

Agenda

Eau Claire County

Joint Meeting: Extension Committee and Budget & Finance Committee

Date: September 16, 2020 at 4:00PM

Virtual meeting via WebEx

Meeting link:

<https://eauclairecounty.webex.com/eauclairecounty/j.php?MTID=m6a826fb7e52da1e76da6dd0fe5e40b77>

Meeting number: 145 241 4119

Password: iJnMekPX437

Join by phone 1-415-655-0001 US Toll

1. Call to Order and confirmation of meeting notice
2. Roll Call
3. Public Comment
4. Review/Approval of Committee Minutes – **Discussion/Action**
 - a. August 19, 2020
5. Budget Overview - **Discussion/Action**
6. Fair Committee Appointments - **Discussion/Action**
 - a. Reappointments
 - i. Darren Schlewitz – 4-H Leaders Association Member
 - ii. Tammy Schlewitz – Business or Youth Service Agency
 - iii. Leticia Papke – Business or Youth Service Agency
 - iv. Tyson Flottmeier - Youth Representative
 - v. Josie Syverson – Youth Representative
 - b. New appointments
 - i. Wendy Strauch – Citizen at Large
 - ii. Bethany Strauch – Youth Representative
 - iii. Kathleen Gehrke – Citizen at Large
7. Area Extension Director Report - Catherine Emmanuelle
8. Scheduling of Future Meetings / Agenda Items
 - a. October 21, 2020 4:00pm
9. Announcements

10. Adjourn

Minutes

Eau Claire County

Extension Committee

Date: August 19, 2020 at 4:00PM

Virtual meeting via WebEx

Members Present: Melissa Janssen, Don Mowry, Colleen Bates, Missy Christopherson, and Heather Deluka

Others Present: Rachel Hart-Brinson, Lyssa Seefeldt, Catherine Emmanuelle, Kristi Peterson, Erika Gullerud, Debbie Kitchen, Sandy Tarter, and Margaret Murphy

1. Call to Order and confirmation of meeting notice – confirmed
2. Verbal Role Call taken by Clerk Kristi Peterson
3. Public Comment - none
4. Review/Approval of Committee Minutes – **Discussion/Action**
 - a. July 15, 2020 Supervisor DeLuka moved to approve, and Supervisor Bates seconds as updated (#4 corrected spelling of Christopherson). Motion passes
5. Financial Overview – Erika Gullerud
 - a. An up to date overview was given.
 - b. The Community Development position was discussed
6. Financial Overview– **Discussion/Action**
 - a. Recommend quarterly schedule
 - b. No action was taken, all supervisors agreed
7. Annual Report – Overview
 - a. Collective impact through our two main programs
 - b. All educators provided a highlight from their program area
 - c. Request to clarify any open positions that reflect data
8. Budget 2021 - Overview
 - a. Overview was provided. Add to September agenda to vote.
9. Fair Committee Appointments: Chair Mowry requested that this item be tabled for September meeting. The Fair Committee Chair will provide a recommendation prior.
 - a. Reappointments
 - i. Darren Schlewitz – 4-H Leaders Association Member

- ii. Tammy Schlewitz – Business or Youth Service Agency
- iii. Leticia Papke – Business or Youth Service Agency
- iv. Tyson Flottmeier - Youth Representative
- v. Josie Syverson – Youth Representative

b. New appointments

- i. Wendy Strauch – Citizen at Large
- ii. Bethany Strauch – Youth Representative
- iii. Kathleen Gehrke – Citizen at Large

10. Fair Committee By-Laws

- a. Language Clarification – Supervisor Bates moves to approve. Christopherson seconds.

11. Area Extension Director Report - Catherine Emmanuelle

- a. The meeting is later than normal, more details will be provided at the September meeting.

12. Scheduling of Future Meetings / Agenda Items

- a. September 1 Area 6 meeting 1-2:30
- b. September 16, 2020 4:00pm

13. Announcements – none provided

14. Adjourn at 6:26 pm

Extension Eau Claire County 2021 Budget Overview

September 11, 2020

Dear Members of the UW-Extension Education Committee and Budget and Finance Committee,

General Budget Remarks

I look forward to our budget conversation. This narrative is intended to supplement the county format.

I hope this information is helpful as you enter budget considerations. Please let me know how I can be a thinking partner and/or answer questions you may have.

I think of the Extension budget in 4 general categories:

- Salary & Benefits
 - Two county employees (1 Administrative Specialist 0.80 FTE, 1 Office Coordinator 0.80 FTE)
 - Note that insurance increase is \$4,059 (2020 was \$34,289 and 2021 estimate \$38,348).
The increase was absorbed from our budget without a levy increase.
- Contracted Services
 - 3.59 FTEs
 - Agriculture Educator 1.0 Full Time Equivalent (FTE)
 - Human Development and Relationships Educator 1.0 FTE
 - 4-H Program Educator 1.0 FTE
 - Horticulture Educator 0.25 FTE (cost-shared with Chippewa, Dunn, Eau Claire, and Polk Counties)
 - Community Development Educator 0.33 FTE (cost-shared with Chippewa, Dunn, and Eau Claire Counties)
 - Increase of 2% on the educational fees effective January 1, 2021. In 2020 the educational fee per educator was \$41,500 and in 2021 the educational fee is \$42,330 per 1.0 FTE. The educational services fees for 2020 were \$140,780 and proposed for 2021 are \$143,759, an increase of \$2,979. The increase was absorbed from our budget without a levy increase.
 - \$500 professional development dollars for the 3.59 educators on the educational services contract
 - The \$10,000 discount remains in place for 2021 budget

- Eau Claire County also receives educational services through 3 FoodWise employees who serve Eau Claire Counties - all Federally grant funded, and 1 Area Extension Director - 100% state employee and no county contribution.
- Materials and Supplies for Operations
 - Phones, printing, IT, mileage, program supplies, professional development, etc.
 - Note that IT expenses were moved from CIP to the departmental operations. The expense is \$3,918 to the department's operating budget. The increase was absorbed from our budget without a levy increase.
 - Depending on how COVID impacts 2021 (regarding state employees continuing to deliver online programming from home or small group in-person programming), the department may underspend what is proposed (i.e. less printing, less mileage, less supplies for educational events, etc.).
- External funds
 - Non-levy dollars generated by educators applied to local programming efforts, operational items, etc.
 - For example, agriculture workshops hosted annually and organized by Extension Eau Claire County office and Agriculture Educator
 - New \$5 increase to process soil samples. The increase of \$5 is to help off-set the staff time used to ship soil samples (the user also pays for the postage and lab fee(s)).

