

CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA

DATE: Wednesday, April 6, 2022
TIME: 9:00 a.m.
LOCATION: Wood County Courthouse – Room 114

1. Call meeting to order
 2. Declaration of Quorum
 3. Public Comments (*brief comments/statement regarding committee business*)
 4. Review Correspondence.
 5. Consent Agenda.
 - a. Approve minutes of previous meeting
 - b. Approve bills
 - c. Receive staff activity reports
 6. Review items, if any, pulled from Consent Agenda.
 7. Risk and Injury Report
 8. Land & Water Conservation Department
 - a. Update on Conservation Engineering Technician position.
 - b. Discuss Potential Central Sands Groundwater model and County involvement.
 - c. Discuss Mill Creek 9-Key Plan implementation.
 - d. Committee Reports
 - i. Citizens Groundwater Group meeting.
 - ii. Health Committee report.
 - iii. Central Sands Groundwater County Collaborative (CSGWCC) committee report.
 - iv. Golden Sands RC&D report.
 9. Private Sewage
 10. Land Records
 - a. Land Records CIP request for 2022 Lidar.
 11. County Surveyor
 12. Planning
 13. Economic Development
 - a. North Central Wisconsin Regional Plan Commission update.
 - b. Update from Marshfield Area Chamber of Commerce and Industry and consider release of 2022 Economic Development Grant Funds.
 14. Extension
 - a. General Office Update
 - b. Staffing Update
 - c. Educator Presentation – Rachael Whitehair, Natural Resource
 15. Requests for per diem for meeting attendants.
 16. Schedule next regular committee meeting.
 - a. Organizational Meeting – Tuesday, April 26th at 9:00 AM.
 17. Agenda items for next meeting
 18. Schedule any additional meetings if necessary
 19. Adjourn
-

Join by phone

+1-408-418-9388 United States Toll
Meeting number (access code): 2499 968 6327

Join by WebEx App or Web

<https://woodcountywi.webex.com/woodcountywi/j.php?MTID=m39f372fa70ec916830aff9ddc81a2bf5>

Meeting number (access code): 2499 968 6327
Meeting password: 04062022

MINUTES
CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, MARCH 2, 2022
WOOD COUNTY COURTHOUSE, ROOM 114, WISCONSIN RAPIDS, WI

Members Present: Ken Curry, Robert Ashbeck, Carmen Good, Jake Hahn, Dave LaFontaine, Bill Leichtnam

Staff Present:

Land & Water Conservation Staff: Shane Wucherpfennig
Planning & Zoning Staff: Jason Grueneberg, Kevin Boyer
Extension Staff: Jason Hausler, Jackie Carattini, Karli Tomsyck (WebEx)

Others Present: Dist. #14 Supervisor Dennis Polach, Dist. # 16 Supervisor Lance Pliml (WebEx), Ben Jeffrey (Wood County Health Department – WebEx)

1. **Call meeting to order.** Chairperson Curry called the CEED meeting to order at 9:00am.
2. **Declaration of Quorum.** Chairperson Curry declared a quorum.
3. **Public Comments (*brief comments/statement regarding committee business*)** None.
4. **Review Correspondence.**

Shane Wucherpfennig wasn't able to get this item on the agenda because it recently developed. Land and Water Conservation has been administering the Wildlife Damage program since 1986. It is 100% reimbursed by the state for LWC to administer the program. Shane has been tracking a bill that's been in the works for 2 years to take the program away from counties and give it to the DNR. It appears there is movement on the bill. Shane has concerns because the position historically has not been tax-levied; the state funds half time of the position. There are concerns if the program goes away, how it will affect the position and the Land and Water Conservation office. Shane wanted to bring this up to the committee for awareness.

5. **Consent Agenda.** The Consent Agenda included the following items: 1) minutes of the February 2, 2022 CEED meeting, 2) bills from Extension, Land & Water Conservation and Planning & Zoning and 3) staff activity reports from Laura Huber, Matt Lippert, Allison Jonjak, Hannah Wendels, Kelly Hammond, Janell Wehr, Jackie Carattini, Rachael Whitehair, Caleb Armstrong, Emily Salvinski, Klayton Kree, Lori Ruess, Rod Mayer, Shane Wucherpfennig, Jason Grueneberg, Adam DeKleyn, Paul Bernard, Jeff Brewbaker, Scott Custer and Victoria Wilson.
 - a. **Approve minutes of previous meeting.** No additions or corrections needed.
 - b. **Approve bills.** No additions or corrections needed.
 - c. **Receive staff activity reports.** No additions or corrections needed.

Motion by Dave LaFontaine to approve and accept the February 2, 2022 CEED minutes, bills from Extension, Land & Water Conservation and Planning & Zoning, and staff activity reports as presented. Second by Jake Hahn. Motion carried unanimously.

6. **Review items, if any, pulled from Consent Agenda.** None.
7. **Risk and Injury Report.** None.
8. **Land & Water Conservation Department**

- a. Review/action on resolution to amend the 2022 LWCD budget to carryover unused dollars and extend free countywide well testing for nitrates until remaining funding is used.

Shane Wucherpfennig was contacted by Finance Director, Ed Newton, regarding the well testing budget line item. It is up to the committee if they want to continue to offer free water sampling across the county. The Health Department runs samples through their nitrate lab – the cost is \$20 each. This would allow for another 110-120 well samples across the county. Discussion followed.

Motion by Bill Leichtnam to approve the resolution to amend 2022 LWCD budget to carryover unused dollars and extend free countywide well testing for nitrates until remaining funding is used. Second by Dave LaFontaine. Motion carried unanimously.

- b. Update on Conservation Engineering Technician position.
Klayton Kree's last day is Friday, March 4th. The position is posted with a deadline of March 7th to apply.
- c. Review/action on resolution from Wood County Citizens Groundwater Group to support bipartisan Water Bill AB 727/728 and SB 677/678.
Supervisor Leichtnam shared copies of SB 677 with committee and gave an overview of both 677 and 678. This is supported by almost all of our area representatives, less one. Discussion followed.

Motion by Dave LaFontaine to direct Land and Water Conservation staff to create a resolution in support of Water Bill AB 727/728 and SB 677/678. Second by Jake Hahn. Motion carried.

*Ayes – Ken Curry, Carmen Good, Jake Hahn, Dave LaFontaine, Bill Leichtnam
Nay – Bob Ashbeck*

- d. Presentation on Central Sands Groundwater County Collaborative (CSGCC) GAP Analysis Grant Project.
Shane Wucherpennig shared this presentation at the Citizens Groundwater meeting to update the group on the six-county program. Shane and Supervisor Leichtnam also did a radio spot last week in Wisconsin Rapids to talk about the grant project and get word out around the county.

Shane went through the full presentation for the committee. A copy will be included in the March County Board packet. Discussion ensued.

e. Committee Reports

i. **Citizen's Groundwater Committee meeting.**

Supervisor Leichtnam shared that Chair Pliml was in attendance at the meeting last week. Dr. Carla Romano was also in attendance virtually; Supervisor Leichtnam asked Chair Pliml if Dr. Romano could present findings to the full County Board when data compilation is complete.

The next meeting will be held on March 21st at 2pm in Wood County Courthouse Room 114. Lisa Anderson (Nelsonville, WI) will be speaking.

ii. **Health Committee report.**

Ben Jeffrey shared there are no updates from the Health Department. They had to reschedule the meeting with Juneau on AGC for this Friday.

iii. **Central Sands Groundwater County Collaborative (CSGWCC) committee report.**

The group met on Monday, 2/28.

The 3 components of the Gap Analysis are:

1. Compiling the data from 6 counties
2. Producing a document that would go to the decision makers (leaders on the county and state levels)
3. Finally, make recommendations to both county and state leaders.

Supervisor Leichtnam shared when the 6 county wide program began, there were 4 partners. That has now expanded to 7 partners. Involved in this are DNR, DATCP, US Geological Society, Wisconsin

Geologic and Natural History Survey, UW Madison School of Soils, UW Stevens Point Water Analysis Lab, UW Madison Water Research Institute and Extension efforts under John Exo.

iv. **Golden Sands RC&D report.**

Golden Sands RC&D meets every two months. The next meeting is on March 17th.

9. Private Sewage. None.

10. Land Records. None.

11. County Surveyor.

- a. Select a Professional Land Surveyor to complete maintenance of 198 Public Land Survey System corners in Wood County.

County Surveyor, Kevin Boyer shared this is the last planned contract for the next 10 years or so. These are the last corners in the county to visit and occupy since the program started in 2010. 4 bids were received for the 198 corners.

- Vreeland and Associates - \$290 per corner
- Badgerland Survey - \$275 per corner
- Central Staking - \$182 per corner
- 90 West with Borderland Surveying - \$159 per corner

Kevin recommends to accept the bid from 90 West with Borderland Survey as the primary for \$31,842 (\$159 per corner). They have requested a minimum of one reference per person by one week from today. If that doesn't follow through, Kevin recommends accepting the Central Staking bid for \$36,050 (\$182 per corner).

Following discussion, it was determined the County Surveyor will move forward with gathering references by March 14th for presentation and action at the special CEED meeting on March 15th.

12. Planning None.

13. Economic Development

- a. North Central Wisconsin Regional Plan Commission update.

Jason Grueneberg shared they are working with regional economic development organization to push broadband speed testing out to the central part of the state. There is no cost to the County to get that set up. Some agreements need to be signed to utilize speed testing data to determine areas of the county that need additional broadband planning. This should be up and running by mid-March. Jason noted there will need to be some marketing done to inform residents of the speed testing availability.

- b. Consider resolution authorizing Wood County to participate in a Public Service Commission grant application with an Internet Service Provider to improve broadband infrastructure.

Jason Grueneberg explained they had a request for information process in January; 4 ISPs showed up and Bug Tussel was selected. There is another provider they wanted more information from that came through later – Charter Spectrum. They are still looking to partner with them on a grant application and met with them in the last couple of weeks. Charter Spectrum is looking to invest \$7.5 million in Wood County – they would provide 3.8 million and would be asking for the remaining 3.7 million. Jason noted there isn't a need to participate in the grant application but they will need something that shows Wood County is a partner on the project.

Motion by Jake Hahn to have Planning & Zoning staff draft a letter of support signed off by the chairman for the grant submittal for broadband infrastructure. Second by Dave LaFontaine. Motion carried unanimously.

