

## UNIVERSITY EXTENSION EDUCATION COMMITTEE MINUTES

**Date of Meeting:** June 10, 2019

**Meeting called to order by:** Zastrow called the meeting to order at 8:30 a.m.

**Members Present:** Herbst, Kannard, Kelly, Roberts and Zastrow were present.

**Members Absent:** Kelly

**County/Extension Staff Present:** Chrissy Wen, Area Director; LaVern Georgson, Agriculture Educator; Kara Loyd, 4-H Program Coordinator; Lisa Krolow, FoodWise; and Kim Buchholz, Administrative Specialist. Ben Wehmeier, County Administrator. Michele Scarpace

**Others Present:** None

**Certification of Open Meetings Law:** The agenda has been duly posted and the door is open.

**Public Comment:** None

**Roll Call (establish a quorum):** Quorum present

**Approval of Agenda for Possible Rearrangement:** Motion by Kannard, seconded by Herbst, to approve agenda as printed.

**Approval of May 13, 2019 Meeting Minutes:** Motion by Kannard, seconded by Herbst, to approve the May 13, 2019 meeting minutes. Minutes approved. Kelly abstained.

**Communications:** Wen updated the committee with Extension funding within the State budget. Wen stated that Extension proposed new positions in the state budget; the positions are not moving forward. The proposed positions were all regional positions; many were agriculture and integrated specialist positions; 5 were statewide specialist positions. \$3.6 million that would have gone into Extension; would have been about what we lost in the last budget. Wen will email the document to the committee.

Herbst shared an article on Farm federal crops subsidies; how small farmers are at the bottom of the list with the committee.

Kelly shared that he spoke at the hearing in Rock County to have more testing on groundwater specifically testing in Nitrates.

**Review of 2019 Departmental Budget:** Wen reported the 2019 budget is on track.

**Dissolution of WACEC and the Creation of a new Entity – WEXA:** Wen stated that the committee had received the information in their packet. WACEC is changing to the Wisconsin Extension Association. Wehmeier added that the administrative responsibilities transferring to the Wisconsin Counties Association is the largest change. This change will allow for more flexibility and communication. Wehmeier stated that this only needs to be approved by the committee. It does not need to go to County Board for approval. Asking the committee approving the dissolving of current organization and then moving forward with the WEXA.

Motion by Kelly, seconded by Herbst, to approve the Consent Resolution of the Members of the Associated County Extension Committees Inc. Motion approved. Committee members signed the consent. Wen will send on to the State.

**Approval of June Dairy Month Resolution:** Motion by Kannard, seconded by Kelly, to forward the June Dairy Month proclamation to the County Board. Motion approved. Zastrow will read it at the County Board tomorrow night.

**Update on Jefferson County Farm Technology Days (July 2019):** Georgson stated that it is becoming more of a reality every day. There is a lot of stuff is happening. We are approaching 1,000 volunteers. There are still needs for volunteer tram and tractor drivers. Georgson stated that if the committee knew anyone who would like to drive tractor to please forward them to the office. The Official Program has been assembled. Refer to his written report for further details.

**Discussion on Monthly Educator Reports:** Georgson summarized his written report.

Loyd provided an oral report from her written report. Loyd has continued to attend 4-H meetings; committee meetings have increased with parts of Fair that 4-H has the role in. She continues to do a weekly Facebook video and will be conducting a poll surrounding those videos. Upcoming responsibilities: Volunteer In Preparation training session; a volunteer training to get people certified as volunteers for Fair. Cloverbud Day Camp where 20 Cloverbuds are participating; the event is led by the Junior Leaders. Fair Meal; a new event this year at Fair to build community in the program.

Scarpace stated that in early March her program had some leftover funds from DNR. She was able to fund the March 5 Soil Health Workshop in Fort Atkinson. Scarpace also reported that the Field Day on April 18 (not in her written report) in Palmyra at Tom & Margaret Burlingham had 72 people in attendance. The weather was terrible but we had great attendance.

The Rock Lake Improvement Association has expressed interest in supporting a farmer group. Nancy Lannert and Scarpace met with a couple producers to explain the program with more information. This may be reconvened after harvest is completed.