Performance Metrics

- Note that the numbers in this packet are preliminary and the final numbers will be submitted on August 20, 2020 to the Finance Department, then presented again at your September 16, 2020 meeting.

The 2021 budget year is constrictive for the department, in that several increases occurred with no levy increase. While this will not sustainable for the department, there are some scenarios in which the department would be less financially constrained, such as:

- If COVID-related travel and meeting restrictions continue into 2021, and educators continue in a mostly virtual teaching method, there may be less money spent on mileage, travel, and program supplies
- There may be a savings for the Community Development Educator fee, depending on when the hiring freeze ends, and when an educator would join the department. Example: If the hiring freeze ended January 1, 2021, it would take a couple of months for the recruitment. It is likely that 2-3 months of the educational fee would be reduced.

Considerations regarding Community Development Position

Background:

- In 2019, Eau Claire County joined Chippewa and Dunn to cost-share one Community Development Educator position. The annual educator fee is \$42,330 plus \$500 for professional development that is built into the county

and state contract. Split between three counties, Eau Claire County's portion is \$14,392.20 (fee) plus \$170 (professional development). This position's primary office has been located in Eau Claire. The breakdown of the 1.0 FTE fee is Eau Claire County 34%, Chippewa and Dunn Counties each 33%.

- This position has been vacant since the end of April 2020. The county's fees will be adjusted to align with the position vacancy date.
- The position has not been removed from the budget. Given that this is still a relatively newer position for Eau Claire County, I want to outline the position value, should this position continue to be part of the Extension Eau Claire County Department.
- Hiring freeze: The state is in a hiring freeze, with few exceptions. I do not know when the hiring freeze will end, however I have conferred with the Associate Dean who oversees the Community Development Institute (who oversees this position and the budgetary authority from the state regarding this position). The Division of Extension affirms its support for this position as a shared Community Development educator for Chippewa, Dunn, and Eau Claire Counties. Vacant positions are not automatically re-filled at the state (this is even pre-Covid), and the shared Community Development Educator position has strong institutional support to continue pending the end of the hiring freeze and county support.

Position Includes:

- **Programming (60%)**
 - Utilize relationships and knowledge of local communities and partners to identify local, regional and statewide programming needs;
 - Develop or adapt and implement culturally-relevant, research-based educational programming to meet identified needs and opportunities and evaluate programming to improve effectiveness, inform future design and demonstrate value and;
- **Collaboration & Relationships (30%)**
 - Develop and/or support partnerships and community coalitions/groups that inform programming and extend programmatic reach to expand impact;
 - Collaborate with statewide colleagues within and across organizational structures to develop and adapt standardized and relevant programming and;
- **Programmatic planning, reporting and communication (10%)**
 - Create an annual plan of work that identifies local audiences, describes the programming to meet their need and connects to the larger program objectives of the Division of Extension Community Development Institute, and assesses programming effectiveness; *This plan of work has significant engagement with local stakeholders and communication with Extension Committees to receive feedback to be sure the programming is in alignment with the direction of the counties in partnership with the Division of Extension.*
- **Primary Affiliation at UW-Madison, Division of Extension**
 - All educators have a primary affiliation, and often secondary affiliation for their programmatic work. This allows for a robust support system and network to the best and current applied research to inform.
 - This position would be primarily affiliated with **Community Food Systems**.
 - Extension promotes community food systems development through research, educational programming and project support. They collaborate with community organizations and local governments across Wisconsin.
 - A community food system integrates culturally responsive food production, processing, distribution, consumption and disposal to enhance the environmental, economic, social, and nutritional health of a particular place.
 - The Community Food Systems Program recently received additional Extension funding to support the development of a statewide food and value-added entrepreneurship ecosystem by

- Establishing a comprehensive training program for start-up or expanding small-scale food ventures
 - Designing and establishing webinar and online modules on
 - Food business plan development, Licensing, Insurance
 - Marketing, product branding and placement
 - Meeting regulatory standards
 - Good Manufacturing Practices
 - Building on success (market trends, how to network, business growth)
 - Providing opportunities for learning and connection to university resources (the Food Financing Institute, economic data and research) and external small business development support resources (e.g. the SBDC network, regional WEDC resources)
 - Meeting the needs of a variety of food ventures in culturally and linguistically relevant ways
 - Community Development Educators affiliated with the Community Food Systems Program will receive training, support and opportunities to connect with other educators and specialists working at the nexus of food systems and economic development across the State to support local work in the above categories
 - The Community Food Systems Program also has capacity, resources and expertise to support educators in advancing local work on topics such as
 - Local/regional food policy, planning and infrastructure development
 - Local food markets and marketing
 - And is expanding into farm-to-institution work

Broadband Opportunities for an Area 6 Educator

- Prior to leaving, the former Community Development Educator had been in conversation about expanding broadband access. Extension's Broadband State Specialist is familiar with some of the work he did in this arena and could help a new hire resume/advance the work and make some initial contacts with partners
- The Community Development Institute at the Division of Extension has a new statewide workgroup focused on broadband. Through the workgroup, educators (including this Community Development Educator position) will have access to information on
 - Broadband initiatives taking place in other parts of the State
 - Broadband policy analysis
 - Facilitative policies and practices from other states
 - State and regional partnership
- An effective local Extension liaison to statewide broadband initiatives does *not* need to be a broadband expert, instead, they need to (1) know how to tap into statewide broadband resources and (2) they need community development skills that can be used to help communities collect input, access and synthesize data, make informed decisions, and advance appropriate strategies, such as
 - Project management
 - Knowledge of financing options (or where to find more information about them)
 - Survey development and implementation
 - Coordinating community listening sessions
 - Liaising with experts within Extension (e.g. state specialists) and external partners (Public Services Commission)
- Examples of what Community Development Educators have done in Wisconsin counties
 - Research and convey information on organizational structures that can be developed to promote broadband and arrange for broadband infrastructure projects
 - Set up meetings that feature guest speakers on the topic
 - Help groups to establish formal (or informal) organizations to develop broadband projects

- Prepare for and facilitate decision making processes (What type of broadband project if any should be developed? If one is going to be done, how should it be done?)
- Develop and compile results of broadband public surveys
- Develop and present broadband related presentations
- Research and inform stakeholders about potential broadband funding opportunities
- Help to secure grant funding by informing the development of proposals when warranted

COVID-related programming examples

- A report is attached after this memo.
- Excerpt from the report: “Our community and organizational development professionals immediately supported local organizations and county governments in planning and implementing emergency operations and services. As the crisis develops, we are actively supporting others in planning for safe reopening options and contingency plans.”

