

NOTICE OF MEETING

COMMITTEE: Aging & Disability Resource Center (ADRC) Committee
PLACE: Aging & Disability Resource Center (ADRC), Balsam Room, 100 Keenan Street, Rhinelander, WI
DATE: Monday, January 26, 2026
TIME: 9:00 a.m.

Zoom is being offered as a convenience for this meeting. If Zoom functionality drops, the meeting will continue in-person at the location listed above subject to committee quorum.

Call in information: Phone Number (312) 626-6799 Meeting ID 878 7794 4527 Passcode 454827
<https://us06web.zoom.us/j/87877944527?pwd=QTq5ilD8wNtp2OFIwKYlu81dDhKnr5.1>

It is possible that a quorum of County Board members will be at this meeting to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the County Board pursuant to State ex rel. Badke v. Village Board of Greendale, 173 Wis. 2d 553, 494 N.W.2d 408 (1993), and must be noticed as such, although the County Board will not take any formal actions at this meeting. It is also possible that there may be quorums of other County Board Committees present, although those committees will not take any formal action at this meeting.

Agenda – AMENDED

All agenda items assumed to be discussion/decision items

AGENDA:

1. Call the Meeting to Order

2. Approve Agenda for Today's Meeting

3. Public Comment/Communication

4. Approve Minutes From the December 22, 2025 Meeting

5. Northwoods Transit Connections Update

6. Approval for Updated Building Use Policy

7. Digital Media Consult

8. Manager Update

9. Staffing Update

10. Financial/Statistical Reports

11. Resolution to accept \$5,000 Donation from St. Matthias Thrift Shop for the ADRC Senior Nutrition Program

12. Future Agenda Topics

13. Public Comment

14. Adjournment

NOTICE OF POSTING

TIME: 12:00 p.m.

DATE: January 20, 2026

PLACE: Courthouse Bulletin Board

TED CUSHING, CHAIRMAN

Notice posted by Dana Gray, Social Service Aide. Additional information on a specific agenda item may be obtained by contacting the person who posted this notice at 715-362-5695.

NEWS MEDIA NOTIFIED BY EMAIL

DATE: 1-20-2026

TIME 12:00 p.m.

Northwoods River News

Lakeland Times

Star Journal

Tomahawk Leader

WHDG Radio Station

News WJFW Channel 12

WXPR Radio Station

WPEG.net Television Network

WSAW

Vilas County News Review

Notice is hereby further given that pursuant to the American with Disabilities Act reasonable accommodations will be provided for qualified individuals with disabilities upon request. Please call County Clerk at 715-369-6144 with specific information on your request allowing adequate time to respond to your request.

Compliance checklist with the Wisconsin Open Meeting Law.

GENERAL REQUIREMENTS:

Must be held in a location which is reasonably accessible to the public.

2. Must be open to all members of the public unless the law specifically provides otherwise.

NOTICE REQUIREMENTS:

1. In addition to any requirements set forth below, notice must also be in compliance with any other specific statute.

2. Chief presiding officer or his/her designee must give notice to the official newspaper and to any members of the news media likely to give notice to the public.

MANNER OF NOTICE:

Date, time, place and subject matter, including subject matter to be considered in a closed session, must be provided in a manner and form reasonably likely to apprise members of the public and news media.

TIME FOR NOTICE:

1. Normally, a minimum of 24 hours prior to the commencement of the meeting.

2. No less than 2 hours prior to the meeting if the presiding officer establishes there is good cause that such notice is impossible or impractical.

3. Separate notice for each meeting of the governmental body must be given.

EXEMPTIONS FOR COMMITTEES & SUBUNITS

Legally constituted sub-units of a parent governmental body may conduct a meeting during the recess or immediately after the lawful setting to act or deliberate upon the subject which was the subject of the meeting, provided the presiding officer publicly announces the time, place and subject matter of the sub-unit meeting in advance of the meeting of the parent governmental body.

PROCEDURE FOR GOING INTO CLOSED SESSION:

1. Motion must be made, seconded and carried by roll call majority vote and recorded in the minutes.

2. If motion is carried, chief presiding officer must advise those attending the meeting of the nature of the business to be conducted in the closed session, and the specific statutory exemption under which the closed session is authorized.

SYNOPSIS OF STATUTORY EXEMPTIONS UNDER WHICH CLOSED SESSIONS ARE PERMITTED:

1. Concerning a case which was the subject of a Judicial or quasi-judicial trial before this governmental body. Sec. 19.85(1)(a)

2. Considering dismissal, demotion or discipline of any public employee or the investigation of charges against such person and the taking of formal action

on any such matter; provided that the person is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action is taken. The person under consideration must be advised of his/her right that the evidentiary hearing be held in open session and the notice of the meeting must state the same. Sec. 19.85(1)(b)

3. Considering employment, promotion, compensation or performance evaluation data of any public employee over which this body has jurisdiction or responsibility. Sec. 19.85(1)(c)

4. Considering strategy for crime detection or prevention. Sec. 19.85(1)(d)

5. Deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons require a closed session. Sec. 19.85(1)(e)

6. Considering financial, medical, social or personal histories or disciplinary data of specific person, preliminary consideration of specific personnel problems or the investigation of specific charges, which, if discussed in public, would likely have a substantial adverse effect on the reputation of the person referred to in such data. Sec. 19.85(1)(f), except where paragraph 2 applies.

7. Conferring with legal counsel concerning strategy to be adopted by the governmental body with respect to litigation in which it is or is likely to become involved. Sec. 19.85(1)(g)

8. Considering a request for advice from any applicable ethics board. Sec. 19.85(1)(h)

**PLEASE REFER TO CURRENT STATUTE
SECTION 19.85 FOR FULL TEXT**

CLOSED SESSION RESTRICTIONS:

1. Must convene in open session before going into closed session.
2. May not convene in open session, then convene in closed session and thereafter reconvene in open session within twelve hours unless proper notice of this sequence was given at the same time and in the same manner as the original open meeting.
3. Final approval or ratification of a collective bargaining agreement may not be given in closed session.
4. No business may be taken up at any closed session except that which relates to matters contained in the chief presiding officer's announcement of the closed session.
5. In order for a meeting to be closed under Section 19.85(1)(f) at least one committee member would have to have actual knowledge of information which

he or she reasonably believes would be likely to have a substantial adverse effect upon the reputation involved and there must be a probability that such information would be divulged.

Thereafter, only that portion of the meeting where such information would be discussed can be closed. The balance of that agenda item must be held in open session.

BALLOTS, VOTES AND RECORDS:

1. Secret ballot is not permitted except for the election of officers of the body or unless otherwise permitted by specific statutes.
2. Except as permitted above, any member may require that the vote of each member be ascertained and recorded.
3. Motions and roll call votes must be preserved in the record and be available for public inspection.

USE OF RECORDING EQUIPMENT:

The meeting may be recorded, filmed, or

photographed, provided that it does not interfere with the conduct of the meeting or the rights of the participants.

LEGAL INTERPRETATION:

1. The Wisconsin Attorney General will give advice concerning the applicability or clarification of the Open Meeting Law upon request.
2. The municipal attorney will give advice concerning the applicability or clarification of the Open Meeting Law upon request.

PENALTY:

Upon conviction, any member of a governmental body who knowingly attends a meeting held in violation of Subchapter IV, Chapter 19, Wisconsin Statutes, or who otherwise violates the said law shall be subject to forfeiture of not less than \$25.00 nor more than \$300.00 for each violation.

