



Extension

UNIVERSITY OF WISCONSIN-MADISON

Extension Education Committee Agenda Videoconference (See link at bottom of agenda)

OR

Jefferson County Courthouse
311 S. Center Avenue, Room 205
Jefferson, WI 53549

DATE: Monday, February 8, 2021

TIME: 8:30 a.m.

Committee Members: Dan Herbst, John Kannard, Dwayne Morris, 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 December 14, 2020
Note: There was not a January 2021 Committee Meeting
7. Communications
8. Review of 2020 Departmental Budget
9. Discussion of Monthly Educator Reports (see attached written reports) – Steve Chmielewski (Community Educator), Lisa Krolow (FoodWise), Michelle Scarpace (Natural Resources)
10. Discussion and Possible Decision on Dates/Times of Extension Education Committee meetings:
March 8, April 12
11. Adjourn

Join Zoom Meeting

<https://zoom.us/j/91376750286?pwd=ZnN2WjZHUW1qWm5pYkttNVI4SnIPUT09>

Meeting ID: 913 7675 0286

Passcode: 940153

Dial by your location

+1 312 626 6799 US (Chicago)

Meeting ID: 913 7675 0286

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.

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



Extension Education Committee

December 14, 2020

Kara Loyd – 4-H Program Educator

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

- **Cloverbud Project Box-** 12 Cloverbuds signed up for our December Space themed box which was delivered last week. The activities ranged from building their own rocket, gravity experiments, moon phases, and art activities. We're excited to host a quick Zoom with them on December 14th and learn from an astronomer.



- **New Family Zoom-** I offered a New Family Meeting Zoom in late November for families enrolled in 4-H in the last three years. We had many youth attend with their parents so we played a few games and I gave a short presentation about our 4-H program.
- **Virtual Officer Training-** 76 participants from four counties joined our Virtual Officer Training on December 6th. We had wonderful participating and engagement from these youth who were elected to be officers for their clubs.
- **Club Leader Connection Meeting-** I offered an opportunity for club leaders to learn about a few virtual engagement opportunities and a chance for them to connect and share ideas.
- **Statewide Committee Work-** I have joined several statewide committees with other colleagues to create and share opportunities. We continue to work to create virtual, statewide opportunities for our members.

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.

02/05/2021
10:13:17

Jefferson County
FLEXIBLE PERIOD REPORT



FROM 2020 01 TO 2020 12

ACCOUNTS FOR:
100 General Fund

ORIGINAL
APPROP

TRANSFERS/
ADJUSTMTS

REVISED
BUDGET

ACTUALS

ENCUMBRANCES

AVAILABLE
BUDGET

PCT
USED

ACCOUNTS FOR:	ORIGINAL APPROP	TRANSFERS/ ADJUSTMTS	REVISED BUDGET	ACTUALS	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
13301 411100 General Property Taxes	-257,548	.00	-257,548.00	-257,547.96	.04	100.0%	
13301 451002 Private Party Photocopy	0	.00	0.00	-31.40	31.40	100.0%	
13301 451100 Misc. Billed	-3,000	.00	-3,000.00	-164.57	164.57	94.5%	
13301 457020 Publication Sales	-100	.00	-100.00	61.55	61.55	38.5%	
13301 457027 4-H Annual Fees	-11,000	.00	-11,000.00	920.00	108.4%	50.0%	
13301 471130 State Billed-Other	-2,608	.00	-2,608.00	-1,304.00	50.0%	50.0%	
13301 511210 Wages-Regular	86,866	.00	86,865.90	86,077.22	964.86	99.1%	
13301 511210 22101 Wages-Regular	0	.00	0.00	964.86	-964.86	.0%	
13301 511220 Wages-OverTime	0	.00	0.00	29.95	-29.95	.0%	
13301 511240 Wages-Temporary	6,915	.00	6,915.46	0.00	6,915.46	103.2%	
13301 511330 Wages-Longevity Pay	309	.00	308.75	318.75	10.00	103.2%	
13301 512141 Social Security	7,029	.00	7,029.40	6,414.92	614.48	91.3%	
13301 512141 22101 Social Security	0	.00	0.00	72.46	-72.46	.0%	
13301 512142 Retirement (Employer)	5,884	.00	5,884.31	5,833.60	50.71	99.1%	
13301 512142 22101 Retirement (Emplo	0	.00	0.00	65.13	-65.13	.0%	
13301 512144 Health Insurance	15,427	.00	15,427.24	14,738.40	688.84	95.5%	
13301 512144 22101 Health Insurance	0	.00	0.00	130.57	-130.57	.0%	
13301 512145 Life Insurance	18	.00	18.48	17.97	.51	97.2%	
13301 512145 22101 Life Insurance	0	.00	0.00	.45	-.45	.0%	
13301 512150 FSA Contribution	2,000	.00	2,000.00	.00	2,000.00	.0%	
13301 512151 HSA Contribution	0	.00	0.00	2,000.00	-2,000.00	.0%	
13301 512173 Dental Insurance	2,208	.00	2,208.00	1,762.43	445.57	79.8%	
13301 512173 22101 Dental Insurance	0	.00	0.00	3.93	-3.93	.0%	
13301 512173 Computer Maintenance	500	.00	500.00	25.62	24.38	51.2%	
13301 529299 Purchase Care & Service	99,000	.00	99,000.00	97,239.86	1,760.14	98.2%	
13301 531298 United Parcel Service	50	.00	50.00	25.62	24.38	51.2%	
13301 531303 Computer Equipmt & Soft	0	.00	0.00	136.63	-136.63	.0%	
13301 531311 Postage & Box Rent	2,608	.00	2,608.00	1,326.10	1,281.90	50.8%	
13301 531312 Office Supplies	2,000	.00	2,000.00	890.61	1,109.39	44.5%	
13301 531314 Small Items Of Equipmen	300	.00	300.00	.00	300.00	.0%	
13301 531322 Subscriptions	100	.00	100.00	96.28	3.72	96.3%	
13301 531324 Membership Dues	500	.00	500.00	165.00	335.00	33.0%	
13301 531326 Advertising	700	.00	700.00	37.71	662.29	5.4%	
13301 531548 Educational Supplies	2,500	.00	2,500.00	3,270.89	-770.89	130.8%	
13301 532325 Registration	1,000	.00	1,000.00	124.00	876.00	12.4%	
13301 532332 Mileage	5,400	.00	5,400.00	555.14	4,844.86	10.3%	
13301 532335 Meals	300	.00	300.00	.00	300.00	.0%	
13301 532336 Lodging	1,000	.00	1,000.00	.00	1,000.00	.0%	