I look forward to further discussing at the August 19, 2020 Committee Meeting. If I can answer any questions or if you want to connect, feel free to connect via email catherine.emmanuelle@wisc.edu or call my work cell: 715-450-0823.

Respectfully submitted,

Catherine Emmanuelle

Catherine Emmanuelle
Area Extension Director
Chippewa, Dunn, & Eau Claire Counties



Community Development

The Community Development Institute works with communities across the state to support individuals, groups, and organizations enhance quality of life and improve overall well-being. The development of leaders, organizations, local governments, economies, and community food systems leads to stronger communities today and for generations to come. The Institute is focused on helping communities reach all members of society equally, incorporate research and best practices into policy, build strong social connections, and encourage participation in government and organizations. Extension faculty, researchers, staff, and educators are responding to the COVID-19 pandemic in a variety of ways to help communities manage immediate needs of the crisis, prepare for long-term impacts, and address longstanding social and racial inequities.

Supporting communities and organizations in coordinating response efforts

Communities rely on strong collaboration and coordination between local government, organizations, and residents for emergency responses as well as longer-term coping and recovery. The COVID-19 pandemic has had a dual effect on local coordination: it intensified the need for collaboration between a variety of organizations and institutions, and at the same time it disrupted communication channels and collaborative spaces. Specifically, county-based recovery and emergency task forces sought support in coordinating response efforts with real time research-based information.

How Extension responded

The Community Development Institute served as a valuable resource to communities by providing credible, research-based information on a variety of timely and relevant topics, convening partners and coordinating action among multiple community entities, and building capacity of leaders and organizations. Our community and organizational development professionals immediately supported local organizations and county governments in planning and implementing emergency operations and services. As the crisis develops, we are actively supporting others in planning for safe reopening options and contingency plans.

Examples of this include:

- Developed policies for reopening the Lac du Flambeau community in a safe and cultural way.

Conducted multiple planning sessions with the Lac du Flambeau Tribal Incident Command Center and Tribal Emergency Management Program.

- Convened a daily meeting between county/tribal leaders/public health/hospital to share information and troubleshoot problems to ensure a more effective, regionally coordinated, COVID-19 response
- Created a webpage and newsletter with information related to COVID-19 impacts and resources to inform nonprofit organizations about response strategies in a timely manner.
- Developed culturally relevant materials related to COVID-19 messaging in tribal communities shared with the Menominee Indian Tribe of Wisconsin's Incident Command Team to increase local awareness of CDC guidelines.

Addressing new and intensified financial stresses for business, organizations, and local governments

The COVID-19 pandemic directly affects local, state, national, and international economies, putting new and intensified financial strains on households, businesses, nonprofits, and local governments. Very few nonprofits entered the COVID-19 era with fiscal reserves; with decreased ticket sales, contracts on hold, and fundraising events cancelled, they are struggling financially. Financial stress for small businesses across all sectors has increased from the outbreak, forcing

entrepreneurs, businesses owners, and nonprofit boards to search out and secure potential financial relief. They are also rethinking old strategies for delivering goods and services during a pandemic. Local governments are feeling the impact as well, through immediate revenue shortfalls that are bound to get worse. The extent of the economic strain has affected every county of the state and spared no community.

How Extension responded

Extension researchers and educators have provided the latest evidence, guidance, and direction for community groups and businesses to use in navigating the COVID-19 pandemic. Extension provided business owners, governments, and organizations with key information to keep operations running.

Examples of this include:

- Provided information and resources about COVID-19 funding opportunities for small businesses to support them during emerging economic challenges. This effort has reached more than 800 Chamber of Commerce members.
- Updated a financial planning and budgeting tool for restaurant and hotel owners and operators impacted by the COVID-19 pandemic to estimate

the impacts on cash flow and to inform decisions on reopening dates, expected changes in volume, staffing, and cost of goods.

- Compiled resources for stakeholders in Lincoln and Marathon counties to learn about available state, federal, and nonprofit assistance programs.
- Developed and co-wrote grants for the Lac Courte Oreilles Tribe community to address economic development needs related to food sovereignty of tribal communities.

Maintaining safe access to food, support in growing food, and processing food safely

The COVID-19 crisis has amplified pre-existing vulnerabilities in the food system, impacting food production, food supply chains, market access, and emergency food systems in catastrophic ways. Food producers, processors, retailers, and restaurants have had to quickly retool their operations to incorporate COVID-19 regulations and safety practices. These changes have often increased the cost of production while reducing capacity. Many farmers have also lost key markets, including restaurants, institutional food service providers, and household consumers. This has resulted in a loss of sales, wasted product, and the need to quickly

IN-DEPTH

Focus on food: Supporting mobile food operators

Unlike traditional restaurants, food cart and food truck vendors in Wisconsin do not have a statewide association to rely on for information. Street vending is a growing segment of the business community and counts one of the highest numbers of business owners that are women and people of color. When the COVID-19 outbreak occurred, mobile food operators needed customized assistance in the rapidly changing landscape of operating a food business in which illness and new regulations were major considerations. Extension partnered with the City of Madison to produce resources for licensed food cart and food truck vendors to maintain operations during pandemic-related restrictions. This guidance covers safety, grants/loans, childcare support, and more critical topics to keep these businesses going.



Photo by Jeff Miller/UW-Madison

identify alternative customers and marketing channels. Small food businesses and restaurants have also lost business in the wake of the “Safer at Home” order and have struggled to identify and adopt new marketing and distribution strategies to stay afloat. Meanwhile, residents across Wisconsin are facing greater food security challenges in the face of the COVID-19 outbreak due to job losses. An April 2020 Hunger Free America COVID-19 National Survey shows the stark impact of this economic strain on households. For example, between mid-March and mid-April 2020, “37% of parents nationwide cut the size of meals or skipped meals for their children because they didn’t have enough money for food.” Consequently, food pantries and other emergency food operations have experienced a surge in demand. This has strained the emergency food system, which is also experiencing shortages in volunteers and a need to reconfigure its packaging and distribution systems to reduce interpersonal contact. Altogether, these challenges have highlighted a need for support, both across retail and emergency food supply chains and at the household level, to help farms, businesses, and individuals navigate the shifting regulatory environment, rapidly pivot to alternative distribution and access models, and address household and community food insecurity.

How Extension responded

Extension has worked with community organizations, residents, businesses, nonprofit organizations, coalitions, and county, municipal, and tribal governments to develop web-based guidance, best practices, and policy updates. Community Development Institute members have also contributed to the development of new state, local, and cross-sector networks to advance this work and help small farms, food businesses, and emergency food providers maintain operations while adhering to new rules, regulations, and operating conditions.

