

CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
AGENDA

DATE: Wednesday, July 7, 2021
TIME: 9:00 a.m.
LOCATION: Wood County Courthouse, Room 114

1. Call meeting to order.
 2. Declaration of Quorum.
 3. Public Comments (*brief comments/statement regarding committee business*)
 4. Review Correspondence.
 5. Consent Agenda.
 - a. Approve minutes of previous meeting
 - b. Approve bills
 - c. Receive staff activity reports
 6. Review items, if any, pulled from Consent Agenda.
 7. Risk and Injury Report
 8. Land & Water Conservation Department
 - a. Open/approve low bid for Paul Schreiner's rock stream crossing project.
 - b. Update on North Central Land & Water Conservation Summer Tour/Meeting.
 - c. Committee Reports
 - i. Citizens Groundwater Group meeting.
 - ii. Health Committee report.
 - iii. Central Sands Groundwater County Collaborative (CSGWCC) committee report.
 - iv. Golden Sands RC&D report.
 9. Private Sewage
 10. Land Records
 11. County Surveyor
 12. Planning
 13. Economic Development
 - a. Update from Bug Tussel Wireless on Broadband expansion efforts in Wood County.
 - b. Presentation of the city of Marshfield Economic Development Strategy – Josh Miller, Development Services Director.
 - c. North Central Wisconsin Regional Planning Commission update.
 - d. Update on the city of Wisconsin Rapids trail/signage project, and consider release of 2021 Economic Development Grant Funds.
 14. Extension
 - a. General Office Update
 - b. County Board Presentation Focus/Emphasis
 - c. Educator Presentation – Matt Lippert, Agriculture Educator
 15. Requests for per diem for meeting attendants.
 16. Schedule next regular committee meeting.
 17. Agenda items for next meeting
 18. Schedule any additional meetings if necessary
 19. Adjourn
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Join by phone

+1-408-418-9388 United States Toll
Meeting number (access code): 146 092 5907

Join by WebEx App or Web

<https://woodcountywi.webex.com/woodcountywi/j.php?MTID=mc25fcb5fa8ba9c1025da63f0cb72ec2c>

Meeting number (access code): 146 092 5907
Meeting password: CEED0707

MINUTES
CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, JUNE 2, 2021
WOOD COUNTY COURTHOUSE, ROOM #114, WISCONSIN RAPIDS, WI

Members Present: Ken Curry, Robert Ashbeck, Jake Hahn, Dave LaFontaine, Bill Leichtnam, Carmen Good

Staff Present:

Land & Water Conservation Staff: Shane Wucherpfennig, Julianna Kollross

Planning & Zoning Staff: Jason Grueneberg, Adam DeKleyn

Extension Staff: Jason Hausler, Laura Huber, Karli Tomsyck (via WebEx), Nancy Turyk

Others Present: Dist. #14 Supervisor Dennis Polach, Dist. #15 Supervisor Bill Clendenning, Dist. # 16 Supervisor Lance Pliml (via WebEx), Sue Kunferman (Wood County Health Department - via WebEx), Amber France

1. **Call meeting to order.** Chairperson Curry called the CEED meeting to order at 9:00am.
2. **Declaration of Quorum.** Chairperson Curry declared a quorum.
3. **Public Comments (*brief comments/statement regarding committee business*)** Supervisor Bill Clendenning requested item 13b be moved up on the agenda.
4. **Review Correspondence.** Chair Curry passed out an article from Fond du Lac County to committee members regarding no till drilling. It reinforces that the Land & Water Conservation office isn't alone on this as one of the first working to change farming practices.
5. **Consent Agenda.** The Consent Agenda included the following items: 1) minutes of the May 5th, 2021 and May 18, 2021 CEED meetings, 2) bills from Land & Water Conservation, Planning & Zoning and Extension and 3) staff activity reports from Laura Huber, Matt Lippert, Nancy Turyk, Allison Jonjak, Hannah Wendels, Janell Wehr, Jackie Carattini, Rachael Whitehair, Caleb Armstrong, Julianna Kollross, Klayton Kree, Lori Ruess, Rod Mayer, Shane Wucherpfennig, Jason Grueneberg, Adam DeKleyn, Paul Bernard, Jeff Brewbaker, Scott Custer, Kim Keech and Victoria Wilson.
 - a. **Approve minutes of previous meeting.** No additions or corrections needed.
 - b. **Approve bills.** No additions or corrections needed.
 - c. **Receive staff activity reports.** No additions or corrections needed.

Motion by Dave LaFontaine to approve and accept the May 5th and May 18th, 2021 CEED minutes, bills from Planning & Zoning, Land & Water Conservation and Extension, and staff activity reports as presented. Second by Bill Leichtnam. Motion carried unanimously.

6. **Review items, if any, pulled from Consent Agenda.** None.
7. **Risk and Injury Report.** None.
8. **Land & Water Conservation Department**
 - a. Introduce Julianna Kollross, LWCD Summer Intern.
Shane Wucherpfennig introduced Julianna Kollross to the committee. Julianna attends UW-Madison and is majoring in Civil Engineering with an environmental emphasis and an Environmental Studies minor. Discussion followed. Chair Curry welcomed Julianna and wished her a good summer.
 - b. Discuss Dale and Jason Behrend's stream crossing access road project, set price and select contractor.
Shane Wucherpfennig explained Adam worked with Dale and Jason on this last year. LWC bid it out four different times and only received one bid. At the last meeting, the final recommendation was for Shane to reach out to contractors and figure out why they weren't bidding. Shane reached out to several contractors. A lot of them didn't get back to him. Shane was able to get ahold of Kolo Trucking, who bid it last summer. The committee rejected the bid because it was too high; about \$4000 more than the estimate. Kolo Trucking is still willing to do the project and for the price they bid a year ago. Shane noted

the project required DNR permits that last 2 years. They are still valid and it would cost the farmer another \$1200 in permitting fees if they expire. Discussion followed.

Motion by Dave LaFontaine to accept 2020 bid from Kolo Trucking for Dale and Jason Behrend's stream crossing access road project to base the state cost sharing on. Second by Carmen Good. Motion carried unanimously.

c. Committee Reports

• **Citizen's Groundwater Committee meeting.**

Supervisor Bill Leichtnam shared the speaker for the May meeting was Dr. Russ Groves, Entomologist from UW-Madison. He spoke on neonicotinoids.

Tomorrow evening (June 3rd) in Portage County, John Exo (Extension) and Chris Clayton (DNR) are speaking. People can attend in person or virtually. The meeting is at 6:30pm.

The next Citizen's Groundwater Committee meeting is virtual on Monday, June 21st at 2:00pm.

• **Health Committee report.**

Sue Kunferman shared there is an AGC call coming up next week. Sue isn't able to attend but Ben Jeffrey will be on the call. Ben hasn't had a chance to set up additional testing opportunities for Port Edwards/Armenia as they are catching up on inspections and are short staffed. There is a new sanitarian starting in a few weeks, which will help.

• **Central Sands Groundwater County Collaborative (CSGCC) committee report.**

Supervisor Bill Leichtnam noted the group is meeting quarterly.

Nancy Turyk shared the Research Associate position was posted last week. There are two options for the position – post-doc or master's degree with qualifying experience. Nancy noted they are looking at the end of the month to review applications.

• **Golden Sands RC&D report.**

Supervisor Bill Leichtnam gave a brief update on the May 20th meeting.

- As of May 20th, a budget amendment was introduced where some or all of the 13 water bills might survive.
- Under new leadership of Golden Sands RC&D, there will be a document retention policy. Bill noted there will be more to come on that.

The next meeting location is to be determined. Supervisor Bill Clendenning noted a copy of the meeting minutes will be in the County Board packet as they just came in yesterday.

9. **Private Sewage.** None.

10. **Land Records.** None.

11. **County Surveyor.** None.

12. **Planning**

a. Request to approve the Town of Lincoln Zoning Ordinance and Official Zoning Map

Adam DeKleyn presented the request from the Town of Lincoln to approve zoning ordinance and official zoning map. He included a memo on page 29 of the packet. The Town of Lincoln did adopt their zoning ordinance this past May 2021. They followed up with submitting that zoning ordinance to Planning & Zoning for final review and approval.

Adam explained the Town of Lincoln in 2019 worked with Planning & Zoning to update their comprehensive plan. The Town wanted to revisit the zoning ordinance to see if it needed to be updated or amended. Plan commission reviewed the zoning ordinance and determined no specific revisions, thought it was working well for them. They recommended the Town Board readopt the zoning

ordinance to reaffirm their dedication to local planning & zoning. The Town went through the process for formal adoption; final step is recommendation by CEED committee and final County Board approval.

Adam included a resolution in the packet based on the information the Town of Lincoln submitted to Planning & Zoning. The Town of Lincoln did follow the appropriate process for adopting the zoning ordinance and there is no conflict with any county Planning & Zoning programs administered. Adam recommended CEED committee approve the resolution.

Motion by Dave LaFontaine to approve the resolution for Town of Lincoln Zoning Ordinance. Second by Bill Leichtnam. Motion carried unanimously.

13. Economic Development

a. North Central Wisconsin Regional Planning Commission update.

Jason Grueneberg gave a monthly update and covered some of the projects. First, the ATV/UTV return on investment study. Hopefully the study will be done by fall. The hope is to use this summer to get surveys out to riders to get feedback from them on their spending habits in the county. Next, Jason shared they are on the front end of updating the county bicycle/pedestrian plan. A survey has been developed and will be going out.

Jason mentioned Verso has been in the news lately. EDA funding was secured for Verso mitigation plan that looks at redevelopment of the Verso site and diversification and mitigation of the community as well. A request for proposal was prepared and will be sent out to consultants to guide this process.

b. Update on the town of Grand Rapids Bicycle and Pedestrian trail/signage project, and consider release of 2021 Economic Development Grant Funds.

Gary Johnson, Owner of United Ambulance, spoke to the committee. Gary shared United Ambulance, Sully's Sports and Dwayne's Automotive oppose this walking trail. One of the main reasons is it is only 100 yards from current trail. Gary noted he has no problem spending money on community activities like this, personally. He explained the reason for locating his station at this location 12 years ago was for security. If the walking trail goes behind, one of the closest spots to the existing walking trail is their business. He noted people will cut through the property to get between trails. Gary shared there are many reasons for opposing this walking trail. He doesn't see the reason why it has to parallel the existing walking path and it causes security concerns. Gary also noted landowners are not happy; 14 out of 19 were at a meeting opposing it. Gary thanked the committee for letting him speak. Discussion followed.

Jason Grueneberg explained the grant application process. In 2020, as part of the budget cycle, grant applications were solicited. Grand Rapids submitted an application for this project, among 15 other projects. The CEED Committee decided to fund this project at the time. \$15,000 was earmarked in the 2021 budget. The committee does request an applicant come back at a later date to give the committee an update on where the project is at. It was determined the committee could release funds, deny funds, modify amount given or postpone if more information or time is needed.

Amber France, Town of Grand Rapids, shared what they would like to do is connect the existing walking trail to Lake Wazeecha. Currently, the trail ends at WoodTrust Bank. The Town of Grand Rapids has moved to find a safer route for residents to get from the trail to the lake. Amber noted this came out of a Chamber Leadership project in 2015.

A listening and Q&A session was held a few weeks ago. Amber explained they are looking into what the options are and if it's even possible to do this. It has taken a while because they've been working with

the city on the trail agreement. The Town of Grand Rapids wants to consult with someone who is familiar with developing trails and get their input on feasibility. Residents requested someone do a feasibility study or opportunity analysis to see if they are putting the appropriate materials into this project. The proposal is to put hardpack down and make it look as natural as possible. Amber stated they value resident input and integrate their input throughout the process. They just got to the point where they can start planning since they recently got the trail agreement. Funding will help with those pieces and moving forward. Discussion followed.

Chair Curry asked Amber how much money the Town of Grand Rapids has committed to fund the trail right now. Amber said there isn't an answer right now, they are just starting to look for different funding sources. Following lengthy discussion, Jason Gruenberg offered to make the Town of Grand Rapids grant application available to the committee after the meeting and give members time to ask more questions, think and talk about it at a later time.

Motion by Ken Curry to table discussion of 2021 Economic Development Grant Funds for the town of Grand Rapids until the July 7th CEED meeting. Second by Jake Hahn. Motion carried unanimously.

c. Discuss implementation of Wood County Rural Economic Development Plan.

Jason Grueneberg shared they are moving to a point where we'll need to start considering meeting separately for Economic Development. They are trying to establish different teams to lead efforts forward; there is more to do in the plan than County or Extension staff can handle. The goal right now is to loosely assemble teams, identify a lead person and have them facilitate and solidify team membership. Jason noted they found a lead for the broadband team – Scott Larson. Nancy Turyk added that she is planning to lead the branding team.

Jason explained the approach is to move teams forward. The other piece is considering how to handle funds dedicated toward REDI implementation. Jason is working to format a budget to bring to the committee.