Water quality is an emerging topic/issue since the governor declared 2019 the year of clean drinking water. Currently, her program is determining the best way to address the issue to educate on water quality and safe drinking water.

Wen briefly summarized Steve Chmielewski's written report for the committee. Please refer to his written report for more details.

**Discussion and Possible Action on Future Meeting Schedule and Agenda Items:**

Motion by Kannard, seconded by Herbst, to cancel the July 8, 2019 Extension Committee meeting due to it being Fair week and with Farm Technology Days. Motion approved.

**Adjourn:** Motion by Kannard, seconded by Herbst, to adjourn meeting at 9:32 a.m.

## PLAN FOR DISSOLUTION OF WACEC

In September of 2018, following the significant restructuring undertaken by UW-Extension, the Associated County Extension Committees (WACEC) approached the Wisconsin Counties Association (WCA) to request that WCA assume the administrative responsibilities associated with WACEC that were formerly performed by UW-Extension. Going forward, in an effort to streamline the administration and otherwise reduce the financial burden of administration, Wisconsin Counties Association (WCA) has agreed to provide the administrative services and support to meet the needs of the organization.

Given WCA's assumption of these responsibilities, WACEC and WCA have developed the following plan, in consultation with legal counsel, to dissolve WACEC in its current form and reorganize the association in a more streamlined fashion:

1. Distribute this Plan and the attached member resolution to the members of WACEC, who are the individual members of the county extension committees.
2. Create an unincorporated nonprofit association named Wisconsin Extension Association (WEXA). WEXA will have the same mission as WACEC, but will be organized in a way that avoids the burden of tax return and corporate filings that are required of an entity classified as a IRC 501(c)(3) nonprofit such as WACEC. Chapter 184 of the Wisconsin Statutes allows WEXA to be tax-exempt at both the federal and state level, without the added administrative burden and expense.
3. WACEC will transfer its remaining funds to WEXA. These funds will be restricted for use only in accordance with WACEC's purpose.
4. WEXA will contract with WCA for WCA to act as fiscal agent to hold and disburse the funds at the direction of WEXA. WCA will also assist with administration in terms of meeting planning and arrangements, which will result in cost-savings because of WCA's existing relationships.
5. File articles of dissolution with the State of Wisconsin Department of Financial Institutions to dissolve WACEC. WACEC needs to discontinue in its corporate form so as to avoid continuing obligations under Wisconsin law.
6. File final Form-990 with the IRS and include notification of dissolution. This step is necessary to avoid future nonprofit tax filing requirements and will reduce the administrative burdens associated with the operation of WEXA.

In order to accomplish the above, 80% of the individual members of county extension committees must sign and return the attached resolution.

**IF YOU ARE A MEMBER OF A WISCONSIN COUNTY EXTENSION COMMITTEE AND AGREE WITH THIS PLAN, THEN PLEASE SIGN AND RETURN THE ATTACHED RESOLUTION TO GIVE YOUR CONSENT TO DISSOLVE WACEC AND OTHERWISE IMPLEMENT THIS PLAN.**

**CONSENT RESOLUTION OF THE MEMBERS OF  
ASSOCIATED COUNTY EXTENSION COMMITTEES, INC.**

The undersigned, being at least 80% of the members of Associated County Extension Committees, Inc., a Wisconsin non-stock corporation (the "**Corporation**"), does, pursuant to the provisions of Sections 181.0704 of the Wisconsin Statutes, hereby consent to and adopt the following recitals and resolutions:

**WHEREAS**, the undersigned members desire to dissolve the Corporation;  
and

**WHEREAS**, Section 181.1401 requires two-thirds of the members of a non-stock corporation to approve dissolution; and

**WHEREAS**, Section 181.0704 requires 80% of the members of a non-stock corporation to approve a resolution without a meeting; and

**WHEREAS**, the undersigned members have examined and hereby approve the attached Plan of Dissolution for the Corporation (the "**Plan**").