Examples of this include:

- Worked with the Department of Agriculture, Trade and Consumer Protection, and the Department of Health Services to develop and disseminate unified guidelines on best practices for farmers markets and community gardens to minimize exposure to COVID-19 and comply with the “Safer at Home” order.
- Convened statewide conversation of organizations that support small and medium-sized direct-market growers to identify new marketing and technical assistance needs resulting from COVID-related

IN-DEPTH

Backing broadband: Tacking a digital divide



The “Safer at Home” restrictions put in place to combat the spread of the COVID-19 virus highlighted a lingering issue: inequitable access to adequate Internet services across

Wisconsin. The pandemic restrictions forced many to work from home, students to take online classes, and for information to be shared via the Internet. Without access to adequate broadband service, employees found it difficult to work; delivering education online showed inequities as some students were not able to access materials. Inadequate broadband services have been an ongoing issue for years. Even before the COVID-19 public health emergency, rural communities have been at a comparative disadvantage due to inadequate access to broadband. Economically, a lack of broadband means lower home values, lower rates of entrepreneurship, and fewer opportunities for education. Extension produced research that clearly showed a link between access to broadband and economic performance and overall community well-being, informing local action for broadband access.

changes in community supported agriculture, farmers markets, farmstand, U-Pick and other direct-market channels.

- Convened cross-sector partners to improve emergency food distribution serving a network of pantries/meal programs.
- Fostered a collaboration of the City of La Crosse, La Crosse Neighborhood Associations, and volunteers to plant, maintain, and harvest victory gardens to provide fresh produce for community

members and to educate about gardening and food preservation to improve food security and health.

- Developed a rapid response communication for Latinx workforce members in agriculture and food industries to inform them about safely getting to work.

Supporting businesses, volunteers, community organizations, schools, and local government in maintaining their operations and in serving the people of Wisconsin

The pandemic has created new operational challenges for businesses, organizations, and governments when it comes to maintaining their daily operations. Shifting modes of collaboration, new health requirements, shortages in personal protective equipment, an overall adjustment to working from home, and limited access to public spaces converged into complex operational difficulties for Wisconsin's professionals.

How Extension responded

Educators and researchers developed new means of engagement and coaching to provide our partners with interactive learning environments. Extension staff also created unified communication strategies to expand the reach of services and messaging of our partner organizations.

Examples of this include:

- Delivered a webinar for local business owners to learn about the regulations associated with curbside pickup during the "Safer At Home" order and about new opportunities to reach customers during the COVID-19 health crisis.
- Provided an online training for county, city, town, and village boards to learn how to facilitate online board meetings while social distancing for COVID-19.
- Facilitated a collaborative planning session with the Marinette and Oconto Literacy Council to identify strategies to improve student teacher access.

in **72** COUNTY OFFICES
on **5** CAMPUSES
and within **5** TRIBAL NATIONS

Community Development Topics

- Community Food Systems
- Community & Economic Development
- Local Government Education
- Organizational & Leadership Development

More ways we're helping businesses, communities, youth, and families

Keeping a focus on our values to transform lives and communities, UW-Madison Extension is leading businesses, communities, youth, and families in the response to the COVID-19 outbreak. We are uniquely positioned across the state to link university research to those in need of guidance and practical resources. Extension staff in counties and tribal nations are making connections to financial aid and instruction, providing best practices for emerging needs, and reinforcing connections for healthy communities. To see how Extension responded to COVID-19 across the state and across program areas, visit fyi.extension.wisc.edu/covid19/impacts.

EXTENSION

DEPARTMENT MISSION

The University of Wisconsin-Madison, Division of Extension is a unique partnership of counties, the U.S. Department of Agriculture, and Extension working together to help people apply research-based information to benefit people's lives, businesses, and community resiliency.

For over a century, Extension has come to represent the Wisconsin Idea – expanding university knowledge to every person in the state. As a Division of the University of Wisconsin-Madison, Extension expands the University's outreach. Extension epitomizes the Wisconsin Idea, delivering programming across the state to create solutions. Extension also partners with business and government leaders, community groups, and agriculture, natural resources, and youth and family development professionals to collaborate on research opportunities.

Extension works alongside the people of Wisconsin and in partnership with Eau Claire County to deliver practical educational programs—on the farm, in schools and throughout urban and rural communities. Extension has a measurable impact—changing lives and communities through:

Supporting Wisconsin's Agriculture Industry »

Whether on the farm or in the field, we're on the front lines of modern agriculture, building stronger, more productive food systems and agricultural products. From animal management to crops and soils to financial planning, our educators and researchers help solve challenges that Wisconsin producers face.

Empowering Families and Communities »

We provide individuals and families with the tools and guidance they need to adopt positive health behaviors. Our programming focuses on nutrition, food security, food safety, chronic disease prevention, mental health, substance abuse and health insurance literacy.

Promoting Aging-Friendly Communities »

We embrace the philosophy that each stage of life is unique, exciting and filled with potential. Our programs promote aging-friendly communities, coach parents and help families put technology, mindfulness and financial awareness into everyday use.

Supporting Positive Youth Development »

Our research-based youth enrichment programs give young people the hands-on experiences they need to grow into the global leaders of tomorrow. From youth governance to Wisconsin 4-H clubs, we provide diverse educational opportunities to prepare youth for success in Wisconsin and beyond.

Right here in Eau Claire County, Extension enhances the lives of families and community in both rural and urban locations. The following are examples in the past couple of years of where you see the

Extension Department mission of bringing university knowledge and research to the local community in action: Farm Technology Days, Breakfast in the Valley, Family Resource Center, United Way, Eau Claire City-County Health Department, Family Literacy, Child Care Partnerships, programming in schools with over 50% free and reduced lunch participation, and leadership in the Market Match program at the Farmer's Market – multiplying purchasing power for families who are income-eligible and strengthening the local food economy by increasing revenue for small-scale farmers. We teach with clientele at locations such as: Western Dairyland, Fresh Start, Beacon House, Boys and Girls Club, the Affinity House, Juvenile Detention: 180 Day Program, and the Eau Claire Hmong Mutual Assistance Association. We partners in extensive coalition work, such as: Hunger Prevention Coalition, Health Communities-Chronic Disease Prevention Action Team, Healthy Retail Collaboration, Breakfast in the Valley, Chippewa Valley Technical College, farm service agency, Wisconsin Department of Natural Resources, Eau Claire County Land and Water Conservation Department, plus working in locations around the county including: Brunswick, Pleasant Valley, Town of Union, Fall Creek, Augusta, Osseo, Bridge Creek, Altoona, and many locations in the city of Eau Claire, plus local agriculture radio interviews to share latest research and best practices for emerging topics and trends, and more. These examples are not exhaustive.