Nancy shared that she, Jason and possibly Victoria, will be working to help get these groups off of the ground. Jason added they want to get them operating somewhat independently but also report back to CEED and County Board, as to not lose track of efforts.

Chair Curry asked if they want to go back to a standalone Economic Development meeting and what date? Jason suggested starting in July, as they would have grant applications back by that meeting. Following discussion, it was determined the special Economic Development meeting will be held on July 20th, immediately following County Board meeting.

d. Discuss 2022 Economic Development budget.

Jason handed out copies of the Grand Rapids grant application to committee members to review leading up to reconsideration of releasing funds. Jason will contact Amber and remind her of the grant funding parameters. Discussion followed.

Supervisor Dave LaFontaine asked about state funds for economic development. County Board Chair Lance Pliml shared we received a little over 7 million dollars from the state and it is in a separate account. The guidance on it is still fairly vague; economic development is one of the things they're looking at but the county is waiting for further clarification. Lengthy discussion followed.

e. Broadband grant update and discussion.

Bug Tussel was awarded \$1 million by the Public Service Commission to help implement broadband projects.

The next steps were guided yesterday by Bug Tussel when they talked to the Operations Committee. They explained their next steps by providing broadband in Wood County. Bug Tussel has a vision of what rollout in Wood County would look like and asked the Operations Committee for a conduit bond.

Lengthy discussion followed. County Board Chair Lance Pliml noted we do have an initial commitment to come up with roughly \$400k, which won't be borrowed, and an additional \$1 million moving forward. Bug Tussel has already started the process of getting some towers up.

Jason will keep this as a standing agenda item to keep the committee in the loop.

14. Extension

a. General Office Update

Jason Hausler provided the following updates:

- Numbers for programming have drastically changed – effective today (June 2nd), there are no limits on programming size, indoor or outdoor. For indoor programming, educators will use their judgement for adequate space for social distancing. Things are back to a “pre-Covid” level. The office is open Monday through Friday.
- Educators started doing a lot of programs virtually to engage new audiences that weren't being reached prior to Covid. Extension is now engaging in a lot of new audiences and will continue to maintain that.
- Clean Sweep funding request for 2022 has been submitted.
- Operations asked for a telecommuting office plan review. This is happening at the state level as well, as an organization (UW-Madison). The telecommuting policy likely won't drastically change.
- An updated Situational Analysis is in process. This will help all colleagues when their plans of work are submitted in July (18 month plan to talk about future, upcoming programs, etc.) and will help them plan accordingly.
- Laura and Wendy are actively involved with Central Wisconsin State Fair and helping transition some of the things our office has traditionally done, such as Fair Entry. Fair Entry is the fair's program so Extension transitioning it to their ownership, since they pay for it.

b. Monthly Report Feedback

Wood County is the first in Area 7 (Central Wisconsin) to pilot this new reporting layout. There are 15 counties around the state doing it and Portage County is now in the onboarding process. The goal is to create consistency across counties of what is being reported to oversight committees. Jason Hausler noted this is the first run of it and there will be tweaks as we go; there will be things committee members haven't seen before in the normal report. Jason brought it to the CEED Committee for feedback and asked if they liked it, didn't like it or would like to see more or less of anything in it?

Jason explained this report is generated from a database that all colleagues are putting information into on a monthly basis. It creates one reporting mechanism instead of multiple.

Supervisor Dave LaFontaine shared that he likes the format.

Jason noted that in the past, staff have included meetings they attended. The new format has taken that out. This highlights the outcomes and educational impact of the meetings.

This new report format is still a pilot so things will continue to change, morph and adapt. Portage County Extension is the next coming on board. If any committee members have suggestions, please let Jason know. He will continue to seek feedback as this rolls out.

c. County Board Presentation

Jason is planning to get on all Area 7 County Board floors before the end of summer/early fall. He is considering feedback to do an annual update and is looking at either July 20th or September 21st for Wood County. Jason asked if he has the committee's support to do that this year. The CEED Committee

expressed their support with no preference on the meeting date. Jason will work toward the September 21st date and will get in touch with Chair Pliml to schedule.

d. Educator Presentation – Laura Huber, 4-H Program Educator

Laura Huber presented on a review of the last year, where 4-H is at right now and where things are going. Laura mentioned there has been a lot of programming on how to get back to connection and how to get into a room with people and regardless of what people feel about various topics, realize we have more in common with one and other than a me/them division.

Laura had the committee members and meeting attendees participate in an activity. Everyone was asked to write on a notecard what they think is the most beautiful sound in the world. The goal was to find commonality and build trust in one another despite differences.

Laura shared that in the last year, 4-H went through some huge challenges, when suddenly they couldn't meet in person anymore. Activities like this one have been done to help Club Leaders build connection within their clubs while meeting over Zoom, WebEx and Google Meet. Overall, the program has taken a hit in the last year. Laura hopes to see numbers go back up as they can now meet in person again.

In 2020, 4-H camps were cancelled. A team from Clark, Wood, Marathon, Shawano, Lincoln, Langlade and Oneida counties offered "Camp in a Box". Young people were able to enroll in camp and get kits with materials including things like a camp schedule, camp cookbook, even campfire times over Zoom. Camp in a Box has been recognized at the state level and is also up for a national Excellence in Camping award for the North Central region. Laura shared that as they were faced with this unexpected and impactful change, educators sat down and got creative on how to do the things they've always done but in a brand new way.

The Virtual Learning Community also earned a national award for the North Central region. Laura mentioned the most popular has been poultry – over 300 young people across Wisconsin attended a series of 5 different poultry workshops. The Virtual Learning Community provides real education programs for young people all across the state who wouldn't have anyone to guide them locally.

Laura shared information about this summer's programming. Aerodynamics and model air planes, a 3 day minicamp will be held at MARS at the end of June. Youth do not have to be members of 4-H to participate, but must be in at least 6th grade.

Day camp will be held at North Wood County Park. Clark and Marathon counties will bus kids to participate. There will be one day for each age group (6-8th grade, 3rd-5th and Cloverbud K-2nd). They've partnered with Northward Paddle and Paddle for canoes, kayaks, etc. Laura is excited that active youth leadership development will be in action again. Youth don't have to be 4-H members to participate in day camp. Discussion followed.

e. **Schedule next regular committee meeting.** The next regular CEED meeting is scheduled for Wednesday, July 7, 2021 at 9:00am at Wood County Courthouse in Conference Room #114.

f. **Requests for per diem for meeting attendants.**

Motion by Ken Curry to approve per diem and mileage for Supervisor Bill Leichtnam to attend on June 3rd in Portage County. Second by Jake Hahn. Motion carried unanimously.

g. **Agenda items for next meeting.** Agenda items are due by Wednesday, June 30th.

h. **Schedule any additional meetings if necessary.** None.

i. **Adjourn.** Chair Curry declared the meeting adjourned at 12:10pm.

Committee Report

County of Wood

Report of claims for: Extension Wood County

For the period of: June 2021

For the range of vouchers: 30210034 - 30210041

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
30210034	HUBER LAURA	Conference Registration	06/01/2021	\$425.00	P
30210035	AMAZON CAPITAL SERVICES	Office & 4-H Program Supplies	06/08/2021	\$76.97	P
30210036	CAPITAL ONE	Walmart May Statement FoodWise	06/08/2021	\$95.13	P
30210037	UW SOIL TESTING LAB	Soil Testing Fees	06/15/2021	\$360.00	P
30210038	AMAZON CAPITAL SERVICES	Publications - Family Living	06/29/2021	\$41.58	
30210039	HUBER LAURA	June Expenses	06/29/2021	\$60.00	
30210040	JONJAK ALLISON	June Expenses	06/29/2021	\$84.00	
30210041	LIPPERT MATTHEW	April-June Expenses	06/29/2021	\$399.28	
Grand Total:				\$1,541.96	

Signatures

Committee Chair:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Report

County of Wood

Report of claims for: LAND & WATER CONSERVATION DEPT

For the period of: JUNE 2021

For the range of vouchers: 18210063 - 18210067

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
18210063	STAPLES ADVANTAGE	LWC - OFFICE SUPPLIES	05/13/2021	\$43.98	P
18210064	LEIGH CORY	LWRM - CS WELL DECOMMISSIONING	05/26/2021	\$300.00	P
18210065	TRACTOR SUPPLY CREDIT PLAN	WLD - TEMPORARY FENCE SUPPLIES	06/24/2021	\$149.99	P
18210066	PARKER MCCRORY MFG CO	WLD - 2 6 VOLT SOLAR ENERGIZER	05/25/2021	\$392.92	P
18210067	US BANK	MC/LWC - WATER SAMPLING, OFFIC	06/17/2021	\$223.45	P
Grand Total:				\$1,110.34	

Signatures

Committee Chair:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Report

County of Wood

Report of claims for: Planning & Zoning Department

For the period of: June 2021

For the range of vouchers: 22210062 - 22210071 38210004 - 38210004

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
22210062	NORTH CENTRAL WI REGIONAL PLANNING COMMISSION	PL-Bicycle Network Plan #1/4	04/30/2021	\$15,400.00	P
22210063	BOYER KEVIN	SU-Services Per Contract (Jun)	06/04/2021	\$833.00	P
22210064	INDUSTRY SERVICES DIVISION	PS-State Sanitary Permit (May)	05/31/2021	\$2,000.00	P
22210065	CARMODY SOFTWARE INC	PS-Upgrades/Services (Jun)	06/01/2021	\$299.00	P
22210066	CLOUDPOINT GEOSPATIAL INC	LR-Bldg Footprints 90% Complet	05/31/2021	\$5,685.00	P
22210067	CLOUDPOINT GEOSPATIAL INC	LR-ArcGIS Annual Mtce	05/26/2021	(Voided)	P
22210067R	ESRI INC	LR-ArcGIS Annual Mtce	05/26/2021	\$15,100.00	P
22210068	STAPLES ADVANTAGE	PL-Office Supplies	06/11/2021	\$41.17	P
22210069	US BANK	Credit Card Charges	06/17/2021	\$633.20	P
22210070	HASENFANG GALEN OR RHONDA	PS-TRIP Refund	06/23/2021	\$922.68	
22210071	GAFFNEY PLUMBING INC	PS-Sanitary Permit Refund	06/25/2021	\$710.00	
38210004	CITY OF WISCONSIN RAPIDS	ED-2021 Econ Development Grant	06/30/2021	\$15,000.00	
Grand Total:				\$56,624.05	

Signatures

Committee Chair:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

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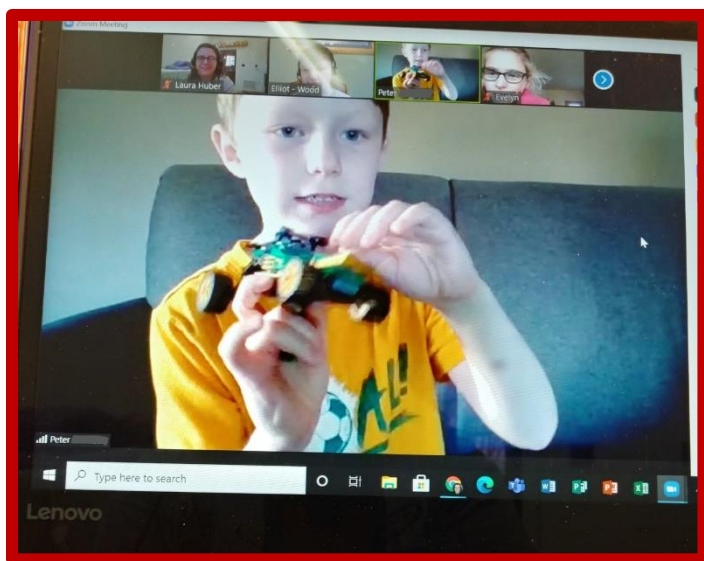


We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

4-H – Positive Youth Development

Laura Huber, 4-H Program Educator

- A four-part 4-H club leader training for adults and youth who want to lead a 4-H club, assist a 4-H club leader, serve as a 4-H youth club officer, or learn more about 4-H clubs. The goal of this effort is to prepare youth and adults to provide positive youth development opportunities for young people to experience belonging, mastery, independence, and generosity, and to foster educational opportunities tied to the UW-Madison knowledge base.
- A youth-led online Lego Club where youth of all ages meet to learn building techniques, get challenges, and share their builds. The purpose of this program is to ensure youth feel connected to others in a safe and caring environment during this time of social distancing.
- An in-person camp counselor training for teen leaders from Clark, Marathon, and Wood counties. These future camp counselors learned how to manage difficult camp situations and how to reduce risks, then began planning three upcoming day camps.
- Design and implementation of the process to review and support submissions to the Positive Youth Development (PYD) virtual learning calendar, including development and curation of website resources and presenter mentorship, in order to build presenter capacity in virtual instruction and provide opportunities on a wide variety of content to meet youth needs to build relationships, connect, and learn.



A Lego club member shows off their creation during a weekly online meeting.



Teen leaders participate in camp counselor training activities to prepare for upcoming summer day camps.



