

Conservation/UW-EX Education Committee
August 8, 2016
Minutes

Committee members present: Chairman Bob Mott, Robb Jensen, Alan Van Raalte, and Jim Winkler. Simac and Ives were excused.

Others present: Michele Sadauskas, Karl Jennrich, Lynn Feldman, Myles Alexander, Sara Richie, Dave Noel, Kevin Boneski, and Merry Lehner.

Call to order: The meeting was called to order by Chairman Mott at 1:00 p.m. noting the meeting has been properly posted and the facility is handicap accessible.

Approve Amended Agenda: Motion by Van Raalte/Jensen to approve today's agenda with the order of the items at the Chair's discretion. All ayes; motion carried.

Approve Minutes: Motion by Jensen/ Van Raalte to approve the 7/11/16 meeting minutes. All ayes; motion carried. It was noted that minutes were lengthy to bring new Committee Member up to date and included Oneida County Fair agenda items. Minutes will be abbreviated going forward.

Date(s) of future meetings:

Sept 12, 2016	1:00 p.m.	UWEX Conference Room
Oct 10, 2016	1:00 p.m.	UWEX Conference Room

Economic Value of Lakes & Rivers in Oneida County:

Mott spoke about the economic value and quality of lakes and rivers in Oneida County report by Dave Noel. Copies were distributed that attendees received at the Towns Association meeting on July 27. Senator Tom Tiffany, Representatives Rob Swearingen and Mary Czaja attended. Czaja reported 90% of waterfront residential asset value is owned by seasonal home owners. The quality of lakes and rivers is a huge economic driver and each township can see how much revenue is attributed to this. The impressions people have about lakes is important. The report is produced with facts obtained from the Land Records Department and the Conservation Department. Dave Noel produced and authored the Economic Value of Lake & Rivers in Oneida County report as a private citizen. The sources of economic value are all from public data. He started with a raw database of all property on water. Ultimately, the data was sorted by townships and concluded that waterfront assessed values add up to \$4.3 billion in the County. There is a very negative impact of poor water quality on property asset values. Real estate sales reveal how poor water quality influences the market. One of the objectives to determine water quality is by testing water clarity. It is easily analyzed, collected, and available through citizen science organizations in Northern Wisconsin. A study of a lake with poor water quality at Delevan, Wisconsin, revealed how water quality improvement programs raised property values. Real estate values rose up to 70% after water quality was cleaned up after six or seven years. It took into account other factors influencing values. Out of thirteen thousand waterfront property owners, ten thousand are non-residents. Residents were identified and culled by their application for the lottery tax credit. A UW-Whitewater study showed that four counties in Northern Wisconsin listed non-residents spending \$67.00 per day over approximately 75 days in the season; that adds up to about \$55 million a year in direct revenue. Those people were asked how much less time they would spend if water quality was poor and most responded about one week less. We know the tourism impact of poor water quality. The report is targeted for town governments so they can see the impact of waterfront property values related to water quality. The report will be presented to the County Board on August 16. Sadauskas and Jennrich asked for Committee input before being presented to the County Board. The Committee had no further input and commended Noel for his efforts.

2017 Joint Allocation Plan:

Sadauskus shared, for information only, a report on how the Allocation Plan provides grant funding for the conservation staff and support costs, landowner cost-sharing, and runoff management projects. Oneida County receives \$92,391 for staffing grants and \$27,500 for cost-share grants. They lost about \$7,500 in cost share grants due to lower funding across the board. For 2017, it will be \$27,500 for cost-share for the County. The last page shows cost-share awards where Oneida County under-spent at 6% compared to Vilas at 10%. For total dollars spent for the last three years, Oneida County is outpacing Vilas almost two to one, \$150,336 to \$78,630, for money spent. As a comparison, Burnett County under-spent an average of 24% and they spent only \$14,724 in the last three year average. The County is doing well. This was presented the Land & Water Board on August 2.

Cost Share Update:

A summary of projects by name, lake, and cost share estimate was reviewed. The James project is not on a lake but is for a well as discussed last month. The cost share estimate is \$3,064. Details on the James estimate were given on page two outlining three estimates. The deposit from Blue Waters was received. Designing will start tomorrow when the engineer is in town. The only project that has no deposit is the James project, which needs Committee approval. Jensen moved to approve James project funding for the 2016 cost-share program. Van Raalte seconded the motion. All ayes; motion approved.

LWC/P&Z Merger Update:

Jennrich reported they have held one management meeting. There is no update on the merger but they did discuss the new policy on cell phone use by County employees. Jennrich also goes out to lake association meetings and town meetings as part of his job. He attended the Blue Lake Preservation Association meeting Hazelhurst, WI last Saturday. He discussed zoning, but also touched on aquatic invasive species and conservation information.

LWRM Plan Three –Year Extension Request Update:

They sent out their three year extension and it was approved by the Land and Water Board. Sadauskas said it was approved this morning.

2017 AIS Grant Submission:

Approval is needed to go ahead and submit the AIS grant. The DNR requires a resolution signed off by the Committee and then to the County Board. They are submitting three LTE's for approval with a grant less than \$50,000. Van Raalte made the motion to support the AIS Grant Submission and Winkler seconded the motion. All ayes; motion approved.