**Prepared by Oneida County Corporation Counsel
Office - 5/16/96**

**ADRC COMMITTEE MEETING
MINUTES
December 22, 2025**

COMMITTEE MEMBERS PRESENT: Mr. Russ Fisher, Vice-Chairman, Ms. Debbie Condado, Ms. Melanie Fralick, Ms. Joan Hauer (Zoom), Ms. Linnaea Newman, Ms. Kathy Paul, Mr. James Unger

EXCUSED: Mr. Ted Cushing, Ms. Rita Mahner

STAFF PRESENT: Ms. Beth Hoerchler, Ms. Mya Olkowski, Ms. Dana Gray

OTHERS PRESENT: None

- 1. Call to Order:** Mr. Russ Fisher called the meeting to order at 9:00 a.m. in the Balsam Room at the Aging and Disability Resource Center. The meeting has been properly posted in accordance with the Wisconsin Open Meeting Law and the facility is handicap accessible.
- 2. Approve Agenda for Today's Meeting:** Motion by Ms. Debbie Condado, seconded by Mr. James Unger, to approve today's agenda with the order of items at the Chair's discretion. All ayes, motion carried.
- 3. Public Comment/Communication:** None.
- 4. Approve Minutes from the November 24, 2025 Meeting:** Motion by Ms. Melanie Fralick, seconded by Ms. Linnaea Newman to approve November 24, 2025 ADRC Committee minutes as presented. All ayes; motion carried.
- 5. Northwoods Transit Connections Update:** Ms. Barb Newman was not present today, so Ms. Mya Olkowski provided the report: 1) Ridership took a larger drop than anticipated for November. They will continue to monitor the ridership. 2) They are fully staffed. 3) The request for the land survey pricing quotes went out on 12/17/25. The due date for a two-parcel

certified survey map pricing quote is due on 1/22/26. The November 2025 Ridership report is attached to the agenda. No discussion.

- 6. 2026 Lynn's Catering Contract:** Ms. Mya Olkowski reported that the 2026 catering contract with the voted upon 4% increase is attached to the agenda. The contract was reviewed with no concerns or discussion. After approval Mr. Russ Fisher will sign the contract and then it will be signed by the Oneida County Board Chairperson Scott Holewinski. Motion by Ms. Debbie Condado, seconded by Ms. Linnaea Newman, to approve the 2026 Lynn's Catering contract. All ayes, motion carried.
- 7. Continuing Resolution Funding (Senior Nutrition):** Ms. Mya Olkowski reported that the Federal Government budget is approved until January 31, 2026. After this date there needs to be a new budget approved or the government will shut down again. This will affect the senior nutrition program as well as other programs as there will be no funding approved as of February 1, 2026 if a shutdown takes place. Discussion followed as to whether or not to continue to serve meals or find another place to serve meals. Ms. Debbie Condado suggested using a local church with volunteers. Discussion took place in regard to food safety, purchasing food, and training volunteers at a church. Ms. Beth Hoerchler suggested advertising free meals that local churches provide. Ms. Mya Olkowski reported that she filled out the 2026 Elder Abuse Direct Services Application for Funding, and the ADRC is allotted funding for 2026. If the members have any further thoughts in regard to the 2026 senior nutrition program, they should email Ms. Mya Olkowski prior to the January 2026 meeting.
- 8. ADRC Room Fees:** Ms. Mya Olkowski reported that the 2022 Building Use Policy is attached to the agenda. A senior caregiver group has expressed interest in renting a room at the ADRC for their new caregiver training. There also may be other groups that would like to rent either a room and/or the kitchen. Discussion followed. It was suggested that the room rental rates should be increased, and a security deposit of \$250 should be

provided to rent the kitchen. The kitchen would be available on Fridays due to the cancellation of congregate meals on Fridays starting in 2026. Mr. Russ Fisher suggested that the buildings and grounds staff be contacted in regard to the fee schedule. This meeting agenda item will be tabled until the January 2026 meeting.

9. Widow's Weekend Event Proposal and Discussion: Ms. Melanie Fralick announced an idea that she had in regard to a Hunter's Widow Weekend craft sale. She proposed to have the craft sale at the ADRC from 9:00 a.m. – 3:00 p.m. on the Friday before Thanksgiving, which would be on November 20, 2026. She proposed to have seniors make the crafts to sell, and also have a bake sale for fundraising for the ADRC. There would not be a fee charged for selling crafts the first year. If the event goes well, a fee would be charged in 2027. Discussion followed with unofficial approval for this proposal from members. Ms. Mya Olkowski reported that there would need to be voted approval from boards to allow for the money exchange. Mr. Russ Fisher suggested that this meeting agenda item be tabled until the January 2026 meeting.

10. Manager Update: Ms. Mya Olkowski reported that the current Call and Walk In Totals report is attached to the agenda. November was not as busy as previous months. January's totals will be higher due to phone calls to the ADRC to schedule tax preparation appointments starting January 5, 2026. No questions or discussion.

11. Staffing Update: Ms. Beth Hoerchler reported that the current Agency Updates regarding Vacancy and Recruitment is attached to the agenda. There are only two positions open: An Economic Support position that will be reposted in January 2026, and a Behavioral Health Crisis Service and Jail Crisis Facilitator position that is posted until 12/15/2025. The ADRC is fully staffed. Oneida County has hired over 40 staff members this year. The Treatment and Diversion Grant was awarded to Oneida County. There is a list of all the donations that were awarded over the past several weeks on the report with more donations coming in the next week.

12. Financial & Statistical Reports: It was noted by Mr. Russ Fischer that the 2025 Financial Reports were received as an attachment to the agenda. Nothing new to discuss. He mentioned that there was a task force being created to provide research on the financial issues of nutrition programs.

13. Future Agenda Topics: Usual agenda items with the addition of the updated Building and Use Policy, and more discussion in regard to the Widow's Weekend Event. Members should contact Ms. Mya Olkowski or Mr. Ted Cushing if they would like something placed on the agenda. The next meeting will be held on Monday, January 26th, 2026 at 9:00 a.m. at the Balsam Room located in the ADRC. Ms. Mya Olkowski reminded everyone that the February 2026 and March 2026 meetings will be in the County Board Room at the Courthouse. A 2026 schedule of ADRC committee meetings was handed out to all members with that information included.

14. Public Comment: None.

15. Adjournment: 9:31 a.m.

Committee Chairman

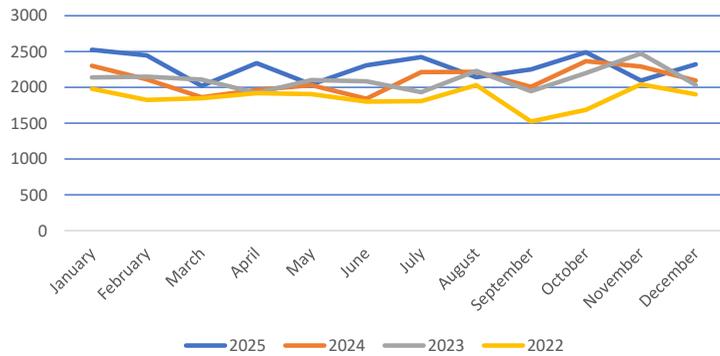
Committee Secretary

AGENDA

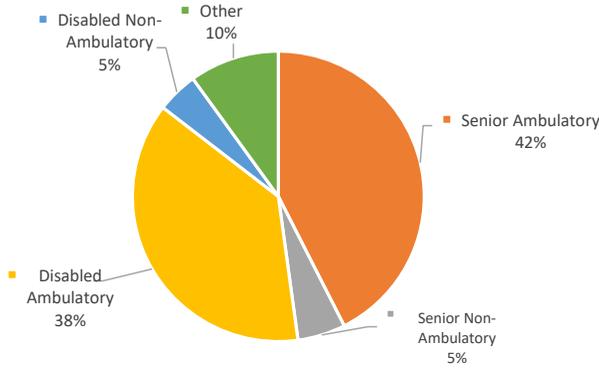
Oneida Vilas Transit Commission December 2025