Agriculture

Matt Lippert, Agriculture Agent

- A recognition/scholarship program for youth where they are recognized for leadership and skills development in agriculture. The purpose of this program is to encourage youth to consider agriculture as a career and to complete education/training in the field.
- An ongoing series of group training and one-on-one consultation with dairy producers where they learn about how to improve and modernize dairy facilities. The purpose of this effort is to improve participants' business and facilities which is critical for the long term sustainability of dairy farms.
- On farm interviews are being conducted to assess needs and educational interests of dairy producers in Clark and Wood County.
- Development/revisions of the bilingual Dairy Workers Training Skills modules for dairy employees where they will learn principles of and how to do each task on the farm. This effort is designed to support them in doing their daily tasks more confidently and efficiently while maintaining employee safety and animal welfare.
- Live radio interviews on local radio stations where the listeners learned about current agriculture programs and issues. The purpose of this effort is to increase understanding of food production systems.

Community Development

Nancy Turyk, Community Development Educator

- A collection of information and resources for County board and staff where they receive up to date information and available resources about energy efficiency and renewable energy to ensure they are aware of programs and funding opportunities.
- A collection of information and resources for economic development partners where they receive up to date information and available resources to ensure local business learn about economic development programs and funding opportunities.
- A proposal for the Central Sands Groundwater County Collaborative was funded by DATCP to compile and evaluate existing groundwater information to guide management and policy decisions.

Cranberry Outreach

Allison Jonjak, Cranberry Outreach Specialist

- A growing season journal for cranberry growers (CCMJ), where Extension provides information on pollinators, chemistry, safety, physiology, insects, weeds, disease, and growers updates. The aim of this journal is support industry professionals in safely and economically producing cranberries.
- A Virtual Brown Bag for growers, where they learned about fungicide resistance, nutrient uptake, and field observations. Through this brown bag, growers can better determine when to fertilize, avoid fungicide resistant pathogens, and apply irrigation appropriately for growing conditions.



FoodWise

Hannah Wendels, FoodWise Nutrition Educator

- A monthly meeting of a coalition of local agencies where they learned/discussed community and program specific updates, how many community members inquired about food insecurity each month, and how to support each other's programs to fulfill our purpose of the coalition. The purpose of this effort is to reduce hunger by increasing access to food for community members.
- A monthly series of virtual nutrition classes for young children in 4K, where they made healthy snacks and learned about the five food groups to be healthier in the classroom and at home.
- A virtual strength building and healthy eating class (StrongBodies) for older adults, where participants improve strength, balance, and flexibility to stay healthy and socially connected during a time of isolation.

Horticulture

Janell Wehr, Horticulture Coordinator

- An interactive web based class for the general public, where participants were introduced to weed management using an IPM framework. This effort was designed to decrease environmental contamination and pollution due to over use of horticulture chemicals.
- Planning and redeveloping an online course about Wisconsin horticulture for consumer audiences (home gardeners) and those interested in becoming a Master Gardener Volunteer. This effort is designed to increase learners' decision-making and problem-solving skills to improve the productivity and health of gardens and landscapes, while also expanding access to new underserved audience members.

Human Development and Relationships

Jackie Carattini, Human Development and Relationships Educator

- A series of virtual sessions for adults where they learn about end-of-life decision making tasks including health care wishes, financial responsibilities, legal requirements and documentation, distribution of personal property, end-of-life care options, and dealing with grief. The goal of this effort is to help participants proactively learn how to manage the tasks and decisions associated with end-of-life, so they don't feel so overwhelming and so that burdens on loved ones are reduced.
- A six-week coping skills curriculum offered in Central Wisconsin where participants will gain knowledge of and increase skills related to positive emotion coping to assist them in building resilience and decreasing stress.
- Planning with the Central Wisconsin Partnership for Recovery Safe and Sober Housing initiative to determine which Extension curriculum to use to meet local housing needs and the pre-rental educational component for their program.



Natural Resources

Rachael Whitehair, Natural Resource Educator

- An environmental science curriculum for 3rd and 4th graders where they learned about water resources from a holistic, watershed perspective. The goal of this effort is for youth be good stewards of water resources.
- Planning for a presentation for Wood County Master Gardener volunteers. The goal of this effort is to create a pre-recorded presentation about my role within Extension regarding nonpoint source pollution and water quality, so a conversation can begin about what resources and expertise I can offer to the Master Gardener's to help them achieve their programmatic goals
- Planning the environmental science curriculum for an agriculture-focused youth camp called Agriventure for Marshfield area and greater Wood County 3rd and 4th graders in collaboration with Memory Lane Farms. The goal of this effort is to create an environmental science education experience that teaches youth about our water resources from a holistic, watershed perspective, so they will grow to be good stewards of their water resource and expose their parents to these concepts as a result of their experiences.

Upcoming Programs

- [Wisconsin Rapids Farmers Market Tours | July 1 & 29, August 12, & September 9 – 10am](#)
- [4-H Model Rockets Mini Camp | July 7-9, 9:30am-12pm | Richfield Town Hall](#)
- [4-H Day Camps | July 13 \(grades 6-8\), July 14 \(grades 3-5\), July 15 \(grades K-2\) – 10am-3pm](#)
- [Wood County Clean Sweep | August 28, 8am-12pm | Saratoga Town Hall](#)

Staff Report for June

Caleb Armstrong

- Attended a statewide soybean update put on by UW-Extensions for farmers and agricultural employees.
- Delivered and picked up drill from John Eron where he planted a pollinator mix mainly consisting of sunflowers.
 - He planted this in unfarmed pieces of property mainly under his irrigators.
- Inspected Jeremy Krings' CREP property, to make sure cattle were moved out of grazing sites to allow warm season grasses to establish along with protecting bird nesting sites until August.
- Attended a statewide update on PFAS in Wisconsin and the concern to health standards with that.
- Delivered no-till drill to Luke Kueffers, for use of no-tilling in some turnip seeds along with a clover mix into a small acre plot.
 - Did a check on this plot and both plants turned out great along with farmer being very pleased!
- Working with our intern on a timeline update of a soybean planting.
 - This timeline will include 2 week difference photos after planting.
 - Farmer no-tilled beans into standing dead rye.
 - Then smooth rolled rye and beans one week after planting.
 - More updates and photos will be taken throughout growing season.
- Proceeded with our monthly water testing of Mill Creek and Bear Creek sites.
 - We weren't able to do one spot on the Bear Creek due to low water and no water movement which would of skewed data.
- Proceeded with our monthly stream flow monitoring of 6 different sites.
 - We weren't able to do stream flow data on three sites this month due to extreme low water and some creeks with little to none water movement.
 - Hopefully upcoming rains with help!
- Worked with Emily on Russ Haffenbradls farm, involving cost-share for no-tilling in corn, and hay mix.
 - Did a site check with intern on June 18th to determine all fields where no-tilled.
- Worked with Emily on Charlie Dorhorst farm, involving cost-share for no-tilling in corn into cut rye field which served as a cover crop.
 - Did a site check with intern on June 18th also to determine that fields were indeed no-tilled.
- Attended monthly meeting for the citizens groundwater group where Scott Provost from the DNR came into to talk to us.

Activities Report for Julianna Kollross

June 2021

- Took a land survey with Klayton
- Observed no-till fields to check for progress with Caleb
- Attempted to appraise an alfalfa field with Rod but there was too much rain. Then the farmer cut it over the weekend.
- Completed a lot of research about conservation practices, watched webinars (both live and pre-recorded), listened to podcasts, and read a book about wetlands
- Attended a CEED meeting on June 2nd
- Completed multiple no-till drill drop offs and pick ups
- Went with Rod and Shane to look at the progress of a mine reclamation
- Drove around with Shane to learn about wild parsnip and see where it is coming up
- Completed the Transect Survey and put the data into Excel
- Weeded and watered the Pollinator Garden
- Completed 2 sets of alfalfa appraisals for deer damage with Rod
- Attended the Farmers of Mill Creek Watershed Lunch & Learn to help with the crimper demonstration
- Attended Staff Meeting on June 16th
- Went with Rod to help the landowner plant more seeds for a mine reclamation
- Went with Rod to a cranberry marsh that is planning to build a fence in order to get some details figured out
- Attended a PACRS (Petenwell and Castle Rock Stewards) Meeting with Shane on June 18th
- Went parsnip mapping with Caleb and Klayton multiple times
- Checked on farmer's no-till fields with Caleb a couple times
- Assisted in streamflow monitoring with Caleb and Klayton
- Helped Shane and Caleb perform maintenance on the no-till drill
- Went with Shane and Klayton to speak with a landowner regarding their upcoming project
- Went with Emily and Caleb to get a no-till contract signed
- Went with Rod to get signatures for wildlife permits

Staff Report for Klayton Kree

June 2021

- Helped with the transect survey with Caleb A and Julianna K. Drove a mapped route through the county to stop every 0.5 miles to look in the fields to the left and right and identify the tillage practice, crop, residue cover, and evidence of erosion.
- Assisted in delivering the No-Till drill to Erons and then when they were finished using it, picked it up and delivered it to Kueffer.
- After Kueffer was done with the No-Till drill, we picked it up and delivered it back to Erons and then picked the drill up from there and brought it back to the garage after he was finished.
- Helped with the delivery of the crimper when it arrived. With loading and strapping it down to the trailer.
- Helped Emily with the Mill Creek water sampling and mailing of the samples.
- Started putting together all data and information for the Cashen Stream project and then sent it to Drew Zelle. Drew called a week+ later to discuss what I had. Have a large majority of it done, now just need to start putting a plan together which he will send me what I need with such a large extreme project.
- Wild Parsnip mapping to identify problem areas and see if spots have rebounded/regrew from previous treatments.
- Met with Behrend for the stream crossing/access road project with Shane W. and Julianna K. Talked about things to make sure we all are on the same page and understanding the project.
- Begin creating the Construction Plan design for Cashen Streambank protection. Drew Z sent over more information to help me with the design.
- Sent out letters for bid requests for Scheuer/Schreiner Stream crossing project.

***Activities Report for Lori Ruess
June 2021***

- Answered phones and replied to emails
- Reviewed general ledger.
- Reviewed payroll reports and payroll registers.
- Completed May sales tax report and forwarded to Finance.
- Assisted Julianna Kollross, summer intern, with office procedures.
- Completed LWCD payroll percentages and forwarded to Finance prior to the June 3rd and June 17th payrolls.
- Updated various forms using Adobe, making them fillable.
- Completed cost-share reimbursement request for three well abandonments in the amount of \$1,429.10 and sent to DATCP.
- Sent press release to local newspaper on receipt of CSGCC Groundwater Quality Grant.
- Assisted Rod with Wildlife Damage Abatement and Claims second quarter reimbursement request prep.
- NCLWCA tour prep – Contacted tour stops, bus companies, put together registration form and agenda.
- Attended June 16th staff meeting and completed minutes.
- Updated Nonmetallic Mining permit fee tracking spreadsheet.
- Preparation for 2022 budgets.
- Assisted a landowner with reserving the no-till drill.
- Log and deposit no-till drill payments.
- Completed cost-share contract for manure storage facility closure – cost share amount \$765.00.
- Attended Coffee Chats webinar – Heart of the Farm.
- Teleconference meeting with Dan Brandl to go over new non-metallic mining program.
- Organized County Board packet and electronically submitted to the County Clerk's office.
- Electronically submitted staff reports and packet materials to the County Clerk's office for CEED packet.

Activities Report for Rod Mayer

JUNE 2021

- Apiary Enrollment for Prust Bee Farm – signatures – ordered and drop off needed materials.
- Complete 2022 tree sale planning and sent reserve listing to nurseries.
- Met with landowner for pond complaint – went over rules – reviewed paperwork and issued NMM mining exemption for pond project – updated complainant.
- Apiary Enrollment for Rezin Berry – signatures – pick up and drop off bear abatement materials.
- Researched call for purchase of deer farm and removal of deer fence – contacted DNR and DATCP – advised landowner of rules.
- Completed listing of non-metallic mines located in Grand Rapids for Zoning Dept.
- Apiary Enrollment for Hauke Honey – signature – ordered and drop off needed bear abatement materials.
- Received complaint of deer in fence and gates open on fence in the program. Sent letter to marsh owner and marsh manager with strict warning.
- Attended two NMM financial assurance part 2 webinars – panel discussions – sessions 1 and 2.
- Researched and called around to rehabilitation centers for donation of the rusty crayfish trapped by Pittsville school project. Dropped off with a local facility that was very happy to receive. Fierce Hearts facility located in Wisconsin Rapids rehabilitates small mammals and will use for injured raccoons before introducing into the wild.
- Reber mine site visit upon owners request to check seeding – advised additional seeding in areas – landowner obtained seed – I seeded these areas (elderly owner).
- Researched, advised, and sent info to landowner with sandhill crane issues.
- Began work on BudzNbudz fence design – landowner enrollment, researched deeds, csm, document photos, multiple field visits with owner, survey, met with DOT on site, began GIS fence design, correspondence with DNR and APHIS, discussions with landowner for site prep. Began work on DNR fence proposal request.
- Advised how to handle bear issue around a home – removal of bird feeders.
- Appraised Knuth alfalfa (66 acres), completed maps, forms, updated DNR database.
- Reviewed and issued exemption for new pond project.
- Received two concerns from landowner for new Dupee non-metallic mine site. Researched and informed landowners. No request for public hearing in allowed time slot. Issued permit to Dupee for mine site – updated all records.
- Appraised Marti alfalfa (231 acres), completed maps, forms, updated DNR database.
- Met with Dupee to discuss mine site, needed financial assurance prior to start up, fields that will be enrolled in Act 82 shooting permits.
- Began working on new fence for Arnold Strawberry Farm – phone conversation, deed/survey research. Met with owner to discuss – issues – owner decided does not want fence. Completed Act 82 shooting permit enrollment and permit forms – submitted to DNR.
- Worked with landowner with issues dealing with bear getting into rented bee hives.

