

## **Extension Education Committee Minutes**

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

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

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

**Members Present via Videoconference:** Roberts, Morris, Kannard

**Members Present in Person:** Herbst, Zastrow

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

**Extension Staff Present by Videoconference:** Chrissy Wen, Area Director; Kara Loyd, 4-H Coordinator; Lisa Krolow, FoodWise; Steve Chmielewski, Community Educator; Katelyn Broedlow, Administrative Assistant

**Others Present via Videoconference:** None

**Certification of Open Meetings Law:** The agenda with videoconference link 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 Herbst, seconded by Roberts, to approve the agenda as posted. Motion approved.

**Approval of November 9, 2020 Meeting Minutes:** Motion by Herbst, seconded by Roberts, to approve the November 9, 2020 meeting minutes. Motion approved.

**Communications:** None

**Review of 2020 Departmental Budget:** Committee members received a copy of the departmental budget report in their meeting packet. Wen stated that there is nothing new to report. Budget for 2020 looks good.

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

- LaVern Georgson provided an oral report for the Committee. Georgson reported that this will be his last Extension Education Committee meeting as he will be retiring in early January. He provided a general overview for the committee of his programming:
  - Tractor Safety-discussions on a virtual option and coordinating with neighboring counties.
  - Pesticide Applicator Training- DATCP has provided all applicators that are expiring in 2021 an extension until the end of 2021. Individuals wanting to obtain their certification for the first time have an online option.
  - Master Gardener Program – The program is being revamped statewide with a horticulture emphasis and then a secondary step to becoming a Master Gardener Volunteer.
  - Jefferson County provides an excellent location to host regional/state programs. Georgson encouraged the County to continue with these offerings such as CAFO, Tile drainage, beef feeders, cow/calf, etc.
  - Farm Technology Days –
    - There are 4 years remaining for scholarships to be awarded.

- Anticipate 2020 grants that were awarded may be delayed due to COVID.
- State Farm Tech is still looking at a permanent site; currently, they are looking at a location outside of Reedsburg/Baraboo area.
- Georgson communicated that the Executive Director of Farm Technology Days stated at their annual meeting that Jefferson County could not have done anything differently to make their show any more successful.
- Georgson shared that he believes working with livestock producers is necessary for Jefferson County agriculture. This was a large part of his programming over the years.
- Jefferson County also has a niche market for consumer and commercial horticulture.
- Lastly, LaVern thanked staff, co-workers, County Board Supervisors and Administrator Wehmeier and Jefferson County for their support over the years.
- Kara Loyd provided an oral report from her written report. Please refer to her attached report for more details.
  - Question was asked about when 4-H will return to in-person programming. Loyd and Wen explained Extension's process and current programming recommendations. Wen agreed to provide the Assistant Dean of Extension, Matt Hanson, the message that 4-H needs to start planning a virtual exit strategy to start meeting in person.
- Steve Chmielewski provided an oral report from his written report. Please refer to his attached report for more details.
- Lisa Krolow provided an oral report. The new educator position was posted last week and will run through December 23. Screening and interviewing will occur in January with the hopes that an educator will be on board in February 2021. An agreement was signed with HeadStart. They are looking to start two programs: Feeding for Healthy Eaters and Strong Bodies.
  - Question was asked if Krolow had made contact with Second Harvest at St. Joseph Church in Fort Atkinson. Krolow explained that due to the low income eligibility requirement of FoodWise, they were unable to partner with Second Harvest.
- Michelle Scarpace, Natural Resources Educator, was unable to attend the meeting. Her written report is attached.

**Next Scheduled Meetings:** January 11; February 8, 2021

**Adjourn** – Motion by Kannard, seconded by Morris, to adjourn at 9:25 a.m. Motion approved.

*Minutes recorded by Kim Buchholz, Administrative Specialist*



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

- **Cloverbud In-A-Box-** We are going to continue with our Cloverbud Box Program. The rest of the year include plans for an art theme box, a natural science box, and an agriculture theme box.
- **Project Boxes/Kits-** Some projects are operating independently and creating program plans for our youth. The plan is to create a project box for four main project with enough activities monthly from January to June. Potential projects include STEM, foods, photography, arts, and agriculture. In addition, project resources are being shared with club leaders so they have resources to engage their youth members.
- **Monthly Countywide Activities-** Each month, we are offering an activity for families to do together. Future plans include-
  - o **December-** A countywide scavenger hunt
  - o **January-** Snowman building contest

