



## 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, April 12, 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 March 8, 2021
7. Communications
8. Review of 2021 Departmental Budget
9. Discussion and Possible Decision on June is Dairy month Proclamation
10. Update on Agriculture Educator Vacancy
11. Discussion of Monthly Educator Reports (see attached written reports) – Kara Loyd (4-H), Steve Chmielewski (Community Educator), Lisa Krolow (FoodWise), Michelle Scarpace (Natural Resources)
12. Discussion and Possible Decision on Dates/Times of Extension Education Committee meetings:  
May 10, June 14
13. 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:** March 8, 2021

**Meeting called to order by:** Zastrow called the meeting to order at 8:32 a.m.

**Members Present via Videoconference:** Roberts

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

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

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

**Others Present via Videoconference:** Frankie Fuller

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

**Public Comment:** Frankie Fuller encouraged members to participate in the Heart of the City's "no mow May" campaign which aims to help protect pollinators, who need habitat and food as they emerge from hibernation through residents not mowing their lawns in May.

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

**Approval of Agenda for Possible Rearrangement:** Approved as written.

**Approval of February 8, 2021 Meeting Minutes:** Motion by Herbst, seconded by Morris, to approve the February 8, 2021 meeting minutes. Motion approved.

**Communications:** None

**Review of 2021 Departmental Budget:** Committee members received a copy of the departmental budget report in their meeting packet. Wen stated that 2021 is just starting. Nothing specific to report this month.

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

- Kara Loyd provided an oral report from her written report. Please refer to her attached report for further details.
- Steve Chmielewski provided an oral report from his written report. Please refer to his attached report for more details. Steve asked committee members to provide him feedback on where they see gaps or needs with any County-based coalitions.
- Lisa Krolow provided an oral report from her written report. Please refer to her attached report for more details.

**Next Scheduled Meetings:** April 12, May 10

**Adjourn** – Motion by Herbst, seconded by Zastrow, to adjourn at 9:03 a.m. Motion approved.

*Minutes recorded by Kim Buchholz, Administrative Specialist*



**Extension**

UNIVERSITY OF WISCONSIN-MADISON

Extension Education Committee

March 8, 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 March Cloverbud Project Box was delivered to ten young 4-H'ers. On March 1, we held a Zoom meeting to discuss their activities. The Cloverbuds practiced some tongue twisters and showed off their projects. America Lavdas, an older 4-H'er, was the guest speaker and talked about her art projects. It was another fun and educational evening for our Cloverbud group! The next box will be delivered in April and is a Plants and Natural Sciences theme.



- **Statewide Committee Work-** I have joined several statewide committees with other colleagues to create and share opportunities. If you are interested, you can check out the [Virtual Learning Community webpage](#) to see some of the programs I have helped to support. I am co-chair for the Learning Resources team which develops resources for the facilitators and presenters.
- **Countywide Committee Meetings and Leader Support** I continue to support several countywide committees, project groups, and club leaders. Many groups are in planning stages for in-person programming as the weather warms up which requires behind-the-scenes planning and support on my end.

#### **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-** 58 project kits were created for STEM, foods, photography, arts, and agriculture project members and are currently being picked up from the Extension office. These kits have anywhere from 5-8 at-home activities to do to enhance their project learning. I am excited to hear the feedback for our first iteration of these project boxes.

- **Monthly Countywide Activities-** Each month, we are offering an activity for families or clubs to do together. Future plans include-
    - o **April-** Jefferson County Humane Society donation drive
    - o **May-** Social media campaign to explore Jefferson County (Where in Jefferson County is Chris Clover?)
  - **Other Upcoming In-Person/Virtual Programs**
    - o Pizza/Pie Fundraiser Pick Up at the Jefferson County Fair Park
    - o Dairy Project Hoard's Dairy Judging Contest Meeting
    - o Speech and Poster Contest in April
    - o Meat Animal Project Educational Event in April
    - o Projects that continue education virtually- rocketry, Lego, Horse and Pony, Meat Animal Project
- 



**Extension**  
UNIVERSITY OF WISCONSIN - MADISON



**Lisa Krolow**  
FoodWise Coordinator

## **March 2021**

The new FoodWise Nutrition Educator has accepted our offer. Her name is Alicia Kirkpatrick. This is an 80% position and she will be working Tuesday through Friday. Her first day of work will be March 16th.