	Senior Ambulatory	Senior Non - Ambulatory	Disabled Ambulatory	Disabled Non - Ambulatory	Other	Total Passengers	Medical	Employment	Nutrition	Education/ Training	Social/Rec	Personal Business	Other	Total Purpose
On-Demand Rhinelander	374	16	174	58	17	639	90	94	72	6	81	182	114	639
On-Demand Eagle River	212	0	103	31	6	352	49	51	15	0	11	181	45	352
On-Demand Lakeland Oneida County	225	5	81	11	276	598	62	170	124	27	158	22	35	598
On-Demand Lakeland Vilas County	72	0	12	2	15	101	12	12	65	7	0	4	1	101
Bear Paw Service Oneida County	0	0	0	0		0	0	0	0	0	0	0	0	0
Bear Paw Service Vilas County	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Whitetail Service Oneida County	3	0	3	0	0	6	3	0	0	0	0	1	2	6
Whitetail Service Vilas County	2	4	3	0	2	11	7	2	0	0	0	0	2	11
Moose Service Oneida County	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Moose Service Vilas County	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Silver Maple Service Oneida County	3	0	2	0	0	5	2	0	0	0	0	3	0	5
Silver Maple Service Vilas County	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Spruce Service Vilas County	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Eagle Eye	21	2	26	0	0	49	1	0	14	0	10	24	0	49
Headwaters	0	0	549	11	0	560	0	560	0	0	0	0	0	560
TOTALS	912	27	953	113	316	2321	226	889	290	40	260	417	199	2321
<hr/>														
Oneida County Total Q4	1734	101	2529	240	726	5330	509	2556	479	137	610	612	427	5330
Oneida County Total Q3	1867	145	2511	260	420	5203	536	560	0	0	0	4	2	5203
Oneida County Total Q2	1868	651	1854	217	540	5130	585	2582	580	91	226	647	419	5130
Oneida County Total Q1	2271	57	2013	281	876	5498	652	2253	305	75	1025	949	239	5498
<hr/>														
Vilas County Total Q4	994	22	408	89	60	1573	218	234	303	24	75	565	154	1573
Vilas County Total Q3	1022	19	478	65	27	1611	249	285	257	20	89	556	155	1611
Vilas County Total Q2	990	23	439	65	39	1556	246	340	217	10	55	461	227	1556
Vilas County Total Q1	908	15	482	49	40	1494	209	282	153	1	27	330	492	1494

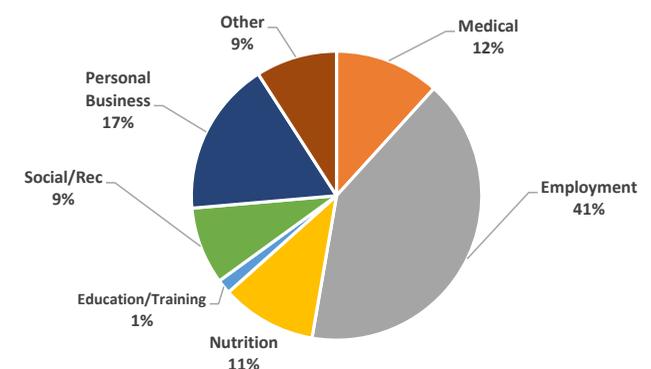
RIDERSHIP REPORT



2025 YEAR TO DATE CUSTOMER DEMOGRAPHICS



2025 DESTINATION TYPE



County	Oneida		Year	2025	
County official	Mya Olkowski		Reporting Period <i>(please select one of the following)</i>	1st Quarter (Jan-Mar; due April 30)	
Email	molkowski@oneidacountywi.gov	Phone No.		715-369-6170	2nd Quarter (April - June; due July 31)
1. Read GUIDELINES 2. Complete all YELLOW fields ("Tab" to move across, "Enter" to move down) 3. EMAIL completed form in an Excel format to Specialized.Transit@dot.wi.gov				3rd Quarter (July - Sept; due Oct 31)	
				<input checked="" type="checkbox"/> 4th Quarter (Oct - Dec; due Jan 31)	

	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6	Project 7	Project 8	County Total (both pages) ↓
Name of project <i>(as listed in annual application)</i>	OV Transit Commission	Volunteer Transportation							
Provider <i>(if other than county agency)</i>									
Section A – One-way trips by Passenger Type									
Senior, ambulatory	1,734								1,734
Senior, non-ambulatory	101								101
Disabled, non-senior, ambulatory	2,529								2,529
Disabled, non-senior, non-	240								240
Other	726								726
Section A TOTAL	5,330	0	0	0	0	0	0	0	5,330
Section B – One-way trips by Purpose									
Medical	509								509
Employment	2,556								2,556
Nutrition	479								479
Education/Training	137								137
Social/Recreational	610								610
Personal Business	612								612
Other	427								427
Section B TOTAL	5,330	0	0	0	0	0	0	0	5,330
Section C									
Definition of Senior <i>(i.e. 55)</i>	60+								N/A
Total Expenses									\$ -
Total Trip Miles									0
Total Hours of Service									0
Comments / Notes: <i>(not required)</i>									

County	Oneida		Year	2025
County official	Mya Olkowski		Reporting Period	1st Quarter (Jan-Mar; due April 30)
Email	molkowski@oneidacountywi.gov	Phone	715-369-6170	2nd Quarter (April - June; due July 31)
Complete all YELLOW fields - Please use for additional projects only 3. EMAIL completed form in an Excel format to specialized.transit@dot.wi.gov				3rd Quarter (July - Sept; due Oct 31)
				4th Quarter (Oct - Dec; due Jan 31)

	Project 9	Project 10	Project 11	Project 12	Project 13	Project 14	Project 15	Project 16	Project 17
Name of project <i>(as listed in annual application)</i>									
Provider <i>(if other than county agency)</i>									
Section A – One-way trips by Passenger Type									
Senior, ambulatory									
Senior, non-ambulatory									
Disabled, non-senior, ambulatory									
Disabled, non-senior, non-									
Other									
Section A TOTAL <i>(must equal total of Section B)</i>	0	0	0	0	0	0	0	0	0
Section B – One-way trips by Purpose									
Medical									
Employment									
Nutrition									
Education/Training									
Social/Recreational									
Personal Business									
Other									
Section B TOTAL <i>(must equal total of Section A)</i>	0	0	0	0	0	0	0	0	0
Section C									
Definition of Senior <i>(i.e. 55)</i>									
Total Expenses									
Total Trip Miles									
Total Hours of Service									

ADRC of Oneida County

Building Use Policy

The ADRC of Oneida County was established as a part of the Oneida County System to provide a focal point for services and programs by and for the older residents and/or persons with disabilities of Oneida County. The building is owned by Oneida County, the operation of the building is the responsibility Oneida County Board of Supervisors through the ADRC.

I. Building Use Eligibility

In order of priority:

A. Room fee waived/donations accepted:

1. Any ADRC sponsored program, service, or activity.
2. Any government meetings of Oneida County (or city or township of Oneida County).
3. Meetings of local, district, or statewide agencies or organizations which provide services to older adults or persons with disabilities.
4. Private, non-profit community groups.