14. Extension

a. General Office Update

Jason Hausler provided the following updates:

- Laura Huber and Jason were in a meeting regarding the settlement of the land vacated by the Meadowbrook 4-H club. There was a judgement in favor of the Extension office to get the property back. There was no defendant in this case. The deed was tied to a defunct organization. Corp. Counsel Kastenholz was working on behalf of Extension to get a deed that Extension could do something with.
- Snyder 4-H is beginning to move debris from their building fire. The club plans to rebuild.
- There will be an Area 7 in-person meeting on Tuesday, March 29th for all staff. This will include professional development opportunities, program planning, etc. The Extension office will be closed that day.
- Marshfield Ag Research Station on Yellowstone Drive is now closed and no longer processing soil samples locally. All samples will be tested in Madison. Extension Wood County used to take soil samples collected in the office and deliver them to the lab in Marshfield but will no longer be doing that with the closure. The office can supply forms for the Madison lab and walk customers through their test results. The customer will now be responsible for shipping since it is no longer a local lab. Extension will also have information for additional testing facilities certified by DATCP.

b. Staffing Update

The Community Development position has been re-posted following a failed search. The position application is open through March 18th.

The 4-H Associate Educator position posting yielded 10 applicants. Preliminary interviews will be held this Friday. Jason is hoping to have someone on staff by Mid-April. Final interviews are scheduled for week of March 14th.

c. Educator Presentation – Jackie Carattini, Human Development & Relationships Educator

Jackie Carattini presented the UW Madison Division of Extension [Money Matters](#) website. This page provides online modules to learn about financial strengths, gain new money management skills and build knowledge to share with others. Community partners can refer the public to this website to complete modules and exams for assistance.

Jackie shared she was approached by a local organization, Love INC to partner on a new program. Love INC will be providing volunteers to be trained by Jackie as financial coaches. When clients come in, they have a contract and will choose which of the 15 Money Matters modules they would like to complete. They will need to complete at least 3 modules with the help of their coach and after completion, they will be eligible for financial incentive. The goal is to increase the amount of people getting assistance and also going out on their own to do the education. The program starts March 3rd.

Jackie is offering Rent Smart in-person, through a grant, in Marshfield and Wisconsin Rapids starting this month. It has been held virtually monthly for the last 2 years. This is specific to people who have come out of the jail system, or are in peer mentoring for substance disorders who are on their way to sobriety and need assistance with housing.

15. Requests for per diem for meeting attendants. None.

16. Schedule next regular committee meeting. The next regular CEED meeting is scheduled for Wednesday, April 6th, 2022 at 9:00am at Wood County Courthouse Room #114.

17. Agenda items for next meeting. *Agenda items are due by Wednesday, March 30th.*

18. Schedule any additional meetings if necessary. A special meeting is scheduled before County Board for Tuesday, March 15th and 9:00am at Wisconsin Rapids City Hall.

19. Adjourn. Chair Curry declared the meeting adjourned at 10:55am.

Minutes by Karli Tomsyck, UW-Madison Division of Extension - Wood County

MINUTES
CONSERVATION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE
TUESDAY, MARCH 15, 2022
CITY OF WISCONSIN RAPIDS, 1ST FLOOR CONFERENCE ROOM

Members Present: Kenneth Curry, Jake Hahn, Dave LaFontaine, Bob Ashbeck, and Bill Leichtnam.

Members Excused: None

Staff Present:

Planning & Zoning Staff: Jason Grueneberg; Victoria Wilson via WebEx; Land and Water Conservation Staff: Shane Wucherpfennig

Others Present: Dennis Polach (Dist. #14 Supervisor), Bill Clendenning (Dist. #15 Supervisor)

1. **Call to Order.** Chairperson Curry called the CEED Meeting to order at 9:00 a.m.
2. **Declaration of Quorum.** Chairperson Curry declared a quorum.
3. **Public Comment.** None.
4. **Review/Action on Land and Water Conservation staff to create a resolution in support of Water Bill AB 727/728 and SB 677/678.**

Shane Wucherpfennig presented a resolution in support of the Water Bill AB 727/728 and SB 677/678.

Jake Hahn made a motion to approve the resolution. Dave LaFontaine seconded the motion. Motion carried unanimously.

5. **Select a Professional Land Surveyor to complete maintenance of 198 Public Land Survey System corners in Wood County**

Reference for 90 West with Borderland Survey as the primary has been received.

Dave LaFontaine made a motion to approve accepting the 90 West with Borderland Survey as the primary bid. Jake Hahn seconded the motion. Motion carried unanimously.
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6. **Adjourn.** Chairman Curry declared the meeting adjourned at 9:06 a.m.

Committee Report

County of Wood

Report of claims for: Extension Wood County

For the period of: March 2022

For the range of vouchers: 30220023 - 30220033

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
30220023	STAPLES ADVANTAGE	Office Supplies	03/01/2022	\$60.69	P
30220024	US BANK	March Statement	03/22/2022	\$53.74	
30220025	AMAZON CAPITAL SERVICES	Office Supplies	03/22/2022	\$54.10	
30220026	AMAZON CAPITAL SERVICES	Educational Materials	03/22/2022	\$164.97	
30220027	AMAZON CAPITAL SERVICES	Office Supplies	03/22/2022	\$60.32	
30220028	AMAZON CAPITAL SERVICES	Publications	03/22/2022	\$12.00	
30220029	JENSEN CHRISTINE	4-H Leadership Reimbursement	03/22/2022	\$118.00	
30220030	HUBER LAURA	February-March Expenses	03/22/2022	\$179.90	
30220031	JONJAK ALLISON	March Expenses	03/22/2022	\$103.00	
30220032	LIPPERT MATTHEW	March Expenses	03/22/2022	\$132.97	
30220033	YOUNG WENDY	March Expenses	03/22/2022	\$29.03	
Grand Total:				\$968.72	

Signatures

Committee Chair: _____

Committee Member: _____

Committee Report

County of Wood

Report of claims for: LAND & WATER CONSERVATION DEPT

For the period of: MARCH 2022

For the range of vouchers: 18220011 - 18220014

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
18220011	WI COUNTY HIGHWAY ASSOCIATION	LWC - PESTICIDE CERTIFICATION	03/01/2022	\$145.00	P
18220012	WOOD COUNTY REGISTER OF DEEDS	WD - RECORDING FEE - S BROWN	02/14/2022	\$30.00	P
18220013	US BANK	LWC - CONFERENCE REGISTRATION	03/17/2022	\$664.00	
18220014	STAPLES ADVANTAGE	OFFICE SUPPLIES	01/23/2022	\$12.59	
Grand Total:				\$851.59	

Signatures

Committee Chair:

Committee Member:

Committee Report
County of Wood

Report of claims for: Planning & Zoning

For the period of: March 2022

For the range of vouchers: 22220025 - 22220030

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
22220025	CARMODY SOFTWARE INC	PS-Upgrades/Services Mar-Dec	03/01/2022	\$2,990.00	P
22220026	INDUSTRY SERVICES DIVISION	PS-State Sanitary Permits-Feb	02/28/2022	\$600.00	P
22220027	BOYER KEVIN	SU-Services Per Contract (Mar)	03/01/2022	\$833.00	P
22220028	US BANK		03/17/2022	\$58.17	
22220029	AMAZON CAPITAL SERVICES	PL-Office Supplies	03/06/2022	\$26.84	
22220030	AMAZON CAPITAL SERVICES	PS-Office Supplies	03/11/2022	\$31.98	
Grand Total:				\$4,539.99	

Signatures

Committee Chair: _____

Committee Member: _____



We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

4-H – Positive Youth Development

Laura Huber, 4-H Program Educator

- Ongoing support and leadership for the Wisconsin 4-H Leadership Council, where we facilitated discussions and led educational pieces to build teamwork, communication, and leadership skills for the Council's youth and adult members.
- A live radio interview on local radio (WFHR) where the listeners learn about 4-H's positive youth development programs. These interviews help reach new audiences and help garner support for overall 4-H efforts.
- An in-person training for new 4-H volunteers where they learn about Extension, risk management, 4-H policy, and ways to work with youth to become effective, informed, and engaged 4-H volunteers working with 4-H members

Agriculture

Matt Lippert, Agriculture Educator

- Planning for the Agriculture Education area at 2022 Wisconsin Farm Technology Days, an outdoor trade show for farmers and rural communities to increase knowledge of Extension Agriculture programs in crops and soils, dairy, farm management, livestock and horticulture.
- A virtual conference for dairy farmers, managers, workers, and allied service professionals, where they learned management practices for heat stress, calf disbudding, transportation of cattle, FARM Version 4.0 non-compliance, genetic selection, and calving pen assistance and newborn processing. The goal is to improve on-farm animal welfare, wellbeing, and productivity.

Cranberry Outreach

Allison Jonjak, Cranberry Outreach Specialist

- A publication is being prepared detailing the successes of the Cranberry Leadership Program for inclusion in the Journal of Extension, allowing Extension educators across the country to learn from the long-term creation of leadership capacity in the Wisconsin cranberry industry.
- Planning for a Growing Degree Day Task Force where researchers and growers will exchange information about how to use GDDs to understand plant growth and insect emergence. The purpose of this program is to develop a common system usable for research and grower weather stations.



FoodWise

Hannah Wendels, FoodWise Nutrition Educator

Kelly Hammond, FoodWise Coordinator (Wood and Portage Counties)

- A virtual and in-person weekly educational series (Extension Wellness) for Central WI residents where participants learn a variety of topics to improve overall well-being and health. The purpose of this series is to increase overall well-being and health of residents through programs on financial, nutrition, horticulture, and behavioral health education.
- A 5-week nutrition education series for kindergarten classrooms at Mead Elementary School, where students will learn about MyPlate, the five food groups, and try new fruits and vegetables. The goal of the series is for students to learn about being physically active and help them to be healthier in school and at home.
- A 5-week nutrition education series for third grade classrooms at Howe Elementary School, where students will learn about MyPlate, and making healthy food and beverage choices. The goal of the series is for students to learn about being physically active to help them to be healthier in school and at home.
- Interactive Grocery Store Tours offered twice monthly at Walmart in Plover and Wisconsin Rapids to low-income families. The goal of this educational program is for participants learn about shopping healthy on a budget, increase fruit and vegetable consumption and improve overall health.
- A partnership with ADRC that provides "Stockboxes for Seniors", a monthly food box service where low-income seniors can receive at least 10 pounds of pantry staples and nutritious foods. The goal of this partnership is to promote the boxes with community partners with the overall goal to improve food security.

Horticulture

Janell Wehr, Horticulture Educator

- A virtual and in-person weekly educational series (Extension Wellness) for Central WI residents where participants learn a variety of topics to improve overall well-being and health. The purpose of this series is to increase overall well-being and health of residents through programs on financial, nutrition, horticulture, and behavioral health education.
- A web based class for novice gardeners on a budget, where participants learned cultivar and site selection to increase skill set and decrease horticultural product misuse.
- A presentation for UWSP Continuing Education lifelong learners, where participants learned about evidence-based resources in new cultivar selection to decrease horticultural product misuse.
- A meeting for Wood County Master Gardeners, where volunteers in leadership roles learned how to navigate changes to the Master Gardener model to maintain, improve, and strengthen community partnerships in the area of horticulture education.