Jefferson/Walworth FoodWise staff participated in the FDA program review. A representative from the FDA periodically observes FoodWise educators to review the program. This is not possible right now because we are teaching in a virtual format. The Jefferson/Walworth team has been presenting live programming in classrooms and was selected to record a kindergarten classroom for presentation to the FDA. This helps assure continued funding for our program.

We launched our first series of lessons for Head Start parents in Jefferson County on Thursday, March 4th. We are using a curriculum called Feeding For Healthy Eating which is approved by the State team. This curriculum addresses establishing healthy eating habits and ways to get young children to try new foods. The series will run for 6 weeks. We currently have 12 families enrolled.

FoodWise is exploring the possibility of presenting the same series for WIC families.

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

**February 2021**

**Operational:**

1. Drafted updates for Extension's community development webpage
2. Highlighted how programming efforts are in alignment with County's strategic goals
3. Added statewide resource link for nonprofit organizations to access technical assistance and other resources

**Nonprofit sector:**

1. Continued assessment needs and opportunities for new program development. Began discussions with contacts of three coalitions: Emi Reiner, Drug Free Coalition; Maria and Vianey, City of Jefferson Community Coalition and Community Partners of Jefferson Co; and Bob Salov, Village of Cambridge Coalition work and senior center development.
2. Seeking input on county-based coalitions to determine areas to increase effectiveness, efficiencies, and capacity: Zero Suicide, Breast Feeding, Community Justice Collaborative, Recidivism
3. Engaged Whitewater Marketing Alliance planning team with two project meetings. Topics we worked on include:
  - February 2- Discussion on community branding and pillars: applying primary research
  - February 16 - Community Branding vs. Marketing; Defining primary, secondary and tertiary audiences

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Jefferson County  
FLEXIBLE PERIOD REPORT

