the Pontoon & Politics event that was held last summer and how they discussed Marathon County’s water on downstream was very high with phosphorous.
- Ann Dansart Hirekatur replied by addressing the main stem of the river has a lot of water and that the larger body of water may not have the higher concentrations due to the mass. She pointed out that Bill’s comment may have been regarding the tributaries being high since there is less water flowing through.
- Ann also showed photos of various bodies of water within such as; Castle Rock, Lake Wisconsin, Lake DuBay, and Petenwell. She compared and contrasted between good levels of phosphorous and bad levels of phosphorous.
- Ann’s presentation detailed how this effort to lower phosphorous levels has been ongoing since the early 90’s. The year 2008 was when the most efforts were starting to be made with the Water Quality Improvement Project.
- The overall goal of the project is to work with counties in partnerships to create better water quality throughout Wisconsin. The DNR would provide the counties with resources to look for the high priority items that should be addressed first, but it would be ultimately up to the county to determine what the priorities would be.
  - Ann touched on the following topics
    - 9-Key Element Plan
    - Myths surrounding the 9-Key Element Plans
    - Water update due for Wood County in 2018.
- County Board Chairman Lance Pliml brought up how encouraging participation & compliance would be dealt with.

- Shane Wucherpennig commented that Farmer/Landowner buy-in would be necessary. Ownership is needed for this project.
  - Example: The PACRS Group (Petenwell and Castle Rock Stewards)
  - Shane also brought up that where the higher points are in the landscape where the nutrients are coming is where the focus needs to be addressed.
  - Once farmers or landowners buy-in that are respected in the community a greater impact will be made.
  - Target certain areas and go more at a regulatory approach is what may need to be made if regulations aren't met.
- Committee Member Bill Leichtnam asked Ann if any of the counties in Wisconsin were in the lead with this project and what they are doing to achieve lower phosphorous levels.
- Ann mentioned that Marathon County is working on a few efforts, as well as Sauk County which has applied for grants. Dunn County is also out in the lead with Farmer Lead Engagement (FLE).
- Committee Member Ken Curry brought up public awareness of this issue and asked if people within Wood County are aware of the issues with water quality.
- Shane Wucherpennig commented that public awareness in Wood County is low and until we develop a TMDL, watershed awareness will continue to remain low.
- Tracy Arnold brought up that a brochure with TMDL information may be a good idea to start just getting the word out within the community. This brochure could be passed out when employees are working in the field.
- Shane Wucherpennig brought up that Brown County's Board budgets money for water and conservation issues.
  - Established a fee generated program used for water quality improvement
  - Annual allocation of funding.
- Chairperson Hilde Henkel addressed the issue of what the County's role is going forwards.
- Ann Dansart Hirekatur commented that the county needs to look at the TMDL update and phosphorous variance.
- Shane Wucherpennig noted that the department has not brought together the "key players" to bring everyone up to date on the phosphorous issue. Until this step is in place the department cannot move forward with setting things up.
- Jason Grueneberg commented that he hopes by this summer the department will be able to set up a meeting for treatment facility workers to discuss the issue and plan to start moving forward
- Chairperson Hilde Henkel said this topic will be discussed again at the next meeting in terms of how to move forward.

## **6. UW Extension**

### **A. Farm Technology Days Planning**

- Matt Lippert from the UW-Extension office introduced Matt Glewen the Director of Farm Tech Days to begin the discussion of the 2018 Farm Technology Days coming to Wood County.
- Since getting approval to host Farm Tech Days in 2018 the Wood County Extension office has started to compile a list of potential candidates for the Executive Committee for Farm Tech Days that the CEED Committee would then vote on and determine the final list.
- Steps to take going forward:
  - Compile the Executive Committee list and get CEED Committee approval. The list does not have to have County Board approval.
  - Narrow down candidates for the Host Farm – which is appointed in early October

- The Host Farm needs to have 600 available acres for alfalfa to hold “Tent City” and other various facilities needed for the event.
  - Once the Executive Committee is chosen, they will be responsible for the legal & financial entities for the show, as well as appointing other committee chairs and co-chairs, and for putting on the show.
    - Appointing chairs & co-chairs for the various committees will begin in May-June of 2016.
    - After the committee chairs and co-chairs have been decided planning will continue from there.
- Committee Member Ken Curry asked Matt Glewen and Matt Lippert how many farms were able to be host farms.
- Matt Lippert replied that two farms could potentially join together if they were close and be co-hosts for Farm Tech Days. Right now Matt is working on approaching people for the Executive Committee and then compiling a list of potential candidates for the Host Farm.
- Chairperson Hilde Henkel brought up a question regarding the timeline and process for approving the Executive Committee.
- Matt Glewen replied that he would hope the Executive Committee would be set in the next couple months.
- The Committee agreed that by the 3<sup>rd</sup> of June they would like to see the list and vote on the candidates.
- Chairperson Hilde Henkel brought up that the location of the host farm would probably have to be outside of the Wisconsin Rapids area due to lack of sufficient land. Marshfield would most likely have to be where the Host Farm is located due to the 600 acres of alfalfa land needed. She also brought up that she does not want to see the event turn solely into a Marshfield event but wants it to encompass the entire Wood County.
- Matt Glewen advised that there may need to be a closed session at the next CEED meeting to appoint the Executive Committee for Farm Tech Days.
- Chairperson Hilde Henkel brought up the PR Process and what would need to be done to get that started.
- Matt Glewen replied that the two committees that would need to be up and running as soon as possible, once the Executive Committee is assigned, would be Publicity & Promotion and Fundraising. Once these two committees are established the PR process can start to really develop and take off.