B. Fees required:

1. Profit-making groups/individuals.
2. Private social occasions/functions.

C. Exclusions:

1. Partisan political groups/individuals.
2. Religious services.
3. Any group which excludes others because of age, race, religion, sex, national origin, sexual orientation, handicap, color, marital status, physical condition, developmental disability, or ability to pay.

II. General Policies

- A. The ADRC reserves the right to grant or deny the use of the facility to any group. Priority will be given to groups which target older adults, persons with disabilities, and County/City governmental groups. Upon granting permission to a group, a copy of the ADRC Policies will be mailed (if time allows). The ADRC may revoke the privilege of use if policies are not followed. Repair of any damages caused to the building or furnishings while a group is using the building must be paid by the user group.
- B. Location of furniture and furnishings is under the control of the center personnel and can be changed with permission. Decorations must be made of fireproof materials and must not be put on walls, woodwork, ceilings, or window coverings.
- C. We recommend that a group representative sees the room being reserved prior to the meeting. The ADRC Manager or his/her designee, can review all of the arrangements with the representative.

- D. The Oneida County ADRC facilities are subject to County ordinances adopted by the Oneida County Board of Supervisors. Supplementary policies can be made by the ADRC Committee as circumstances arise.

III. Oneida County ADRC Hours

- A. Business hours: Monday through Friday, 8:00 a.m. through 4:30p.m.
- B. Events can only be rescheduled during regular office hours or when staff are customarily available.

IV. Cleaning/Set-Up

- A. The kitchen and any room used should be left clean and in the order in which it was found.
- B. The group using the facilities will be responsible for paying any costs for damages they cause or extra custodial time that is reasonably required.

V. Food and Refreshments

- A. Special arrangements must be made if food and refreshments are to be served. (See Appendix B).
- B. Except for cakes and finger-foods, which a group may provide for refreshments for their members and guests, no other foods shall be brought onto the premises without the specific consent of the ADRC Manager. The ADRC shall not be responsible, in any manner whatsoever, for any food brought onto the ADRC premises. No food may be prepared on the ADRC premises.

VI. Indemnification

User groups shall be solely liable for any damages or injuries resulting from their use of the building and premises, the bringing of food, or the preparing thereof, on the ADRC premises and, by the execution hereof, hereby holds Oneida County, the ADRC, and their elected and appointed officials, employees and agents, completely harmless with respect to any actions, proceedings, damages or claims of any nature whatsoever, including reasonable litigation and settlement costs and attorney fees.

VIII. Smoking/Alcoholic Beverages

- A. The Oneida County ADRC is a smoke-free environment. No Smoking is allowed including in the parking lot.
- B. No alcoholic beverages are allowed to be consumed in the building or brought onto the premises including the parking lot.

IX. Cancellations

In the event of a cancellation, the ADRC Manager or his/her designee must be notified at least one week in advance or as soon as possible. Exceptions may be made due to inclement weather or extenuating circumstances as approved by the ADRC Manager. Any pre-paid room fees will be refunded provided cancellation notice is sufficient.

X. Parking

ADRC Parking is available to the north of the Health & ADRC building or directly in front of the building.

Appendix A: Room Fees

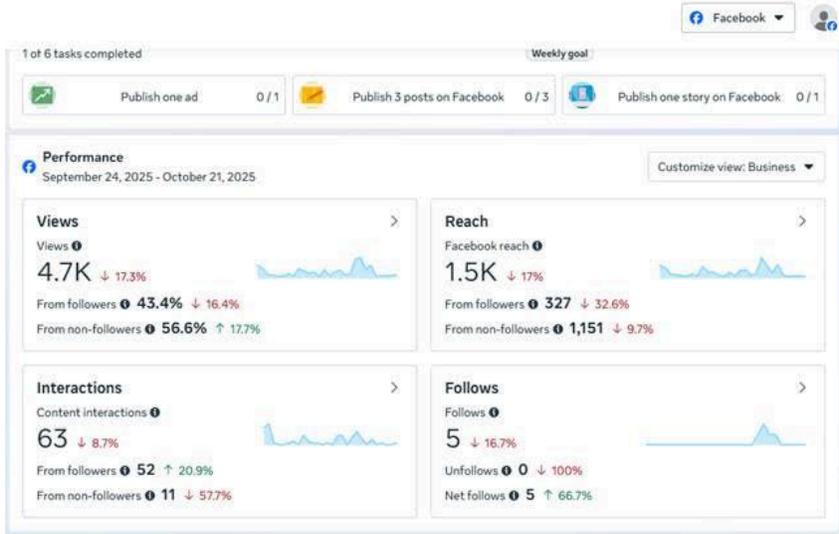
ROOM	HALF DAY	FULL DAY
Kitchen	50.00	100.00
Cedar Room	20.00	40.00
Tamarack Room	30.00	60.00
Spruce Room	40.00	25.00
Balsam Room	40.00	25.00
Security Deposit Fee	\$100 room/ \$300 kitchen	

Appendix B: Charges/Fees for Equipment

EQUIPMENT	FEE
Coffee Server (one server = 10 cups)	10.00
Audio/visual equipment (available 8:00am-4:30pm or by special arrangement) per item	25.00
Flipchart	30.00
Audio System	25.00
White Board and Markers	25.00

Digital Media Consult: Social Media

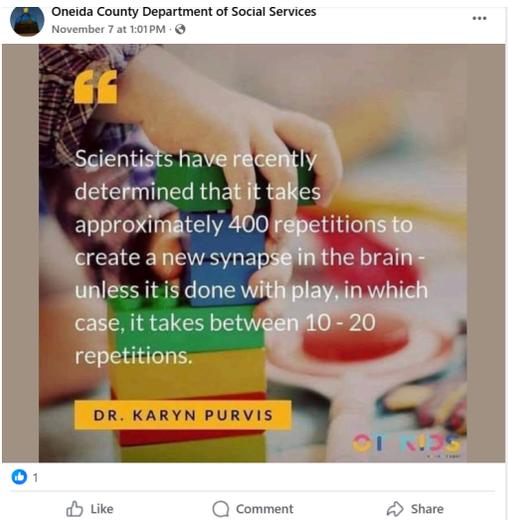
Below are a few recommendations for improving social media, based on your current posts and analytics. I'll break this into three areas: **Digital Engagement**, **Passive vs. Active Consumers**, and the **benefits of storytelling**. Strengthening these areas will help improve ADRC's search engine optimization (**SEO**), which means more people will see, share, and interact with your content.



Digital Engagement

The above Facebook analytics for the Aging and Disability Resource Center (October–November) show that your Facebook reach is strong, even with an older target audience. Total views reached 4.7K, but both views and reach dipped — views dropped 17.3% and reach by 17%. Even more important is the decline in engagement from followers, with follower reach falling 32.6%.

These numbers can mean a few things: posts may not be frequent enough, or people simply aren't being invited to interact. I'd like to focus on the second issue. Below are two recent posts from the Oneida County Department of Social Services that illustrate this perfectly:



Notice something important: the Thanksgiving post gives viewers a clear action step (RSVP) right in the image. Because of this, and because the event is popular, shares, likes, and views increased. There was a purpose for people to stop, read, and engage. In contrast, the second post has no action step or caption, and saw significantly lower engagement, including zero shares.

Passive vs. Active Consumers

On social media, very few people are “passive” consumers. They need something to react to as they scroll. Even something simple like “Comment on your favorite Thanksgiving dish!” on the Thanksgiving post would boost engagement even higher. It also gives organizers useful insights into what the community might want at the event!

Now, look at the scientific informational post. The caption is empty. Captions are essential to drive **SEO** within social platforms. Relevant keywords, hashtags, and even emojis help the algorithm understand who to show your content to. Without a caption, your posts don’t appear as easily in your followers’ feeds, and you lose visibility.