Value to Eau Claire County:

- Access to world-class research and faculty to partner in addressing real-world problems
- County educators who understand the needs of local communities while connected to statewide resources
- Participate in applied research projects and access to cutting-edge approaches in emerging issues
- Enhance the quality of families lives
- Provide leadership and opportunities for youth to lead healthy productive and engaged lives, leading to lifelong skills needed to become competent adults
- Through the county's partnership with Extension, the federally funded nutrition education program, FoodWise is provided to residents across Eau Claire County, with approximately \$132,162 federal fund secured and allocated in Eau Claire County
- Cost-sharing of 2 positions: Community Development Educator (with Chippewa and Dunn Counties) and Horticulture Program Educator (with Chippewa, Dunn, and Polk Counties).

Extension partners with Eau Claire County to accomplish the strategic plan of providing quality, innovative and cost-effective services that safeguard and enhance the well-being of residents are resources. Because of the robust Extension partnership, county levy dollars have historically been multiplied \$3-\$5 for every \$1 county levy dollar invested, through an expansive volunteer network (working with youth, horticulture, and agriculture), donations, grants, and equipment.

Extension Eau Claire County information can be found at <https://eauclaire.extension.wisc.edu/>.

Extension as an organization can be found in our "About Us" section <https://extension.wisc.edu/about-us/> and in this brochure: <https://extension.wisc.edu/files/2019/10/ExtensionOverview.pdf>

STRATEGIC DIRECTION AND PRIORITY ISSUES

Strategic Direction

Extension Eau Claire County provides critical services to Eau Claire County. From supporting local food systems to meeting the needs of families, Extension is uniquely positioned to solve social and community issues and deliver high-quality educational programming.

Priority Issues

Provides tailored community resources to respond to COVID-19

In response to the unprecedented effects of the COVID-19 virus outbreak, temporarily overhauled its service delivery model. Most trainings, workshops, consultations, and visits have been moved to an online format to meet the continued need for Extension services, while following local, state, and federal public health guidelines. Some in-person programming is allowed, and adheres to the same local, state, and federal public health guidelines. Through the ups and downs of COVID-19, Extension will remain a partner with local communities to help weather the storm of the pandemic. Recognizing the usual collaborative opportunities aren't available, Extension staff is engaging with stakeholders and neighbors in new ways.

Extension Eau Claire County educators are taking key roles in the COVID-19 Economic Recovery Task Force. Both serving in the Business Sector Recovery Planning, the Agriculture Educator is serving with the Agriculture and Rural Sector, and the Human Development and Relationships Educator is serving with the Vulnerable Populations Sector. They serve as important linkage to world-class UW-Madison Division of Extension knowledge and resources, to help provide consistent, and evidence-based guidance for our community to return to work and work-related activities.

Extension's work throughout this pandemic are still needed by our communities and remain a focus of Extension moving forward. This includes: keeping youth and older populations connected, giving guidance to farmers to maintain operations, providing financial resources for families impacted by economic turmoil, empowering hundreds of 4-H and/or Master Gardener volunteers, empowering people experiencing low-to-moderate income by providing food and nutrition education, and delivering positive parenting education that promotes child and parent confidence, reduces child maltreatment, de-stigmatizes parenting information and family support, and makes evidence-based parenting information and interventions widely accessible to parents.

We are excited to resume in-person programming. We know how important it is to connect and gather to learn and share together. Extension will continue to hold events in a manner that mitigates risk to everyone involved, which may include virtual or in-person (with modifications as needed). Extension remains focused on sharing trusted resources and strengthening communities as we adapt and learn in response to this emergency situation.

Farm Technology Days – rescheduled to 2021

Extension will play a major educational role in the 2021 Farm Technology Days event coming to Eau Claire in 2021, with expected economic impact of \$2.5-\$3 million dollars to the local economy. Extension professionals from the region and the state are already working on the educational programming, to the

agriculture industry about cutting-edge research, modern agriculture practices, dairy and livestock, nutrient and pest management, language access services with workers and partners who have limited English proficiency, farm and risk management, horticulture and Master Gardeners. In addition, a long-standing program, Farm City Days, will join Farm Technology Days for the first time. This effort is led by Extension Chippewa County, Dunn County, and Eau Claire County. As perspective, Farm City Days annually engages about 1,000 community members, and 350 school-aged children, to excite and educate youth about service in the agriculture industry.

TRENDS AND ISSUES ON THE HORIZON

Making agricultural connections across the county to improve food systems

Extension educators and coordinators are making crucial connections across Eau Claire County, and will enhance those efforts in the year to come. Through their work with farmers and families, educators are bringing food produced in the county to others in need. Eau Claire County ranks higher than state averages for food insecurity and access to healthy foods, and educators are making connections with small-scale farmers interested in developing profitable and healthy community-based food systems to address food issues.

Supporting youth, families, and community development

Extension educators and coordinators deliver programs to help county residents, including targeting food insecurity and farm transfers as well as assistance to youth and families. Extension leverages a comprehensive, coordinated system of services that will meet the needs of children, youth, and families, including underserved populations.

Generating economic development and growth

Extension educators are focused on providing the research and practical resources to support local farmers with dairy and livestock production/management and related crop production. These partnerships foster networks and develop local markets for agricultural products and the agriculture economy.

Programming that is responsive to community needs

Extension educators deliver human development, 4-H, community development, agriculture, horticulture, and food programming that reflects the needs of residents across Eau Claire County, in direct response from its communities. Through programming and reach across cities, villages, and towns in Eau Claire County, Extension delivers relevant educational resources targeted to outcomes that will benefit everyone.

OPERATIONAL CHANGES – WITH FISCAL IMPACT

- Elimination of summer 4-H internship position, to offset other financial increases.
- Transition of Fair management from Extension to Friends of the Fair.

