

## **Extension Education Committee Minutes**

(Includes Educator Written Reports that were presented orally as attachments)

**Date of Meeting:** September 14, 2020

**Meeting called to order by:** Zastrow called the meeting to order at 8:36 a.m.

**Members Present via Videoconference:** Roberts

**Members Present in Person:** Kannard, Morris, Zastrow

**County/Extension Staff Present:** Ben Wehmeier, County Administrator; Kim Buchholz, Administrative Specialist

**Extension Staff Present by Videoconference:** Chissy Wen, Area Director; LaVern Georgson, Ag; Kara Loyd, 4-H Coordinator; Steve Chmielewski, Community Educator; Katelyn Broedlow, Administrative Assistant.

**Others Present via Videoconference:** Frankie Fuller

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

**Public Comment:** Frankie Fuller commented that she is a Master Gardener Volunteer and has been taking the online placemaking education that is offered through the state program. She said it is a very good program and encouragement members to look into it for their own education.

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

**Approval of Agenda for Possible Rearrangement:** None needed.

**Approval of July 13, 2020 Meeting Minutes:** (Note: there was no meeting held in August 2020 due to COVID-19.) Motion by Kannard, seconded by Morris, to approve the July 13, 2020 meeting minutes. Motion approved.

**Communications:** None

**Discussion and Approval of National 4-H Week Resolution:** Buchholz mentioned that National 4-H Week will actually be held prior to the County Board meeting in October. Committee changed the wording below so that the Committee would proclaim October 4 through October 10 at National 4-H Week and the County Board would recognize their proclamation at their October Board meeting. Wording below reflects the change:

WHEREAS, the University Extension Education Committee, at its September 14, 2020 meeting, approved a motion proclaiming that October 4 through October 10, 2020 as National 4-H Week in Jefferson County, Wisconsin and recommends the Jefferson County Board of Supervisors recognizes their proclamation at the October meeting.

Motion by Kannard, seconded by Morris, to approve the National 4-H Week Resolution with the above changes and forward to County Board for their recognition. Motion approved.

**Review of 2020 Departmental Budget:** Buchholz stated that a copy of the current departmental budget was emailed to members with the agenda packet and is included in the hard copies for the members in person. 2020 budget looks good. Questions were asked about where we were at for 2020. Wen and Wehmeier answered and explained the budget numbers. Wen explained that due to COVID-19 our department is experiencing savings in various line items. Overall, we are in good shape.

**Review of the 2021 Departmental Budget:** Wen stated that the printout of the 2021 budget was not available at this time. The levy that was provided to our department was approximately \$5,000 lower than the previous. The Intern position was eliminated within the 2021 budget with other items remaining the same. Wen explained that the department has other options when looking to hire an Intern that can be explored if that is necessary.

### **Discussion of Monthly Educator Reports: (Written reports attached.)**

- LaVern Georgson provided an oral report from his written report. The past two months he has worked with farmers suffering from stress and mental health issues due to the current working and economic conditions. Last week, they saw projections that net farm income is expected to be 70% of the 20 year average. Thankfully, the state and federal government have provided two programs that have provided monetary assistance to farm families. Crop conditions and progress has been being monitored. The County received 3-6” of rain throughout the last week which will decrease yields; although, prices have been staging somewhat of a comeback. Georgson anticipates retiring in the near future but has had to rework his departure plan due to the inability to conduct farm visits and accomplish final tasks. Please refer to his attached report for additional details.
- Kara Loyd provided an oral report from her written report. She highlighted the Meat Animal Project fund which raised \$15,000 to support youth with their livestock projects. She also stated that the first Cloverbud Virtual Camp-In-A-Box program was a success and really fun. She continues to work with club and project leaders on how to provide quality, virtual programming during these difficult times. She also highlighted a few of the upcoming plans for the 4-H program. Please refer to her attached report for more details.
- Steve Chmielewski provided an oral report from his written report. Steve’s virtual connection was made his oral report difficult to understand. Committee members were thankful for the oral report to enable them to follow along. Please refer to his attached report for more details.
- Lisa Krolow provided her written report. Lisa was unable to attend the meeting due to another commitment. Wen highlighted the WIC programming point within the FoodWise program. WIC is really excited about the ability of the educational virtual platform due to the educational requirements of the program. It is a win-win situation for both FoodWise and WIC.

**Next Scheduled Meetings:** August 10, September 14

**Adjourn** – Motion by Kannard, seconded by Morris, to adjourn at 9:22 a.m. Motion approved.

Minutes recorded by Kim Buchholz, Administrative Specialist

## Extension Education Committee August/September Report

September 14, 2020

Kara Loyd – 4-H Program Educator

The last month has been full of Zoom meetings with volunteers and committees, regional colleagues, and professional development. The more exciting highlights include-

- **Meat Animal Project Fund-** The Meat Animal Project Committee gathered donations from local business and community members to split between youth in the projects who completed the project requirements. Because of our generous community, the committee is able to send out approximately \$85 to 176 youth which totals over \$15,000. I am very grateful for this community support.
- **Cloverbud Virtual Camp-In-A-Box-** Katelyn and I delivered 12 boxes filled with activities, crafts, snacks, and a t-shirt for our first ever virtual Cloverbud camp! The youth had a week to do the activities and then we hosted a Zoom meeting for a quick “show and tell.” Feedback below!

Thank you for doing this. It made his day!!!

This was such a fantastic idea, well thought out activities and definitely engaging. So proud to have my kiddo involved in 4H and the dedication to creating a strong community!

We loved the camp in a box. However, I wish there had been more time between delivery of the box and the show and tell zoom.