I really love the designs of your posts, but some information that’s packed into the graphic could also be moved into or repeated in the caption. That alone helps SEO tremendously. I’d also suggest using ChatGPT to help write or polish captions as needed.

Benefits of Storytelling

A couple of considerations for your posting schedule would be to increase both the volume and quality of posts, especially ones with storytelling or community spotlights, which reenergize your follower base that seems to be declining.

More frequent photos of people, services, and real stories act like glue; they help viewers relate. In communication, relatability is one of the most powerful persuasive tools you have for introducing new people to the ADRC’s services and mission.

Also, updating the Facebook page name to clearly reflect the ADRC would strengthen your storytelling efforts. When the page name aligns with your mission, people instantly connect your posts with who you are and what you offer.

Conclusion

Overall, the data shows strong potential for growth if you create more content designed to drive engagement. Even with your current posting habits, over half of your views (56.6%) and the majority of your reach (over 1,100 accounts) came from non-followers. That tells us your content is reaching new audiences; it just needs a better structure for interaction and visibility to maintain your core followers.

In summary, adding relevant captions to boost SEO, transforming passive viewers into active viewers, and incorporating more storytelling into your posting schedule will grow your social media presence. And as that presence grows, so does community awareness of who you are and the amazing work you do.

Digital Media Consult: Website

Where can I get involved?

Your website is very strong! Relevant links and navigation are pretty easy. However, there are a couple of things to note about internal communication that could be updated. There seems to be no simple way for recruiting or offering resources to new volunteers, especially with younger generations. Having a new page dedicated to those who want to get involved could be key in opening the ADRC's services to the community as a whole more, and possibly encourage more participation in services and areas where you are already in need of getting volunteers for.

Necessity for a Vision Statement

Additionally, there seems to be no vision statement on your website. Many communication theories, such as the transformational leadership theory, suggest that having a vision statement is a key factor in maintaining motivation, inspiring workers, and creating a dream for volunteers to cling to. Sample vision statements to put on your home page could be this: "A community where every older adult and person with a disability is supported, valued, and empowered to live with independence, dignity, and connection."

Obviously, that can be refined deeper, but you can already start to notice that it's a dream to have a community that supports and loves its elderly, a dream that volunteers can cling to.

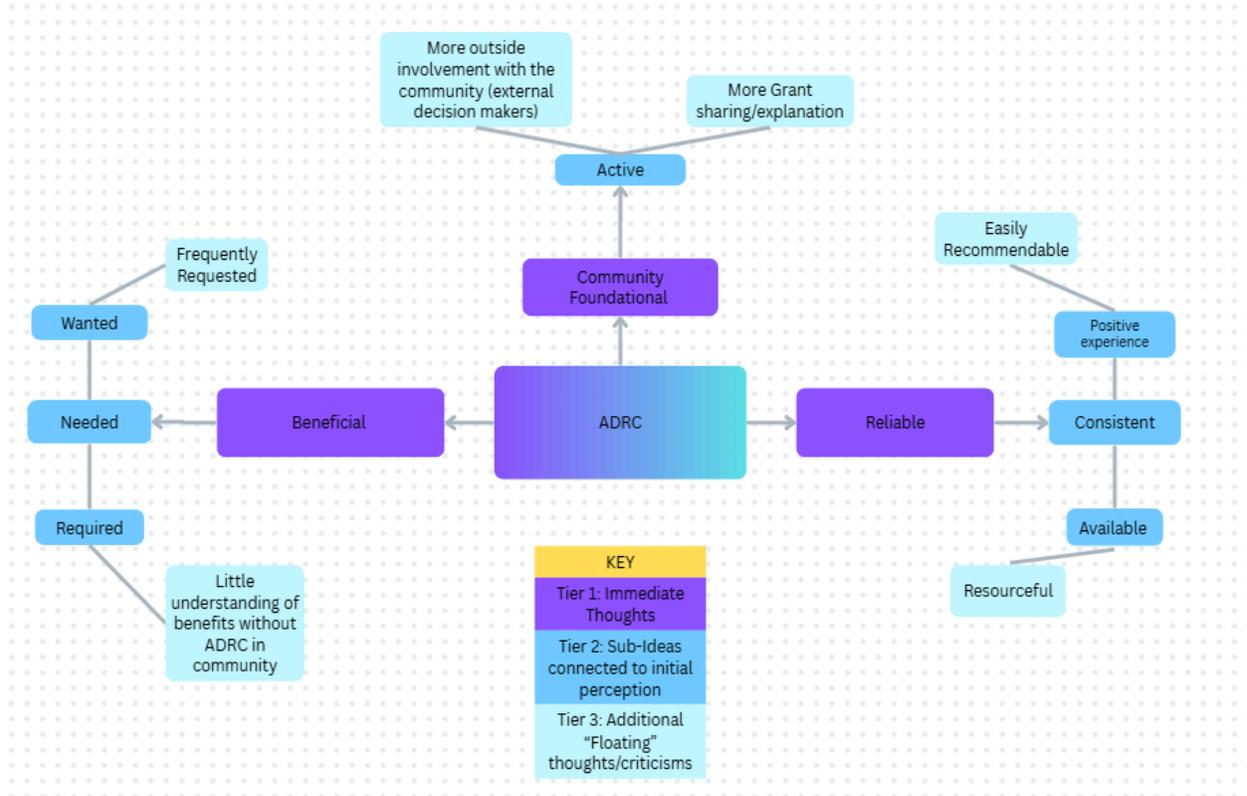
Power of Blogs

Your monthly newsletter is well done. It offers helpful information. But have you considered adding a blog to the website? I think short blogs written by the community and vetted by staff or authors within the ADRC could improve the relatability on the website, connect with the community more, and increase visibility with **SEO**. Example blogs could be "Understanding Dementia Care in Oneida County: 5 ways ADRC offers help," or even volunteer-related, such as "Volunteer Spotlight: How I help at the ADRC."

These short blogs could be put into a new section called "News and updates," Where you could also link your monthly newsletter to as well.

Associative Network Model

Here is the Associative Network Model I created based upon my interviews with the businesses! An associative network model, also known as the Semantic Memory Model, is simply the thoughts and connections around the ADRC, so you can target specific thoughts when tailoring your messages.



AGENDA

2025

	Call and Walk In Totals								2025	2024
	Meals	Intake	ADRC	Walk Ins	Transport	Senior Center	Activities	Congregate	Average per Day	Average per Day
January	272	137	317	330	50	776	185	268	106.14	
February	248	126	336	503	55	953	191	294	135.3	
March	298	128	323	416	41	710	222	255	113.95	
April	245	184	370	349	54	292	293	264	97.66	
May	290	145	399	228	35	209	266	258	87.14	
June	281	123	373	258	25	340	295	212	90.81	
July	223	180	388	96	57	271	334	206	79.77	
August	251	161	407	132	36	265	308	240	85.71	
September	245	155	415	99	33	552	272	250	96.24	
October	316	154	491	71	28	627	345	261	99.7	
November	233	116	354	71	25	369	260	198	90.33	
December	246	119	383	67	20	300	242	192	74.71	76.07