TO: Conservation, Education & Economic Development Committee

FR: Jason Grueneberg, Planning & Zoning Director
Adam DeKleyn, County Planner
Paul Bernard, Land Records Coordinator
Jeff Brewbaker, Code Administrator
Scott Custer, Code Technician
Kim Keech, Program Assistant
Victoria Wilson, Program Assistant

RE: Staff Report for July 7, 2021

1. Economic Development (Jason Grueneberg)

- a. Property & IT Committee – On June 7th, I attended the Property & IT Committee to provide an update on the status of County-owned property that could possibly be sold due to not serving any current or future use for the County.
- b. Rural Economic Development Innovation (REDI) Initiative – On June 10th, I attended a REDI webinar titled *Measuring Your Impacts: Ripple Effects Mapping*. This webinar focused on ways to measure the impacts of your REDI initiatives through Ripple Effects Mapping (REM).
- c. Telework Policy – On June 14th, I participated in a small work group meeting to discuss an updated/modified telework policy for County employees.
- d. WCA Broadband Expansion Webinar – On June 16th, I attended a webinar on broadband expansion efforts in the state by Charter Communications.
- e. Rural Economic Development Innovation (REDI) Initiative – On June 21st, I attended a REDI webinar titled “*Making a First Great Impression*”, that focused on how communities can make a positive first impression with first-time visitors.
- f. Marshfield Sports Tourism Planning – On June 24th, I attended a presentation that provided recommendations to the city of Marshfield on where to make investments in sports facilities to meet the needs of residents as well as make the city a sports tourism destination.
- g. North Central Wisconsin Regional Plan Commission (NCWRPC) Regional Recovery Plan – On June 28th, I participated in the NCWRPC Regional Recovery plan meeting. Items that were discussed included the housing and transportation chapter, the tourism and hospitality chapter, and the regional recovery survey that will be sent out to businesses in the region.
- h. Marshfield Economic Development Board – On July 1st, I attended the Marshfield Economic Development Board meeting. Some of the agenda items included C2 Makerspace update, Façade Program requests, 2022 budget and grant requests from the County, City subdivision discussion, and discussion of possible stimulus fund use.

- i. Property & IT Committee – On July 1st, I attended the Property & IT Committee meeting. I provided updates on county-owned properties, and participated in discussion regarding the proposed vacation of Avon St, and rezoning the Avon Street parking lot in preparation for construction of a new jail.

2. Planning (Adam DeKleyn)

- a. Land Subdivision - Plat Review – CSM: (12) CSMs were submitted for review/approval. (8) CSMs were approved/recorded. (10) CSMs are pending approval.
- b. Town of Grand Rapids Comprehensive Plan – Met with the Town Plan Commission met twice this month. Finalized community vision statement and SWOT analysis. PC recommended adoption of the plan. Assisted with public outreach at the town picnic. TB will be taking action on plan in August. Draft of plan is available online [HERE](#).
- c. Wood County ATV/UTV Survey and Economic Impact Project – Survey has been rolled-out. Specifically, the survey will gather input and opinions related to route and trail usage; rider preferences and experiences; and basic economic impacts from users. The input collected will help determine how to improve ATV/UTV trails, routes and facilities throughout Wood County. Survey link [HERE](#).
- d. Wood County Well – Water Systems Program – Continuing to navigate DNR implementation process. All program staff are getting certified by the DNR to administer the program in July. Currently in the process of developing DPZ administrative/program functions and well driller outreach efforts. Program information is available [HERE](#).
- e. Community Development Block Grant Program (CDBG) – Attended the CDBG program meeting at the Wood County Courthouse.
- f. Wood County Bike and Pedestrian Plan Update – Initiating plan update with assistance of RPC. Community survey and mapping application have been developed with input from core planning group. Survey and mapping application will be rolled out in the near future.
- g. Town of Lincoln Zoning Ordinance – Town of Lincoln zoning ordinance was approved by CB. Decision letter sent to the town. Updated ordinance is available [HERE](#).
- h. Town of Cameron Zoning Update – Presented updated zoning map to TB. An interactive official town zoning map is available: [HERE](#)
- i. Other Town Zoning Updates – Completing updates to the following official town zoning maps: Grand Rapids. Presenting at upcoming town meetings.
- j. Town/County Planning and Zoning Assistance – Provided planning and zoning assistance to the general public and town officials.

3. Land Records (Paul Bernard)

- a. Working on lingering Server issues with IT after our Server Migration.
- b. Mapping new parcels on a weekly basis.
- c. Mapping new addresses on a weekly basis.
- d. Reviewing Building Footprint GIS data deliverable from Cloudpoint Geographic's.
- e. Reviewing proposal and costs for 2022 LiDAR flight by Ayres.

4. Code Administrator (Jeff Brewbaker)

05-26-2021 – Order letter to obtain sanitary permit TN: 07; complaint letter - 5 mile creek TN: 18; researched data loggers for ground water monitoring

05-27-2021 – Soils evaluation replacement mound A+0 TN: 15

05-28-2021 – Floodplain restoration plan

06-01-2021 – Soils evaluation new HT TN: 10

06-02-2021 – Researched data loggers for ground water monitoring; soils evaluation new mound >24" TN: 20

06-03-2021 – Meeting w/DNR RE: Ingram Road to improve town road, add flow equalized culverts in floodplain TN: 14

06-04-2021 – Inspection report new mound A+0 TN: 21; soils evaluation & hydrograph new conventional TN: 18; soils evaluation & hydrograph conventional (10 campsites) TN: 18

06-07-2021 – Verified camper is not place of residence TN: 07

06-08-2021 – Unpermitted system verification (failing surface discharge) TN: 14; soils evaluation new conventional TN: 19; soils evaluation & hydrograph replacement conventional TN: 18

06-09-2021 – Soils evaluation replacement mound <24" TN: 10; issued renewal HT TN: 11; unpermitted system verification TN: 15; wetland investigation TN: 16

06-10-2021 – Inspection mound A+0 (GeoMat) plow & abs cell TN: 10; inspection mound A+0 plow TN: 11

06-11-2021 – Soils evaluation & hydrograph replacement conventional TN: 18; soils evaluation, hydrograph & plan review new conventional V: 27; unpermitted system verification (failing system) TN: 17

06-14-2021 – Soils evaluation & hydrograph conventional TN: 07; soils evaluation & hydrograph conventional TN: 07; soils evaluation mound A+0 TN: 21; soils evaluation mound A+0 TN: 02; soils onsite mound A+0 TN: 04; soils onsite HT TN: 21

06-15-2021 – Unpermitted system verification TN: 16; tank abandonment TN: 11; inspection seed & mulch replacement mound <24" TN: 22; violation floodplain restoration TN: 20; soils evaluation replacement mound A+0 TN: 20

06-16-2021 – Inspection replacement mound <24" plow TN: 15; unpermitted system verification TN: 01; inspection mound <24" abs cell TN: 15; inspection replacement conventional tank & abs cell TN: 14

06-17-2021 – Inspection replacement Mound <24" plow & re-inspect TN: 04;

06-18-2021 – Vacation

06-21-2021 – Soils evaluation mound <24" TN: 19; inspection report conventional TN: 14; plan review non-plumbing camper/transfer container; inspection report mound <24" TN: 04

06-22-2021 – (4) Unpermitted investigation letters mailed; soils evaluation, plan review & issued replacement mound A+0 (former Amish home) TN: 01; inspection reconnect mound <24" TN: 16

06-23-2021 – Inspection replacement mound A+0 plow, tank & abs cell TN: 15; tour proposed campground TN: 15

06-24-2021 – Plan review & issued new non-plumbing TN: 15; soils evaluation new conventional TN: 18; soils evaluation replacement mound <24" TN: 13; soils evaluation, plan review & issued new mound <24" TN: 20

06-25-2021 – Soils evaluation replacement HT TN: 16; soils evaluation replacement mound >24" TN: 14

06-28-2021 – Inspection replacement conventional abs cell TN: 07; inspection reconnect mound <24" TN: 09; soils evaluation, plan review & issued replacement mound >24" TN: 18

06-29-2021 – Inspection replacement conventional abs cell TN: 07; inspection new conventional tank & abs ell TN: 18; researched navigable stream site for solar project

5. Code Technician (Scott Custer)

5-26-2021 – Shoreland Permit TN-07. Conventional inspections (2) TN-18. Floodplain dredge project research.

5-27-2021– Conventional renewal permit TN-07. Floodplain onsite TN-20.

5-28-2021 – Issued mound system permit TN-15. Site inspection piping and tanks TN-21. Reviewed mound plan TN-02. Court case follow ups on payment plans.

6-1-2021 – HS-Letter TN-02. Reviewed Mound replacement TN-07 and new mound TN-20.

6-2-2021 – HS-Letter TN-02. Issued conventional system replacement permit TN-07. Hydrograph research.

6-3-2021 – Mound Inspection (Tanks only) TN-21. Monitoring well permitting research.

6-4-2021 – Permit renewals (2) TN-18 and TN-07. Issued conventional system permits (2) TN-18.

6-7-2021 – Camper onsite TN-07*. Reviewed conventional applications (2) TN-19 and TN-18. Laredo instillation and account setup.

6-8-2021 – System verification TN-14*. Conventional inspection TN-18. HT inspection TN-12.

6-9-2021 – Mound permit renewal TN-16. Holding tank inspection TN-04. System verification TN-15*. Wetland investigation TN-16*.

6-10-2021 – Mound plow inspection TN-02. Mound inspection (tanks and piping only). Conventional application approval TN-18.

6-11-2021 – Mound inspections (2) TN-12, Mound Inspection TN-02. System Verification TN-17.

6-14-2021 – Mound inspection TN-02. Mound Plan review TN-21. Conventional application review (2) TN-07. Mound Plan review TN-02

6-15-2021 – Mound inspections (2) TN-07. Inspection reports X6.

6-16-2021 – System verification TN-01. Mound Inspection TN-21. Conventional Inspection TN-18.

6-17-2021 – Mound inspection (2) TN-21. Conventional inspection TN-07. Conventional plan review TN-18.

6-18-2021 – Mound plan review (2) TN-19 and TN-10.

6-21-2021 – Mound Inspection TN-10. Conventional application review TN-07. Conventional application review TN-18. Ground water meeting.

6-22-2021 – Conventional inspection TN-18. Conventional application review and shoreland letter TN-18. Mound plan review TN-14.

6-23-2021 – Mound Plow inspections (1) TN-20 and (2) TN-01. Conventional inspection TN-18.

6-24-2021 – Mound inspection TN-20. Mound Inspection TN-01. Mound plan review TN-13.

6-25-2021 – Mound inspection (2) TN-18. Mound Plan review TN-14.

6-28-2021 through 7-2-2021 – Vacation

*Training purposes with Code Administrator.

6. Office Activity (Kim Keech and Victoria Wilson)

- a. Monthly Sanitary Permit Activity – There were 24 sanitary permits issued in May 2021 (8 New, 12 Replacements, 4 Reconnects and 0 Non-Plumbing) with revenues totaling \$12,075. There were 16 sanitary permits issued in May 2020 (8 New, 5 Replacements, 3 Reconnects and 0 Non-Plumbing) with revenues totaling \$8,400.

There were 63 sanitary permits issued through May 2021. For comparison purposes, the following are through the same period for the previous five years: 2020 – 58, 2019 – 46, 2018 – 46, 2017 – 65 and 2016 – 53.