#### **B. Capital Connections Day, April 30**

- Peter Manley passed out a couple of photos from the Capitol Connections visit from April 30<sup>th</sup>. The group met with various representatives including; Representative Krug, and Representative VanderMeer and staff for Senator Lassa and Representative Kulp.
- Constituents shared their experiences with UW-Extension and overall legislators seemed very positive and were very welcoming towards the group. Overall the visit went well.
- Committee Member Ken Curry mentioned the presentations given that day were excellent and that the presenters did a great job getting their messages across.

#### **C. Business Technology Workshop**

- Peter Manley gave a brief background on the technology workshop UW-Extension was involved with on May 5<sup>th</sup> and 6<sup>th</sup> in Wisconsin Rapids at Solarus. The objective of the workshop was to enhance local businesses web presence and help them with utilizing social media such as Facebook.

- Over the past couple months the Extension office has been promoting the free workshop and trying to get businesses aware of the opportunities to enhance business presence through social media and websites.
- The first day of the workshop was from 8am until 1pm and the second day allowed businesses to sign up for half-hour sessions to focus on individual business goals and issues.
- The first day of the session there was 1 available seat open and around 25 – 30 businesses participated in the workshop.

#### **D. Department Head Succession Planning Worksheet**

- Peter Manley handed the Committee a worksheet regarding Department Head succession planning.
- The worksheet was discussed at the previous Department Head meeting with the intent the CEED Committee would review it.
- Chairperson Hilde Henkel asked Peter about the succession planning for UW-Extension since so much of it is involved with the state rather than just the county.
- Peter discussed how the Regional Director for Extension Tom Schmitz and the Committee would have to discuss the succession for the Department Head.
  - The position would not be posted through HR like the county positions are. The candidate would be hired within UW-Extension.

### **7. Economic Development**

#### **A. Approve releasing 2015 budgeted economic development contributions and schedule annual updates from funding recipients.**

- Jason Grueneberg handed out a form that detailed 2015 approved budget allocations for economic development groups.
- Jason recommended that a motion be passed to release the funds to the groups. In addition he recommended that the groups getting the funds give the Committee updates to communicate what they are using the funds for. Ex) written format or face-to-face small presentations.
- Committee Member Bill Leichtnam discussed how he would prefer a face-to-face presentation rather than a written format for the groups to share how they are utilizing the funds.
- Chairperson Hilde Henkel brought up the idea of going to Marshfield to visit some of the sites. Jason Grueneberg said that he would look into setting up tours to visit the economic development entities receiving funds and the Committee agreed to do this during the months of June or July.

**Chairperson Hilde Henkel brought up the motion to release funds to the businesses and ask for reports from these groups in the upcoming months. Committee Member Ken Curry motioned and Committee Member Bob Ashbeck seconded the motion. The motion passed unanimously.**

### **8. Planning & Zoning**

#### **A. Discussion on draft Floodplain Ordinance section pertaining to cranberry agriculture.**

- Jeff Brewbaker started the discussion with a brief background to cranberry growing stating cranberries are associated with bodies of water and the issues this can cause with flooding and floodplain ordinances.
- In 2011 the DNR audited floodplain permitting within Wood County and considered putting Wood County on probation for the shortfalls that were found.
- Since then Wood County has been working with the DNR and Cranberry Growers Association to implement a pilot project for the floodplain ordinance.
- Jeff handed the Committee a handout detailing Highlights of the FAD-C Model Ordinance

- Prior to this pilot project Maintenance Activities would have required permits to perform general maintenance activities. Under the new ordinance permits for maintenance activities will not be required for existing cranberry farms.
- For Developmental Activities permits will be required for any activity within Zone A and Zone AE areas.
- According to Jeff's handout, the biggest benefit for the cranberry industry is the allowance of up to one foot flood height increase for Zone A for "development activities".
- Existing farms boundaries will need to be identified.
- FEMA, Cranberry Growers Association, and the DNR are all in agreement on this pilot project. Wood County is now just trying to figure out the best way of implementing this project.
- The next step is to plan a public hearing and come back to the Committee with a report.
- The goal is to have the pilot project in place this upcoming summer.

**B. Discussion on timeline of amending County Floodplain Ordinance, and possibly schedule a public hearing.**

- Chairperson Hilde Henkel asked the Committee to plan the Public Hearing to start prior to the June 3<sup>rd</sup> CEED Meeting. The Committee agreed and discussed the time would be decided once the upcoming agenda was in place.

**9. County Surveyor**

- Nothing to report on.

**10. Land Records**

- Nothing to report on.

**11. Schedule Next Meeting – 9:00 am Wednesday, June 3, 2015**

**12. Adjourn**

**Chairperson Hilde Henkel proposed a motion to adjourn the meeting. Committee Member Harvey Petersen motioned and Committee Member Bill Leichtnam seconded it. The motion was passed unanimously.**

The meeting adjourned at 12:30 p.m.