Human Development and Relationships

Jackie Carattini, Human Development and Relationships Educator

- A program for families and individuals, where participants learn to address their current financial situation by creating individual financial goals. The goal of this program is to enable participants to prepare for and take charge of household financial situations that occur due to changes in income or unforeseen hardships.



- An online program (Money Matters) for participants who want to improve their financial knowledge, where they complete 1-12 modules on different financial topics. The goal of the Money Matters modules is to increase participants' knowledge on topics such as credit scores and reports, making a spending plan, what to do when you can't pay your bills, and identifying financial strengths so that participants can apply these skills in the future.
- A series of meetings with local financial coalition partners to learn about current community needs that will lead to the development of future financial programs in the Wisconsin Rapids area.
- Planning for programs for renters, in collaboration with the Central Wisconsin Partnership for Recovery Safe and Sober Housing initiative, where they will learn about tenants' rights and responsibilities, effective communication methods with landlords, and the rental application process. The goal of this effort is to meet local housing needs and the pre-rental educational component for this partner's program.
- A 6-session wellness series (WeCOPE) for adults where participants learned different strategies that support awareness of mind-body connection. The goal of this effort is to offer skills to decrease stress and increase positive emotions of participants.
- A training for volunteer community financial coaches where they learn how to provide financial coaching for community members about credit scores and reports, making a spending plan, what to do when you can't pay your bills and identifying financial strengths. The volunteer coaches work with clients who have very low incomes and often struggle to meet their monthly obligations. The goal of the training is to increase the capacity of volunteers to help their clients successfully manage and meet their financial goals.
- A virtual and in-person weekly educational series (Extension Wellness) for Central WI residents where participants learn a variety of topics to improve overall well-being and health. The purpose of this series is to increase overall well-being and health of residents through programs on financial, nutrition, horticulture, and behavioral health education.
- An online 6-session course for renters where participants learn how to find and apply for rental housing, understand their responsibilities as a renter, how to communicate effectively with their landlords, and manage housing expenses. Through this, homeless populations and those who have negative rental records are able to increase their ability to find and keep safe affordable housing, thereby increasing their stability and decreasing their reliance on public supports.
- Virtual sessions for older adults across Wisconsin and beyond, where participants learned skills, tools and resources on topics such as compassion, ageism, retirement, health, advance directives and gardening. The goal of the series was to build individual resiliency, spark joy, increase satisfaction in life and provide an opportunity for social connection.

Natural Resources

Rachael Whitehair, Regional Natural Resource Educator

- A radio presentation on WDLB out of Marshfield, where listeners learned about the concept of fire as a conservation tool. The goal of this effort was to increase acceptance of prescribed burning as a means of wildfire control and ecosystem management.
- A facilitated discussion at the annual Producer-led Conference for state-wide farmer leaders and cooperators, where Extension guided qualitative data collection among attendees. This effort is designed to gather feedback from participants of the Producer-led Watershed Program regarding needed changes and anticipated needs for the future of the program.



- Planning for an annual prairie chicken festival for Central Wisconsin communities in collaboration with Portage County Land and Water, Clean Green Action, Bird City, and The Farmers of Mill Creek Watershed. The goal of this effort is to educate and create awareness around the degradation of Greater-Prairie Chicken habitat and decline of the species, so that community members will aid in the ongoing support of the species and grassland habitat in the region.
- Planning for an evaluation for the DNR Non-point source grant program in collaboration with the Department of Natural Resources. The goal of this effort is to understand how grantee interactions with grant program staff, resource or support needs of grantees, and structural changes that could improve the grant program. The goal of this effort is to identify areas for potential improvement within the non-point source grant program.
- An informational meeting for community members in the 14 Mile Watershed, where Extension assisted with technical support and discussion facilitation. This effort is designed to inform community members about the rollout of the Nine Key element Plan and connect them to watershed-focused groups and recourses like the Farmers of the Roche-A-Cri Producer-led group and the 14 Mile Watershed Alliance.

Upcoming Programs

- [Extension Wellness Series | April 2022](#)
- [Romaine Calm and Garden On | 12-session Gardening Series - March-September](#)
- [Mental Health First Aid | Wednesday, May 11th](#)
- [Rent Smart | St. Vincent de Paul Fellowship Hall \(Marshfield\) | April](#)
- [Rent Smart | Virtual Zoom Sessions | April - June](#)
- [Encouraging Financial Conversations | Tuesdays & Thursdays April 14th - May 3rd](#)
- [Planning AHEAD | Mondays & Thursdays - May 9, 12, 16, 19, 23, 26 & June 2](#)

Staff Report for March

Caleb Armstrong

- Attended the annual Cover Crop Conference in Rothschild WI, this conference had multiple different government agencies along with farmers sharing their ideas and thoughts on cover cropping techniques in Wisconsin.
- Attended the yearly WI Land and Water Conference, this year it was virtual again, and spanned over 3 days in the beginning of the month.
 - Hourly breakout sessions covering various topics and practices involved with conservation.
- Presented at the University of Wisconsin-Stevens Point with Kirk Langfoss from Marathon County about the uses and practices involved with nutrient management in the counties.
 - Professor of the class ask us to present because he wanted to open the students eyes about counties involvement with nutrient management.
- Hosted our annual training classes in the River Block building for Nutrient Management Plans.
 - We had a total of 8 farmers this year attend the class.
 - 6 from Wood County, 1 from Marathon, and 1 from Clark
- Worked with Luke Kueffer on planning on implementing a forest road through his land to help access his machinery with having to cross a creek bottom.
 - Also could use it to move his cattle around easier.
- Working with Roth's Golden Acres about implementing buffers along Mill Creek and its tributaries on their land.
 - For it to classify as a buffer has to remove land out of cropping and be at least 30ft wide.
- Working with Craig Vitort and adding a couple acres into a vegetative harvestable buffer on three of his fields.
- Worked with Brad Sternweis on updating his nutrient management plan for 2022 crop growing year.
- Followed up a complaint check on a man-made dam in a registered trout stream.
- Followed up with a manure spreading and whey spreading complaint.
- Working on mapping and calculating buffer zones that are getting worked on in the Mill Creek Watershed.

Activities Report for Emily Salvinski

-March 2022-

- **Wednesday, March 2.** Reviewed variance request letter. Put together a NMP map. Updated NMP database with submitted plans. Updated NMP spreadsheets.
- **Thursday, March 3.** Reviewed 1 NMP.
- Friday, March 4.
- **Tuesday, March 8.** Took part in the first Nutrient Management Farmer Education class at the Riverblock building.
- **Wednesday, March 9.** Gathered in kind numbers for farmer watershed group grant report. Started digitizing maps from watershed group. Attended farm profitability expo session.
- **Thursday, March 10.** Attended staff meeting. Attended webinar.
- **Tuesday, March 15.** Assisted with day 2 of the Nutrient Management Farmer Education class.
- **Wednesday, March 16.** Processed NMP checklists. Took streamflow measurements at 2 locations.
- **Monday, March 21.** Mapped contracts from farmer group.
- **Wednesday, March 23.** Mapped contracts from farmer group. Attended badger crop connect.

***Activities Report for Lori Ruess
March 2022***

- Answered phones and replied to emails
- Reviewed payroll reports and payroll registers.
- Completed February sales tax report and forwarded to Finance.
- Completed LWCD payroll percentages and forwarded to Finance prior to the March 10 Payroll.
- Attended March 10th staff meeting.
- Completed the LWCD Annual Report.
- Completed CREP Practice Payment Reimbursement Form in the amount of \$859.40 and submitted to DATCP.
- Reviewed and edited DNR TRM Grant variance letter.
- Reviewed and edited Mill Creek mail list for Friends of Mill Creek meeting – request from Portage County.
- Typed resolution for March 15th CEED and County Board meeting.
- Preparation for April tree, shrub, and wildflower distribution.
- Logged and deposited Multi Discharge Variance checks as they came in.
- Completed the 2023 Joint DATCP/DNR Nonpoint Source Grant application – April 15 deadline.
- Compiled information for 2021 Audit and forwarded to Finance - April 11 deadline.
- Vacation – March 14 – March 23.
- Electronically submitted staff reports and packet materials to the County Clerk’s office for CEED packet.
- Organized County Board packet and electronically submitted to the County Clerk’s office.

Activities Report for Rod Mayer – March 2022

- Received two calls from landowners for the Wolosek non-metallic mine site (during public notice period) – reached out to Wolosek Landscaping and the Town of Grand Rapids for information and answered landowner’s questions.
- Reviewed financial assurance for Earth Maple Ridge 2 – updated file, spreadsheet, and software.
- Reviewed Sheurer pond exemption application – talked with landowner, emailed review additions needed, forwarded to DNR wetlands.
- Researched complaint from Kolo Trucking of possible mine site. Found to be Bridgewater subdivision.
 - Contacted DNR mining Roberta Walls, DNR storm water John Eaton, P&Z Adam DeKleyn, DNR mining waterways Lane Loveland, and Earth Incorporated.
 - Multiple correspondence with DNR storm water.
 - Review of multiple documents for wetland, project maps, Lomas etc.
 - Ongoing correspondence with DNR to determine status.
- Met with Brad Brehm to discuss the B&R mine site going active – sent copy of plan – answer questions and statements of what can be done in future.
- Issued early Act 82 shooting permits to Hay Creek cranberry due to damage to cranberry beds.
- Reviewed Wolosek financial assurance – updated file, spreadsheet, and software.
- Attended three day Land and Water Conference including: Soil Health Expert Jay Fuhrer, Climate Resiliency in WI, Multi Discharge Variance Funding, Hydrological Restoration, Natural Flood Management Utilizing Slow the Flow, Groundwater Session, Mapping your environment with LIDAR, Invasive Species and County Funding, Fields to Features, Floodplain Management, County Presentation
- Reviewed Marti WM-40 wildlife damage enrollment additional signatures – updated database.
- Looked into Veolia-Cranberry Creek borrow pit expansion with Tetra Tech. Researched and contact with DNR Waste Management Engineer. Determined would be exemption on our end. Prepared custom exemption form – sent to Tetra Tech.
- Contacted Milestone with concern of getting out of boundary on Site #119 – indicated they didn’t do this and will get back to me.
- Correspondence with financial advisor with questions on values and costs on permitting a mine site.
- Attended Wildlife Damage and Abatement Program meeting. Included: Sandhill Cranes, Legislation, NR12 Review, Use of Drones for bear damage, Bear Research, Elk Lure Crop Project, Permanent Fences, Deadline Reminders, Hunting Access Violations, Soybeans, Database updates, Mapping applications, Wolf program update.
- Discussion with Kauth – for Apiary enrollment – ordered 4 solar fencers.
- Issued Wolosek NMM permit (end of public notice), approval letter, updated spreadsheet, updated software, updated the file.
- Answered questions with fence under wildlife program contract in regards to selling the property.
- Updated edited all past missing info in spreadsheet for Non-metallic mining permit numbers.
- Assisted Emily with Streamflow monitoring on streams (able to do 2 of 6 due to ice).
- Research goose issues on cranberry marsh.
- Contacted Quest Eng. For upcoming new mine site changes.
- Researched moving portion of fence under contract.
- Sent info for Pond exemptions to four landowners.