**NOW, THEREFORE, BE IT RESOLVED**, that the Plan is hereby adopted and approved in all respects, and that the officers of the Corporation are authorized to perform all acts and execute all documents necessary or appropriate to execute the Plan and to carry out the intent thereof; and

**BE IT FURTHER RESOLVED**, that the officers of the Corporation are empowered, authorized and directed to execute and file articles of dissolution with the Wisconsin Department of Financial Institutions in accordance with the Wisconsin Statutes, and that the execution thereof by any officer shall be the act and deed of the Corporation; and

**BE IT FURTHER RESOLVED**, that the officers of the Corporation are empowered, authorized and directed to carry out the provisions of these resolutions that may be necessary in liquidating and dissolving the Corporation in accordance with the expressed intent of the members hereunder and under the Plan; and

**BE IT FURTHER RESOLVED**, that the Board of Directors is authorized to adopt any further resolutions that may be necessary in liquidating and dissolving the Corporation.

This consent resolution may be executed in separate counterparts, each of which shall be deemed to be an original, and all counterparts shall constitute one instrument. Signatures transmitted by facsimile, portable document format (".pdf") or other electronic means shall be deemed to be original signatures for all legal and other purposes.

*[Signature page follows.]*

**UW Division of Extension, Jefferson County, Agriculture Report**  
To the Jefferson County Extension Education Committee  
By LaVern Georgson

June 10, 2019

## **Agriculture Programming**

### **Farm Technology Days (FTD) Programming:**

Using comparisons and illustrations to communicate situations and messages is an effective tool to help establish relevancy and develop a connection to the information being shared. There can also be an element of humor. Imagine then a waterpark slide. We have launched and began our descent, we are picking up speed as the twists and turns become more frequent, there is jostling as well as excitement, we had the concept and the plan but there's also the element of the unexpected, suddenly a splash, immersion and it's over. Join us July 23, 24<sup>th</sup> and 25<sup>th</sup> 2019 for an uncommon event.

Volunteer applications are approaching 1000. Parking and field demonstration committee members continue to work hard in identifying and signing up people to help with their show responsibilities.

The Official Program, assembled and produced by State staff, was finished early as per my request. It has arrived in the county allowing for distribution to begin on June 14. Usually passed host counties received the 3 ½ pallets near the end of June. This would have put us in a bind for adequate distribution with consideration to the Fourth of July and our County Fair. We will now be able to have them for the various community celebrations and festival events throughout the area.

Brand-new to FTD will be extended hours on Wednesday until 7 PM. Normally the event is open from 9 AM to 4 PM. These longer hours of also given rise to an effort to showcase Jefferson County. A "block party" from 3:30 to 6:30 will include a Taste of Jefferson County as well as appearances by Charlie Behrens "the Manitowoc Minute Guy". Local/unique foods as well as beer and wineries will be offering samples. This follows one of our central themes to encourage return visits to enjoy Jefferson County's tourism and recreation opportunities.

The highly detailed 1/16 scale collectible model is done and in transport to Jefferson County. Sales are approaching the halfway mark for the 1600 Oliver tractor and two row mounted corn picker.

### **Horticulture Programming:**

Soil test interpretation and guidance were most common. The Master Gardeners are also heavily involved with preparing planters for the beautification of the FTD grounds.

### **Crops Programming:**

Late planting decisions, options and alternatives as well as feed supply concerns continue to require attention. Significant planting delays across the United States have raised prices.

### **Dairy and Livestock Programming:**

There are glimmers of optimism as milk prices have edged slightly upwards. Exports, tariffs and uncertain trade agreements continue to contribute to a lack of predictability and stability.

I participated in a recertification to maintain my Pork Quality Assurance Advisor status. As an Advisor I can supervise and conduct pork producer trainings and on farm/site assessments to ensure compliance with approved practices such as animal health, employee safety and animal care protocols.

### **Department Activities:**

The continuing transition to UW Madison has required attention.