December 2025 ADRC Walkin/Call Log

Date	Meal	Intake	ADRC	Walk Ins	Transport	Senior Center	Total
12/1/2025	14	13	31	5	0	15	78
12/2/2025	15	1	27	3	2	24	72
12/3/2025	12	3	27	2	1	9	54
12/4/2025	4	3	24	4	0	14	49
12/7/2025	6	9	13	4	3	28	63
12/8/2025	12	7	15	8	0	29	71
12/9/2025	16	6	25	4	1	12	64
12/10/2025	8	10	18	1	2	9	48
12/11/2025	8	6	15	7	0	19	55
12/14/2025	4	8	21	0	0	4	37
12/15/2025	10	5	20	5	1	15	56
12/16/2025	7	5	16	5	0	8	41
12/17/2025	8	3	11	7	1	10	40
12/18/2025	12	8	14	4	4	23	65
12/21/2025	14	7	11	1	1	10	44
12/22/2025	11	7	17	1	0	14	50
12/23/2025	8	2	17	2	0	10	39
12/26/2025	21	2	14	1	2	13	53
12/29/2025	25	5	19	0	0	7	56
12/30/2025	21	8	19	1	0	15	64
12/31/2025	10	1	9	2	2	12	36
Totals	246	119	383	67	20	300	1135
Average per Day	11.71	5.67	18.24	3.19	0.95	14.29	54.05

Signed In Visitors

Activities 242 Average per Day 11.52381

Congregate 192 Average per Day 9.142857

Total Average Agency Client Contacts per day 74.71429

2025 ADULTS AND ELDERS REFERRALS

Month	APS 59 and under	APS 60 and over	Guardianship Only	Guardianship Protective Placement	Adult Welfare Concern	Screen Out Adult Welfare Concerns	Emergency Protective Placements	Chapter 51 Converts to Chapter 55	2025 Monthly Totals	2024 Monthly Totals
January	0	5	1	1	0	3	0	0	10	19
February	0	3	1	0	3	4	0	0	11	14
March	0	4	2	0	1	4	0	0	11	8
April	0	4	3	4	2	4	1	0	18	22
May	1	8	2	2	1	5	0	0	19	10
June	0	3	0	0	5	5	0	0	13	15
July	0	6	1	2	1	3	0	1	14	21
August	0	5	2	0	4	1	0	0	12	13
September	1	11	1	2	3	3	0	0	21	19
October	1	4	0	2	1	3	1	0	12	21
November	1	6	0	2	3	6	0	0	18	14
December	0	6	0	1	6	7	0	0	20	12
Totals	4	65	13	16	30	48	2	1	179	188

Copies to: APS Supervisor, Director, I-Team Coordinator, Finance Tech, Deputy Director



Agency Updates

Vacancy and Recruitment Update

Positions filled in December/January

Position	Name	Start Date	Location
Mental Health Tech	Pam Terzinski	12/15/25	Timber
BH Crisis Service and Jail Crisis Facilitator	Sara Barnekow	01/26/25	Timber/Oneida County Jail

In Process:

Position	Status	Location
Economic Support	Interviews 1/19/26	CH

Program Updates

Child Support Program Performance

Each year, child support agencies have four performance-based goals. Meeting these goals helps maximize federal program funding. The federal fiscal year runs from October 1 through September 30.

The four areas that are measured are:

- Establishing court orders
- Establishing paternity
- Collecting current child support
- Collecting past-due child support

For fiscal year 2025, the Oneida County Child Support Agency met or exceeded federal goals in three out of the four areas. The agency:

- Established court orders in 92.54% of cases
- Established paternity in 105.78% of cases
- Collected current child support at a rate of 80.26%
- Collected past due support in 77.81% of cases

This is the first time in the agency’s history that it exceeded 80% for current child support collections, making it the highest current support collection rate ever achieved! During that time, the Oneida County Child Support Agency Collected over \$4.3 million in support for our families.

Child Protection

A team of Child Protection workers are participating in the First Placement Project a statewide effort to explore child welfare practices aimed at increasing initial placement with relatives and like-kin when children enter out-of-home care. Workers met in 2025 to develop plans and implementation will be in 2026.

Appointment Reminder Software

We launched Curogram a text based communication platform in December. It is designed to reduce phone calls, no-shows, and staffing costs. It is already assisting with our no shows and making more seamless communication with clients. It is being piloted with the outpatient clinic and hope it can be used agency wide.

Emergency Service Update

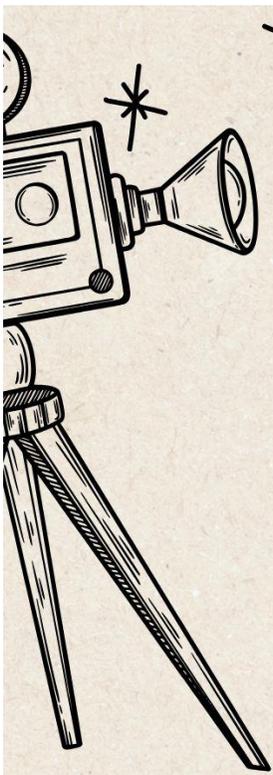
The Emergency Services Department worked with Woodruff Police Department to have a Crisis screener stationed at the Woodruff Police Department building two days per week. This will improve response time and outreach to this area of the county. This began in January of this month.

Christmas Program Sponsors

2025 CHRISTMAS DONATIONS	# FAMILIES	#CHILDREN/ ADULTS
ASSOCIATED BANK	2	10
BETTIE JO INGMAN-SNYDER	2	2
BREANNA MAGALLONES	1	2
ECONOMIC SUPPORT	2	2
INCREDIBLE BANK MINOCQUA	21	39
KINDNESS FOR KIDS/RIPCO	61	149
NATIVITY	14	29
NICOLET STAFFING	1	2
NORTHLAND CPA's	2	6
PAM ZACHARIAS	1	1
PEPSICO	2	4
PRINT PACK	10	20
RHINELANDER AUTO GROUP	2	6
RHINELANDER ROTARY	8	20
SEVENTH DAY ADVENTIST - GIFT CARDS	16	30
TOTALS	145	322

In addition to the above sponsors:

- Hodag 10's/L & M donated toys to be used for our Christmas Program. This will be an on-going donation to be used to benefit our community.
- Every year we receive a donation of dolls that are given out to families. This donor also provides homemade clothes for the dolls.
- Sara Jewel/Sammy Jr's Fundraiser donated \$1300 this year for our Christmas Program.
- Seventh Day Adventist Thrift Store donated \$3000 this year for our Christmas Program.
 - The money donations from Sara Jewel/Sammy Jr's Fundraiser and Seventh Day Adventist Thrift Store was used to purchase gift cards in varying amounts from Walmart, Kohl's, L & M, TJ Max, Aldi's, Blaine's Farm & Fleet, Kwik Trip and Hobby Lobby that were given to families/individuals.



Coffee & Movie Night



ROUMAN CINEMA
WEDNESDAY, JANUARY 28TH

Come join the
* Oneida County Peer Recovery Support Team *

*
*
Movie details coming soon!
*
*

Coffee starts 5:00pm
Movie to follow

Must RSVP

Call or text Ashley to RSVP 715-493-1572



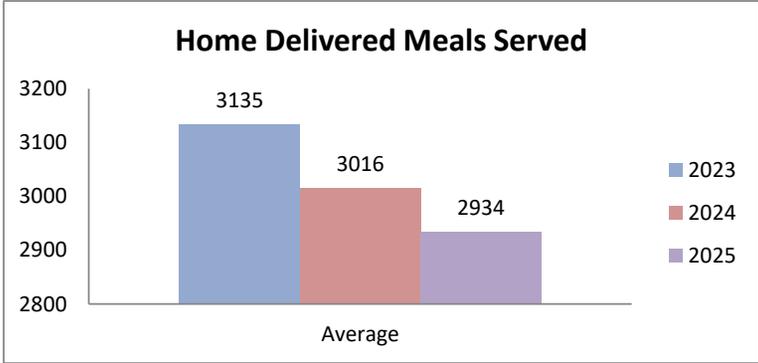
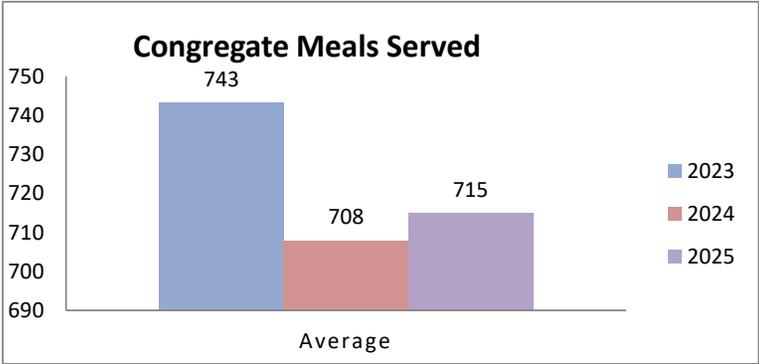
**ADRC
2023-2025**