13301 UW Extension

02/05/2021
10:13:17

Jefferson County
FLEXIBLE PERIOD REPORT



FROM 2020 01 TO 2020 12

ACCOUNTS FOR: General Fund

ORIGINAL APPROP

TRANSFERS/ADJUSTMENTS

REVISED BUDGET

ACTUALS

ENCUMBRANCES

AVAILABLE BUDGET

PCT USED

13301	532339	Other Travel & Tolls	25	.00	25.00	.00	.00	25.00	.00	25.00	124.6%
13301	533225	Telephone & Fax	1,500	.00	1,500.00	1,869.44	.00	1,869.44	-369.44	124.6%	.0%
13301	533236	Wireless Internet	0	.00	.00	112.95	.00	112.95	-112.95	0%	.0%
13301	535242	Maintain Machinery & Eq	2,900	.00	2,900.00	4,038.96	.00	4,038.96	1,861.04	35.8%	.0%
13301	536535	Activity Center Rental	4,000	.00	4,000.00	4,000.00	.00	4,000.00	.00	100.0%	.0%
13301	571004	IP Telephony Allocation	1,398	.00	1,398.00	987.11	.00	987.11	410.89	70.6%	.0%
13301	571005	Duplicating Allocation	12	.00	12.00	11.00	.00	11.00	1.00	91.7%	.0%
13301	571009	MIS PC Group Allocation	19,024	.00	19,024.00	19,253.34	.00	19,253.34	-229.34	101.2%	.0%
13301	571010	MIS Systems Grp Allocatn	1,672	.00	1,672.00	1,613.44	.00	1,613.44	58.56	96.5%	.0%
13301	591519	Other Insurance	709	.00	709.46	794.67	.00	794.67	-85.21	112.0%	.0%
13301	594813	Capital Office Equip	0	.00	0.00	10,000.00	.00	10,000.00	-10,000.00	98.5%	.0%
13301	594950	Operating Reserve	1,680	.00	1,680.00	290.00	.00	290.00	1,390.00	98.5%	.0%
13301	699700	Resv Applied Operating	-1,680	.00	-290.00	-290.00	.00	-290.00	0.00	0%	.0%
13301	699999	Budgetary Fund Balance	0	.00	-10,000.00	-10,000.00	.00	-10,000.00	0.00	0%	.0%
TOTAL General Fund			0	.00	.00	-11,852.85	.00	-11,852.85	11,852.85	.0%	.0%
TOTAL REVENUES			-275,936		-8,610.00	-284,546.00		-273,677.24	-10,868.76		
TOTAL EXPENSES			275,936		8,610.00	284,546.00		261,824.39	22,721.61		

02/05/2021
10:13:17

Jefferson County
FLEXIBLE PERIOD REPORT



FROM 2020 01 TO 2020 12

	ORIGINAL APPROP	TRANSFRS/ ADJSTMTS	REVISED BUDGET	ACTUALS	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	0	.00	.00	-11,852.85		11,852.85	.0%



Extension Education Committee
February 2, 2021 Report
Kara Loyd – 4-H Program Educator

I continue to plan and prepare for programs coming up in 2021. I will go into detail about a few of things below.