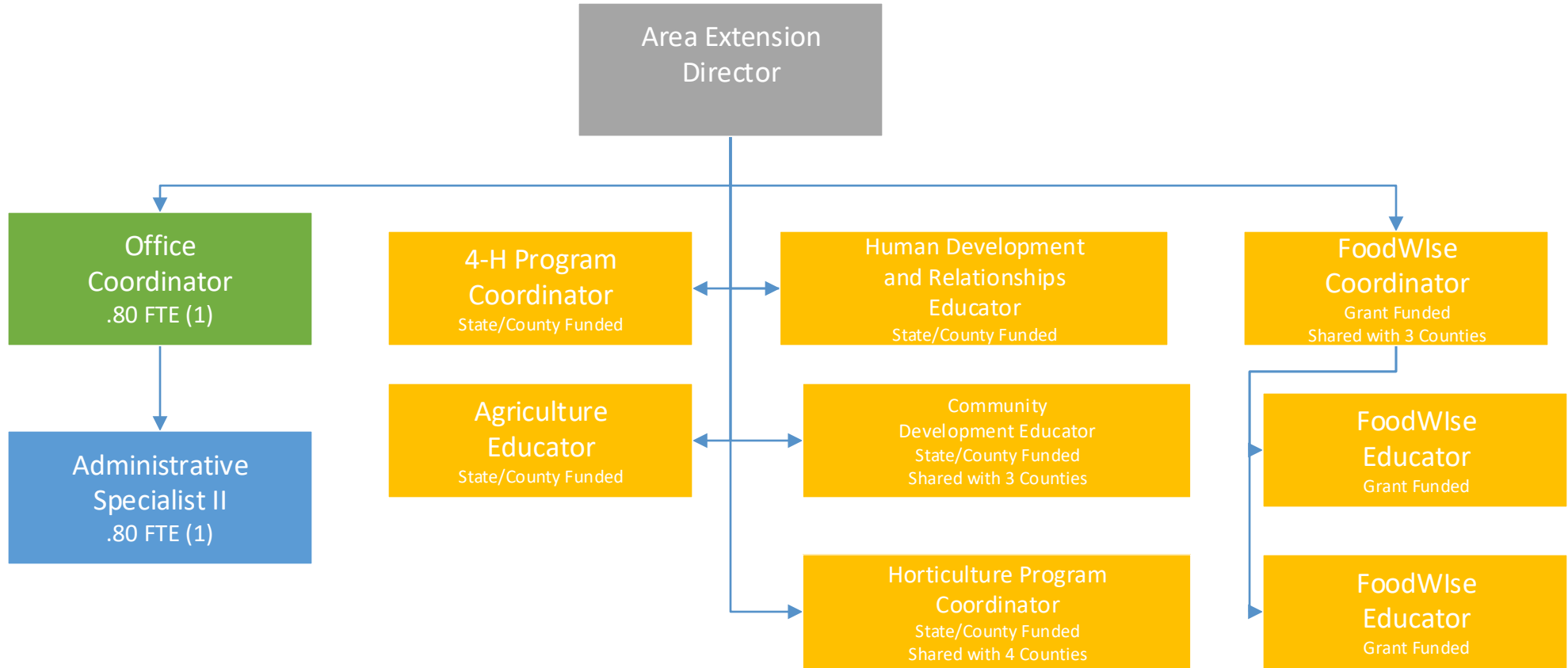
OPERATIONAL CHANGES – WITHOUT FISCAL IMPACT

- None

POTENTIAL RISKS

- As shared in the 2019 and 2020 budget narrative, it is unlikely that Extension Eau Claire County Office will be able to continue operations with a zero or negative levy reduction, unless services are reduced and/or levy is increased. Every line in the budget are adjusted to the lowest possible. The department absorbed multiple increases to operations (Laptop/Computer replacements, health insurance increases, 2% increase to contracted educational services and an applied \$10,000 first educator discount, eliminated an internship staff position, etc.). The department continues to find ways to partner in cost-sharing and leveraging external funding when possible.

Extension



Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
FTE	2.75	2.75	2.75	2.75	2.46	2.46	2.26	2.26	1.60	1.60	1.60

Agriculture and Natural Resources

Educational programming provided by: Agriculture Educator and Horticulture Program Coordinator. Agriculture and Horticulture programs provide tailored educational activities, resources, and partnerships that create advancements for residents and the community at-large. Mandated agriculture services provided are: Private Pesticide Applicator Training (PAT) and Certification, Tractor and Machinery Safety and Certification, Livestock Premises Identification, Beef and Pork Quality Assurance and Youth for the Quality Care of Animals, Farm Worker Safety Education, and mandatory reporter training for Master Gardener Volunteers.

OUTPUTS	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>YTD* 2020</u>
Number of educational programs provided to community (in person and online)	80	81	60	51	15
Number of educational contacts to direct learners	14,286	12,220	11,000	6,007	923
Number of volunteer hours provided to community to expand Extension programming	3,960	3,916	4,165	3,044	646
Number of youth trained in livestock projects	410	354	48	102	70** ***

*YTD indicates Jan-Jun Results

**Covid-19 Impacted

***Fair dates July 29 - August 2, 2020

OUTCOMES	Bench- mark**	2017	2018	2019	YTD* 2020
Agriculture Education					
Farmers and landowners demonstrate improved management skills.	28%	85%	85%	45%	TBD
Farmers show improved levels of crop productivity.	15%	85%	85%	45%	TBD
Number of county residents receiving research-based information to improve their farm management skills.	350	New Measurement for 2020			263
Horticulture Education					
Residents receive research-based Extension knowledge to improve their growing skills (achieved through Master Gardener education and successful diagnostic services available to help with everything from plant detective identifying the insects living in their gardens to the diseases on their plants)	400 residents	New Measurement for 2020			165
Extension Master Gardener volunteers show increase in outreach numbers, including new and diverse audiences	300 residents	312 residents	not measured - position vacant	position vacant***	611

*YTD indicates Jan-Jun Results

** Benchmark % indicates the impact of the educational programming to the learners served for programs evaluated and represents those who responded.

*** MGVs reported over twice as many volunteer service hours in 2019 than in 2018. The Master Gardener Volunteers in Eau Claire County reach hundreds of people from all walks of life while answering questions at the Eau Claire Downtown Farmers' Market and at the Eau Claire County Fair, presenting programs to the general public and teaching kids to grow food at youth gardens.

Youth, Family & Community Development

Educational programming provided by: Human Development and Relationships Educator, Community Development Educator, 4-H Program Coordinator, FoodWise Coordinator and Educators. Youth, Family & Community Development programs provide tailored educational activities, resources, and partnerships that create advancements for residents and the community at-large. Mandated services provided are: youth protection program (background checks, volunteer orientation training, and mandated reporter training) and participation in the Federally Funded Nutrition Education Program FoodWise (per Section 3(d) of the Smith-Lever Act provides that The Secretary of Agriculture may fund extension work in the several states, territories, and possessions. Section 1425 of the National Agricultural Research, Extension, and Teaching Policy Act of 1977 (as amended) (7 U.S.C. 3175) is also known as the Expanded Food and Nutrition Education Program (EFNEP).