- b. 2021 Tax Refund Intercept Program (TRIP) – As of June 29th, Wood County received an additional \$1,184.18 for two (2) payments for a total of \$3,845.68 on seven (7) outstanding cases for 2021.
- c. 2021 Maintenance Notices – Septic Maintenance Notices, ATU (Aerobic) Maintenance Notices, White Knight (Aerobic) Maintenance Notices, Holding Tank (Farmer Exempt) and Holding Tank Maintenance Notices were mailed Friday, April 23rd with a due date of Friday, August 13th. There are approximately 3,207 to be mailed between the five notices.
- d. Enforcement Activities Update (Small Claims) – None
- e. Sanitary Permit Database System Project – The next phase for the sanitary permit system database will consist of creating a service provider and comments interface. Information Technology Department continues work on the design phase of the project.
- f. Survey Document Indexing Project – There are over 4,000 survey documents that are being indexed with a tentative completion by the end of 2021. This project is complete.
- g. ArcGIS Software Project – Editing addresses in 22 townships. This project is complete.
- h. ArcGIS Pro Software Project – ACE comparison of over 3,100 addresses provided by Datamark to establish a master database for use by Wood County.
- i. Wisconsin Fund Grant Program - 2017 Wisconsin Act 59, the 2017 biennial budget act, repealed, effective June 30, 2021 the Wisconsin Fund Grant Program for failing septic systems. 2021 Senate Bill 84 delays the elimination of the Wisconsin Fund Grant program to sunset on June 30, 2023. The 2021 Senate Bill 84 has been passed by the Senate and Assembly. 2021 Senate Bill 84 is headed to the Governor's desk. .

Office Staff continues to promote and take applications for the grant program. Wisconsin Fund Grant program brochure and application form can be found on

the Wood County Planning & Zoning website. As of June 29th, Wood County has 8 applicants that have applied for Wisconsin Fund Grant.

- j. Kim attended the following meetings/trainings:
 - i. Wellness Committee on June 8th.
 - ii. Citizens (Wood County) Groundwater Group on June 21st.

CITIZENS (WOOD COUNTY) GROUNDWATER GROUP MEETING

DATE: Monday, June 21, 2021
TIME: 2:00 p.m.
LOCATION: Teleconference via WebEx

Present: Caleb Armstrong, Ray Bossert, Bill Clendenning, Scott Custer, Gordon Gottbeheit, Russ Groves, Tamas Houlihan, Ben Jeffrey, Kim Keech, Klayton Kree, Bill Leichtnam, Emily Oetzman, Scott Provost, Nancy Turyk, Gregg Wavrunek, and Tim Wuebben.

1. **Call Meeting to Order:** Chair Bill Leichtnam called the meeting to order at 2:00 p.m.
2. **Public Comment:** None.
3. **Speaker – Scott Provost, Water Resource Specialist, Wisconsin DNR “Neonicotinoids”**
Scott Provost is a Water Resource Specialist with the Wisconsin DNR.

Highlights of “Neonicotinoids” (aka neonics) presentation:

- What are neonicotinoid insecticides? Similar to nicotine (now illegal). Developed during the early 1990's as a “safer” alternative for other insecticides. Widely used for corn and soybeans.
- How prevalent? According to the USDA 3.9 million acres of corn in Wisconsin. Nearly all of the seeds are treated. Best estimate for all crops is 200 tons. There are over 500 neonics products in Wisconsin but is not tracked.
- Fate of neonics? Various studies show nearly 90% reaches the environment. Highly water soluble (runoff, groundwater, etc.). Potential “build up” in the environment.
- Distribution?
USGS detected year-round on 74% of all water.
UW: 78% of 91 irrigation wells tested positive.
DATCP: 5.7% of wells in agriculture areas had detects. 15% of 34 streams sampled tested positive. Central Sands are more likely to have neonics.
- Non-Target Effects? Highly effective control on vegetable pests and non-target insects. Binds with nervous receptors of insects. Over stimulates nervous system to the point of death. Non-targets such as bees are very susceptible.
- Bees (pollinators) are very susceptible:
LD50 of 2 neonics are 5-4 nanogram.
1 ng = 1 billionth of a gram (example - 1 grain of sugar weighs 635,000 ng). Volume of a grain of sugar can kill 600 million bees.
- Central Sands Studies:
Previous sampling showed Carter & 10-mile highest known concentrations.
DATCP/UWSP currently sampling 14-Mile Creek Watershed.
Possibly DNR Denitrification Project.
- What can be done?
Development of safer products with the same efficiency.
Consumer demand.
Employ Conservation practices to use less.
Soil Health: Increases plant vigor. Relies on less irrigation (less leaching).

Discussion followed.

4. **Correspondence/Updates/Handouts/Reports:** Bill Leichtnam shared a summary of the presentations from the Portage County Groundwater Citizens Advisory Committee meeting on June 3rd.

John Exo, UW-Extension and College of Agriculture and Life Sciences, Water Quality Programs Coordinator presentation:

- Nitrate issues - 10% of all private Wisconsin wells are over 10 ppm safe limit. That is 20% in Portage County and 20-30% in agriculture areas in Portage County.

- Cooperating agencies on the nitrate issue are DATCP, NRCS Wisconsin DNR, UW-Madison and UWSP. A lot of people and agencies are working together.
- Problem is lack of funding. Some funding has come from the agriculture industry and the Wisconsin Potato & Vegetable Growers Association.
- COVID-19 has slowed the progress.
- What have they done so far (i.e. UW-Extension/UW-Madison)? Created a Nitrate Workgroup. Hired more Educators. Created a website on groundwater and nitrates. Developing tools to determine the amount of nitrates that are leaching into groundwater. On-farm research on cover crops, rotation of crops, precise application of nitrogen with fertilizer or liquid manure and nitrates coming in through the irrigation system. Examining a large study in Europe.
- What is the problem? The problem is the decision today is at the individual level of what a farmer or farm cooperative would choose to do. The state legislature has not acted. The problem has only been addressed on the research and Individual level.

Chris Clayton, Wisconsin DNR, NR Program Manager “NR151 Nitrate Targeted Performance Standard” presentation:

- WT-19-19 Draft Rule which is updating the Wisconsin Administrative Code with NR151. It is called “Nitrate Targeted Performance Standards”. Work was done back in 2018-2019 by 17 counties in northeastern Wisconsin which is now being extended to a Wisconsin Administrative Code rule.
- The rule will target 43% of agricultural land in sensitive areas in Wisconsin (i.e. Central Sands, southern Wisconsin and Chippewa Valley).
- The rule will prohibit fall application of nitrogen except on fall seeded crops after September 1st.
- Will try to ensure that nitrogen is only applied when needed and not beyond.
- The rule will account for nitrogen in irrigated water.
- Through NMP it will try to ensure that less than 2.2 pounds per acre of nitrogen is leached into the groundwater and hopefully keep the groundwater under the 10 ppm safe limit.
- Lower the nitrates safe limit to 5 ppm in well-head protection areas.
- What is the process to adopt the rule? Adoption of a rule takes 2-1/2 years. The rule process was started in late 2019 and may be adopted in mid-2022. Economic Income Assessment (EIA) is being prepared. Public Comment was accepted until April 10, 2021. Wisconsin Natural Resources Board will be requesting a Public Hearing on the rule. The rule goes to the Governor for approval and then to the Wisconsin State Legislature.

5. **Action Items proposed by Citizens (Wood County) Groundwater Group** None.
Actions proposed by citizens that would go to the Conservation, Education and Economic Development Committee of the Wood County Board. Citizens have access to their board.

Bill Clendenning suggested that a report of the RC&D meetings should be included in future meetings.

6. **Roundtable** None.

7. **Announcements of members / visitors (upcoming parallel events / meetings)**
Tamas Houlihan shared that there will be a Producer-Led Group of the Little Plover River Watershed Enhancement project on June 28th. A tour is expected to be scheduled in the future at the meeting.

8. **Future Speakers:** Please contact Bill Leichtnam with any suggestions for speakers.
July – To be decided

Speaker suggestions:

- a. Staff Representative for US Senator Tammy Baldwin’s office
- b. Dr. Elizabeth Harrahy, UW-Whitewater Assistant Professor, impacts upon non-targets
- c. Central Sands Groundwater County Collaborative researcher

9. **Agenda Items for next meeting**

Agenda items should be submitted to Bill Leichtnam or Kim Keech by the second Monday of the month.

Update on the Central Sands Groundwater County Collaborative. Researcher has not been hired but 22 applicants have applied for the position.

Waushara Argus article "Groundwater County Collaborative receives Groundwater DATCP Grant"
website link: <https://www.wausharaargus.com/news/groundwater-county-collaborative-receives-groundwater-datcp-grant>

10. **Next Meeting** Meetings will be the third Monday of each month @ 2:00 p.m. In-person meetings will start in July with a WebEx option available.

The next regular Citizens (Wood County) Groundwater Group meeting is scheduled for Monday, July 19th at 2:00 p.m. at Wood County Courthouse in Conference Room #114. A virtual WebEx option will also be available for this meeting.

11. **Adjourn Groundwater Group Meeting** Chair Bill Leichtnam adjourned @ 3:05 p.m.

Notes by Kim Keech, Planning & Zoning Office

2021 Economic Development Strategic Plan - Draft

Enclosed you will find a draft of the Economic Development Strategic Plan for the City of Marshfield. The Economic Development Board has been working on this plan over the past two years with some occasional breaks due to other project priorities and COVID-19. We are presenting this plan to other economic development partners in Marshfield in an effort to get feedback so the plan can be implemented and effective. We look forward to your feedback.

The plan is broken down into Goals, Objectives, and Strategies. The following key will help you understand the format for the plan.

- G1 – Goal 1 (yellow)
- O1.1 – Objective 1 of Goal 1 (blue)
- S1.1.1 – Strategy 1 of Objective 1 of Goal 1 (white)
- Strategies that are lower priority (light orange)
- Strategy that are low priorities (dark orange)

Headings

- “Responsible Party” will be taking the lead to implement the strategy.
- “Partners” will be the entity or group the responsible party will work with to implement the strategy
- “Timeframe” is the target date for completion
- “Measurement” is the tool for assessing whether the strategy was effectively implemented

2021 City of Marshfield
Economic Development Strategic Plan - Draft

	Goal/Objective/Strategy	Responsible Party	Partners	Timeframe	Measurements
G1	ENSURE HOUSING IS MEETING THE CURRENT AND FUTURE NEEDS OF RESIDENTS AND AREA WORKFORCE				
O1.1	Identify priorities and opportunities for quality, attractive housing				
S1.1.1	Open up single-family residential lots	Development Services Staff, Public Works Staff, Finance Department Staff	EDB, TIF Consultant, Developers, Common Council, Plan Commission, Board of Public Works	End of 2021	Open up new City Subdivision in 2021 and begin creation of Mixed-Use TIF District
S1.1.2	Establish program for TIF Housing Affordability Extensions	Development Services Staff, Finance Department Staff	EDB, CDA, Developers, TIF Consultant, WHEDA, Banks, Federal Home Loan Bank of Chicago	End of 2021	Program Approved by EDB and Common Council. Implemented once funding is available in 2024.
S1.1.3	Develop a Housing Strategic Plan that includes Mixed Use TIF District opportunities and begin implementation	Development Services Staff	EDB, TIF Consultant, Property Owners, Realtors, Developers	End of 2021	Plan Approved by EDB and Common Council
S1.1.4	Support redevelopment efforts with a priority on bringing in new housing into the Downtown	Development Services Staff	EDB, CDA, Plan Commission, Common Council, Planning Consultant, Main Street, Downtown Property Owners	Ongoing	Identify funding sources to support these efforts, promote available sites, and work with developers to get approvals for projects.
S1.1.4	Coordinate with surrounding Townships on housing needs and options				
S1.1.5	Develop housing assistance programs to encourage the development/redevelopment of housing stock				
G2	SUPPORT EFFORTS TO BRING OR EXPAND QUALITY OF PLACE FEATURES AND AMENITIES TO MARSHFIELD				
O2.1	Identify desirable amenities and business mix for the Community				
S2.1.1	Identify gaps in Marshfield's quality of place and consumer experience	Development Services Staff	Consultant, Wood County, HR Directors, Marshfield Utilities, MACCI, Main Street, Visit Marshfield	End of 2021	Develop a list of identified gaps
S2.1.2	Determine target audience demographics and current/future workforce needs	MACCI	NCWRPC, Consultant, Marshfield Utilities, Wood County	End of 2021	Produce a report that includes the target audience demographics

2021 City of Marshfield
Economic Development Strategic Plan - Draft

	Goal/Objective/Strategy	Responsible Party	Partners	Timeframe	Measurements
S2.1.3	Develop a plan to address gaps				
S2.1.4	Support efforts to bring in new recreation and athletic facilities				
S2.1.5	Support efforts to bring in new retail, restaurant, and entertainment businesses				
O2.2	Support efforts to enhance the Downtown to make it more attractive for businesses, consumers, and residents				
S2.2.1	Continue to support Main Street in their efforts to retain and bring in new businesses when those efforts align with the Strategic Plan, Action Plan, Downtown Master Plan, and other long-range plans	Development Services Staff	EDB, Plan Commission, Common Council, Main Street, Downtown Property Owners	Ongoing	Approval of activities/budgets for projects that retain and attract new businesses
G3	ATTRACT AND GROW BUSINESS AND WORKFORCE				
O3.1	Develop a robust entrepreneurial ecosystem in the area				
S3.1.1	Support local and regional efforts to develop makerspaces, incubators, and similar facilities to support entrepreneurial efforts	MACCI	EDB, SBDC, Wood County, Portage County Idea Center, Wausau Entrepreneurial and Education Center	1st Quarter of 2022	Makespace established in Marshfield
S3.1.2	Investigate opportunities for regional partnerships	MACCI	EDB, Development Services Staff, Wood County, NCWRPC, SBDC, Portage County Idea Center, Wausau Entrepreneurial and Education Center	End of 2021	Establish new partnerships
S3.1.3	Develop inventory of existing entrepreneurial resources and assets				
O3.2	Attract people and new, desirable businesses to the area				
S3.2.1	Identify targeted industry sectors	MACCI	EDB, Development Services Staff, Marshfield Utilities	End of 2021	Target new industry sectors for business and industrial park growth
S3.2.2	Develop community marketing and promotional strategic plan/program				
S3.2.3	Identify areas to focus on promoting and develop necessary materials				
S3.2.4	Track and promote available commercial properties				
S3.2.5	Investigate other opportunities to promote the community and economic development such as videos, GIS interactive tools, bus tours, etc.				