LTE Staffing Requests for 2017:

Requests are for one Lead Assistant, one Field Lead, and two LTE positions for AIS. The positions run from May through August and the other through September. The Administrative Support position is exclusively for Land and Water. The status quo will be kept for that position. Line Item transfers are made for those services. A motion was made by Van Raalte/ Winkler to approve the position requests as presented. All ayes; motion carried.

Consent Agenda Items – Land & Water

There are out-of-county travel requests for line item transfers. Jennrich's mileage for out-county Travel will be to attend a meeting instead of Mott. A motion was made by Jensen to approve consent agenda for items B and C for Land and Water. Van Raalte seconded motion. All ayes; motion carried.

Agency Reports:

Lake Districts: Mid Lake in 2014 and 2015 the weed population crashed and we are back to 2013 levels. Milfoil has not expanded. Water quality has not changed for 10 yrs. A weed harvester is used every year at cost of

\$250,000 where State pays 30% and the District budgets 70%. This is difficult for an association to budget. Nokomis' annual meeting will be at Tomahawk High School on Saturday. Thunder Lake needs to be notified that they need to have more than one meeting per year. Jensen will send in June minutes and annual meeting will be in September. Town of Crescent attended and reviewed the Squash Lake Association. A petition is going out.

OCEDC: Expecting broadband announcements to be made the end of this week. There is confusion about grant system. Rep Czaja felt that they should be going after more federal money.

RC&D: Sadauskas attended the Lumberjack meeting at Long Lake. Grants are being reviewed.

ITEDT: A Tourism and Economic Development agency. Winker updated how agency got started, railroads were washed out when last floods went through the Ashland area and \$30 million in funding needed.

Consent Agenda Items – UW-Extension:

Agenda items were presented to the Committee. This includes one line item transfer. A Motion made by Van Raalte to approve the UW-Extension Consent agenda items A through D, seconded by Jensen. All ayes; motion passed.

Sadauskus, Jennrich excused at 2:10 p.m.

Successful County Fairs Report – Myles Alexander:

Mott requested Alexander to research what other states and counties do to keep their Fairs new, alive and well. There is a trend towards conservation and recycling contributed by Fair participants. It has been stressed at the Minnesota State Fair per Feldman. Alexander reviewed that there are certain expectations of a fair and our Fair has that mix, such as, youth exhibits, carnival or midway, and musical acts. We do not have horse races (we have a horse show) or demolition derbies and tractor pulls. Beer is often the largest single source income at a fair. What impressed Alexander is that almost all fairs have a history of a fairground and buildings. Rhinelander has not had a fairground since 1968. That leaves us with a deficit we must overcome every year. Alexander found one fair in Washington, Missouri. It is not an official county fair but is over 100 years old and very big. They operate in a city park with some infrastructure but bring in tents. If the Oneida County Fair is going to be successful into the future, we need to look at how we can overcome the grounds and building deficit and make it work for everyone.

His research shows that gate fees or parking fees are not important because revenue comes in through other charges and activities. The Washington County Fair charges a \$20.00 gate fee but it covers everything except food and drink. Each fair finds out what works for them.

Fairs in other states have more support though the state government. County fairs in Wisconsin have minimal state support. Wisconsin funds 4-H youth fair premiums. In other states money is provided directly to county fairs for renovation or maintenance rather than operations. County Fair Associations exist in five of the seven counties in our region. Langlade County is not a 501-(c)3, but five other fairs investigated are. The advantage of a 501-(c)3 is, it makes the Fair independent. They can fail or succeed on their own. They rent well maintained fairgrounds. The county rents the facility year round. It is able to have charitable donations. Agricultural societies run some fairs where the county maintains the fairground and buildings. Having a permanent fairground does provide additional income. Langlade County takes in \$25,000 per year in revenue from renting out their fairground, which covers their maintenance costs. New fair buildings are developed usually through public-private partnerships. He will continue to update the Committee.

A question and answer discussion followed. One county has a hot air balloon event to raise funds where they rent out use of balloons. It brings in money. Economic development is a key element missing from the Fair. We need the infrastructure to be thought through. The City of Rhinelander is asking for a five year commitment. It is also looking at other sites. The inter-governmental aspect of our Fair complicates this matter. A positive is the City is assessing all their parks and recreation lands. With this needs assessment there will be town meeting and open forum in September. Perhaps the County should do the same and ask where ought County functions be or where should sport events be held? There is opportunity to collaborate. The Fair Evaluation meeting will be held on Aug 23 on Tuesday at 6:30 p.m. and the next Fair Meeting will be on August 30.