OUTPUTS	2016	2017	2018	2019	YTD* 2020
Number of educational programs provided to community (in person and online)	742	536	627	364	367
Number of educational contacts to direct learners	9,527	12,155	8,039	6,714	5,348
Number of volunteer hours provided to community to expand Extension programming	2,400	2,400	2,400	3,200	1,024
Number of 4-H volunteers	120	100	89	204	74
Number of 4-H exhibitors at the fair		462	411	393 4-H exhibitors; 438 total exhibitors	79** ***

*YTD indicates Jan-Jun Results
**Covid-19 Impacted
***Fair dates July 29 - August 2, 2020

OUTCOMES	Bench- mark**	2017	2018	2019	YTD* 2020
4-H Education					
Children and teens practice skills that enhance the well-being of youth, preparing for healthier and more successful adults (through the research-supported elements of positive youth development: belonging, mastery, independence, and generosity)	385 youth	New Measurement for 2019		385 youth	364 youth
Human Development and Relationships Education					
Parents demonstrate new knowledge and skills for ensuring childhood health and safety (i.e. 0-18 years).	50%	New Measurement for 2020			HD&R Educator - new position started in Feb-2020
Parents and children develop improved relationships (i.e. 0-18 years).	50%				
Community Development Education					
Government agencies, small-scale farmers, nonprofit organizations, and local businesses demonstrate greater capacity in organizational effectiveness and impact.	50%	New Measurement for 2020			Educator position vacant in March; position in Covid-related hiring freeze, no evaluation completed for 2020
Community and organizational leaders use data and research to inform sustainable community transformations.	50%				
FoodWise Education					
Youth and adults with limited income increase knowledge and intent to make healthy food choices, such as increased fruit, vegetable, and whole grain consumption, decreased sugar sweetened beverages.	50%	New Measurement for 2020			50%
Parents and children show a willingness to taste new foods.	50%				50%
Youth and adults increase food safety knowledge and practice safe food handling at home.	50%				50%
Parents and adults adopt food resource management strategies such as shopping with a list, or comparison shopping.	50%				67%

*YTD indicates Jan-Jun Results
** Benchmark % indicates the impact of the educational programming to the learners served for programs evaluated and represents those who responded.

Extension

Overview of Revenues and Expenditures

Revenues	2019	2020	2020	2021	%
	Actual	Adjusted Budget	Estimate	Request	Change
01-Tax Levy	\$272,413	\$277,987	\$277,987	\$277,562	0%
04-Intergovernment Grants and Aid	\$8,518	\$2,988	\$997	\$1,994	-33%
06-Public Charges for Services	\$22,405	\$16,100	\$6,785	\$10,825	-33%
09-Other Revenue	\$1,550	\$1,000	\$1,000	\$1,000	0%
11-Fund Balance Applied	-	\$12,690	-	\$6,400	-50%
Total Revenues:	\$304,886	\$310,765	\$286,769	\$297,781	-4%

Expenditures	2019	2020	2020	2021	%
	Actual	Adjusted Budget	Estimate	Request	Change
01-Regular Wages	\$74,402	\$77,501	\$70,593	\$70,762	-9%
02-OT Wages	\$141	-	-	-	
03-Payroll Benefits	\$46,156	\$48,256	\$44,335	\$48,562	1%
04-Contracted Services	\$110,472	\$144,730	\$144,600	\$147,170	2%
05-Supplies & Expenses	\$28,668	\$40,278	\$19,940	\$27,369	-32%
09-Equipment	\$5,547	-	-	\$3,918	
Total Expenditures:	\$265,386	\$310,765	\$279,468	\$297,781	-4%

Net Surplus/(Deficit)- Extension	\$39,500	\$0	\$7,301	\$0	
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Revenue Assumptions

	2019	2020	2020	2021		
Revenue Source	Actual	Budget	Estimate	Request	Assumptions	Confidence Level %
County Tax Levy	272,413	277,987	277,987	277,562	Zero levy increase	100%
Extension Revenue-Clearing Account	-	-	-	-	Clearing account for Treasury deposits	100%
Fairs & Exhibits	4,248	-	-	-	Friends of the Fair will manage all aspects of the fair.	100%
Safety Grant	4,270	1,000	-	1,000	Grant funds	50%
Postage Fees	-	-	-	-	n/a	100%
4H Activity Fees & Dues	-	-	-	-	n/a	100%
County Fair Fees	-	-	-	-	Friends of the Fair will manage all aspects of the fair.	100%
State Postage Grant	-	1,988	997	994	State grant funds depends on balance EOY	100%
Extension/ Fairs & Exhibits	5,028	4,250	-	-	Friends of the Fair will manage all aspects of the fair.	100%
4-H Programs	545	800	-	-	n/a	100%
School Outreach Prg Grt	572	400	245	200	Donation Leaders Association	100%
Extension/Reference Materials	-	100	-	100	Sale of publications	25%
Extension/Duplicating	-	100	-	100	Copy charges to citizens	25%
Garden Rent	970	1,400	1,400	1,400	Rent collected for garden plots	95%
Extension/Educational Programs	14,300	8,900	4,500	8,425	Program fees collected	75%
Pesticide Trng Fees	990	150	640	600	Training fees collected	75%
Parent Newsletter Donations	1,550	1,000	1,000	1,000	Donations from Kiwanis Clubs	60%
Fair Donations	-	-	-	-	Friends of the Fair will manage all aspects of the fair.	100%
Fund Balance Applied	-	12,690	-	6,400	Carryover unused funds	75%
TOTAL	\$304,886	\$310,765	\$286,769	\$297,781		

Budget Analysis

	2020 Adjusted Budget	Transition of Fair Management to FOF	Elimination of Summer 4-H Internship Program	Cost to Continue Operations in 2021	2021 Requested Budget
01-Tax Levy	\$277,987	-	(\$6,670)	\$6,245	\$277,562
04-Intergovernment Grants and Aid	\$2,988	-	-	(\$994)	\$1,994
06-Public Charges for Services	\$16,100	(\$4,250)	-	(\$1,025)	\$10,825
09-Other Revenue	\$1,000	-	-	-	\$1,000
11-Fund Balance Applied	\$12,690	-	-	(\$6,290)	\$6,400
Total Revenues	\$310,765	(\$4,250)	(\$6,670)	(\$2,064)	\$297,781

01-Regular Wages	\$77,501	-	(\$6,195)	(\$544)	\$70,762
03-Payroll Benefits	\$48,256	(\$3,200)	(\$475)	\$3,981	\$48,562
04-Contracted Services	\$144,730	(\$300)	-	\$2,740	\$147,170
05-Supplies & Expenses	\$40,278	(\$750)	-	(\$12,159)	\$27,369
09-Equipment	-	-	-	\$3,918	\$3,918
Total Expenditures	\$310,765	(\$4,250)	(\$6,670)	(\$2,064)	\$297,781

Application for Appointment to County Boards and Commissions

Submission #: 474140
IP Address: 67.54.225.233
Submission Date: 08/05/2020 2:46
Survey Time: 27 minutes, 28 seconds

You have a new online form submission.