FROM 2021 01 TO 2021 12

ACCOUNTS FOR:		ORIGINAL	TRANFRS/	REVISED		AVAILABLE	PCT	
100	General Fund	APPROP	ADJSTMTS	BUDGET	ACTUALS	BUDGET	USED	
13301 UW Extension								
13301	411100	General Property Taxes	-288,816	.00	-288,816.12	-96,272.04	-192,544.08	33.3%
13301	451002	Private Party Photocopy	0	.00	.00	-6.00	6.00	.0%
13301	451100	Misc. Billed	-3,000	.00	-3,000.00	-880.00	-2,120.00	29.3%
13301	457020	Publication Sales	-100	.00	-100.00	-47.75	-52.25	47.8%
13301	457027	4-H Annual Fees	-11,000	.00	-11,000.00	-2,765.00	-8,235.00	25.1%
13301	471130	State Billed-Other	-2,608	.00	-2,608.00	.00	-2,608.00	.0%
13301	511210	Wages-Regular	87,924	.00	87,924.10	19,751.35	68,172.75	22.5%
13301	511330	Wages-Longevity Pay	334	.00	333.75	.00	333.75	.0%
13301	512141	Social Security	6,571	.00	6,570.92	1,511.03	5,059.89	23.0%
13301	512142	Retirement (Employer)	5,957	.00	5,957.40	1,333.25	4,624.15	22.4%
13301	512144	Health Insurance	15,267	.00	15,267.11	.00	15,267.11	.0%
13301	512145	Life Insurance	19	.00	18.72	4.62	14.10	24.7%
13301	512151	HSA Contribution	1,500	.00	1,500.00	.00	1,500.00	.0%
13301	512173	Dental Insurance	2,208	.00	2,208.00	529.58	1,678.42	24.0%
13301	521258	Computer Maintenance	500	.00	500.00	500.00	.00	100.0%
13301	529299	Purchase Care & Service	99,150	.00	99,150.00	.00	99,150.00	.0%
13301	531298	United Parcel Service	50	.00	50.00	4.31	45.69	8.6%
13301	531311	Postage & Box Rent	2,608	.00	2,608.00	.00	2,608.00	.0%
13301	531312	Office Supplies	2,700	.00	2,699.90	55.48	2,644.42	2.1%
13301	531314	Small Items Of Equipmen	500	.00	500.00	.00	500.00	.0%
13301	531322	Subscriptions	100	.00	100.00	12.99	87.01	13.0%
13301	531324	Membership Dues	500	.00	500.00	115.00	385.00	23.0%
13301	531348	Educational Supplies	2,500	.00	2,500.00	848.25	1,651.75	33.9%
13301	532325	Registration	1,000	.00	1,000.00	.00	1,000.00	.0%
13301	532332	Mileage	5,400	.00	5,400.00	16.80	5,383.20	.3%
13301	532335	Meals	500	.00	500.00	.00	500.00	.0%
13301	532336	Lodging	1,000	.00	1,000.00	.00	1,000.00	.0%
13301	532339	Other Travel & Tolls	25	.00	25.00	.00	25.00	.0%
13301	533225	Telephone & Fax	1,500	.00	1,500.00	300.39	1,199.61	20.0%
13301	533236	Wireless Internet	0	.00	.00	30.90	-30.90	.0%
13301	535242	Maintain Machinery & Eq	2,900	.00	2,900.00	273.34	2,626.66	9.4%
13301	536535	Activity Center Rental	4,000	.00	4,000.00	.00	4,000.00	.0%
13301	571004	IP Telephony Allocation	1,479	.00	1,479.00	1,355.75	123.25	91.7%
13301	571005	Duplicating Allocation	22	.00	22.00	20.13	1.87	91.5%
13301	571009	MIS PC Group Allocation	21,740	.00	21,740.00	19,928.37	1,811.63	91.7%
13301	571010	MIS Systems Grp Alloc(I	1,685	.00	1,685.00	1,544.62	140.38	91.7%
13301	591519	Other Insurance	885	.00	885.22	806.41	78.81	91.1%
13301	594813	Capital Office Equip	35,000	.00	35,000.00	.00	35,000.00	.0%

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 Jefferson County  
 FLEXIBLE PERIOD REPORT

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FROM 2021 01 TO 2021 12

ACCOUNTS FOR: 100	General Fund	ORIGINAL APPROP	TRANSFERS/ ADJUSTMENTS	REVISED BUDGET	ACTUALS	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
TOTAL General Fund		0	.00	.00	-51,028.22		51,028.22	.0%
	TOTAL REVENUES	-305,524	.00	-305,524.12	-99,970.79		-205,553.33	
	TOTAL EXPENSES	305,524	.00	305,524.12	48,942.57		256,581.55	

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Jefferson County  
FLEXIBLE PERIOD REPORT

FROM 2021 01 TO 2021 12

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	ACTUALS	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	0	.00	.00	-51,028.22		51,028.22	.0%





**Extension**

UNIVERSITY OF WISCONSIN-MADISON

Extension Education Committee

April 12, 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 April box was delivered last week and has a Plant and Natural Resources theme. This month, 24 youth signed up for the box which is double the amount we've had in the past. We have one final box before summer in June that has an Agriculture theme.
- **Statewide Committee Work-** I have joined several statewide committees with other colleagues to create and share opportunities. If you are interested, you can check out the [Virtual Learning Community webpage](#) to see some of the programs I have helped to support. I am co-chair for the Learning Resources team which develops resources for the facilitators and presenters. In addition, I act as a champion, providing support to folks delivering the programs.
- **Countywide Committee Meetings and Leader Support** I continue to support several countywide committees, project groups, and club leaders. Many groups are in planning stages for in-person programming as the weather warms up which requires behind-the-scenes planning and support on my end. Additionally, I continue to train new volunteers coming into our program.
- **National Volunteer Month-** I want to take a moment in my report to acknowledge our 240+ volunteers in Jefferson County 4-H. The program could not exist without these dedicated folks who spend their time, energy, and money to make 4-H happen for our youth. Lower in my report is a list of programs that are happening in-person in the next few months. These would not be possible without the efforts of our volunteers! I am so grateful for them!

