



Extension

UNIVERSITY OF WISCONSIN-MADISON

**Extension Education Committee Agenda
Jefferson County
864 Collins Road, Room 12
Jefferson WI 53549**

DATE: Monday, August 12, 2019

TIME: 8:30 a.m.

Committee Members: Dan Herbst, Mike Kelly, John Kannard, Mary Roberts, Lloyd Zastrow

1. Call to Order
2. Roll Call (to establish a quorum)
3. Certification of Compliance with Open Meetings Law
4. Public Comment (Members of the Public who wish to address the Committee on specific agenda items must register their request at this time.)
5. Approval of Agenda (for possible rearrangement)
6. Approval of University Extension Education Committee Minutes from June 10, 2019
7. Communications
8. Review of 2019 Departmental Budget
9. Review of 2020 Departmental Budget
10. Discussion of Monthly Educator Reports – LaVern Georgson (Ag), Kara Loyd (4-H), Steve Chmielewski (Community Educator), Lisa Krolow (FoodWise)
11. Approval of Resolution Recognizing the Walter Family and Walter Grain Farms for their dedication and commitment to Jefferson County agriculture and related industries by hosting Farm Technology Days 2019
12. Recap of Jefferson County Farm Technology Days (July 2019)
13. Adjourn

Next Scheduled Meetings:

Regularly scheduled meetings are held at the Extension, Jefferson County Office in Room 12 on the 2nd Monday of the month at 8:30 a.m. Next scheduled meetings are: September 9 and October 14, 2019.

A quorum of any Jefferson County Committee, Commission or other body, including the Jefferson County Board of Supervisors, may be present at this meeting. Individuals requiring special accommodations for attendance at the meeting should contact the County Administrator 24 hours prior to the meeting at 920-674-7101 so appropriate arrangements can be made.

"Enriching people with knowledge, perspective, skills and aspirations. "University of Wisconsin, U.S. Department of Agriculture & Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming including Title IX & ADA.

#6

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, 24th and 25th 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.

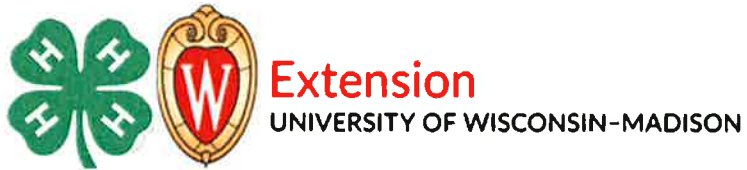
Dairy and Livestock Programming:

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 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. 30th, 4-H Awards Banquet
 - 4-H Kickoff- Oct. 7th
 - 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

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 622
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.

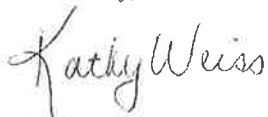
As a small community that was established over one hundred years ago, we need changes and updates that will allow us to become more attractive to the area visitors of today. Being able to put a plan together for a future vision will be most helpful in not only better serving the visitors but with the 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

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

#10

August 12, 2019

Agriculture Programming

Farm Technology Days (FTD) Programming:

It is finished. (Well almost)

We are in the aftermath of the show. The intensity of planning the three days of the show has diminished. There have however been dozens and dozens if not hundreds of details in the closing out of the Jefferson County event. There are more to come through out the fall.

I think an analogy that explains the state of affairs is that of a marathon runner. There was the planning, preparation and training that goes into a focused effort of a singular objective to conduct the 2019 version of Wisconsin's premier outdoor agriculture show. The finish line has been crossed. The effort and the results that are associated with it are being sorted out. As with many events there is an anxiousness for review, reflection and analysis. Some of these are undoubtedly premature and may be narrowly focused on one segment of an event with many or multiple facets. An appropriate "postmortem" will reflect those complexities.

This was a very successful show based on the evidence of the details we could control. The commitment and dedication of the individuals who put time and effort into the committees, activity organization and as volunteers received exemplary comments from long time event visitors and participants. The creativity, imagination, can do attitude and accomplishments to present Jefferson County were well-recognized. The number of innovative and first time activities have opened the door for future modifications to what had been an extremely traditional approach for presenting the show. I might add that the show, it's organization, structure and objectives needs reflection and review.