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON

Extension Education Committee Meeting  
June 10, 2019  
Kara Loyd – 4-H Program Coordinator

Meetings/Events

- 4-H Meetings
- Committee Meetings

Outreach

- Facebook Page '4-H Minute' Videos

Upcoming

- Volunteer Trainings (VIP)
- 4-H Meetings
- Cloverbud Day Camp

June Focus

- Prepping for Jefferson County Fair and Farm Technology Days (promotional booths)
  - Fair Meal
- Long-term planning for Fall 2019
  - SAVE THE DATE- Sept. 30<sup>th</sup>, 4-H Awards Banquet
  - 4-H Kickoff- Oct. 7<sup>th</sup>
  - New Family Meeting- Nov. 18
  - Monthly Volunteer Trainings

**Michelle Scarpace**  
**Natural Resource Educator**  
**Report Activity from Feb-June 2019**

February 6, 2019: Worked with Dodge County Farmer Group to coordinate and emcee their winter workshop on soil health and cover crop termination. 134 people attended the event. Also assisted in their post-program evaluation, the report can be available upon request.

February 2019: Met with DNR over the course of February to review their Targeted Runoff Management (TRM) program. Also determined best method to incorporate our review findings with their program

February 19, 2019: Presented at DATCP's Producer-led Watershed Conference. The session was on strategic planning for producer-led groups.

February 20, 2019: Presented at the WI Cover Crop Conference. The talk was on evaluating soil health.

February 26, 2019: Facilitated a training on DNR's Targeted Runoff Management Grants. This was a webinar in which 75 people had attended.

March 5, 2019: Coordinated a Soil Health Workshop in Fort Atkinson from 5-8pm. Speakers included Jefferson county farmers Scott Schultz, Dean Wiechmann, Brendon Blank, and Tom Novak. The main goal of the program was to educate local farmers about soil health and help them in land management decision around conservation. 48 people were in attendance. I conducted a post-program evaluation, and the report can be available upon request.

March 26, 2019: Facilitated a meeting with 21 farmers in Walworth county who are interested in starting a farmer-led group.

April 3, 2019: Co-presented with Francisco Arriaga (UW Specialist) on soil compaction at the Dodge County Farmer's Group. 102 people attended the event. I also assisted in the post-program evaluation, the report can be available upon request.

April 23, 2019: Met with Nancy Lanert, Patricia Cicero, Charlie Untz, and Nick Hasel to determine interest in forming a Rock Lake Watershed farmer group. Charlie and Nick would be interested, but they feel that it should be bigger than Rock Lake and they would more like to come together to address issues vs forming around water quality.

May 2019: Met with DATCP to discuss strategic planning for farmer-led group, 2020 Cover Crop Conference Planning Committee, and work-planning for our DNR 2020 contract

Emerging Topic: Gov. Evers had declared 2019 the Year of Clean Drinking Water. As Extension is reorganizing, each institute has holding meetings with all Extension and UW- Madison faculty/staff to work towards addressing these issues. The Natural Resources Institute hosted a meeting on Improving Surface and Groundwater Quality on May 3. Extension staff from all over the state were in attendance, as well as faculty from UW-Madison involved in water quality. Our Regional Natural Resource Education Program is working with the Center for Watershed Science and Education at UWSP to determine how we collaborate on program to educate on water quality and safe drinking water.

**From:** STEVEN C CHMIELEWSKI

**Sent:** Wednesday, June 5, 2019 3:23 PM

**To:** Christine Wen; JEROLD E BRAATZ

**Subject:** Updates & Recreation Economy for Rural Communities Grant application

Hi Chrissy,

Here's a quick update from last month:

1. Nonprofit capacity building- continued work with Extension state specialist Larry Jones for program planning and development - needs assessment survey data to be obtained and analyzed in July.
2. Community capacity building efforts with Village of Palmyra - EPA Recreation Economy for Rural Communities 2019 grant application submitted 5/31/19. See attached application and letters of support.

Outreach goal: Build on community strategies developed through 2018 Business Retention Expansion outreach and adopted Comprehensive Plan goals to strengthen community image and further engage existing recreation market.