Note: all answers displaying "*****" are marked as sensitive and must be viewed after your login.

Read-Only Content

Today's Date

08/05/2020 12:00 AM

Name of Board or Commission You are Applying For:

Please select one from the list below.

Fair Committee

If applying for County Board of Supervisors, which district?

Wisconsin

The majority of Boards/Commissions/Councils and Committees meet on a monthly basis (date and time is determined by the committee.) Can you commit to attending meetings in accordance with the schedule of the Boards/Commissions/Councils and Committees you are applying for?

Yes! My schedule is very flexible during the during the year and I can attend most if not all meetings.

Section Break

Full Name

Bethany Strauch

Age 18 or Older

No

Residence Address

E21670 Zank Rd
FairchildWisconsin54741

Home Phone Number

7152862085

Business/Cell Phone Number

7155339101

Email

diamondvalleycattle@gmail.com

Do you currently reside/live within Eau Claire County limits?

Yes

Number of Years:

16

Education

Will be going into my Junior year at Wildlands Charter School this fall.

Do you have relatives employed or appointed to serve in Eau Claire County?

Yes

If yes, please list name, department, and relationship.

Ricky Strauch, Land Conservation Committee, Father

Please describe any potential conflicts of interest (or list n/a)

N/A

List County Boards, Commissions, or Committees on which you have served

N/A

Please describe how you are qualified for the position of interest

Throughout the years that I have been active in 4-H, and FFA, I have gained knowledge of how leadership and responsibility works. I feel as a youth member on the Fair Committee you should be there to assist the adult leaders when needed, and bring good ideas to the table when something needs to be changed about how the fair is run.

If selected, how would you work to better our community?

I think one thing that needs more work is to better connect Agriculture with people that have no experience with agriculture. There are a lot of people out there that don't know where most of their food comes from and it would be nice to see that changed.

Thank you,

Eau Claire County

Application for Appointment to County Boards and Commissions

Submission #: 488757
IP Address: 184.100.140.151
Submission Date: 08/13/2020 7:05
Survey Time: 8 minutes, 52 seconds

You have a new online form submission.

Note: all answers displaying "*****" are marked as sensitive and must be viewed after your login.

Read-Only Content

Today's Date

08/13/2020 12:00 AM

Name of Board or Commission You are Applying For:

Please select one from the list below.

Fair Committee

If applying for County Board of Supervisors, which district?

The majority of Boards/Commissions/Councils and Committees meet on a monthly basis (date and time is determined by the committee.) Can you commit to attending meetings in accordance with the schedule of the Boards/Commissions/Councils and Committees you are applying for?

Yes, I can commit to attending meetings.

Section Break

Full Name

Kathleen Gehrke

Age 18 or Older

Yes

Residence Address

S13790 County Road I
ElevaWI54738

Home Phone Number

7158784785

Business/Cell Phone Number

7155770789

Email

mkgehrke@centurytel.net

Do you currently reside/live within Eau Claire County limits?

Yes

Number of Years:

55

Education

B.A. in Elementary Education, a Masters of Education Professional Development, and a Certificate in Public History

Do you have relatives employed or appointed to serve in Eau Claire County?

No

If yes, please list name, department, and relationship.

Please describe any potential conflicts of interest (or list n/a)

n/a

List County Boards, Commissions, or Committees on which you have served

None

Please describe how you are qualified for the position of interest

I have been involved with the Fair for a major portion of my life as an exhibitor, an adult leader/volunteer, and as the superintendent of Cloverbud/Exploring.

If selected, how would you work to better our community?

I would work to make sure that the exhibitors of the Expo building are represented and to ensure that they had a voice in how things are displayed and how decisions about the fair would affect them are considered before decisions are made.

Thank you,

Eau Claire County

Application for Appointment to County Boards and Commissions

Submission #: 473020
IP Address: 67.54.225.233
Submission Date: 08/05/2020 9:18
Survey Time: 42 minutes, 52 seconds

You have a new online form submission.

Note: all answers displaying "*****" are marked as sensitive and must be viewed after your login.

Read-Only Content

Today's Date

08/05/2020 12:00 AM

Name of Board or Commission You are Applying For:

Please select one from the list below.

Fair Committee

If applying for County Board of Supervisors, which district?

Wisconsin

The majority of Boards/Commissions/Councils and Committees meet on a monthly basis (date and time is determined by the committee.) Can you commit to attending meetings in accordance with the schedule of the Boards/Commissions/Councils and Committees you are applying for?

yes

Section Break

Full Name

Wendy Strauch

Age 18 or Older

Yes

Residence Address

E21670 Zank Rd
WisconsinFairchild54741

Home Phone Number

7155339490

Business/Cell Phone Number

7155339490

Email

strauchrick@yahoo.com

Do you currently reside/live within Eau Claire County limits?

Yes

Number of Years:

50

Education

high school

Do you have relatives employed or appointed to serve in Eau Claire County?

Yes

If yes, please list name, department, and relationship.

Ricky Strauch Land Conservation Committe

Please describe any potential conflicts of interest (or list n/a)

n/a

List County Boards, Commissions, or Committees on which you have served

Eau Claire County Farm Bureau

Please describe how you are qualified for the position of interest

10 years involvement at the fair Mom of 4 kids that are still participating in the Livestock project Forward thinking (how can I make this better) Hardworking and Dedicated Work well in a group or independently Strong sense of promoting Agriculture Good listener and empathetic Good at keeping organized and good communication skills Like to keep things on task Like to be efficient with time and labor All of the items that I have listed are used in my daily life living on a dairy farm. Hard work and dedication for the greater good is just part of what I do. It's like breathing it just happens naturally.

If selected, how would you work to better our community?

I feel it is better to be part of a board that can make the Fair Committee/Eau Claire County Livestock Project the best it can be. Rather than being the negative spectator that doesn't want to commit to finding solutions. I enjoy working with people that are looking to create a positive common goal for the youth at the fair. This is a great opportunity to also bridge the gap between city and country and to spread the good things that agriculture has to offer.. Also to promote that you don't have to be a farm kid to be able to take part in this wonderful learning experience. Lastly I like to look at things and come up with ways to make them better. Improvement is a good thing.

Thank you,

Eau Claire County