**Michelle Scarpace**  
**Natural Resource Educator**  
**Report Activity from Oct-Dec, 2020**

Over this past quarter, I have been working on the following projects:

- Dodge County Alliance for Healthy Soil & Water and Farmer Group
  - Facilitated virtual monthly meetings and board meetings
  - Working on newsletter development
  - Working with Extension Marketing team on marketing and public relations outreach
  - Video project on farmer group- Highlighting key members of the group and highlight conservation practices
- Jefferson county Farmer-led Group
  - A group met to continue to move plans forward for form a group
  - Lots of motivation, had planned to meet in Dec, but with cases so high, they rescheduled
- Rock River Coalition
  - Began working with RRC to conduct a stakeholder analysis. Understanding where the strengths and opportunities of the organization are at
  - Potentially moving to a strategic planning process
  - Collaborating with Mindy Habecker, Dane County Extension
- DATCP Assistance
  - Facilitated focus groups on DATCP's nutrient management program to identify weaknesses and opportunities.
  - Developing curriculum for the Producer-led Workshop on communication strategies.
- Regional work
  - Facilitate bi-monthly meetings for collaborators of Producer-led groups to discuss events, opportunities, and updates of each group
  - Collaborating with Anne Pfeiffer and Erin Silva at UW to coordinate farmer driven research related to conservation across Dodge, Jefferson and Racine counties
- Extension wide work:
  - Natural Resources Institute Racial Equity Workgroup: I am chairing the committee on professional development to assist NRI colleagues in understanding the context of racism in Wisconsin, with an environmental context
  - Extension Call to Action initiative: Understanding Land Grant History and Context
  - Soil Health Professional Development Series: Collaborating with Extension colleagues in the agriculture institute to develop a series of lecture about soil health to increase extension's capacity to educate about soil health.

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

**November, 2020**

**Nonprofit sector:**

- I. Designed and facilitated fourth and final workshop and one follow up session with board of directors from Watertown Family Resource Center to assist with identified needs for board growth. The program provided a trimodal framework for increasing engagement and productivity, assessed current capacity in the three modes and practiced Governance as Leadership concepts. Program goals include operating beyond fiduciary responsibilities, increase value in board participation and the identification of important questions to help prepare for a strategic planning process. At our follow up session, the board prioritized the following four initiatives, then developed actions and targets to work on in 2021:
  - A. Apply a logic model/visual framework to help communicate direction, theory of change and metrics both internally and externally
  - B. Identify and build out working committees to help update director's job description and other tasks to better deliver on mission.
  - C. Diversify the board with eight strategies
  - D. Re-engage board members that have been less active
  
- II. Biweekly meetings held with Whitewater Marketing Alliance (Superintendent, City EDA, Chamber, Tourism, UW-Whitewater, Downtown Whitewater Inc, and private company) that:
  - A. Launched electronic resident and commuter survey 11/9. Resident survey closed Sunday, 12/6. Results had 844 starts, 618 completed. Full analysis to be discussed with team at 12/22 meeting. Initial findings:
    1. What stands out, is that (1) price of house, (2) look/feel of community and (3) proximity to work were the top answers for "When deciding to live, how important were the following?"
    2. Respondents who live in the City of Whitewater, as opposed to those who live in the school district but not the city, found it relatively easier to get to know people when they moved to the area.
    3. All respondents strongly supported the notion that future improvements for downtown should focus on the needs of residents, although not exclusively. Based on that, I would venture to say that there is a strong interest in continuing placemaking and community-building efforts.
  - B. Completed updated trade area analysis to present 12/22 meeting to draft market study questions.
  - C. Organized timeline for Market study, first draft deadline mid-January for IRB. This will be a mail out random sample of the 53190 zip code, same footprint used with trade area analysis to identify gaps/leakage in spending.

**Private sector:**

- Technical assistance provided with two small businesses in partnership with a local digital marketing business operator. No cost follow-up consultations developed strategies to help improve digital connections/relationships with customers.