Activities Report for Shane Wucherpennig – February, 2022

- **March 1** – Attended RC&D 50th Anniversary celebration planning mtg.
- **March 2-4** – WI Land & Water Annual Conference.
- **March 7** – Participated in 14-Mile Watershed County Discussion.
- **March 8** – Farmer Nutrient Management class Presentation and training.
- **March 9** – BITs MDV project discussion with DNR Molly Richardson
- **March 8**– Worked remote, RC&D planning meeting
- **March 9** – Culvert and Crossing Design Training, Central Farm Profitability Series - Interseeding Companion Crops
- **March 10** – LWCD Staff meeting, TMDL Tracking.
- **March 11** – Reviewed resumes for Engineering Technician Position.
- **March 14** – Meeting to Discuss Mill Creek Grant, BITS troubleshooting with DNR
- **March 15** – County Board and Special CEED Meeting, NM Farmer education Training.
- **March 16** – MSTC Agribusiness Farm tour.
- **March 17** – Golden Sands RC&D meeting, Central WI Farm Profitability Series - Diverse Managed Grazing Operations.
- **March 18** – Attended PACRS March meeting.
- **March 21** – Review of Engineering Tech position resumes..
- **March 22** – RC&D meeting for 50th Anniv. planning tasks.
- **March 23** – Streambank and Shoreline Protection Design with NRCS.
- **March 24** – Central WI Farm Profitability Series - Transitioning from Conventional to Regenerative Agriculture
- **March 25** – Tracking and Database management.
- **March 28** – CSGCC All Monthly Meeting
- **March 29** – Runoff complaints and follow up.
- **March 30** - Remote working
- **March 31** – Staff meeting, project updates and preparation.



Wood County WISCONSIN

OFFICE OF PLANNING AND ZONING

TO: Conservation, Education & Economic Development Committee

FR: Jason Grueneberg, Planning & Zoning Director
Adam DeKleyn, County Planner
Paul Bernard, Land Records Coordinator
Jeff Brewbaker, Code Administrator
Scott Custer, Code Technician
Victoria Wilson, Program Assistant
Vacant, Program Assistant

RE: Staff Report for April 6, 2022

1. Economic Development (Jason Grueneberg)

Broadband Grants – Wood County partnered with 2 Broadband Grant applications that were submitted to the Public Service Commission (PSC). The applicants that the County partnered with included Bug Tussel Wireless, and Charter-Spectrum. Frontier Communications also submitted an application to the PSC. There were 194 grant applications submitted, totaling \$495,648,678.

Jail Project – I continue to participate in jail planning efforts and will continue drafting the Planned Development District application that will be submitted to the City of Wisconsin Rapids for approval.

Heart of Wisconsin Leadership Class – On March 10th I was a presenter for the Heart of Wisconsin Leadership Class session on economic development. I spoke to the class regarding economic development efforts and initiatives that the County is currently working on.

2. Planning & Zoning (Adam DeKleyn)

March 2022 was a productive month for planning and zoning. [County Plat Review](#) really picked up this month, with CSM reviews in the double digits. I consulted with a few developers on a number of subdivision proposals. I provided land use planning and zoning assistance to several municipalities and community officials. I will be presenting to the Town of Auburndale Town Board and Plan Commission on town zoning in early April. The [Central WI CDBG Housing Program](#), has received notice that the Region will be awarded an amount of up to \$3,000,000 for the 2022 funding cycle. I attended the [WI Rural Economic Summit](#), which provided an overview of the latest economic and demographic trends across rural communities. A large county planning project in progress is the update of the [Wood the County Bicycle and Pedestrian Plan](#). The planning advisory committee will meet again in April. Reach out with any questions, or to discuss the above mentioned further.

3. Land Records (Paul Bernard)

Address Updates: Shared an addressing web map with several municipalities and got great feedback. The addressing web map highlighted potentially missing addresses that were found from our DATAMARK ACE comparison. We have been able to qualify missing addresses from Village of Milladore, Village of Port Edwards and City of Pittsville.

Parcel Mapping: Our annual parcel data submission was made to the Wisconsin DOA, this is required for Land Records Funding. All new parcels have been mapped.

Emergency Management Support: I reached out to Emergency Management to see how to best utilize land records. We are pursuing two pilot projects to get them up and running with GIS.

Highway Department Support: I am working on consolidating and improving workflows for Culverts, Appurtenances, Road Inventories and Sign Inventories.

4. Code Administrator (Jeff Brewbaker)

03-03-2022 – Reviewed soils report for new construction holding tank TN: 06; reviewed and issued new well construction permit TN: 21; soils evaluation review, plan reviewed & permit issued for new conventional TN: 19

03-04-2022 – Soils evaluation, Hydrograph, & Plan review replacement conventional TN :18

03-07-2022 – Worked on POWTS Spring Training Seminar

03-08-2022 – Re-connect plan review <24 inch mound & permit issued TN : 11; OSHA training

03-09-2022 - Worked on slides for power point presentation

03-10-2022– Review of cranberry reservoir plan & Issued ford floodplain permit TN : 13

03-11-2022 – Practiced spring POWTS training seminar

03-14-2022 – Reviewed soils evaluation, holding tank plan, & issued sanitary permit for new ht, TN : 06

03-15-2022 – Presented POWTS spring training at Wisconsin Elks

03-16-2022 –Reviewed soils evaluation, hydrograph, & issued a conventional sanitary permit TN: 13; investigated violations in the Town's of Linclon, Auburndale, & Dexter

03-17-2022- Out of office

03-18-2022 – Out of office

03-21-2022 – Out of office

03-22-2022 – Out of the office

03-23-2022 – Reviewed floodplain analysis for DOT project in Pittsville

03-24-2022 – Drafted violation settlement agreement for overfull holding tank TN : 10; reviewed A+0 mound plan revision individual site design TN : 19

03-25-2022 – entered credits for training seminar participants, worked on mitigation document for NEPCO Lake development TN : 18

03-28-2022- Reviewed / researched ditch dredging project

5. **Code Technician (Scott Custer)**

2-21 through 25-2022 – Out.

2-28-2022– Small claims court case files housekeeping and correspondence. Well permit application review and approval X 3 TN-7, TN-18, TN-20. Mound permit application review TN-20.

3-1-2022 – HS letter TN-20. Power point for spring POWTS training.

3-2-2022 – Power point for spring POWTS training. Court cases.

3-3-2022 – Power point for spring POWTS training. Court cases.

3-4-2022 – Power point for spring POWTS training. Court cases.

3-7-2022 – Out.

3-8-2022 – Small claims court. POWTS program update training. Well permit approval TN-07.

3-9-2022 – Out.

3-10-2022 – Out.

3-11-2022 – Power point for spring POWTS training. Court cases. Cyber Security training.

3-14-2022 – Practiced POWTS training seminar. Approved Conventional system TN-07. Reviewed soil reports X 2 TN-07.

3-15-2022 – Hosted and presented at POWTS training seminar.

3-16-2022 – Site visits: HT investigation TN-10, camper investigation TN-06, and Floodplain ditch cleaning project TN-14. County highway shop wetland tree removal review. Well permit meeting with Haupt Well Drilling.

3-17-2022 – HT inspection TN-06. HT replacement permit review TN-01. Plumber licensing information discussion with plumber. Inspection Report X 1.

3-18-2022 – Letter to land owner in court case. Reviewed soil tests X 2 TN-06 and TN-10. Reviewed and approved holding tank application TN-10.

3-21-2022 – Conventional inspection TN-07.

3-22-2022 – Inspection report X 1. Approved mound permit application TN-09. Assisted land owner with shore land application. Land spreading research.

3-23-2022 – Reconnect approval TN-10. Subdivision soil report research. Leaking holding tank troubleshooting TN-11.

3-24-2022 – Reviewed pending permit applications. Building Sewer statute question for plumber.

3-25-2022 – Issued shoreland/wetland permit TN-15. Approved HT permit application TN-11. Reviewed and approved soil report TN-03.

3-28-2022 – Floodplain project narrative review TN-04 and TN-13. Reconnect permit approvals X 2 TN-10 and TN-22

3-29-2022 – Pending sanitary permit and inspection report follow ups. Small claims court case.

3-30-2022 – Pending sanitary permit and inspection report follow ups. Shoreland/floodplain permit workable form.

6. Office Activity (Victoria Wilson)

- a. Monthly Sanitary and Well Permit Activity – There were thirteen sanitary permits and two well permits issued in March 2022.
- b. 2022 Tax Refund Intercept Program (TRIP) – As of March 30, 2022, Wood County received an additional payment of \$474.00 on one outstanding court case.
- c. ArcGIS Pro Software Project – Continue to work on projects from Land Records Officer. Currently adding Point of Interest points to GIS.
- d. Court Case Activity – Nine court cases were opened in 2022 for failure to provide maintenance and failure to pay program fee. Seven of the nine cases have paid in full.
- e. Attended the following meetings/trainings & activities:
 - i. Special CEED meeting March 15, 2022.
 - ii. Citizens Groundwater Group March 21, 2022

CITIZENS (WOOD COUNTY) GROUNDWATER GROUP MEETING

DATE: Monday, March 21, 2022
TIME: 2:00 p.m.
LOCATION: Conference Room 114-Wood County Courthouse & Teleconference via WebEx

Present: Bill Clendenning, Bruce Dimick, Gordon Gottbeheut, Tamas Houlihan, Ben Jeffrey, Bill Leichtnam, Dan McFarlane; Shane Wucherpennig, Dr. Carla Romano; Cecile Stelzer-Johnson; Rhonda Carrell; Sandy Cain; Scott Bordeau

1. **Call Meeting to Order:** Chair Bill Leichtnam called the meeting to order at 2:00 p.m.

2. **Public Comment:** None.

3. **Speaker – Lisa Anderson-Portage County resident- “The Nelsonville Story”:**

The Nelsonville Story:

- Nelsonville, a village of one hundred and fifty residents, has a Concentrated Animal Feeding Operation (CAFO) in their village that has twenty three hundred animal units and five thousand acres in their nutrient management plan.
- Portage County received a grant in 2018 to study the water quality in their eight hundred and eighty acre recharge zone. Results showed nitrates were widespread in the village.
- The Village hired an environmental engineering firm to analyze data. They found that agriculture is the predominant source of nitrate contamination in the village.
- The Village formed a Ground Water Protection committee to help raise awareness of this problem. The Village would like to get monitoring wells in the Village to find out where the nitrate plume is.
- The group has met with opposition from the CAFO farmer, certain county board supervisors, the Portage County Land Conservationist and the Land Conservation Committee.
- Extensive discussion took place.