Process:

- Provided EPA grant overview and benefits with Village President and Village Planning Committee members
- Attended Planning Committee meeting to determine interest in applying for the grant. After discussing the benefits of leveraging this opportunity to work with a planning team to take next steps needed for community engagement, strategy development and implementation. The Planning Committee then had a better understanding of this grant and presented the topic for discussion at Committee of Whole (COW) meeting
- Facilitated draft of application at Planning Committee meeting; obtained additional input and support from five Main St businesses for the application
- COW discussed fit of grant and draft of application; COW took action to pursue
- Worked with Planning Committee members for development of final application draft
- Village clerk/treasurer submitted
- Discussed with planning committee a plan for the plan to take next steps with development of Department of Tourism JEM regional grant

**Steven Chmielewski**

Community Development Educator

University of Wisconsin-Madison, Division of Extension

Waukesha & Jefferson County



# Recreation Economy for Rural Communities

2019 Application

Before filling out this form, please read the request for applications at <https://www.epa.gov/smartgrowth/recreation-economy-rural-communities-2019-application>

Lead Organization: Village of Palmyra

Project Location City: Palmyra

State: WI County: Jefferson

Population (See: <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>): 1,781

Point of Contact (must be available for duration of project to lead coordination of local participation and interact with the planning assistance team)

First Name: John

Last Name: Kinjerski

Position/Title: Village Trustee

Email: [trustee5@villageofpalmyra.com](mailto:trustee5@villageofpalmyra.com)

Phone Number: 262-719-9415

Check if you are located in the service area of the Northern Border Regional Commission (as defined at <http://www.nbrcc.gov/>)

In the space below, explain your interest in the Recreation Economy for Rural Communities program. Include answers to the following:

- What is the project's geographic scope (e.g., neighborhood, town)?
- What is the area's demographic makeup and economic condition?
- What challenges does your community face around economic development and diversification?
- What challenges does your community face in terms of Main Street revitalization?
- How do you propose to leverage outdoor recreation and nearby forests and natural lands to strengthen Main Street revitalization and economic diversification?
- What strategies and opportunities to build on the outdoor recreation economy would you like to explore through this program?
- How would a community workshop through Recreation Economy for Rural Communities help you achieve your goals?
- What will be the environmental benefits of achieving your goals?
- What partners will be involved in creating and implementing your action plan, such as community representatives (governmental and non-governmental), public agencies and institutions, local development districts/regional development organizations, community colleges/universities, non-governmental organizations, foundations, and businesses? How will elected officials support this effort?

Your response must fit into the two boxes below. Text does not automatically flow from one box to the next. You must click on each box.

The Village of Palmyra (pop. 1,781) is located approximately 60 miles east of Madison, WI and 45 miles west of Milwaukee, WI. The geographic scope of this proposal will include the Village of Palmyra and the surrounding area. Prominent features surrounding the Village include the Southern Kettle Moraine State Forest, Blue Spring Lake, Lower Spring Lake and the Ice Age National Trail. In 2014, the Kettle Moraine State Forest had an estimated attendance of over 1.2 million (5 minutes away), and Old World Wisconsin had a 5 year annual estimate of 70,000 visitors (10 minutes away). Recent community development outreach with UW-Extension helped clarify the need to further engage community stakeholders to develop a consensus for the design and implementation of strategies needed to connect the outdoor recreation economy with Main Street revitalization. Palmyra has a historic past and abundance of natural capital including snowmobile, bike and horse trails networks, yet residential use and recreational visitors were low.

The Village of Palmyra is predominately white with a smaller minority population, however, the Latino population has seen the greatest increase between 2000 and 2010 from 6.5 percent to 10.3 percent (U.S. Census). According to 2017 ACS estimates, the Village of Palmyra's median household income is \$47,667 (less than the state of Wisconsin at \$56,759), 12.5 percent of Palmyra's population 25 years and older have at least a Bachelor's degree (less than Wisconsin at 29.1 percent) and 67.3 percent of Palmyra's housing units are owner occupied (comparable to Wisconsin at 67 percent). Between 2000 and 2010, the median age in the Village of Palmyra increased from 34.9 to 37.2 years of age (U.S. Census American Fact Finder). Over fifty nine percent of the population are in the workforce age group (20-64 years old), twenty seven percent of the population is between the ages of 0 and 19, and fifteen percent of the population is 65 years and older.

Main St revitalization is critical issue for the stability of the local economy as there is no other space available to grow the business sector. The majority of the Village is developed, while the surrounding area land-locks the Village from further growth, primarily with agricultural land, woodland and subdivisions. The three largest employers of the Village include Standard Process, A-1 Creative Packaging Corp and the Palmyra-Eagle School District (future uncertain with failed operating referendum in April, 2019). Approximately 100 businesses in Palmyra's 53156 zip code are locally owned with over 80 percent having less than 10 employees (ReferenceUSA).