Pioneer Park-Oneida County Fair-City of Rhinelander

Mott had asked the Committee to come up with input regarding to continue the five-year contract commitment with the City and how it should be presented to the County. Van Raalte asked that we extend the City contract through to 2021 to satisfy the request. Winkler spoke with City Administrator Ashenbrenner and she is looking forward to hearing about the city parks survey and what the long range plan will be. There is a town meeting September 8, open to the public. Some decision has to be made on the final location for the Fair. Will there be a temporary Fair location or will it move back to Hodag Park. It was held there in the 1960's. If the city is going through a study of their parks, they may identify some other sites. Will the Fair be supported by the County for the next five years? This is what the City wants to know. It was proposed that the Fair Coordinator, Treasurer, and Secretary be included in County personnel expenses, which would total approximately \$20,000. Then the Fair would raise program money. What would be cut from the county budget if this request was honored? Finding funding sources would ease what amount the County would spend. The City does not have a timeline set. Fair attendance was about the same as last year. The Carnival made money and raffle tickets were up this year. Donations were up this year as well. It is a good community event and a decision between the County, City, and Fair Board needs to be made about the Fair. After Alexander spoke with Sheri Belevue, Kristina Ashenbrenner asked him what the framework would be now that final Fair numbers are in. It was suggested to form a Friends of Oneida County Fair 501-(c) 3. The Fair Board needs to know the commitment of each of the 21 County Board members. Will they support it for the next five years or not? A resolution will need to be drafted. The Fair Board will write a resolution to support the Fair at a minimum dollar amount needed to cover the Fair. This will be brought to the Committee in September for approval at the September 12 meeting and then present to the County Board on the 20th. Feldman will bring the Extension and Fair budgets to the September 12 meeting.

Work Place Environment Meeting:

A special meeting on August 22, 2016 will discuss this topic. There is nothing new to report at this time.

UW-Extension 2017 LTE Staffing Requests:

Staffing requests were reviewed for the Fair secretary and treasurer. The Fair treasurer reports on the Room Tax Grant, completes the DATCP report, and keeps a second set of Fair books. Hours were reduced due to Extension office performing much of the bookkeeping. A motion was made by Jensen and Van Raalte to approve the LTE staffing requests. All ayes; motion passed.

UW-Extension Reorganization Update:

A meeting was held in Eagle River where the three project sponsors, UW-Extension Provost Aaron Brower, Cooperative Extension Dean and Director Richard M. Klemme; and UW-Extension and UW Colleges Vice Chancellor for Administration and Finance Steve Wildeck, talked about 2018 final decisions. Actions regarding the budget challenge and efficiency goals that drive it will start in 2017. There are 19 committees studying various aspects of the re-organization. This is not a simple process and it will take time. It affects many administrative people in the State and educators. For example, Florence County does not have same support, so they depend on services by UW Extension more than other counties. If shared educators are to work between counties how will that be paid? There are questions about who pays for out-of-county travel. There are no good answers for now. On Friday, July 22, Chancellor Cathy Sandeen visited with Aaron Brower and Mott met with her. She was excellent in discussion about our concerns. A letter was shared with her that thanked UW Extension for their support to community gardens and it shows evidence how UW Extension affects the County. We shared the plaque that shows Oneida County UW-Extension was the first county to have an Extension office. They toured the Community Gardens and learned they contribute 4,600 pounds to food pantries throughout the year. It was a good visit.

Broadband:

On Thursday, August 11, you will be able to go on-line to listen to public service commission to hear who will receive broadband grants this cycle. They will know if the Oneida County project was selected. They were the

only ones that came in with a 60/40 ratio where 60% of funds are raised by the public and private sector to match 40% State dollars. There is a reason why Oneida County is being asked to speak with the joint legislative group on broadband and it is because we are the very first group that is expanding its rural service.

Fair Planning Committee:

Update: Bottom line is that new K& M contract worked well for the fair which made \$8,000. Raffle sales were up from \$1,500.00 last year compared to \$3,000.00 this year. Attendance was about the same and the weather was excellent. The Fair evaluation will be on August 30. How will salaries will be covered will definitely be in the discussion.

Contract Invoice action: The completed vouchers for the Native American Dancer contracts are included in this month's expense reports because the W-9's were not complete at July 11.

Agent Report – Sara Richie:

Richie gave an overview of Extension programing. A staff description of each agent was presented. A review was given of UW-Extension's shared purpose, vision and values. An educational priority model was provided that broke down the components of each program area. The model addresses each area under the headings of Community, Organization, and Lives. The programs have touched the lives of over 6,000 people. Direct education services from UW-Extension affected a total of 12,543 people in the community. Established partnerships were reviewed with the Committee. State teams and advisory groups were summarized showing where the agents are involved in their area of expertise. These efforts show how Oneida County UW-Extension has helped transform lives, organizations and communities. The presentation and the write-up will be shared with the County Board next week. There will be a State representative present to review the nEXT generation project to the Board. The Committee suggested that the agents should share successes in the presentation to show how their area has directly impacted people. The presenting agent should include some specific success stories.

Public Comment:

None

Items to include on next agenda:

Update on: Cost Share, LWC /P&Z Update, Fair Planning Committee Update, nEXT Generation Re-org update and alternate worksite location update. Fair Resolution review. Agent Report will be from Land & Water.

Adjournment

A motion to adjourn by Winkler/Van Raalte was made at 3:50 p.m. All ayes; motion carried.

Respectfully Submitted,



Bob Mott, Committee Chair



Merry J. Lehner, Recording Secretary