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

- **Cloverbud In-A-Box-** We are going to continue with our Cloverbud Box Program. Like I mentioned above, the last box will be an agriculture theme. As an office team, we have been discussing what this program will look like in the fall. We've all received good feedback and want to continue with an in-person/virtual hybrid model this fall.
- **Monthly Countywide Activities-** Each month, we are offering an activity for families or clubs to do together. Future plans include-
  - o **April-** Jefferson County Humane Society donation drive
  - o **May-** Social media campaign to explore Jefferson County (Where in Jefferson County is Chris Clover?)

- **Other Upcoming In-Person/Virtual Programs**

- Club meetings (both virtually and in-person)
- Club community service (roadside cleanups and donation drives)
- Meat Animal Project Meetings and Educational Events (Project Learning Day)
- Outdoor Shooting Sports
- Monday Night Lessons for Horse and Pony Project
- Rocketry Launch
- Lego Project Meetings
- Speech and Poster Contest
- Dairy Project Learning Day in May
- Horse and Pony Fun Show in May
- Cloverbud Day Camp
- 4-H Day Camp

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

**March 2021**

1. Continued assessment needs and opportunities for new program development with community coalitions. Continued discussions with three coalitions City of Jefferson Community Coalition and Community Partners of Jefferson Co
2. Whitewater Marketing Alliance planning team with two project meetings. Topics we worked on include:
  - March 2 -
    1. Assuming the community will buy into the brand, who is the primary target audience for the Whitewater brand?
    2. What do you know about the primary target audience? Describe this group in as much detail as possible.
    3. Who are the secondary and tertiary target audiences? What do you know about these groups?
    4. Keeping the primary target audience first in mind, which other communities in the Southeastern Wisconsin region are reasonable competitors to Whitewater when we are trying to get attention or investment from the primary target audience?
    5. Which perceptions should we try to capitalize on when we build the brand?
    6. Which perceptions should we minimize when we build the brand?
    7. Review the community survey, the commuter survey and the trade area profile again. Keeping the target audience in mind and keeping the answers to 1-6 in mind, how would you articulate three to four brand pillars? Instead of using a single word or phrase, use a sentence or two (we will select the word/words later).
  - March 16 -
    1. Which three positive attributes set Whitewater apart when comparing it to other communities in the region?
    2. Look at pages 11 through 13 of the Belleville brand book. Starting at the bottom of the pyramid, could the answer to question #1 be translated into brand benefits? Specifically, could the three positive attributes that set Whitewater apart be written in such a way that these could describe the unique selling proposition for Whitewater?
    3. Based on the answers to #1 and #2, what are the values for the Whitewater brand? Most often the brand values are adjectives, e.g. "connected" or "curious"
    4. Looking at the values, what traits are present, or could be present, that help those values become realized? Sometimes these traits are clearly present in the community -- for example, Belleville's Village Administration is extraordinarily helpful and encouraging to entrepreneurs. Other times those values are more aspirational.
  - March 30 - Draft brand pillars; find examples, statistics or testimonials as evidence to support the pillars; Locate illustrations to go with the values



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON



**Lisa Krolow**  
FoodWise Coordinator

**April 2021**

Our new educator, Alicia Kirkpatrick, is on board and working on the year-long FoodWise training course. She has been helping plan lessons, put together class materials and has been very helpful in her first month with FoodWise. We are very happy to have her as part of the team.

