

MINUTES  
 CONSERVATION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE  
 WEDNESDAY, MARCH 1, 2017  
 WOOD COUNTY COURTHOUSE, ROOM #114, WISCONSIN RAPIDS WI

Members Present: Hilde Henkel, Robert Ashbeck, Bill Leichtnam and Adam Fischer.

Members Excused: Kenneth Curry and Harvey Peterson.

Staff Present:

Planning & Zoning Staff: Jason Grueneberg, Adam DeKleyn, Heather Marquardt and Kim Keech.  
 Land & Water Conservation Staff: Shane Wucherpfennig and Emily Salvinski.  
 UW Extension Staff: Peter Manley and Sarah Siegel.

Others Present: Dist. #14 Supervisor Dennis Polach, Dist. #15 Supervisor Bill Clendenning, Dist. #16 Supervisor Lance Pliml, Jason Angell (Marshfield Economic Development Board), Rick Bakovka (Regional Economic Growth Initiative), Jeremy Sicklar (Alexander Field South Wood County Airport), Melissa Reichert (Heart of Wisconsin Chamber of Commerce), Mayor Zach Vruwink (City of Wisconsin Rapids) and Karen Olson (Marshfield Area Chamber of Commerce & Industry by Teleconference).

1. **Call to Order.** Chairperson Hilde Henkel called the CEED meeting to order at 9:00 a.m.
2. **Public Comment.** None.
3. **Review Correspondence.**
  - a. Heather Marquardt discussed the upcoming POWTS Spring Meeting that will be held on Wednesday, April 5<sup>th</sup> from 8:00 a.m.-3:30 p.m. at Hotel Mead in Wisconsin Rapids. The spring meeting will offer 6 continuing education credits for plumbers, soil testers, inspectors, maintainers and will also offer 3 General + 3 Master Operator Credits for pumpers. Jason Grueneberg explained that guest speaker Sara Heger will discuss how to maintain septic systems and the effects that medications can have on a septic system.
4. **Consent Agenda.** The Consent Agenda included the following Items: 1) minutes of the February 1, 2017 and February 21, 2017 CEED meetings, 2) bills from Planning & Zoning, Land & Water Conservation and UW Extension and 3) staff activity reports from Jason Grueneberg, Adam DeKleyn, Justin Conner, Jeff Brewbaker, Heather Marquardt, Kim Keech, Shane Wucherpfennig, Tracy Arnold, Adam Groshek, Emily Salvinski, Lori Ruess, Peter Manley, Matt Lippert, Sarah Siegel, Jodi Friday, Chris Viau, Kyli Brown and Jeremy Erickson.
  - a. Minutes of February 1, 2017. No additions or corrections needed.
  - b. Minutes of February 21, 2017. No additions or corrections needed.
  - c. Department Bills. No questions or comments.
  - d. Staff Activity Reports. No questions or comments.

*Motion by Adam Fischer to approve and accept the February 1, 2017 CEED minutes, February 21, 2017 CEED minutes, bills from Planning & Zoning, Land & Water Conservation and UW Extension, and staff activity reports as presented. Second by Bill Leichtnam. Motion carried unanimously.*

5. **Risk and Injury Report.** Nothing new to report this month.
6. **Planning & Zoning**
  - a. Update from Enbridge representatives Denise Sonnemann and Scott Suder. Agenda item postponed to April CEED meeting due to weather conditions.

## 7. Water Issues

- a. Update on February 16<sup>th</sup> SE Wood County Groundwater Group Meeting (Bill Leichtnam/Manley/Wucherpfennig). Bill Leichtnam gave a brief summary on the meeting and presented 3 major issues that were discussed at the meeting; hydraulic data & impact to wells, Peter Manley will draft a mission statement and group goals regarding best management practices and land use issues. Brief discussion followed. Chairperson Henkel commented that the group is making good progress. Peter Manley shared that the next meeting topics will consist of well data and to refine the mission statement.

## 8. Land & Water Conservation Department

- a. Update on February 17<sup>th</sup> Towns Association Meeting. Shane Wucherpfennig and John Eron attended the Towns Association Meeting to present a PowerPoint presentation on health and ecological threats of wild parsnip. Educational presentation to the Towns was a first step to designate wild parsnip as a “noxious weed” within Wood County.
- b. Short PowerPoint presentation on health and ecological threats of Wild Parsnip. Shane Wucherpfennig explained that wild parsnip is an invasive species that is toxic to humans and pets. Wild parsnip sap can cause a burning and blistering to skin if reacted with sun exposure. Wild parsnip grows in sunny areas in an open field and spreads easily. Best control method is to dispose of the roots.
- c. Review and take action on resolution designating wild parsnip as a “noxious weed” within Wood County. Shane Wucherpfennig read resolution to designate Wild Parsnip as a “noxious weed” within Wood County.

*Motion by Bill Leichtnam to approve the resolution designating wild parsnip as a “noxious weed” within Wood County. Second by Robert Ashbeck. Motion carried unanimously.*

- d. Discuss vehicle maintenance fund. Shane Wucherpfennig proposed to set-up a Sales of Fixed Assets Revenue Account and an Expense Account. Proposed accounts would be used for sale of fixed assets with the money used for a future asset purchases. Hilde requested the Judicial and Legislative Committee clarify how the new rule 43 impacts this kind of action.

*Motion by Adam Fischer to approve Land & Water Conservation to set-up a Sales of Fixed Assets Revenue Account and Expense Account. Second by Bill Leichtnam. Motion carried unanimously*

Shane Wucherpfennig updated the CEED Committee on a Notice of Discharge violation in Wood County.