4. **Planned “Wood Co. Water Symposium”:**

- a. Ray Bossert, Village Administrator for Port Edwards is proposing a total assessment of all water in Wood County.

5. **Correspondence/Updates/Handouts/Reports on Meetings Attended:**

- a. Bill read an email from Scott Provost, DNR, expressing his high interest in the Water Symposium.

6. **“Action Items” proposed to CEED Committee by Wood County CGG:**

- a. A resolution was drafted at the last CEED meeting and approved by the county board to support Senate Bills 677 & 678 and their Assembly Bill companions AB727 and AB728. One week ago, these passed by voice votes in the Wisconsin State Assembly and State Senate and was on the Governor’s desk.

Tamas further stated that one of the bills passed and one did not. The one that passed was the bill that will provide three million dollars of funding.

7. **Roundtable**

No roundtable discussion

8. **Announcements by members / visitors (upcoming related events / meetings)**

None

9. **Future Speakers:** Please contact Bill Leichtnam or Bruce Dimick with any suggestions for future speakers.

April-Three people from Midwest Environmental Advocates & Environmental Working Group.

10. **Agenda Items for next meeting:**

Agenda items should be submitted to Bill Leichtnam by the second Monday of the month.

11. **Next Meeting:** Meetings will be the third Monday of each month @ 2:00 p.m.

The next regular Citizens (Wood County) Groundwater Group meeting is scheduled for Monday, April 18th at 2:00 p.m. This will be an in person and virtual WebEx meeting.

12. **Adjourn Groundwater Group Meeting:**

Bill Leichtnam made a motion to adjourn. Bill Clendenning seconded the motion. Motion carried unanimously. Meeting adjourned at 3:24 p.m.

Notes by Victoria Wilson, Planning & Zoning Office

WOOD COUNTY ECONOMIC DEVELOPMENT ANNUAL REPORT

2021-2022



CONTENTS

- County Data**
- Workforce/Talent Development**
- Marketing/Promotion**
- Business Support**
- Region/County Development**
- Appendix**
- Contacts**

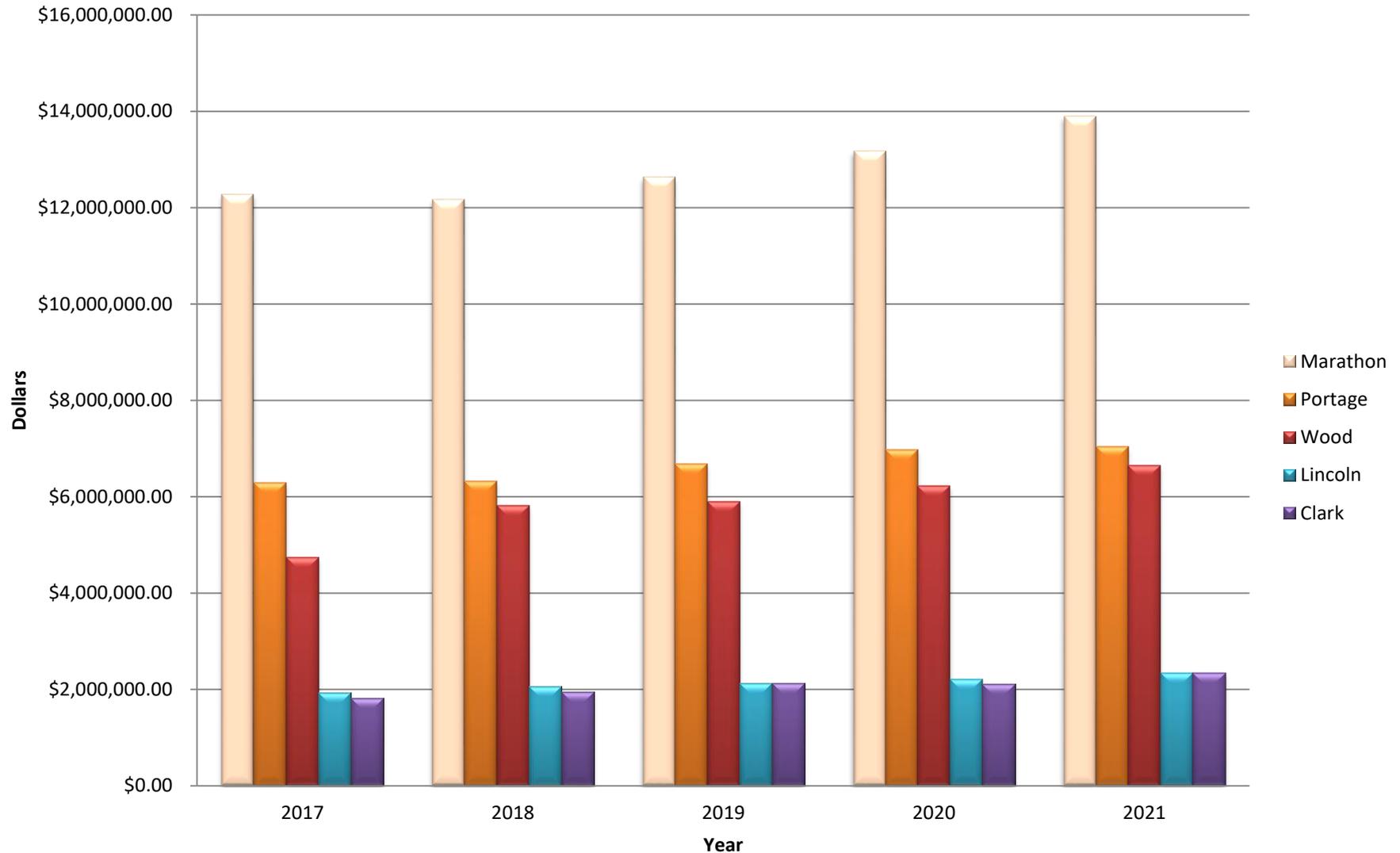
POPULATION

City of Marshfield Population Estimates

Year	Wood County	Marathon County	Total	Source
2010	18,218	900	19,118	U.S. Census
2018	18,139	958	19,097	Dept. of Admin
2019	18,349	967	19,316	Dept. of Admin
2020	18,370	1,108	19,478	Dept. of Admin
2020	18,119	810	18,929	U.S. Census
2021	18,449	1,235	19,684	Dept. of Admin

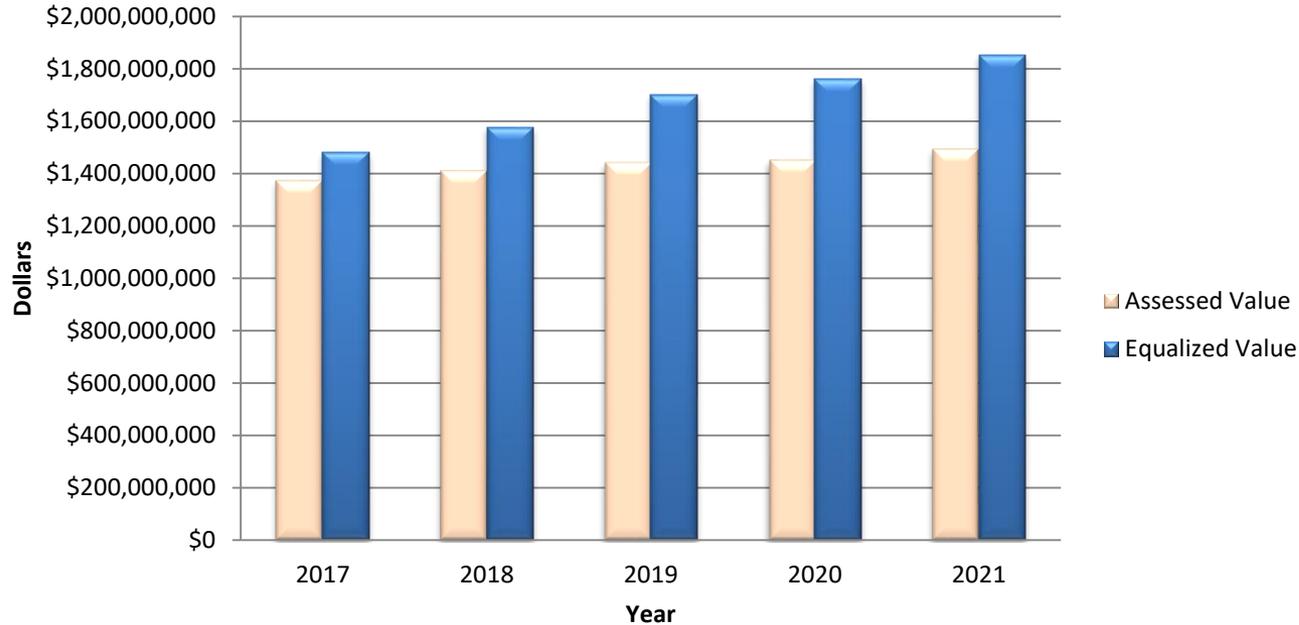
COUNTY SALES TAX

COUNTY SALES TAX



PROPERTY VALUE

PROPERTY VALUE



Assessed & Equalized Summary	2017	2018	2019	2020	2021
Assessed Value	\$1,371,375,400	\$1,409,412,400	\$1,441,257,300	\$1,450,916,400	\$1,492,044,300
Equalized Value	\$1,480,914,100	\$1,577,080,500	\$1,701,656,000	\$1,760,309,200	\$1,853,656,700