In the Village of Palmyra's Comprehensive Plan 2030, the Citizen Advisory Committee (CAC) identified the desire to continue to maintain the downtown as the main commercial and retail area within the village as there has been a lack of new business growth as well as vacancy rate that has been difficult to improve. The CAC then identified the significant opportunities to strengthen the community's image and add further engage the recreation based/tourism market with the local economy.

One objective identified in the Comprehensive Plan to support the economic development goal of attracting and retaining businesses that strengthen and diversify the local economy is to develop a long-term area strategy to promote sustainable economic development, with a special emphasis on branding and marketing the Village as the "Heartbeat of the Kettle Moraine." Additional economic development challenges for the Village include limited resources available to support planning/implementation, lack of lodging/reasons for visitors to stay and a lack of a shared vision to engage the recreation market and the challenges of bringing recreational visitors to downtown.

In 2018, the Village of Palmyra partnered with UW Extension and a stakeholder team to provide leadership with community outreach. The team engaged small business owners to survey area needs and then applied the results to support retention and growth with existing businesses through technical assistance both individually and collectively. Major findings showed that concerns about sustaining businesses in Palmyra were dominated by marketing issues. In terms of community support needed, marketing again topped the list. Educational topics of greatest interest to the Palmyra business community were marketing and promoting tourism. Participants were interested in promoting the area in general and their businesses in particular. From these findings, one of three workshops delivered explored the concept of Community Marketing, which ignited the discussion of having a cooperative framework where stakeholders craft a unique market position and clear 'brand' for the community. As a result, participants increased their knowledge on the topic and planned to pursue community branding to develop strategies for community and individual business needs, promotion, branding and engaging community leaders to complement previous local and federal investments in the community. In addition, project participants realized that more data needs to be collected from the community to inform development of new goals and action steps.

To continue working on these challenges, an ad hoc community vitality group of Village leaders, resident and business owners are ready to address the growing challenges with disinvestment in the downtown Main Street area through the Recreation Economy for Rural Communities technical assistance program. This project team will partner with residents and stakeholders, the EPA planning team and area partners to develop their shared vision, goals and strategies to better utilize the recreation economy that surrounds the Village, and support implementation efforts. The project team members identified have previously worked in this capacity, and will help plan the workshop and help recruit participation from the community. This effort will build on previous programs where the Village has demonstrated their ability to benefit from federal assistance with previous grant awards through USDA Rural Business Development to support small business retention and expansion strategies program where over 22 businesses received technical assistance, as well as a facade improvement revolving loan program that has benefited multiple properties.

The community seeks assistance to further enhance traditional Main Street revitalization to include economic development and diversification as the Village faces challenges with disinvestment and lack of support to attract/retain new businesses by leveraging the outdoor recreation in nearby forests and natural lands. The following goals were defined by the grant planning team to leverage outdoor recreation in nearby forests and natural land to support Main Street revitalization:

1. Design/implement strategies from the Comprehensive Outdoor Recreation Plan adopted in 2010 to promote awareness of parks, businesses, natural and historic resources; and, leveraging additional funding sources for plan implementation.
2. Influence the reduction of vacant storefronts from business churn. Obtaining and applying data on business mix and potential to diversify retail mix and identify business gaps with a feasibility study to increase diversity of retail to serve community and visitors, and generating new and innovative ideas to increase community support to initiate beautification projects.
3. Obtain community input through outreach to identify new ideas (ex: farmer's market to attract folks to the area) with development/implementation of community marketing plan for the downtown.
4. Create a more uniform and updated approach to welcome and attract visitors from surrounding natural amenities to the community
5. Provide an opportunity for the community to discover how underutilized resources and amenities could be activated (ex: Boy scout cabin as amenity-underutilized historic place).