Shane Wucherpfennig introduced Emily Salvinski as the new Conservation Specialist who started on January 23<sup>rd</sup>. Emily Salvinski gave a brief background.

## 9. UW Extension

- a. nEXT Generation Reorganization Update. Peter Manley explained that the Transitional Plan will be phased in July 2017-January 2018 with most changes occurring in late 2017. Area Administrator will be hired to oversee four counties; Wood, Clark, Marathon and Portage Counties with a primary office location not yet determined. There will be no layoff for tenured faculty.
- b. Small Savings Build Big Dreams. Sarah Siegel shared that the UW-Madison Center for Financial Security and UW-Extension teamed up to offer a grant providing financial education for families to educate students and families in designating a savings account for college and retirement.

## 10. Economic Development

- a. Update from Marshfield Economic Development Board. Jason Angell gave an update on business and community programs including; Wenzel Family Plaza, evaluation of other city sites, Housing Projects, City Hall move, and Business Park interests.
- b. Update from Regional Economic Growth Initiative. Rick Bakovka introduced himself as the new Director for REGI. Rick explained that the mission statement of REGI is to provide economic development to small communities. Small communities do not have strategic planning in place or access to economic funds. Rick shared that the Sand Valley Golf Course ribbon cutting is May 1<sup>st</sup> creating over 100 full-time jobs. He also shared that the Town of Rome made an investment contribution to the Alexander Field South Wood County Airport.
- c. Presentation of Wood County Economic Development Activities. Jason Grueneberg gave a PowerPoint presentation on Economic Development in Wood County. Jason shared the annual Economic Development Budget, collaborative efforts with other agencies, coordinating updates to CEED Committee, providing geospatial resources, administering ordinances (Shoreland, Floodplain, Land Subdivision and Private Sewage), leveraging grant opportunities and maintaining connections with Economic Development stakeholders. Jason summarized other agencies and programs including; Central Wisconsin Economic Development Revolving Loan Fund, Central Housing Region, Wood County Housing Repair Program, Marshfield Economic Development Board, REGI, tourism based support, project based support and Wood County economic investments.

**The Committee recessed for lunch at 11:25 a.m.**

**The Committee reconvened at 12:10 p.m.**

- d. Roundtable discussion among Economic Development stakeholders on the future role of Wood County in Economic Development.  
Highlights of Roundtable Discussion:
  - i. Jason Grueneberg shared Jeff Gaier's email comments of the Marshfield Municipal Airport; airports are the first impression of a community, maintain good runways, adequate transportation to and from the airport, snow removal equipment is essential and having an Ambassador Representative at the airport provides a first impression.
  - ii. Jeremy Sicklar of Alexander Field South Wood County Airport gave an update that the airport is making improvements to meet the needs of the Sand Valley Golf Course, and funds from the State of Wisconsin have been requested for future airport improvements.
  - iii. Mayor Zach Vruwink discussed projects of the City of Wisconsin Rapids leveraging regional economic growth. Mayor Vruwink appreciates working together to support a study or analysis in shared benefits. Mayor Vruwink feels that they are missing out on federal grants and opportunities because they aren't a member of the Regional Planning Commission.
  - iv. Karen Olson of the Marshfield Area Chamber of Commerce & Industry discussed how MACCI assists filling specific workforce needs, such as forming the IT Committee. Karen shared that the MACCI markets our county by sharing strengths to make the area inviting and exciting.
  - v. Rick Bakovka expressed his concern that people don't always see what they do and that we need to celebrate our success. Good stuff is happening in Wood County. Business Parks shouldn't be a measure by how full they are but as an opportunity for businesses to locate to an area.
  - vi. Jason Angell commented that there needs to be a creative team approach and activities measured on their own merits. Communities do want to keep our brightest in our community.
  - vii. Melissa Reichert shared that they are the boots on the ground promoting businesses and events in the community. Melissa commented that a landing webpage linking resources would be useful from a marketing standpoint. Melissa shared that area businesses are aware of Farm Technology Days 2018.

- viii. Adam DeKleyn shared that it is his goal to work cooperatively with Wood County communities in developing economic development guidance in land use plans.
- e. Discussion among Committee members to define next steps in determining Wood County's Economic Development role. Adam Fischer commented that Wood County should not be the boots on the ground or the driving force in Economic Development but to grant funds for the right projects that benefit the county bringing all entities to collaborate together. Chairman Henkel shared that Jason Grueneberg is the representative for Wood County to collaborate with the various Economic Development stakeholders. Jason shared that he would like to see either a quarterly or semi-annual meeting among the stakeholders. Bill Leichtnam would like to see Wood County take a more aggressive role in Economic Development.

**11. Schedule Next Regular Committee Meeting.**

The next regular CEED Committee meeting is scheduled for Wednesday, April 5, 2017 at 9:00 a.m. at the Wood County Courthouse in Room #115.

**12. Agenda Items for Next Meeting.**

- a. Update from Enbridge representatives (Denise Sonnemann and Scott Suder)
- b. Economic Development Mission Statement
- c. Airport Update
  - i. Alexander Field South Wood County Airport (Jeremy Sicklar)
  - ii. Marshfield Municipal Airport (Jeff Gaier)
- d. High Capacity Wells (George Kraft)
- e. Marshfield Wastewater Treatment Plant (Sam Warp)

**13. Schedule any additional meetings if necessary.** None scheduled.

**14. Adjourn.**

*Motion by Adam Fischer to adjourn at 2:15 p.m. Second by Bill Leichtnam. Motion carried unanimously.*

Respectfully submitted,



Hilde Henkel, Acting Secretary  
Minutes by Kim Keech, Planning & Zoning Department  
Review for submittal to County Board by Hilde Henkel (approved on March 14, 2017 @ 2:16 p.m.)