2021 City of Marshfield
Economic Development Strategic Plan - Draft

	Goal/Objective/Strategy	Responsible Party	Partners	Timeframe	Measurements
S3.2.6	Support promotion and tourism strategies that align with the City's economic development efforts and plans				
O3.3	Retain existing businesses and support expansion efforts				
S3.3.1	Ensure there is adequate land available for future business growth	Development Services Staff	EDB, BPW, Marshfield Utilities, MACCI	End of 2022	Develop a plan for future industrial, commercial, and residential growth
S3.3.2	Conduct business retention, and expansion visits and develop a follow up plan	MACCI	Local Businesses	Ongoing	Conduct 20 business retention visits per year
S3.3.3	Support efforts to continue to maintain and expand the City's infrastructure for future growth	Public Works Staff	BPW, EDB, Marshfield Utilities, Development Services Staff	Ongoing	Incorporate new roads in future CIPs and Budgets
S3.3.4	Engage the employers to find out what they feel is desirable for attracting and retaining quality employees to the area	MACCI	MAHRA, HR Directors, Main Street	2nd Quarter of 2022	Develop a list of desirable amenities
S3.3.5	Develop an Economic Indicator Dashboard for decision making	Development Services Staff	EDB, NCWRPC, Wood County, Main Street	1st Quarter of 2022	Dashboard established and available to the EDB and Common Council
S3.3.6	Support and/or expand existing efforts (Façade Program, TIF Incentives, etc.) and explore opportunities to support existing businesses				
S3.3.7	Maintain and enhance the City's position as a Medical and Process/Automation/Fabricating design/build destination and look for opportunities to diversify industries				
S3.3.8	Support and expand available programs for job creation, attraction, retention, and elevate workforce talent in the community				
O3.4	Identify and Support Economic Development and Redevelopment Opportunities				
S3.4.1	Develop redevelopment plan for West 2nd Street Corridor	Development Services Staff	Public Works Staff, CDA, Planning Consultant, Main Street, Visit Marshfield, Downtown Property Owners, Downtown Businesses, Common Council, HPC	End of 2022	Hire Consultant in 2021. Statutory redevelopment plan(s) adopted by the Common Council by 2022
S3.4.2	Identify stakeholders to include in the planning process	Development Services Staff	Main Street Marshfield, Property Owners, Local Business Owners	End of 2021	List of stakeholders included in the plan development process

2021 City of Marshfield
Economic Development Strategic Plan - Draft

	Goal/Objective/Strategy	Responsible Party	Partners	Timeframe	Measurements
S3.4.3	Conduct assessment of what organizations/structure needs to be in place for effective economic development and redevelopment and work towards that structure and improve communication amongst economic development partners	Development Services Staff	CDA, EDB, Planning Consultant, Main Street, Visit Marshfield, MACCCI, Downtown Property Owners, Businesses, Common Council, HPC	1st Quarter of 2022	Roles for economic development entities are defined
S3.4.4	Develop a redevelopment strategic plan				
S3.4.5	Support new commercial/industrial/residential infill projects that take advantage of existing infrastructure				



City of Wisconsin Rapids
 444 West Grand Avenue
 Wisconsin Rapids, WI 54495
 Ph: (715) 421-8228

Wisconsin Rapids Project Update – 2021 Wood County Economic Development Fund

The City released a request for proposals earlier this spring to fabricate and install Phase 1 of the wayfinding signs. Three responses to the request were received from qualified contractors. Recently, City Council approved Graphic House as the project contractor. A kick-off meeting between the City, Graphic House and the sign design firm, Corbin, was held last week. Graphic House will begin sign fabrication soon and plans to install the signs within the fall. Over the next few weeks, the City Community Development Department and GIS Department will finalize the map components for the trailhead signs.


Below is a summary of the phase 1 signs as well as renderings of some of the signs. Attached is the downtown map for signage as well as an invoice for grant award funds in the amount of \$15,000.00.

PHASE 1

Gp-2 Trailblazer	3
Gt-1 Trail Guide - Multi-message	2
Gt-3 On-street Bike Guide	6
Ip-1 Parking Lot Identification	4
Ix-1 Municipal Identification - Large	1
Kp-1 Pedestrian Kiosk	5
Kt-1 Trailhead Kiosk - Roof	3
	24



Should you have any questions or concerns, do not hesitate to contact me.


Kyle Kearns
 Director of Community Development
 (715) 421-8225



Wayfinding Program	Scale	Legend	Notes	Date	Description	Sheet
City of Wisconsin Rapids corbindesign 109 East Front Suite 204 Traverse City, MI 49684 231.947.1236	not to scale	<ul style="list-style-type: none"> Trail Proposed riverfront trail segment Pedestrian route (sidewalks) Bike Route Loop Route 	<ul style="list-style-type: none"> City wayfinding Sign Trail wayfinding Sign Public Parking Identification Visitor oriented destination Public Parking Lot 	07.09.20 09.30.20 02.10.21	Submission Revisions Submission	Downtown Sign Location Plan Phasing Plan 1



Wood County Planning & Zoning Office
Courthouse - 400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095

2021 Wood County Economic Development Funding Request

Questions regarding eligible funding or this application should be directed to:

Jason R. Gruenberg, Director at 715-421-8478 or jgruenberg@co.wood.wi.us

Applicant Organization: **City of Wisconsin Rapids**
Mailing Address: 444 West Grand Avenue
Wisconsin Rapids, WI 54495



Street Address (if different): [Click here to enter text.](#)

Web Site: www.wirapids.org

Organization Telephone: 715-421-8228

Contact Person/Title: Kyle Kearns, Director of Community Development

Contact Person Telephone: 715-421-8225 Email: kkearns@wirapids.org

Wood County Economic Development Mission Statement:

Through collaboration and coordinated planning efforts with local and state partners, the Wood County CEED Committee will grow our economy by,

- *fostering a business friendly environment with a skilled workforce,***
- *maintaining and enhancing our quality of life,***
- *creating awareness of recreation opportunities,***
- *and promoting the County as a tourism destination.***

Request Overview - Provide a summary overview of your program or project and explain how it is consistent with the Wood County Economic Development Mission Statement.

(If you require additional space, attach separate sheet.)

See attached sheet.

Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*

(If you require additional space, attach separate sheet.)

See attached sheet

Funding Request Summary – Program/Project

(If you require additional space, attach separate sheet.)

	Requested Funding	Total Organization Budget	Other Funding – e.g. grants, volunteers, donations
Wages & Benefits	-	-	Sign Design Contract (\$74,930) - 2020
Office Supplies & Expenses	-	-	-
Professional Services (phase 1 sign fabrication and install)	\$24,999.00	77,562.50	-
Conferences & Dues	-	-	-
Misc. or Other	-	-	-
Total	\$24,999.00	\$152,492.50 (design + phase 1)	(Design, Fabrication & Install (phase 1))

Project Reporting Requirement - As a reporting requirement of receiving a Wood County Economic Development Grant, a 1-page summary program or project report will be prepared and presented to the Wood County Conservation, Education, and Economic Development Committee in 2021. Funding will not be released to the applicant prior to the reporting requirement being met.

This reporting requirement can be coordinated by contacting **Jason R. Gruenberg, Director at 715-421-8478 or jgrueneberg@co.wood.wi.us**



City of Wisconsin Rapids
444 West Grand Avenue
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Request Overview - Provide a summary overview of your program or project and explain how it is consistent with the Wood County Economic Development Mission Statement.

(If you require additional space, attach separate sheet.)

In 2020 the City engaged in wayfinding sign design with Corbin Design, with the intent to fabric and install several signs throughout the community. The design includes signs for park entrances, trailhead kiosks, informational/educational signs, destination signage, directional signs, regulatory/safety signs and trail marker signs. The sign design services total nearly \$75,000 which the City has funded entirely. The project has stemmed from the lack of cohesion amongst City and surrounding community signage. The City and surrounding communities have created a vast bicycle and pedestrian trail network that connects but does not have updated and consistent signage. Appropriately signed trail networks can significantly enhance the community character, attract visitors, and increase patronage for nearby businesses.

Corbin Design has also provided a preliminary budget for sign fabrication and installation which totals more than \$200,000.00. Given the high costs, the City has decided to phase the project into 2-3 phases, with the first being the installation of trailhead kiosks, trail guides, pedestrian kiosks, and pedestrian guides. Phase 1 is estimated to be approximately \$77,000.00 (see attachment 4). Moreover, the City recognizes the importance of consistency and is eager to share sign designs with surrounding communities. The Village of Port Edwards is the first community the City has partnered with and are also requesting a grant through Wood County for consistent signage.

The project is consistent with the County mission and will have a profound impact on the community in the following ways:

***fostering a business friendly environment with a skilled workforce,**

Overall, the project can result in increased business for those on or adjacent to the trail systems. The project further assist to develop a sense of place within the community which can attract a skilled workforce. Access to recreational opportunities generally ranks high in importance among residents and the workforce when relocating.

***maintaining and enhancing our quality of life,**

The project will assist to create a highly user-friendly experience for visitors and residents who utilize the trails within the City. Furthermore, it may promote recreational activity on the trails which has many ancillary benefits regarding community health. Additionally, the promotion of trails and trail connections can occur especially within the downtown where users may patronize business.

***creating awareness of recreation opportunities,**

The project will assist to elevate the trail system as an attraction to tourists, commuters from surrounding communities, and current residents. A similar example is that found in Stevens Point, the Green Circle Trail. Eventually, through strategic partnerships, additional mechanisms associated with the trails, attractions and amenities can be created, such as a phone app. History of the communities can also be intertwined within such technology platform.

***and promoting the County as a tourism destination.**

Again, as cited in the above example, having a defined, connected, and graphic trail system can assist in driving tourism to the area for such use or as an ancillary use to visitors. Furthermore, such partnerships with neighboring communities builds upon the regional promotional strategy, which can lead to further collaboration.

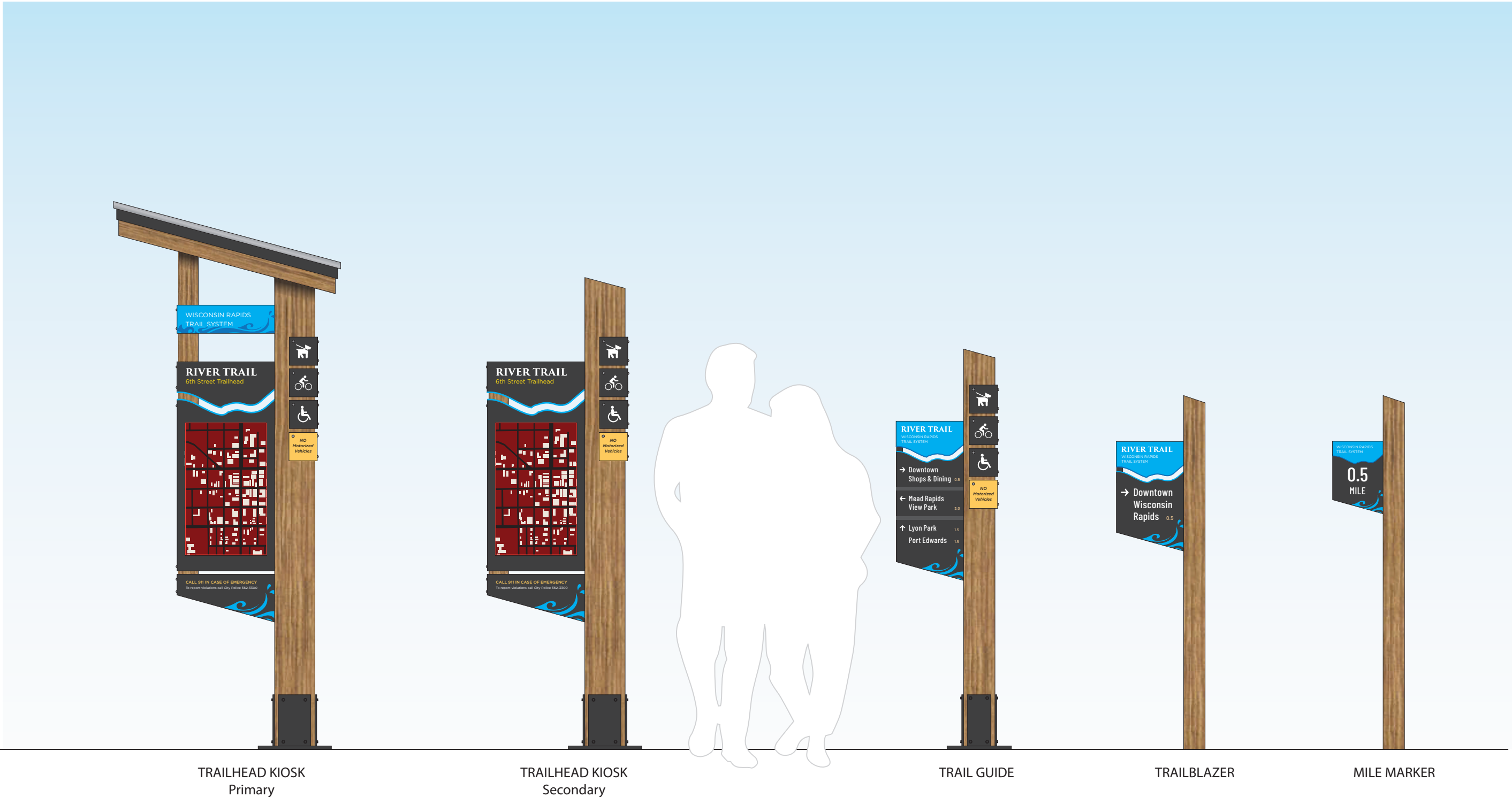
Attached are the preliminary sign designs and maps showing sign locations. The design firm has also provided a letter of support attached.