Congregate Meals Served

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
2023	714	691	878	716	864	803	675	848	674	752	777	526	743
2024	713	696	677	738	751	694	772	746	644	762	735	566	708
2025	635	666	670	718	785	733	813	757	791	737	558		715

Home Delivered Meals Served

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
2023	3144	3142	3640	3014	3318	3346	2940	3286	2850	3078	3011	2845	3135
2024	3277	3247	2903	3052	3201	2866	3033	3153	2964	3245	2714	2541	3016
2025	2603	2687	2440	2964	2966	3133	3235	3129	3072	3306	2743		2934



ADRC 2023-2025

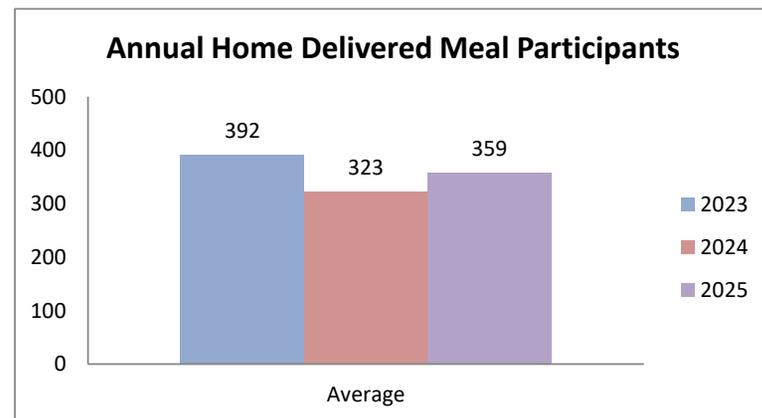
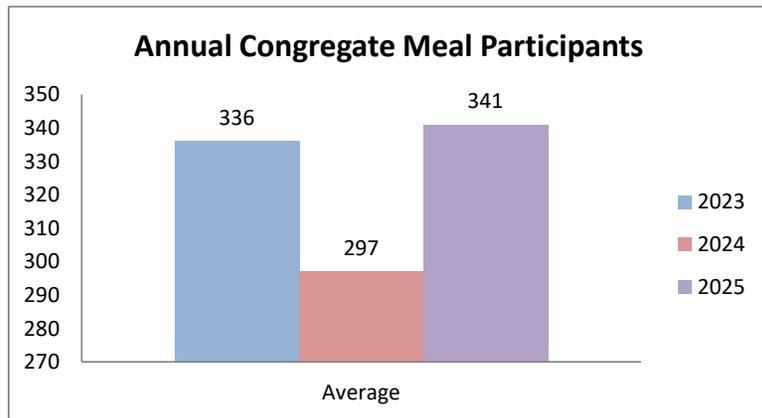
Annual Congregate Meal Participants

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2023													336
2024	150	33	25	18	17	17	20	13	4	*	*	*	297
2025	150	37	36	19	27	18	12	11	9	11	11		341

Annual Home Delivered Meal Participants

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2023													392
2024	199	17	13	17	16	12	15	20	14	*	*	*	323
2025	185	18	15	18	14	17	21	16	21	19	15		359

*This data is not available due to the State's system change from SAMS to PeerPlace



**ADRC
2023-2025**

Average Congregate Meal Contributions

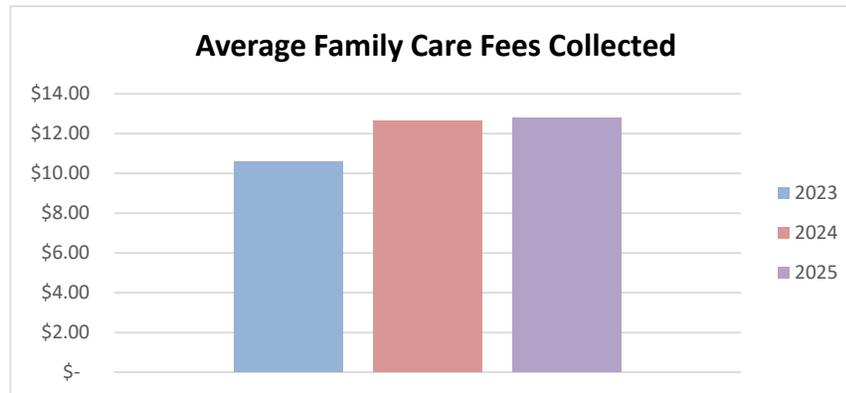
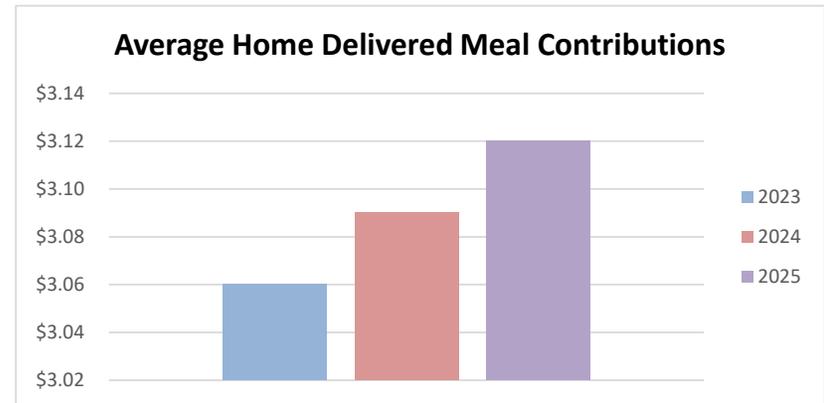
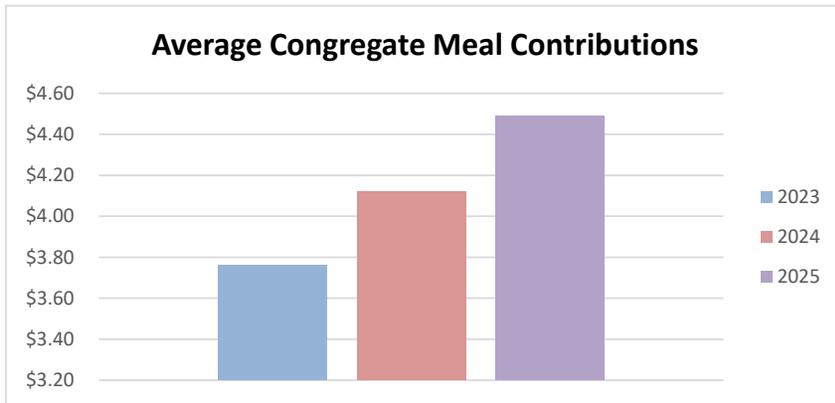
2023	\$ 3.76
2024	\$ 4.12
2025	\$ 4.49