Thank you so much for this great activity box!



- **Club and Project Leader Meeting-** At the beginning of August, I hosted a club and project leader meeting that was both in-person and virtual. We reviewed safety and meeting requirements, ideas for meetings and youth engagement, and I went through the required chartering paperwork that is due soon. We had 31 in attendance total.

### Coming Up for Jefferson County 4-H-

- **Awards-In-A-Box Program-** Roughly 81 award applications were submitted for this year's awards program. Each youth who turned in an application will receive a box of goodies to celebrate their hard work. In addition, five clubs reported their community

service for the year for an award. Even with the strange year we've had, those five clubs reported around 180 hours of volunteer and community service to Jefferson County!

- **Cloverbud In-A-Box-** We are going to continue with our Cloverbud Box Program. In October to celebrate National 4-H Week, each of our 105 Cloverbuds will receive a box of activities to highlight what Jefferson County 4-H has to offer which will be followed with a Zoom educational meeting. The rest of the year will include plans for a space theme box, art theme box, and an agriculture theme box. I am looking forward to seeing how this grows our Cloverbud program!
- **Project Meeting Plans-** Several of our project leaders are gearing up for another 4-H year. In the month of September, there will hopefully be two in-person Natural Sciences/Plant Sciences programs, and rocketry project meetings starting in October. Other projects like sewing and Lego are thinking of ways to send projects kits to members or hold virtual meetings. Countywide committees like the Meat Animal Project and the Horse and Pony project are prepping for a year of educational activities, both virtual and in-person.
- **National 4-H Week Initiatives-** Since we can't be in person to celebrate National 4-H Week at an Open House, we are prepping for several activities and programs for our 4-H'ers to celebrate safely.

**UW Division of Extension, Jefferson County  
Agriculture Report  
To the Jefferson County Extension Education  
Committee  
By LaVern Georgson  
July and August 2020**

September 14, 2020

**Agriculture programming**

Working with farmers that are known to be stressing and suffering under the current conditions.

Connecting them with resources and mental health professionals.

Worked on State and Federal farm assistance opportunities for farmers.

Attended by phone and email to individual education needs.

Attended Zooms for information and understanding of resources.

Monitoring growing conditions and crop progress.

Maintained awareness of farm producers farm gate prices and market trends.

Providing support and guidance to the Master Gardeners.

Worked on supporting office functions.

Responding to requests regarding site visits, delays and potential alternatives.

Worked and then reworked a developing plan to retire. This was complicated by the announcements and limitations on farm/site visits.

**Steven Chmielewski**  
Community Development Educator  
University of Wisconsin-Madison, Division of Extension  
Waukesha & Jefferson County

**July & August, 2020**

**Nonprofit sector:**

- Five part strategic planning program evaluation conducted with Healthy Communities Coalition Steering Committee. When asked about how close the group got to achieving pre-determined program goals, responses from seven participants show:
  1. 86% responded that the process helped the group to a great extent to reach the goal of identifying current opportunities and challenges the HCC is facing.
  2. 100% of participants agreed the process helped the group to a moderate or great extent to reach the goal of developing an action plan to address current opportunities and challenges.
- Provided follow up coaching sessions with the Healthy Communities Coalition (HCC) using Zoom online platform. This effort is helping to finalize their planning report and to develop engagement strategies for additional buy in from top leadership and six community coalition membership for implementation of strategies and action items between September 2020 - December 2021.
- Reconnected with Watertown Family Resource Center to assist in diagnosis of board development opportunities. Multiple pre-planning sessions were conducted to develop a four part program applying Governance as Leadership concepts. This is planned to begin in October.

**Private sector:**

- Resumed program development with Whitewater businesses and organizations. Three workshops offered virtually, recorded and shared out August 10 and 17. Topics addressed were growth strategies and digital marketing. Follow up individual technical assistance is being offered for improving and implementing digital marketing strategies through local consultant whose service was leveraged from the grant award, as well as no cost consulting offered through SBDC.
- With support from City of Whitewater, economic development groups and 6 businesses, a grant proposal was submitted in March to USDA Rural Business Development. This grant proposal was successfully awarded \$48,000. Project will begin September/October, 2020.
- Engaged members of Whitewater Marketing Alliance (Superintendent, City EDA, Chamber, Tourism, UW-Whitewater, Downtown Whitewater Inc. and private company) in bi-weekly meetings preparing to launch primary data collection process to learn about resident experience through mailed and parallel online survey. Also began market analysis. These two components will provide data needed for community marketing decision making.



**Lisa Krolow**  
FoodWise Coordinator

## **July & August, 2020**

As the pandemic continues, FoodWise staff is working to find creative ways to share nutrition education in the community. We have been in contact with our partners to find out what their needs are, what changes are being made to their programs and services and how we can collaborate while still following everyone's guidelines.

FoodWise staff throughout the state is working on converting all curriculum to a virtual format. Both Madeline and I are involved in multiple work groups to help advance this effort. Some of these include converting our Strong Bodies exercise program in both English and Spanish, our first grade curriculum, our afterschool curriculum and our Teen Cuisine curriculum. We are helping to identify and review appropriate supplemental videos for all age groups (4 year-olds to senior citizens) and develop supplemental activities to engage school age children in a virtual setting.

We are excited about working with the Jefferson County WIC Program to help their participants meet their quarterly nutrition education requirements. We will be offering nutrition education online every other week in English and Spanish.

We will start delivering nutrition education literature to food pantries that are interested in distributing it.

Converting an entire program is a lot of work but we are focused on being ready for fall programming.