There were two things in the planning that are beyond our control. One was the weather. I know that there had been prayers offered for good weather according to God's will. The weather was near ideal. The second was attendance. A bit of surprise here. There were several factors that may have contributed to lower attendance than anticipated. As I have included with this report in the past, the distressed farm economy for the last five years may have contributed with discouraged farmers lacking optimism and resources. The serious storms and their destruction in the northern 2/5's of Wisconsin eliminated visitors from that area to attend. The pleasant weather also allowed for much hay making and field work that had been on hold to be tackled.

Congratulations should be extended to the Executive Committee and the operating committees. The hours spent in meetings and conversations to develop a vision, anticipate and organize resulted in a first-class event. The 1300+ volunteers that responded to participate with their community in a once a generation event should be applauded.

This is a community event unlike any other as it reached across Jefferson County. And in fact included and welcomed individuals who saw the value and invested time and effort from neighboring counties as well. There has been an awareness, familiarity and friendships developed with people from throughout our area. The recognition of the significance agriculture plays in our daily lives became more obvious. The relationships, community development along with the leadership experiences will benefit our County and its residents for decades to come.

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

Non Profit program planning:

- Needs Assessment/input gathered from 26 Nonprofit organizations through online survey and phone interviews
- Themes identified include: working with volunteers, securing resources/sustaining/expanding efforts, marketing/public perceptions, strengthening capacity, participant transportation needs, affecting policy (not in order of priority)
- Next steps in program planning

Rural Wisconsin Small Business Development Grant:

- Small business retention and expansion strategies program
- Goal to engage 23 locally owned enterprises; additional support budgeted for small companies focused on growth
- 10/1/2019 – 9/1/2020
- City of Whitewater and Forest County
- News release end of August



Extension
UNIVERSITY OF WISCONSIN-MADISON

Extension Education Committee Meeting
August 12, 2019
Kara Loyd – 4-H Program Coordinator

Meetings/Events

- Cloverbud Day Camp
 - 19 kids
 - Successful day of activities led by 4-H Junior Leaders
- Fair
 - Non-animal projects
 - MAP Sale
 - Fair Meal
- Farm Technology Days
- 4-H Camp



Outreach

- Booth at Jefferson County Fair
 - informational
 - 14 new, interested families
- Booth at Farm Technology Days
 - Hands-on activities
 - 5 new, interested families



Upcoming

- Volunteer Trainings (VIP)
- 4-H Meetings
- Enrollment

August/Fall Focus

- Long-term planning for Fall 2019
 - SAVE THE DATE- Sept. 30th, 4-H Awards Banquet
 - 4-H Kickoff- Oct. 7th
 - New Family Meeting- Nov. 18
 - Monthly Volunteer Trainings

4-H Summer Intern Report

Ag & Extension Education Committee

Dustin Winkelman- 2019 4-H Summer Intern

Jefferson County 4-H Promotion:

- Regularly updating Facebook & Instagram to promote county programming
- Worked with Land Information for updating of Club Locations Map
- Club Promotional Flyers
- 4-H Yearly Calendar Booklet

County-wide Project Support:

- Meat Animal Project Buyer Mailing in June
- Data Entry for Beef, Sheep, & Swine for the auction catalog
 - Including weigh-in information and show results
- Helped committee prepare for Premier Exhibitor Contest
- Coordinating clerking of Livestock and Dairy Auction
 - Worked with business leaders to ensure smooth check-out process
- Assisted office with Meat Animal Project Awards Night selection and calculations

Wisconsin State Fair Non-Animal Projects:

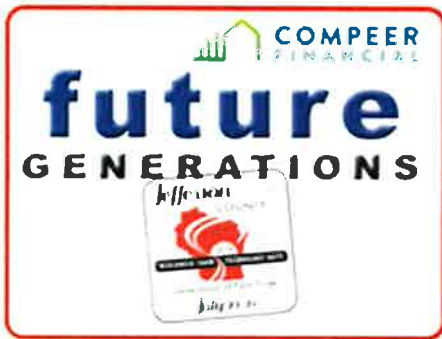
- 30 projects selected to represent Jefferson County in the Youth Exhibit Hall
- Projects ranged from drawings to welding creations

Jefferson County Showcase Exhibit:

- New this year 25 projects that were selected as Alternates for State Fair were displayed at the Courthouse.
- Projects ranged from photos to woodworking
- Display set-up runs through Tuesday, August 13, 2019

Wisconsin Farm Technology Days:

- *Thank You Farmer Project in partnership with Culver's:*
 - Over 600 thank you cards were completed by attendees and mailed to farmers located in Jefferson County.
 - Wednesday we celebrated 'Thank a Farmer Day' with emphasis in writing thank you cards to our local farmers.
- *Ag Career Day and Career Scavenger Hunt:*
 - 36 different FFA, 4-H and other organizations represented
 - 315 youth participated
 - On average 16 career stops scanned 154 students
- Overall had the opportunity to work with a number of non-profit agricultural organizations in an educational setting.