On April 15, we will wrap up our six-week series with Head Start Parents. We have had a great turn out with this group. We have had about 26 families join on and off over the course of the series. We will be sending out some small incentives to participants including a reusable zip bag, a citrus peeler, a vegetable brush and an apron for their little one to help in the kitchen.

Spring is budget and planning time for FoodWise. We work on a three year cycle and this is the year that we write a new three year plan for every county. The statewide focus will be on obesity and working with partners to change policies, systems and environments to help participants be more educated about nutrition, have access to healthy food and develop more healthy habits. We are also developing our work plan and budget for the next fiscal year, which begins in October. This is a complex multi week task that details every partner we hope to work with, every lesson and series that we hope to present, every meeting we plan to attend and every mile we will drive. There are seven FoodWise eligible schools in Jefferson County. These include Sullivan Elementary, West Elementary, Douglas Elementary, Lebanon Elementary, Lincoln Elementary, Schurz Elementary and Webster Elementary.

With a new educator on board, we hope to be building more new relationships in Jefferson County!

**Michelle Scarpace**  
**Natural Resource Educator**  
**Report Activity from Jan-April, 2021**

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

- Jefferson County
  - Farmer-led Group
    - Met with the main leaders of the group in March to develop a mission statement
      - *The Mission of the Jefferson County Soil Builders is to enhance water quality and natural resources through education, collaboration and improved farming practices.*
    - Did action planning on first field day scheduled for field day April 14<sup>th</sup> in Milford (see attached)
    - Have been collaborating with Jefferson Land Conservation Dept. in support
  - Future opportunities
    - Interest from other water quality groups (Rock Lake, Lake Ripley, etc)
    - Bring stakeholders together to determine shared management objectives
    - Program for non-operating landowners
  - 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
- Dodge County Alliance for Healthy Soil & Water and Farmer Group
  - Facilitated virtual monthly meetings and board meetings
  - Sent out first 2 issues of Newsletter—focusing on recruitment and building bridges between farmers and water quality focused individuals (Excerpt below)
  - Video project on farmer group- Highlighting key members of the group and highlight conservation practices
- Rock River Coalition
  - Finished organizational assessment and presented to board in March
- Statewide work (Conference season!):
  - Producer-led Workshop, Feb. 22-23
    - NRE team in Extension led efforts in transitioning content to a virtual format
    - I led a session on communication strategies to reach middle adopters and connect with audiences
    - Over 100 attendees, about 50% being lead farmers in Producer-led groups
    - 65% of attendees indicated that they would like to learn more about communication strategies
  - WI Land+Water Conference, Mar 4<sup>th</sup>
    - Presented a session on 'Leading Effective Meetings'
    - About 45 people in attendance

- WI Water Week March 8-12
  - Hosted Zooms for multiple sessions
  - NRE program had a Wednesday morning session on Stakeholder engagement
    - Rather low attendance, 25
    - Excellent feedback from participants, mainly lake association and agency participants
  - Thursday hosted a breakout session during the Rock River Basin region
    - Featured Sand County Foundation and Fox Lake District focusing on partnerships and implementation

# Jefferson County Soil Builders Field Day

**April 14, 2021 | 2-4 PM**

Corner of Cty. Q & W Rd - North of Milford, WI  
N8107 Cty Rd Q, Watertown - Follow Signage for Directions

## Discussion Topics

- Who are the Jefferson County Soil Builders?
- No need for new equipment for no-till practices
- Managing cover crops in the spring
- 3 Soil Pits with Penetrometer
- Strip Till

**Bring Neighbors!**

**Invite Friends!**

Find us on Facebook!

@jeffersoncountysoilbuilders

Please pre-register using the below link, QR code or calling:

<https://tinyurl.com/pts6fktb>



Or by calling: (920)674-7110

Pre-registration not required to attend

Programming and Speakers Provided by: Jefferson County Soil Builders,  
UW-Extension, Pleasant Valley Acres, T&S Farm Services,  
Jefferson County Land & Water Conservation and Area Farmers.