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Return on Investment - Explain how the proposed program or project will provide a Return on Investment (ROI) to Wood County. Please be as specific as possible. *e.g. County funding allowed us to conduct 25 business prospects leading to the establishment of 2 new local businesses creating 10 full time jobs; County funding contributed to funding an entrepreneurial boot camp that led to the development of 12 business plans and the creation of 2 businesses employing 6 people.*
(If you require additional space, attach separate sheet.)

As indicated in the attached budget, the assistance from the County will allow for the installation of 8-10 trailhead and pedestrian kiosks in phase 1, see attachments 1 & 2. Furthermore, it can assist in funding for a solar lighting option if determined by the City, allowing for an increased sign impact at night. Much of the return on investment is not easily measurable, but quite likely, which is alluded to in question 1. Also, see attachment 5 regarding ROI examples for wayfinding installation in communities in the United States.

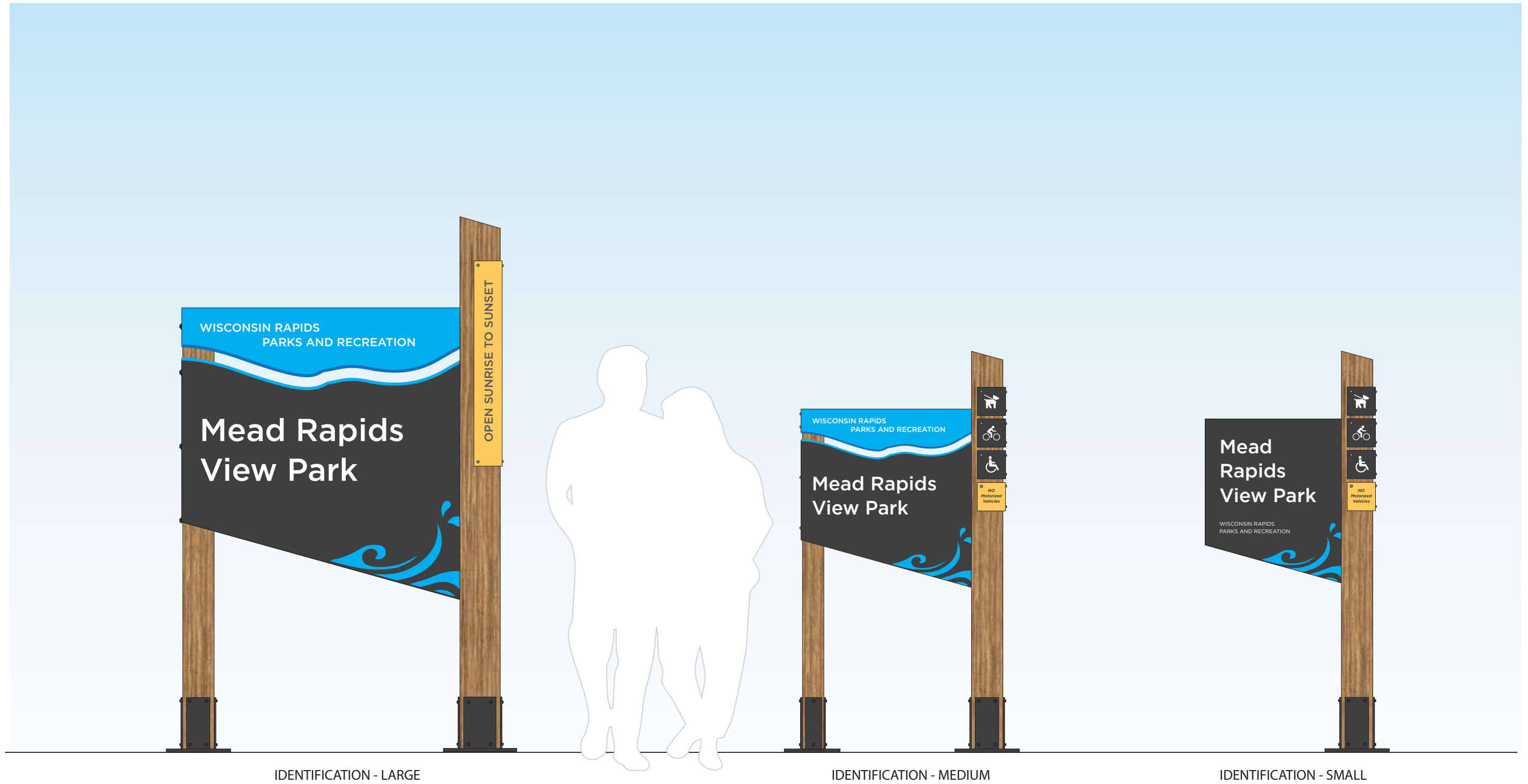


TRAIL SIGNAGE SIGNS



DOWNTOWN PEDESTRIAN SIGNS

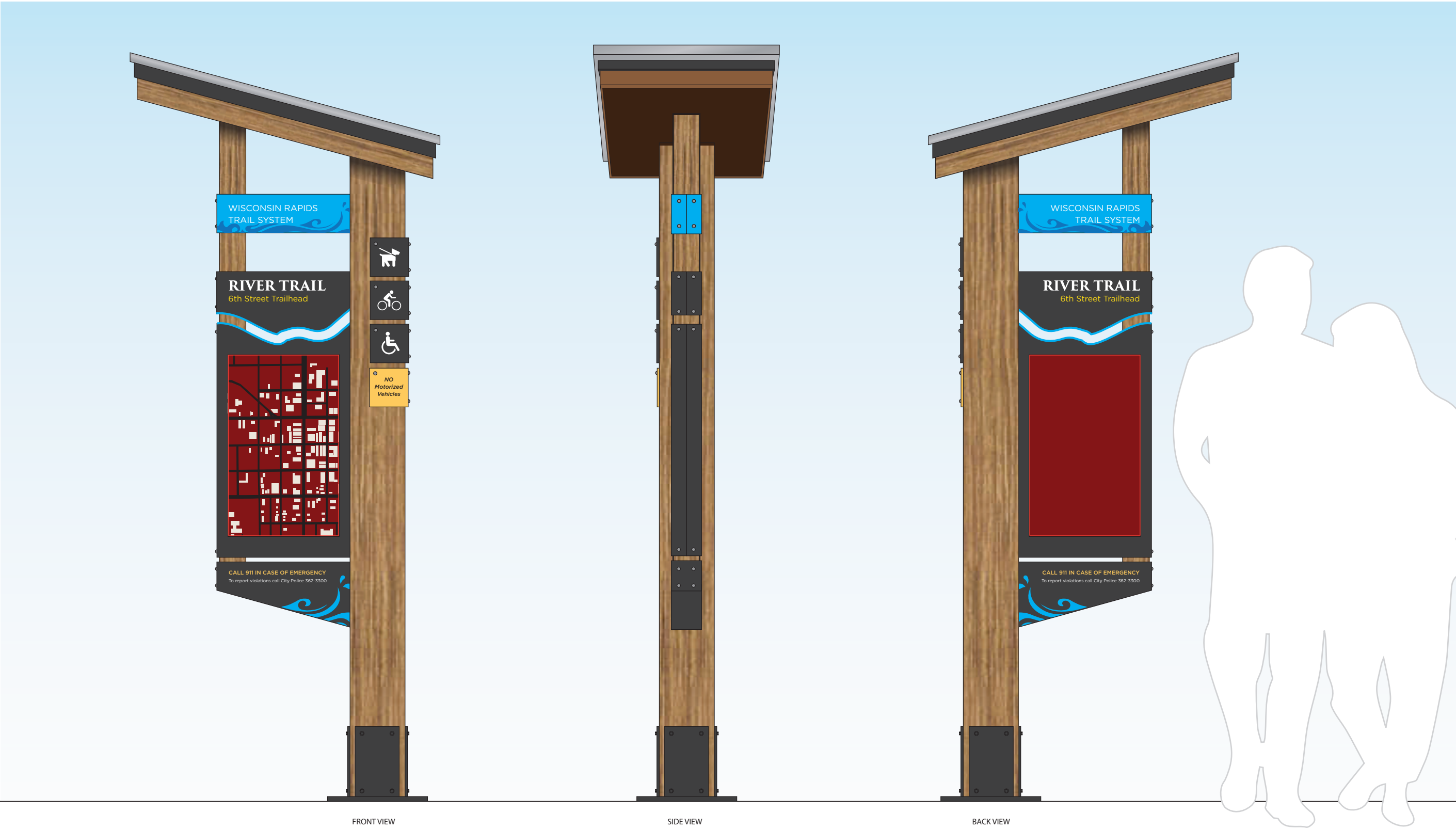
corbindesign



IDENTIFICATION SIGNS

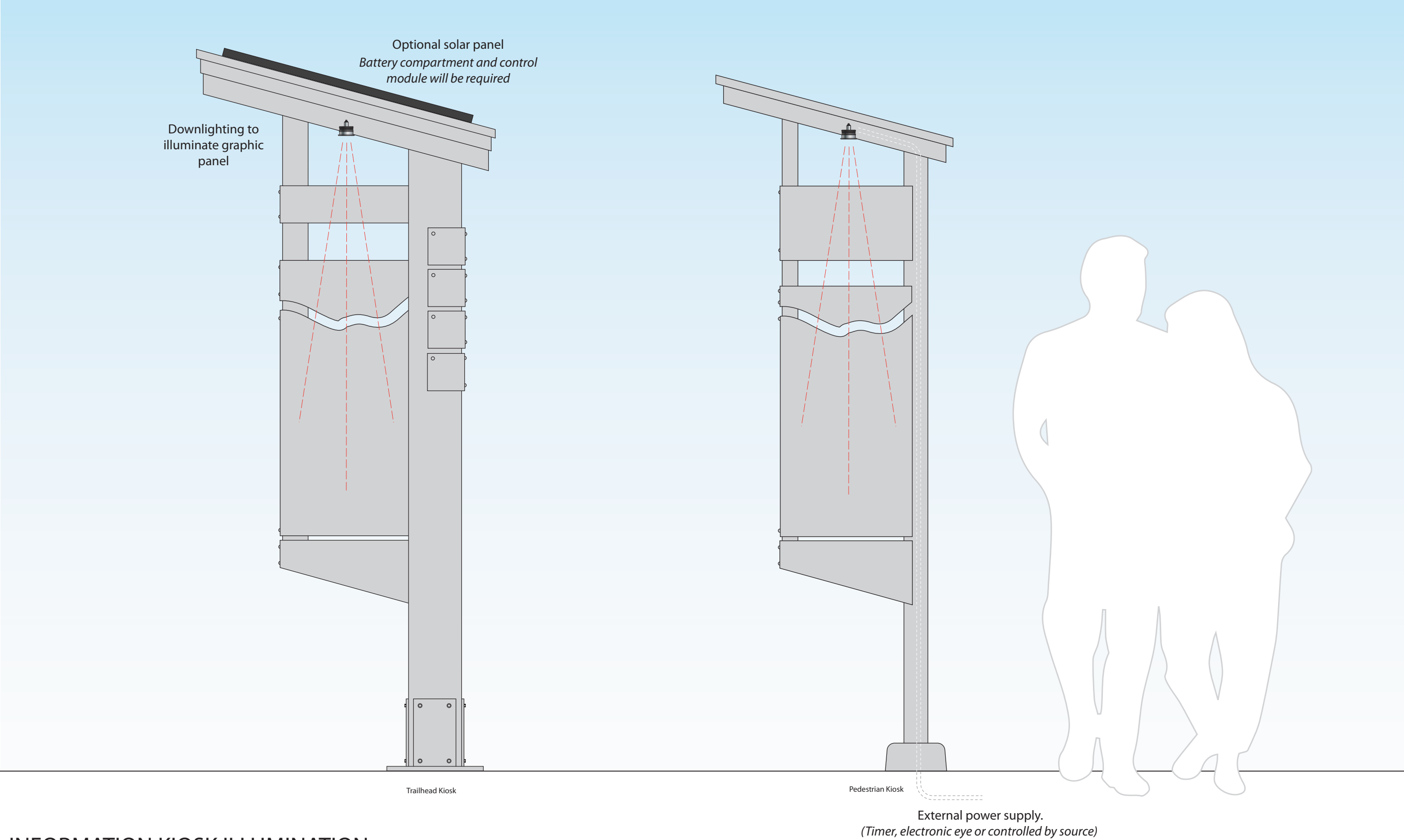
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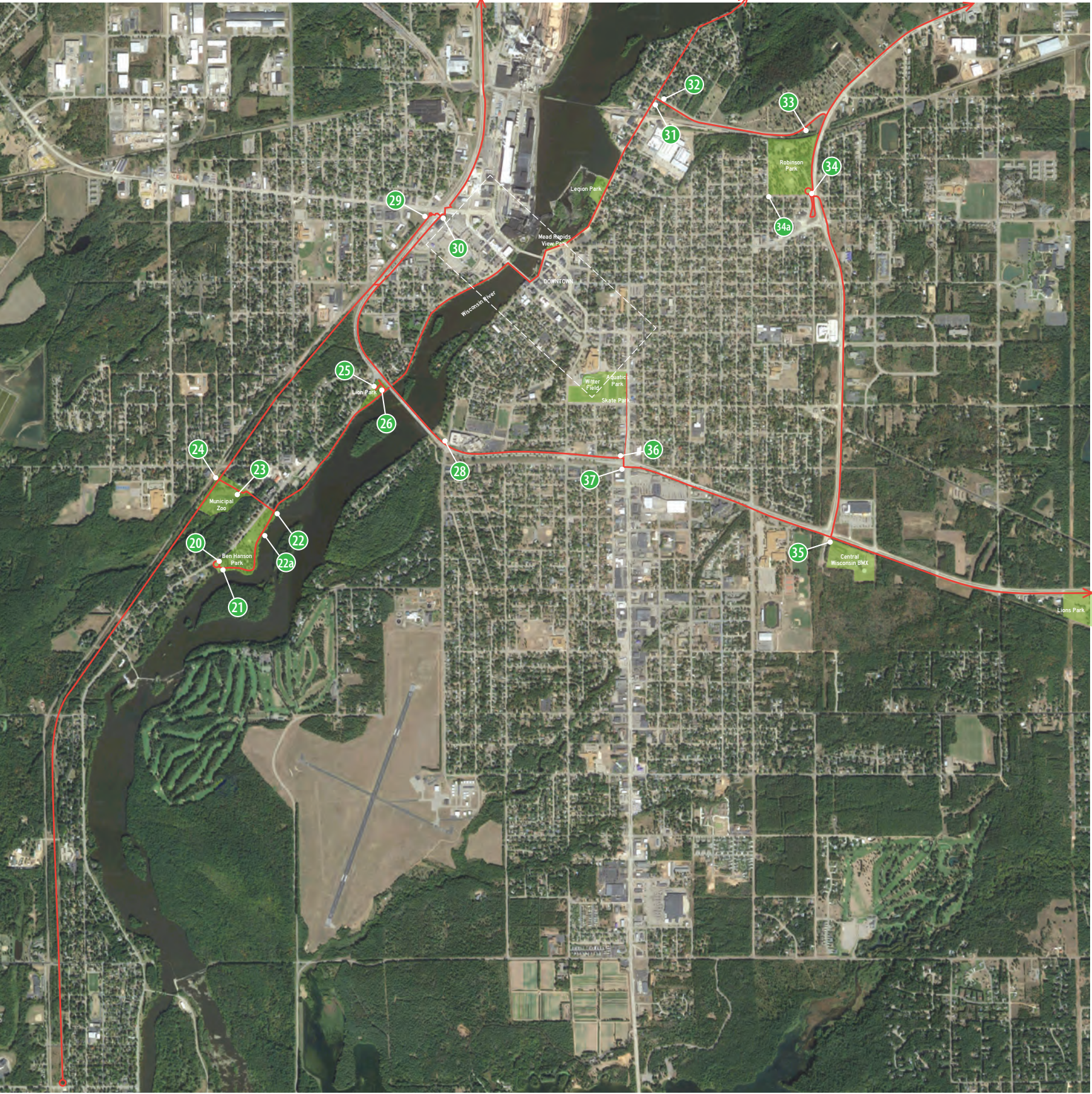


TRAILHEAD KIOSK

corbindesign



INFORMATION KIOSK ILLUMINATION



Wayfinding Program		Scale	Legend	Notes	Date	Description	Sheet
City of Wisconsin Rapids	<div><div>corbindesign</div><div>109 East Front Suite 304 Traverse City, MI 49684 231 947.1236</div></div>	not to scale	<div><div><div></div>Trail</div><div><div></div>Proposed riverfront trail segment</div><div><div></div>Pedestrian route (Sidewalks)</div><div><div></div>Bike Route</div><div><div></div>Visitor oriented destination</div><div><div></div>Public Parking Lot</div></div> <div><div><div>03</div>City wayfinding Sign</div><div><div>06</div>Trail wayfinding Sign</div><div><div>01</div>Public Parking Identification</div></div> <div>47</div>	<div><div></div><div>N</div></div>	07.09.20	Submission	Overall Sign Location Plan



Wayfinding Program		Scale	Legend	Notes	Date	Description	Sheet
City of Wisconsin Rapids	<div><div>corbindesign</div><div>109 East Front Suite 304 Traverse City, MI 49684 231 947.1236</div></div>	not to scale	<div><div><div></div>Trail</div><div><div></div>Proposed riverfront trail segment</div><div><div></div>Pedestrian route (Sidewalks)</div><div><div></div>Bike Route</div><div><div></div>Visitor oriented destination</div><div><div></div>Public Parking Lot</div></div> <div><div>03</div>City wayfinding Sign</div> <div><div>06</div>Trail wayfinding Sign</div> <div><div>01</div>Public Parking Identification</div> <div>48</div>	<div></div>	07.09.20	Submission	Downtown Sign Location Plan



September 9, 2020

To: Jason R. Gruenberg

From: Jeff Frank and Moira O'Polka, Corbin Design

Re: 2021 Wood County Economic Development Funding Request

Since January 2020, Corbin Design has been working closely with the city of Wisconsin Rapids as well as City and Wood County stakeholders to develop a recreational and downtown pedestrian wayfinding and signage plan.

The primary goals of this program are:

- To create a highly user-friendly experience for visitors and residents alike;
- To create a sense of place related to the City's Downtown Riverfront District and recreation system;
- To promote the walkability of the City through Downtown and trail connections; and
- To connect residents and visitors to more destinations and amenities throughout the City.

The program is designed to complement the environment and mesh with other design disciplines including urban planning, landscape architecture, streetscape design and brand communications to create a strong first impression, boost visitor satisfaction, and ultimately, support economic development and improve tourism by encouraging longer stays and return visits.

To date, Corbin Design has:

- Met with Core Team members and stakeholders to discuss pedestrian wayfinding issues throughout the City;
- Created a wayfinding analysis of Wisconsin Rapids and its trail system;
- Developed and revised the design concepts to create bid-ready design intent drawings;
- Conducted sitework to verify sign location; and
- Developed preliminary sign location plans and message schedules.