Please enjoy these pictures highlighting the 2019 Future Generations Area!

We would like to thank you for participating in the 2019 Wisconsin Farm Technology Days. Your participation in the Future Generations Area shows the continued support of helping youth excel in the agriculture industry. It has been an honor to get to work with each of you and we wish you the best of luck with your future endeavors.

Thank you again;
Dustin Winkelman & Rachel Thom

RESOLUTION NO. 2019-__

Recognizing the Walter Family and Walter Grain Farms for their dedication and commitment to Jefferson County agriculture and related industries by hosting Wisconsin Farm Technology Days 2019

Executive Summary

In 1952, several agencies formed a corporation called Wisconsin Farm Progress Days, Inc., now known as Wisconsin Farm Technology Days, with the first event being held in 1954. Its purpose was to demonstrate University research findings to Wisconsin citizens on a functioning farm at an outdoor show. The mission of the show was to promote technologies in agriculture and related industries and to provide leadership development and education. Today, Wisconsin Farm Technology Days is the largest agricultural show in Wisconsin and one of the largest in the nation. The three-day outdoor event showcases the latest improvements in production agriculture including many practical applications of recent research findings and technological developments. Each year Wisconsin Farm Technology Days is held in a different Wisconsin county on a different host family farm. The Walter Family offered to host this event in 2019 at the Walter Grain Farm in Johnson Creek; 35 years after their family first hosted the event in 1984. This resolution formally recognizes the dedication and commitment the Walter Family and Walter Grain Farms have demonstrated to Jefferson County agriculture and related industries by hosting Wisconsin Farm Technology Days 2019. The University Extension Education Committee considered this resolution at its meeting on August 12, 2019, and recommended forwarding to the County Board for approval.

WHEREAS, the mission of Wisconsin Farm Technology Days is to promote technologies in agriculture and related industries and to provide leadership development and education, and

WHEREAS, Jefferson County has a significant history of Agriculture beginning with the Aztalan settlements through the efforts of W.D. Hoard for Dairy Farming and continuing today with National and International Agribusiness Companies, and

WHEREAS, sixty percent of attendees of Wisconsin Farm Technology Days live within a 75 mile radius of the event, and

WHEREAS, over 600 exhibitors were on-site to demonstrate their business and products to those attending Wisconsin Farm Technology Days 2019, in Jefferson County, and

WHEREAS, Wisconsin Farm Technology Days provides a County the opportunity to highlight itself and Jefferson County has within its borders the State's largest Nursey, the largest Ethanol plant, the largest Trout Farm, along with significant Pickle and Meat Industries and Agribusiness Technology Development, and

WHEREAS, Agriculture is the leading economic engine in Jefferson County and the Walter Family is proud of their farm, community and County, and

WHEREAS, Bud and Bev Walter, Mike's parents, proudly hosted Wisconsin Farm Progress Days in Jefferson County in 1984, and

WHEREAS, Mike and Sarah Walter, with son Adam and his wife Heather, and son Brad and his wife Kristine, again hosted Wisconsin Farm Technology Days 2019 in Jefferson County at the same location, marking the 35th anniversary of the first show the Walter family hosted, and

WHEREAS, through their efforts in hosting Wisconsin Farm Technology Days 2019 in Jefferson County, the Walter Family and Walter Grain Farms have demonstrated their dedication and commitment to Jefferson County agriculture and related industries.

NOW, THEREFORE, BE IT RESOLVED that the Walter Family and Walter Grain Farms are hereby formally recognized by the Jefferson County Board of Supervisors for their dedication and commitment to Jefferson County agriculture and related industries by hosting Wisconsin Farm Technology Days 2019.

Fiscal Note: This resolution has no fiscal impact

Ayes:_____ Noes:_____ Abstain:_____ Absent:_____ Vacant:_____

Referred By
University Extension Education Committee

08-13-19

REVIEWED: County Administrator:_____; Corporation Counsel:_____; Finance Director:_____