Average Home Delivered Meal Contributions

2023	\$ 3.06
2024	\$ 3.09
2025	\$ 3.12

Average Family Care Fees Collected

2023	\$ 10.59
2024	\$ 12.66
2025	\$ 12.77

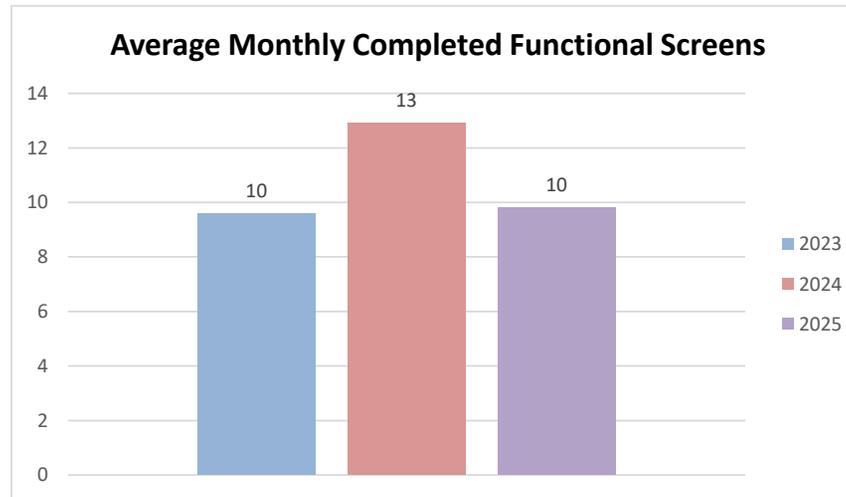


*Numbers unavailable at this time

ADRC 2023-2025

Completed Functional Screens

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
2023	4	6	8	7	13	9	12	9	9	10	11	17	10
2024	4	13	13	12	31	11	11	12	18	15	8	7	13
2025	4	11	16	8	8	12	13	6	9	10	11		10



	YTD through November	Year End Estimate	2025 Budget	
				Projected 2025
Revenues				Over/(Under)
Outreach/EBS Funding	\$46,979	\$46,979	\$48,556	(\$1,578)
Outreach/EBS Program Income	\$25	\$27	\$250	(\$223)
Title III B Funding	\$52,957	\$63,433	\$52,957	\$10,476
RSVP Grant and Program Income	\$78,437	\$95,378	\$98,944	(\$3,566)
Transportation Grant & Program Income	\$139,560	\$139,632	\$140,135	(\$503)
85.21 Trust Account Interest	\$3,141	\$3,427	\$0	
Congregate Meals Funds & Program Income	\$134,721	\$178,710	\$165,871	\$12,839
Home Delivered Meals Funding	\$56,543	\$58,291	\$62,817	(\$4,526)
Home Delivered Meals SCS	\$6,292	\$6,292	\$6,292	\$0
Home Delivered Meals NSIP	\$19,103	\$19,103	\$26,061	(\$6,958)
Home Delivered Program Income & Donations	\$114,541	\$136,482	\$150,000	(\$13,518)
Alzheimer's National Caregiver Grant	\$6,281	\$16,649	\$25,201	(\$8,552)
National Caregiver Grant	\$16,013	\$35,075	\$26,247	\$8,828
Administrative Program Income	\$10,552	\$11,512	\$9,000	\$2,512
ADRC Funding	\$679,799	\$881,334	\$830,912	\$50,422
Title III D Funding	\$4,694	\$14,694	\$4,467	\$10,227
ADRC Tax Levy	\$141,413	\$141,413	\$141,413	\$0
Total Revenues	\$1,511,051	\$1,848,430	\$1,789,123	\$55,880
				Projected 2025
Expenses				(Over)/Under
ADRC Services				
Administration	\$104,066	\$112,733	\$113,570	\$837
Caregiver Support Programs	\$43,449	\$51,724	\$51,448	(\$276)
Outreach (EBS)	\$133,168	\$138,901	\$135,939	(\$2,962)
RSVP Program	\$94,464	\$95,378	\$98,116	\$2,738
Transportation	\$161,886	\$163,868	\$167,889	\$4,021
Congregate Meals	\$165,880	\$179,219	\$183,219	\$4,000
Home Delivered Meals	\$403,760	\$438,536	\$442,041	\$3,505
ADRC (Including DBS & DCS)	\$618,330	\$644,760	\$628,939	(\$15,821)
Total Expenses	\$1,725,003	\$1,825,120	\$1,821,161	(\$3,959)
Net Surplus/(Deficit) at Year End		\$23,310		
General Fund Transfer	\$0	\$0	\$0	\$0
Restricted Fund Balance Accounts:				
Donation/Fundraiser Income Transfer		\$3,338		
85.21 Trust Fund Transfer		(\$3,427)		
Surplus/(Deficit) at Year End		\$23,222		
85.21 Transportation Trust Account Balance	\$ 289,248.62			
ADRC=Aging and Disability Resource Center				
EBS= Elderly Benefit Specialist				
RSVP= Retired Seniors Volunteer Program				
DBS= Disability Benefit Specialist				
DCS= Dementia Care Specialist				
SCS= Senior Community Services				
NSIP= Nutrition Services Incentive Program				

	YTD through November	Year End Estimate	2025 Budget	
Title III Funding= Funding provided by the Older Americans Act to provide support services, meal services, disease prevention, health promotion services and a caregiver support program.				
*Contains Federal Funds. See Federal Pass-through Awards Sheet.				

RESOLUTION #

Resolution to accept Donation from St. Matthias Thrift Shop

Resolution approved for presentation to the Oneida County Board by the Supervisors of the Aging and Disability Resource Center (ADRC) Committee

Resolved by the Board of Supervisors of Oneida County, Wisconsin:

WHEREAS, Wisconsin State Statute s 59.52(19) requires that the County Board approves all donations to the county; and

WHEREAS, Oneida County Resolution #37-2019 adopted the Oneida County Acceptance of Monetary, Non-Monetary and In-Kind Donation Policy; and

WHEREAS, The ADRC was notified on January 20th, 2026 that a donation totaling \$5,000 will be made to the ADRC of Oneida County by St. Matthias Thrift Store; and

WHEREAS, The donation requires the specific use of funds provided is for the ADRC Senior Nutrition Program; and

WHEREAS, The ADRC provides essential nutrition services to the adult, aging and disabled citizens of Oneida County and the donation would benefit the citizens of Oneida County; and

THEREFORE, BE IT RESOLVED, by the Oneida County Board of Supervisors that Oneida County accepts the generous donation from St. Matthias Thrift Store; and

BE IT FURTHER RESOLVED, by the Oneida County Board of Supervisors that the Oneida County ADRC Committee will approve use of any and all funds provided through this donation for use in the ADRC Senior Nutrition Program.

Vote Required: Majority = _____ 2/3 Majority = _____ 3/4 Majority = _____

The County Board has the legal authority to adopt: Yes _____ No _____ as reviewed by the Corporation Counsel, _____, Date:

Approved for presentation to the County Board by the ADRC Committee this 26th day of January, 2026

Consent Agenda Item: YES NO

Offered and passage moved by:

- _____ Supervisor

52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68

_____ Ayes

_____ Nays

_____ Absent

_____ Abstain

_____ Adopted

by the County Board of Supervisors this _____ day _____, 2026.

_____ Defeated

Tracy Hartman, County Clerk

Scott Holewinski, County Board Chair