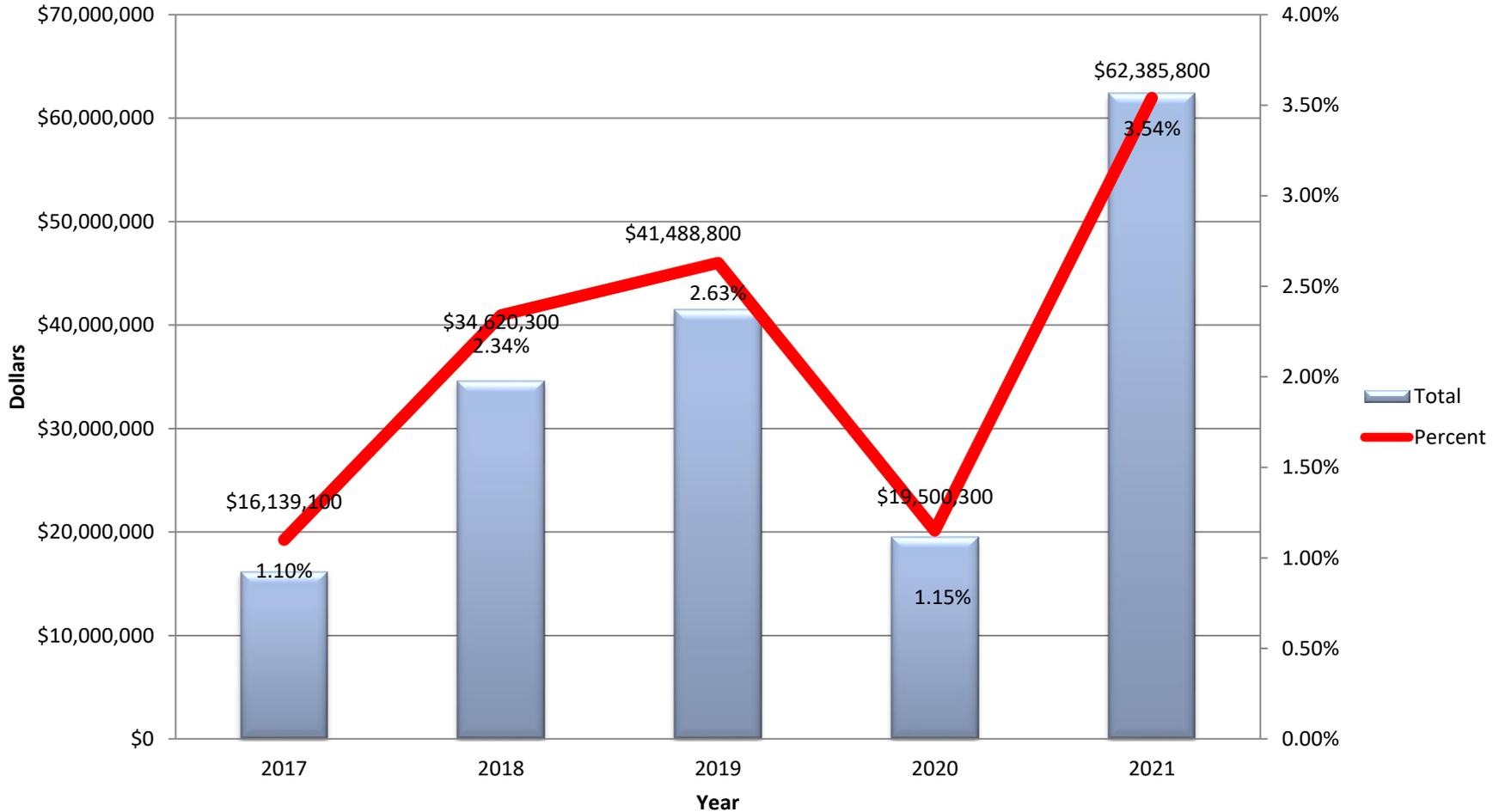
TOURISM

Year	Total Room Tax Collections	Room Tax Rate	Estimated Overnight Visitor Economic Impact (\$ Millions)*	Estimated Wood County Direct Visitor Spending (Includes Day Trip Visitors)	Estimated Wisconsin Direct Visitor Spending (Includes Day Trip Visitors (\$ Billions))
2014	\$327,460	6%	\$44.0	\$86.8	\$11.5
2015	\$355,472	6%	\$45.5	\$88.0	\$11.9
2016	\$374,938	6%	\$47.0	\$91.4	\$12.3
2017	\$520,797	8%	\$48.0	\$93.0	\$12.7
2018	\$572,282	8%	\$49.4	\$96.6	\$13.3
2019	\$556,817	8%	\$49.0	\$100.2	\$13.7
2020	\$380,090	8%	\$30.0	\$70.6	**N/A
2021	***\$524,637	8%	**\$48.1	**\$93.1	**N/A

Estimated Direct Visitor Spending for Marshfield is an estimate, based on Wood Co. data & room tax collections, as we do not have reporting metrics available. ** Projected 2021 data - county and state statistics will be available May 2022. * More collections for 2021 are still outstanding.*

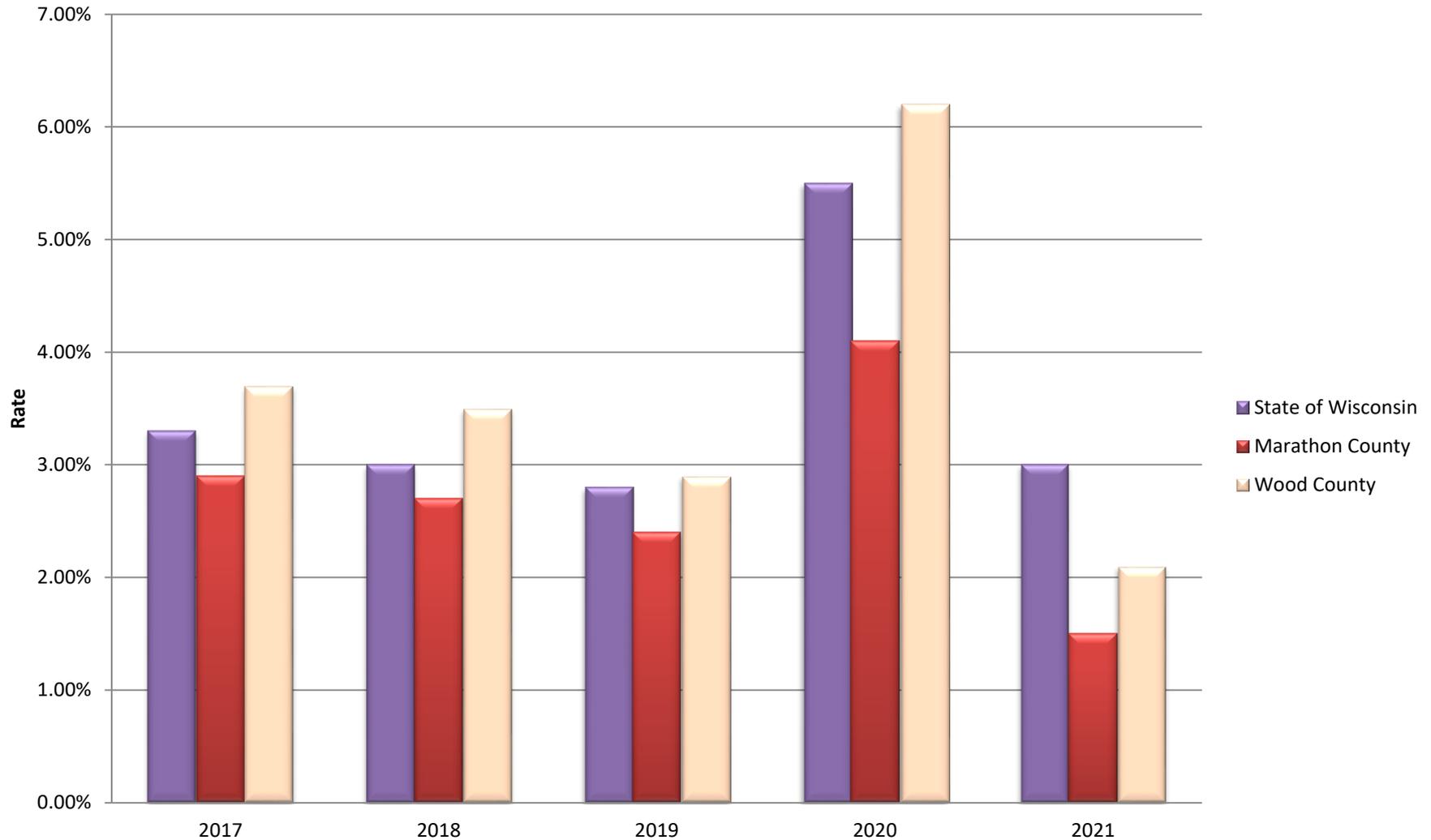
NET NEW CONSTRUCTION

NET NEW CONSTRUCTION



UNEMPLOYMENT RATE

UNEMPLOYMENT RATE



WORKFORCE DEVELOPMENT

MACCI continued to engage in talent programming at the K-12, Post-secondary, and Workplace levels to facilitate the development, recruitment and retention of qualified workforce.

➤ **K-12 programming included....**

- Health Career Connections which explores health-related careers in area businesses had 21 students enrolled..
- Wisconsin's Youth Apprenticeship program where over 49 area high school students gained on-the-job training from 45 area employers. Students in this program apply classroom work with real world experience, gaining valuable life skills.
- HR professionals participated in 2 panel discussions focused on the "Resume Building Tips" and "Interviewing Do's & Don'ts". These recorded discussions were shared with our area school districts for career development purposes.

➤ **Post-secondary programming included...**

- Community-to-Campus type initiatives, such as lunch with a leader, interview roundtables, guest speaker on networking, etc., introduced college students and faculty to the career and lifestyle opportunities in the Marshfield area.
- Customized curriculum and training courses and programs are developed through working with partner universities, technical colleges.

WORKFORCE - CONTINUED

➤ Workplace programming included...

- Marshfield Area Human Resources Association (MAHRA) held 8 workshops, as well as continuing the spousal referral program, an on-line discussion platform, and community tours.
- An 8-week Dale Carnegie course on communication and human relations skills was offered for area business professionals.
- 13 area business professionals graduated from Leadership Marshfield; an 8-month professional development program coordinated through the Marshfield Area Chamber Foundation. Three projects were completed and enhanced our community.
 - LIFE (Literacy in Financial Education) Kits – Promoted financial literacy for middle to high school students.
 - United We Can – supported local food pantries along with the Marshfield Area United Way
 - Marshfield Zoo Turtle Exhibit – enriched and updated a small portion of the Marshfield Zoo bringing awareness to the turtle exhibit.
- MACCI's job board had 246 job postings with over 26,000 page views to assist in finding talent for existing businesses and
- Participated in the annual Central Wisconsin & Western Wisconsin wage survey.
- Marshfield Young Professionals (MYP) group with over 30 engaged and empowered professionals, participated in professional and social opportunities to create an environment to attract and retain professionals.
- 2022 – Marshfield Area Career Expo (MACE): brings together area businesses and K-12 students (400+) for a focus on building relationships, sharing knowledge, and showcasing the various career opportunities in the Marshfield area.
- 2022 – Power of Ag Tour: brings together area ag businesses and high school Sophomores (200+) to demonstrate agri-business careers available in the Marshfield area.

MARKETING/PROMOTION

Implement strategic economic development marketing and supporting branding efforts within the service area by leveraging existing local, regional, and state marketing assets and developing new initiatives.

- Continued to develop targeted campaigns including ads, flyers, videos, website enhancements and social media posts to attract new or relocating businesses, as well as promote things happening in northwestern Wood County area.
 - Promoted and produced area quality of life events videos and materials that give exposure not only to the businesses but attract potential new residents, all of which help continue growth in the county.
 - Developed video content that markets Wood County.
 - Continued SHOP LOCAL BUY LOCAL efforts to help promote the small businesses by hosting small business Saturday event and shopping promotions.
 - Responded and connected to site selectors, local businesses, and RFI requests.
 - Provided access points for community members & visitors to acquire area visitor guides, maps to attractions, snowmobile & ATV trail maps and much more.
 - Helped promote small business by hosting Small Business Saturday and other small business shopping promotions
- > Continue partnership with Heart of Wisconsin Chamber and other organizations to arrange for the exposure of Wood County properties to national retailers with Locate In Wisconsin and local real estate agents.