- **Cloverbud Project Box-** The Cloverbud Project meeting was a great success on December 14th. We had five young 4-H'ers join Kim, Katelyn, and I to talk about their projects all related to space. This project meeting, the Cloverbuds also had the opportunity to learn from a physics Ph.D. student from UW-Milwaukee. The Cloverbuds had so many thoughtful and wonderful questions for our guest scientist. It was a wonderful meeting! Our next Cloverbud box is arts themed and has been delivered to our participants. The Zoom meeting will be held on March 1st.



- **Statewide Committee Work-** I have joined several statewide committees with other colleagues to create and share opportunities. We continue to work to create virtual, statewide opportunities for our members. I am particularly excited about our statewide game night which was held Friday, January 15th. This provided a great way for our youth to get to know other 4-H'ers from across the state.

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 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 projects with enough activities monthly from January to June. 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. We are awaiting delivery of items for these kits and they will be delivered very soon. We had a total of 58 youth sign up for these kits.
- **Monthly Countywide Activities-** Each month, we are offering an activity for families to do together. Future plans include-
 - o **January-** Celebrating Local Heroes Competition (clubs are competing to see who can mail the most thank you cards to our local heroes! The Jefferson Boosters 4-H club submitted the most cards, over 30!)
- **Countywide Project Meetings-** Several projects are gearing up for in-person and virtual programming in 2021. Our Lego, Dairy, Meat Animal, Rocketry, Horse and Pony and the shooting sports projects are all working on project meetings and content for our members.



Extension
UNIVERSITY OF WISCONSIN-MADISON



Lisa Krolow
FoodWise Coordinator

February 2021

FoodWise completed final interviews for a new educator on Friday 2/5. We had some good candidates. Our next steps will be to check references and run background checks. We hope to have a new educator on board by March 1st.

FoodWise is in the process of signing new Partner Agreements with Ruby's Pantry and Geno's Pantry. Because of the current Covid situation, we are not visiting pantries but we are working with them to provide USDA nutrition education literature for pantry participants. We are also working with them to provide healthy recipe ideas for people to consider new ways to use pantry staples.

Head Start assisted us in surveying parents regarding their availability for nutrition education. We had a very good response. We are currently reviewing and working on scheduling a series of lessons for parents of picky eaters. We are hoping to kick this off by the end of the month.

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

December 2020/January 2021

Nonprofit sector:

1. Followed up with Watertown Family Center director and chairperson to provide input and permission to be identified in an article. Using the process as a case study, we highlighted the background/need, outlined the content/delivery and shared data gathered from each component as well as outputs from applying Governance as Leadership. Meeting also held with new staff person hired for newly created position, Resource Network Coordinator, to discuss goals and to connect with community resources. Market area and community demographics were also discussed. Strategies were identified for inclusive engagement efforts for increasing diversity within participation. Connection was made with Healthy Communities Coalition out of Fort Atkinson.
2. Followed up with Healthy Communities Coalition point person Traci Wilson, Community Health Program Coordinator at Fort Health Care (FHC) to ask about what was implemented from their new strategic plan and how the process was beneficial. Successes and a testimonial shared since plan completion:
 - a. FHC started a community partner newsletter, called "Our Healthy Community". This was a goal of the strategic plan. The newsletter features information and resources for our key contacts in our community, worksites and school contacts. Resources are meant to inform and for them to share with their audiences and partners. We encourage our partners to share their opportunities with us but this has been a slow process. We expect the newsletter to evolve over time, and we hope to gain feedback from the Steering Committee when they start to meet again.
 - b. One initiative that has created new partnerships is the Virtual Mindfulness Challenge (Jan-Feb 2021), facilitated by six libraries throughout Jefferson County (Whitewater, Fort Atkinson, Johnson Creek, Watertown, Waterloo and Lake Mills). Furthermore, we were able to connect different community partners in some locations to offer additional programming related to this challenge.
 - c. Testimonial shared about Extension process: "Working with Steve and Extension through our Planning Group was an invaluable component of our strategic planning process. Steve was very good at gleaning and summarizing information obtained from our brainstorming sessions, providing us with the necessary tools and resources to get the work done, as well as guiding the group to establish a short term plan and next steps a longer term plan."
3. Engaged planning team through three meetings with Whitewater Marketing Alliance (Superintendent, City EDA, Chamber, Tourism, UW-Whitewater, Downtown Whitewater Inc., and private company). Topics worked on include:
 - December - Completed updated trade area analysis
 - January 5 - Trade area analysis presentation and discussion
 - January 19 - Resident survey results