The community workshops would help Palmyra achieve these goals by developing a focused plan with ideas/players/community participation and buy-in, obtaining a feel of what different age groups want, discovering how to improve the walkability and places to rest, determining what additional amenities are needed (restrooms) and mapping out/promoting walkability highlighting existing strengths and amenities. Environmental benefits anticipated from this project include improving Community Image with pride in with natural amenities and more people involved in volunteer projects, Community Health with increased physical activities with walking and biking; Ecological Health supporting environmentally sensitive areas with education and invasive species reduction; and Economic Prosperity bringing visitors, additional tourism and attracting/retaining new residents.

Partners identified to create and implement an action plan to grow the local outdoor recreation economy include the Village of Palmyra Planning Committee, Palmyra Area Chamber of Commerce, Palmyra Eagle School District, Future Farmers of America, Village board representatives, Boy Scouts, UW-Whitewater, UW-Madison Division of Extension, Senior Walking Club, Historical Society, Friends of the Library, Circle K Campground, Hot Rods and Squidy's 2 (eating and drinking places).



Extension  
UNIVERSITY OF WISCONSIN-MADISON  
WAUKESHA COUNTY

515 West Moreland Blvd AC\* G22  
Waukesha WI 53188  
262-548-7770  
262-548-7787 (fax)  
711 (Wisconsin Relay)

May 31, 2019

RE: Letter of Support

Review Team,

This letter is to pledge our outreach support with the Village of Palmyra's grant application for the United States Environmental Protection Agency's Recreation Economy for Rural Communities in the next year.

Palmyra is both a small and underserved community with limited staff and financial resources. This planning program would benefit both the downtown and entire village by helping to support the revitalization of a historic Main Street of a community land-locked by an abundance of natural resources.

Having worked with the Palmyra community since 2017, we look forward to providing technical assistance and educational outreach. This will develop the vision and strategies needed for implementation of their action plan objectives to support their Main Street revitalization efforts.

As a partner community, the Palmyra Planning Committee has identified a project team to provide the local leadership needed to work with an EPA planning team this fall. This team will help plan the community workshops and then implement the action plan developed. Our office is included in the project team.

Thank you,

**Steven Chmielewski**  
Community Development Educator  
Waukesha & Jefferson County

## *Village of Palmyra*

100 W. TAFT STREET • P.O. BOX 380 • PALMYRA, WISCONSIN 53156

May 31, 2019

I am writing to support the Village of Palmyra's EPA grant application. The Village is small and is in close proximity to the Kettle Moraine forest, a recreation area of the State of Wisconsin's Department of Natural Resources. The area has well-known and well-used trails for hiking, biking, and horses. In addition, lakes in the immediate area have homes that in many cases serve as summer get-aways for non-residents. There are thousands of visitors within a few miles of the Village throughout the year.

As a small community that was established over one hundred years ago, we need changes and updates that will allow us to become more attractive to the area visitors of today. Being able to put a plan together for a future vision will be most helpful in not only better serving the visitors but with the Village's economic situation. Existing budgets are tight and we don't have staff in place with planning expertise so a grant of this nature would be most helpful, not only monetarily but by providing expertise as well.

In 2000-2001 the Village did a major road reconstruction project in the downtown area and added some trees and garden areas to improve the aesthetics. While the area is pleasant in general, older unused or underused buildings continue to detract from the area. There is a Facade Renovation low interest revolving loan program through the Village, which several of the downtown businesses have taken advantage to make improvements over the years. Funds for that program were obtained from a USDA grant.

A planning project that this grant would allow would assist Palmyra in reaching one of the visions in its Comprehensive Plan, that being to improve recreational opportunities for residents and visitors. Some ideas that have been discussed in the past are updates in the downtown area to make it attractive to visitors, establishing common areas for events, helping existing small businesses to adopt new ideas for different clientele, and attracting new businesses to the area. There are community members and businesses who are interested in moving forward with new ideas. Receiving the grant would be most beneficial in assisting with the efforts by putting a plan in place. This would also complement work that was recently done with some of the businesses through another grant.

As Village President, I would be supportive of implementation of an action plan that would be the result of the EPA Rural Recreation Grant. While I can't speak for other individuals I believe that our current Board realizes the need for improvements and would be supportive of such a plan. Thank you for your time. If you have any questions, please do not hesitate to contact me.

Sincerely,



Kathy Weiss

Village of Palmyra President