MARKETING/PROMOTION

Video/Media Toolkits - an effort to support Wood County's economic development mission and the goals of the REDI Grant, the combined economic development organizations would produce and market Wood County promotional pieces with specific marketing collateral.

- Create awareness and stimulate additional growth in Wood County.
- Elevate current promotions as a tourism destination and potential for relocation meeting several objectives and strategies identified within the REDI Grant. This would include updating collateral, photos, video to demonstrate the quality of life in Wood County that can be used by all as part of developing a branding strategy and book. (REDI Plan Branding Strategy 1.5-1.7)
- The toolkit include videos, social media graphics, photos, and joint communications. The toolkit is used to drive traffic to partner websites through links and social media. Topics could include Recreation, Education/Sports, Workplace, and local activities.
- Videos are short in duration for social media and website. Photos engage content with people and families thriving in Wood County.
- **Wood County Hospitality:** <https://visitmarshfield.com/hotels-motels/> & <https://visitmarshfield.com/dining/>
- **Wood County Shopping:** <https://visitmarshfield.com/shopping/>
- **Experience Wood County, WI Summer Outdoor Recreation:** <https://centralwisconsin.com/woodco/>
- 2022 – Wood County Fall Experience video production being completed

BUSINESS SUPPORT

In partnership with the Heart of Wisconsin Chamber, the Marshfield Chamber Foundation continued efforts and focus on goals that directly relate to Entrepreneurial Ecosystem. Additionally, these organizations offered support to all businesses in the Wood County area.

- Attraction efforts included promotion through the Marshfield in Motion publication, 2021 Economic Profile and available land and buildings were uploaded to the Locate in Wisconsin website.
- Entrepreneurial development activity remained strong as our West Central Wisconsin & UP of Michigan SCORE group assisted 329 clients with 25 active mentors.
- New & Existing businesses were assisted with grant/loan programs, business plans & marketing plans, networking opportunities and more.
- Letters of support were provided to businesses starting or moving to vacant buildings for the state's \$10,000 Main Street Bounce Back grant.
- Monthly email updates were provided to keep businesses informed of this and other local, state and federal incentives.
- The C2 Makerspace is moving forward after acquiring a state grant and local funding support from businesses. This space will be located at the UWSP at Marshfield and will offer hands-on skill development for students from 10 area schools while showcasing the amazing career opportunities available in our area.
- Despite continuing to have to deal with major issues like COVID, supply chain disruptions and a lack of available workforce; our local economy fared well in 2021. Marshfield saw 14 new businesses started and 13 businesses expand, remodel or move to larger facilities.
- 2022 – Pittsville business group collaborating with school district to explore youth entrepreneurial development.

BUSINESS SUPPORT - CONT

More notable new businesses or facilities included:

- - Vandehey Water Aquatic Center
- - Starbucks
- - Burger King Remodel
- - The Boardroom
- - Hampton Inn & Suites
- - Good Day Sunshine Record Shop
- - Kwik Trip (3rd Store)
- - Remb's Celebration Center
- - Masonite Dryer Building
- - Pet Supplies Plus
- - S.C. Swiderski Apartments (SCS Marshfield) on North Hume Avenue (Phase II)

Industrial Park Land Acquisition

In 2021, the City exercised the Option to Purchase the 124 acres of agricultural land for future industrial development just off of Yellowstone Drive and created an industrial TIF District for the area, getting an appraisal and wetland delineation of the property.

2022 - The City to acquire the land.

TID No. 13

In 2021, the City created TID No. 13, a mixed-use TIF District on the southeast side of the City. The mixed-use district allows the City to include a newly-platted residential component. A preliminary plat for a 55-lot subdivision was reviewed and approved at the end of 2021.

2022 - The City is working with a developer to begin developing that area.

REGIONAL/COUNTY DEVELOPMENT

Continue collaborative work with local, county, and regional stakeholders to align and coordinate economic development strategies.

- Helped facilitate and attend, in conjunction with Centergy, HOW, WEDA, and local businesses with pro-Wood County issues that are discussed with local, state, and federal representatives and agencies. Specific events include **Central Wisconsin Days** and **Legislative Day**.
- Supported targeted Workforce Development initiatives, such as **Broadband, Childcare and Housing**.
- Facilitated communication between elected officials and citizens.
- Facilitated **10** meetings with Pittsville business group to advance economic development strategies.
- Continued partnerships with WEDC on marketing and growing local businesses and promote the county within the supply chain program.
- Produced marketing material that grows the state marketing efforts to attract new talent to Wisconsin, Central Wisconsin, and finally to Wood County.
- Continued support for **Broadband** coverage expansion.
- Collaborated with the State of Wisconsin, regional and county partners to enhance broadband coverage.
- Assist and coordinate efforts regarding broadband and opportunities with partners.
 - Participated in the formation of a Digital Equity Solutions Team (DEST)
 - Participated in the identification of infrastructure gaps and learn from and implement successful community service expansions.

REGIONAL/COUNTY DEVELOPMENT

Broadband

- MACCI/MACFI partnered with Wood County, which partnered with Bug Tussel Wireless, a subsidiary of Hilbert Communications, on 2 grant applications to the Wisconsin Public Service Commission (PSC) as the first step in a process to provide high-speed broadband internet connectivity throughout rural Wood County. Through the efforts and strong support of business, education, government and county citizens, Wood County and Bug Tussel were awarded two broadband grants totaling over \$900,000. In 2021, work began to construct at least 16 towers that will provide broadband speeds of at least 25 megabits per second download and 3 megabits per second upload with service planned to be available to the public by early 2022.
- 2022 - Wood County Broadband Phase 2 - The next phase of broadband expansion is to bring a minimum internet speed of 100 mpbs download/upload to all residents of Wood County. The goal is to build a fiber backbone (also known as a Middle Mile) through the county, which will bring fiber-to-the-premise (FTTP) for over 2,500 resident and business addresses along the route and be used for future FTTP expansion.
- 2022 - Speed Testing – MACCI/MACFI is partnering with regional and county partners to encourage residents to take the internet speed test to help identify limits in coverage throughout the county.

2022 – Business Retention & Expansion System (BRE) – MACCI/MACFI is partnering with HOW Chamber to implement a county-wide BRE system to establish and implement a strategic plan for economic development.

2022 - Talent Summit - MACCI/MACFI is partnering with HOW Chamber and the other central Wisconsin chambers of commerce and Centergy to hold regional talent summit for the region's (and county's) employers to discuss solutions to the workforce shortage being experienced by all employers. Tentative plans are to cover topics such as:

- Solutions for organization strategy to develop, retain and attract talent.
- The demographic drought and bridging the gap in our labor market.
- Regional marketing efforts for talent.
- Activities currently being provided.
- Developing an attractive corporate culture.
- How to develop placemaking for communities.

APPENDIX

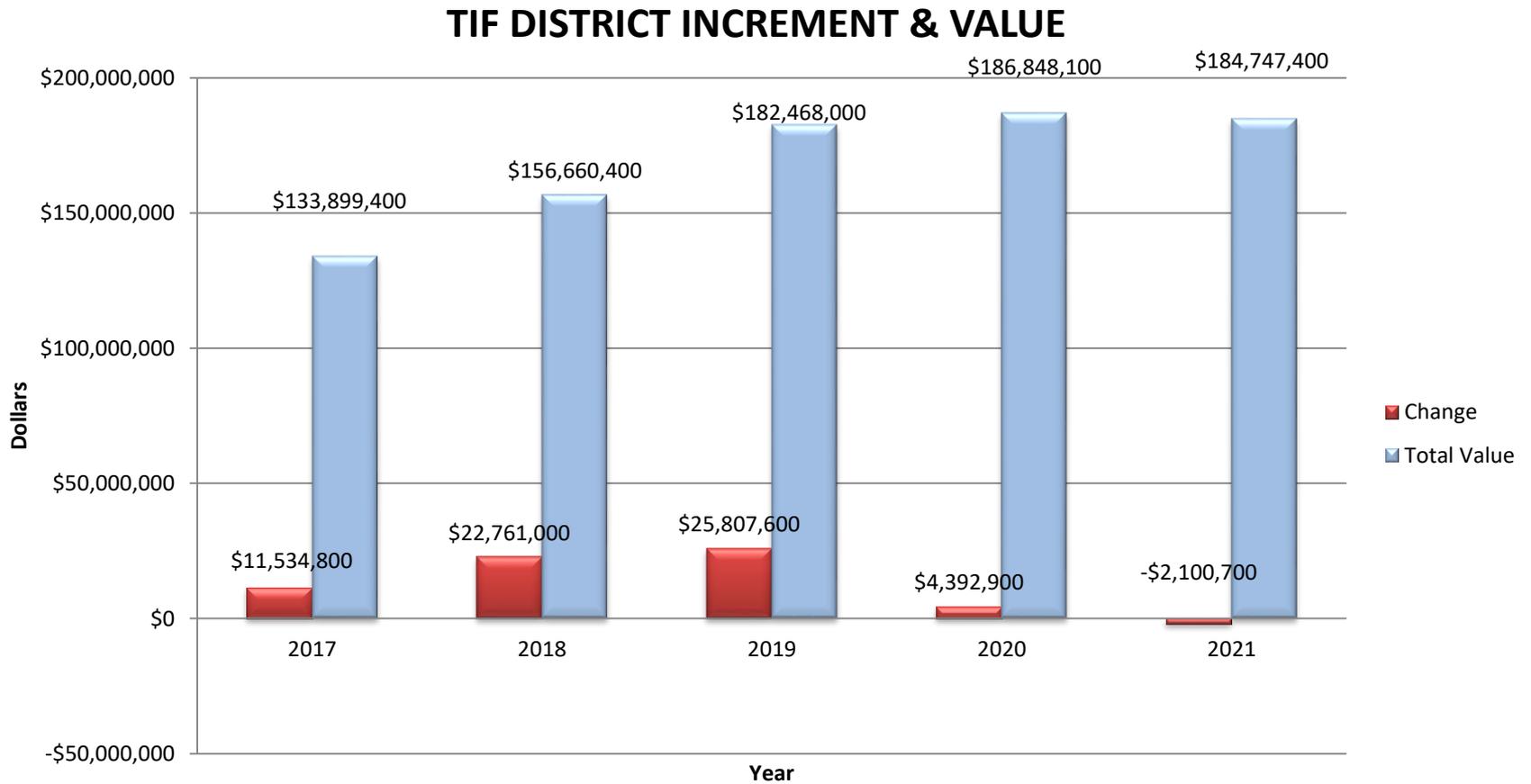
Additional data provided for review includes:

- Marshfield Façade Program
- Marshfield TIF Increment & Value
- Business Additions & Losses
- Downtown Marshfield Business Additions & Losses
- Marshfield Business Permits
- Marshfield Housing Data

FAÇADE PROGRAM

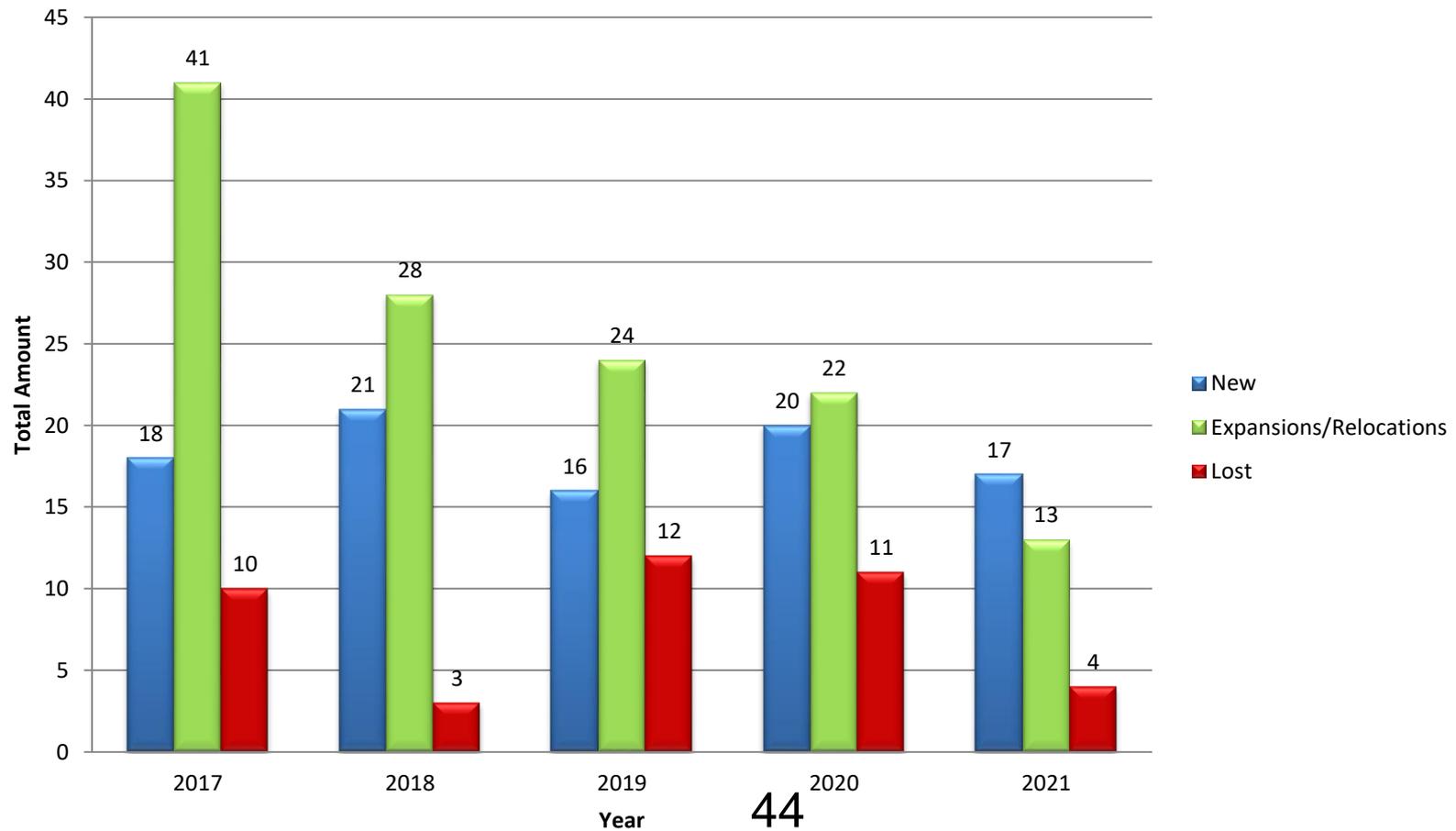
Façade Improvement Program	2017	2018	2019	2020	2021	Totals
Number of Projects	9	2	0	5	2	18
Committed Funds	\$33,527.96	\$15,500.00	\$0.00	\$77,746.61	\$20,000.00	\$146,774.57
Total Planned Improvements	\$67,425.70	\$49,624.85	\$0.00	\$199,628.30	\$205,500.00	\$522,178.85

TIF DISTRICT INCREMENT & VALUE



BUSINESS ADDITIONS & LOSSES

BUSINESS ADDITIONS & LOSSES



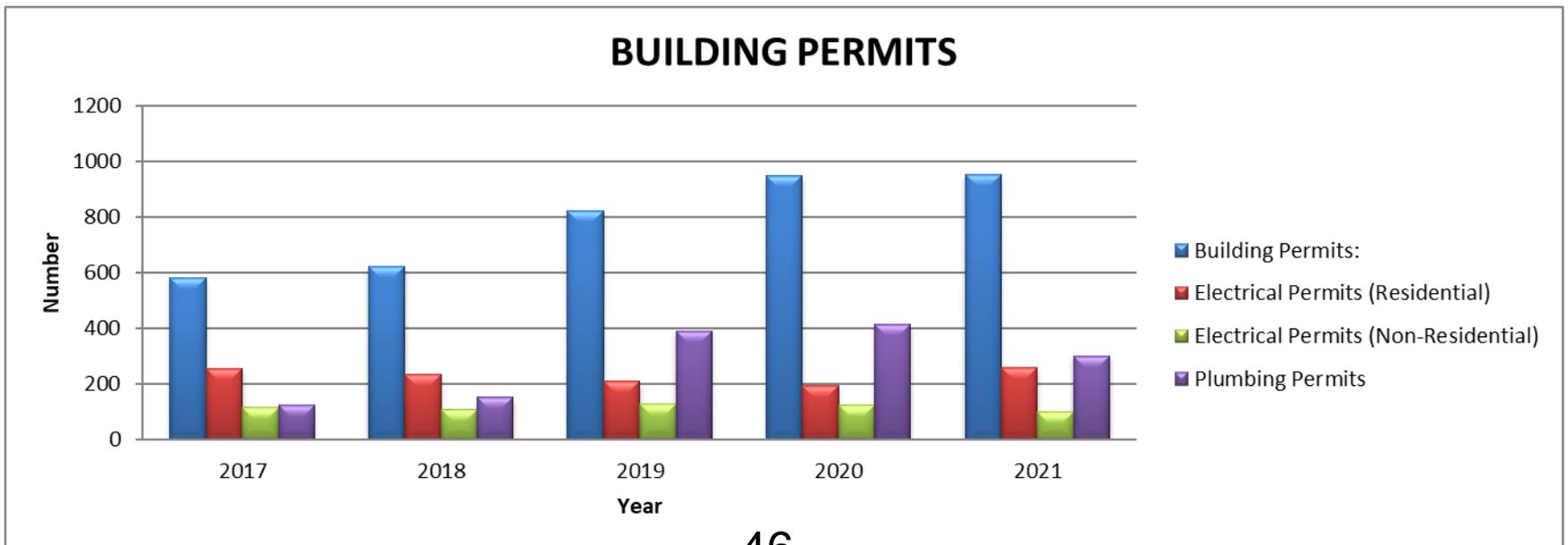
DOWNTOWN

New Businesses

Activity	2021
New Businesses	7
Businesses Moved Out of Downtown	1
Businesses Closed	5
Relocated in Downtown	2
Business Interior Remodels	7
Facade Grant Projects	2

BUILDING PERMITS

Building Permits	2020	2021
Building Permits	949	955
Electrical Permits (Res)	197	259
Electrical Permits (Non-Res)	124	102
Plumbing Permits	417	302
Grand Total of Permits	1,687	1,618
Estimated Value	\$34,007,134	\$76,807,239



HOUSING

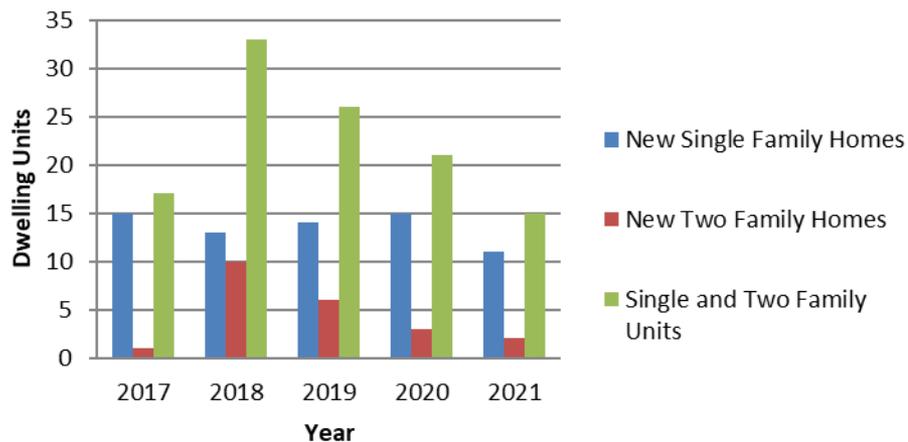
Residential Lots	2020	2021
All Vacant Single & Two Family Lots	357	339
Developable Vacant Residential Lots - Zoned Single Family	184	179
Developable Vacant Single & Two Family Lots - Owner Retained	82	79
Developable Vacant Residential Lots - Zoned Two Family	23	20
Developable Vacant Single & Two Family Lots - Desirable Subdivision	21	35
Developable Vacant Single - Desirable Subdivision	17	31
Developable Vacant Two Family Lots - Desirable Subdivision	4	4

Average Sale Price of a Home	2017	2018	2019	2020	2021
City of Marshfield	\$147,082	\$150,291	\$157,291	\$166,031	\$180,543

HOUSING

Housing Starts	2020	2021
New Single Family Homes	15	11
New Two Family Homes	3	2
Single and Two Family Units	21	15
New Multiple Family Buildings		
Multi-Family Dwelling Units	5	0
Total New Dwelling Units	76	0

1 & 2 FAMILY HOMES



Assessed Value of Improvements	2019	2020
1 & 2 Family Residential Value	\$4,046,600	\$2,998,700
Single Family Permits	14	15
Two Family Permits	6	3
Total Permits	20	18

COMMENTS/QUESTIONS

Scott Larson

Executive Director

Marshfield Area Chamber Foundation Inc.

&

President

Marshfield Area Chamber of Commerce & Industry

Karen Olson

Business Development Director

Marshfield Area Chamber Foundation Inc.