The final deliverable will include revised locations plans and message schedules for downtown and recreational pedestrian and parking signs, design intent drawings for each sign type including dimensions, letter heights, material specifications, general mounting methods and colors specifications, cost estimate and phasing plans.

The final, bid-ready package will be delivered to the City by October 30, 2020.

Wisconsin Rapids Budgetary Estimate - Phase 1

Type	Description	Qty	Unit	Total	Lighting
Kt-1	Trailhead Kiosk, Roof	4	\$	5,500.00	\$ 22,000.00
	<i>Solar Lighting Option</i>	4	\$	3,500.00	\$ 14,000.00
	<i>Pull from Existing Electrical Source</i>	4	\$	2,000.00	\$ 8,000.00
Kt-2	Trailhead Kiosk	1	\$	4,500.00	\$ 4,500.00
Kp-1	Pedestrian Kiosk	4	\$	6,000.00	\$ 24,000.00
Ip-1	Parking Identification	3	\$	2,750.00	\$ 8,250.00
		20	Subtotal		\$ 58,750.00
			Map Artwork		\$ 10,000.00
			Contingency (15%)		\$ 8,812.50
			Total Budget Cost		\$ 77,562.50

Wisconsin Rapids Budgetary Estimate - Project

Type	Description	Qty	Unit	Total	Lighting
Kt-1	Trailhead Kiosk, Roof	6	\$	5,500.00	\$ 33,000.00
	<i>Solar Lighting Option</i>	4	\$	3,500.00	\$ 14,000.00
	<i>Pull from Existing Electrical Source</i>	4	\$	2,000.00	\$ 8,000.00
Kt-2	Trailhead Kiosk	1	\$	4,500.00	\$ 4,500.00
Gt-1	Trail Guide, Multi-message	9	\$	3,250.00	\$ 29,250.00
Gp-2	Trailblazer	3	\$	2,000.00	\$ 6,000.00
	Mile Marker	20	\$	1,500.00	\$ 30,000.00
Kp-1	Pedestrian Kiosk	3	\$	6,000.00	\$ 18,000.00
	Trail Medallions	15	\$	1,000.00	\$ 15,000.00
Ip-1	Parking Identification	3	\$	2,750.00	\$ 8,250.00
Ix-1	Identification, Large	4	\$	4,500.00	\$ 18,000.00
Gt-3	On-Street Bike Signs	7	\$	1,000.00	\$ 7,000.00
		79	Subtotal		\$ 169,000.00
			Map Artwork		\$ 10,000.00
			Contingency (15%)		\$ 25,350.00
			Total Budget Cost		\$ 204,350.00

RETURN ON INVESTMENT

Wayfinding creates repeat visitation by increasing awareness of the depth of destinations.

87% *of visitors*

Would explore further if signage and kiosks provided direction to additional attractions.

70% *of visitors*

Would consider extending their trip if additional destinations were discovered.

11% *of visitors*

Would definitely extend their trip by one additional overnight stay if new or additional destinations were discovered.

Results of 4,000 people surveyed by the Asheville, North Carolina Convention and Visitor's Bureau.



Camden, New Jersey
Waterfront

30% increase in visitation since installation of their wayfinding program.



Lancaster, Pennsylvania

10% increase in visitation in the first year of the wayfinding program.



Norristown, Pennsylvania

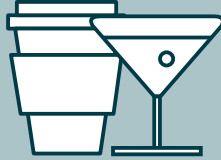
18% increase in visitation in the first year and 8% the following year.

WHY INVEST IN TRAIL WAYFINDING?

The majority of people who spend money while on trails, spend it on...



Food



Drink



Lodging

LETS TALK NUMBERS...

\$303K

In studies conducted by the Maryland Department of Transportation, a \$191,893 investment in Maryland's Northern Central Rail Trail increased state revenues by \$303,750 the same year the trail opened.

\$3.4M

A new year-long study of two of the Great Lakes region's most-used recreational trails the Leelanau Trail and Sleeping Bear Heritage Trail - estimates that trail users contribute nearly \$3.4 million annually to the local economy in direct spending.

\$12M

An estimated 1.7 million adult W&OD (*The Washington and Old Dominion Trail*) users spent in total about \$12 million annually related to their use recreational use of the trail.

\$14M

It was determined that the Great Allegheny Passage brought in \$14 million in direct economic benefit (rentals, meals, lodging, trinket purchases) even as it was only half completed.



75%

Seventy- five percent (75%) of respondents identified a correlation between trails and a positive impact on the quality of life in their neighborhood.

36%

Out of eighteen categories, 44% of respondents listed highway access as the most important amenity, followed by walking/jogging/bike trails at 36%.

\$14.4 - \$21.6M

Extrapolating this net economic benefit across 1.7 million adult visits, of which 93 percent were for the primary purpose of visiting the W&OD, leads to an annual net economic benefit of trail access to users of between \$14.4- and \$21.6 million. Because the W&OD is primarily a local resource (95% of visits are by locals) rather than a destination trail, the vast majority of these net economic benefits accrue to northern Virginia residents.

In the studies above, on average 75% of trail users are bicyclists



CorbinDesign.com | People get lost. We fix that. | 800.968.1236 | info@corbindesign.com