

CONSERVATION, EDUCATION AND ECONOMIC DEVELOPMENT COMMITTEE
AGENDA

DATE: Wednesday, March 3, 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. Introduction of Klayton Kree newly hired Engineering Technician.
 - b. Discuss DOJ settlements with several Wood County farms.
 - c. Request to extend free countywide well water testing for nitrates until funding is used.
 - d. Resolution to discuss Aquatic Invasive Species Grant for Wood County.
 - 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
 - a. Select a licensed professional Land Surveyor to complete maintenance of 206 Public Land Survey System section corners.
 12. Planning
 - a. Request to Approve Zoning Map Amendment/Rezone – Town of Marshfield
 - b. Update on Wood County Well Inspection (Delegation) Program.
 13. Economic Development
 - a. Presentation of the draft Rural Economic Development Innovation Initiative Plan.
 - b. North Central Wisconsin Regional Planning Commission update.
 14. Extension
 - a. General Office Update
 - b. Situational Analysis Update
 - c. WI Fairs Advisory Committee
 - d. WEXA Update
 - e. Educator Presentation – Nancy Turyk, Community Development 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
-

Join by phone

+1-408-418-9388 United States Toll
Meeting number (access code): 187 544 5759

Join by WebEx App or Web

<https://woodcountyywi.webex.com/woodcountyywi/j.php?MTID=m41bce586c4a646cdb74c01bc96fe2fd0>
Meeting number (access code): 187 544 5759
Meeting password: CEED0303

MINUTES
 CONSERVATION, EDUCATION & ECONOMIC DEVELOPMENT COMMITTEE
 WEDNESDAY, FEBRUARY 3, 2021
 WOOD COUNTY RIVER BLOCK AUDITORIUM, ROOM #206, WISCONSIN RAPIDS WI

Members Present: Kenneth Curry, Robert Ashbeck, Jake Hahn (via WebEx), Dave LaFontaine, Bill Leichtnam, Carmen Good

Staff Present:

Planning & Zoning Staff: Jason Grueneberg, Adam DeKleyn (via WebEx)
 Land & Water Conservation Staff: Shane Wucherpennig (via WebEx), Lori Ruess
 UW Extension Staff: Jason Hausler, Rachael Whitehair, Nancy Turyk (all via WebEx)

Others Present: Dist. #14 Supervisor Dennis Polach, Dist. #15 Supervisor Bill Clendenning (via WebEx), Dist. #16 Supervisor Lance Pliml (via WebEx), Carrie Edmondson, NCWRPC (via WebEx), Angel Whitehead, Heart of Wisconsin Chamber of Commerce (via WebEx).

1. **Call to Order.** Chairperson Curry called the CEED meeting to order at 9:00 a.m.
2. **Declaration of Quorum.** Chairperson Curry declared a quorum.
3. **Public Comment.** None.
4. **Review Correspondence.** Chairperson Curry mentioned an email he received from the WI Farm Bureau. He asked the CEED if they would be interested in having Ben Tilberg come to a future CEED meeting and give a presentation. Shane Wucherpennig will contact Ben to see when he would be available for a presentation to CEED.
5. **Consent Agenda.** The Consent Agenda included the following Items: 1) minutes of the January 6, 2021 and January 19, 2021 CEED meetings, 2) bills from Extension, Land & Water Conservation and Planning & Zoning and 3) staff activity reports from Laura Huber, Matt Lippert, Nancy Turyk, Allison Jonjak, Jackie Carattini, Hannah Wendels, Kelly Hammond, Rachael Whitehair, Janell Wehr, Caleb Armstrong, Emily Salvinski, Lori Ruess, Rod Mayer, Shane Wucherpennig, Jason Grueneberg, Adam DeKleyn, Paul Bernard, Jeff Brewbaker, Scott Custer, Kim Keech and Victoria Wilson.
 - A. Minutes of January 6, 2021. No additions or corrections needed.
 - B. Minutes of January 19, 2021. No additions or corrections needed.
 - B. Department Bills. No additions or corrections needed.
 - C. Staff Activity Reports. No additions or corrections needed.

Motion by Dave LaFontaine to approve and accept the January 6, 2021 and January 19, 2021 CEED minutes, bills from Extension, Land & Water Conservation and Planning & Zoning, 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. Open/approve low bid for Dale and Jason Behrend's intermittent stream culvert crossing project. Shane Wucherpennig stated no bids were returned; therefore, there are no bids to open.
 - B. Review/action on resolution to support efforts of four statewide organizations. Bill Leichtnam explained, four long-established and well-respected statewide groups (Wisconsin Land +Water Conservation Association, Clean Wisconsin, the Dairy Business Association and The Nature

Conservancy) have joined forces to implore legislative action for statewide clean water and to bolster current conservation efforts. This resolution resolves that it is time for the state legislature to codify and set timelines to accomplish these goals. Discussion followed.

Motion by Bill Leichtnam to approve and forward to the Judicial & Legislative Committee the resolution supporting four statewide organizations to introduce clean water measures legislatively this term. Second by Dave LaFontaine. Motion passed with Bob Ashbeck opposed – there is not enough in the resolution; it needs to be more specifics on what we are looking for to achieve clean water.

- C. Review/action on resolution to amend the 2021 Land & Water Conservation (LWCD) Admin Budget Function 56121 for additional expenditures not anticipated during original budget process. Shane Wucherpennig explained the Land & Water Conservation Department's 2021 budget included a capital outlay purchase for a roller-crimper. The roller-crimper was on the 5-year capital improvement plan and he overlooked including a trailer for hauling the roller-crimper. This resolution is to amend the 2021 budget for a trailer for hauling the roller-crimper. The \$4,100 is a transfer of money between LWCD budgets/line items. Discussion followed.

Motion by Dave LaFontaine to approve and forward to the Operations Committee the resolution to amend the 2021 Land & Water Conservation Admin Budget Function 56121 for additional expenditures not anticipated during the original budget process. Second by Ken Curry. Motion carried unanimously.

- D. Discuss and review annual Golden Sands RC&D membership dues. Chairperson Curry had a copy of the invoice and letter from RC&D requesting the 2021 Membership Renewal Dues from Land Conservation Committees. Wood County's dues for 2021 are \$1,900. Shane Wucherpennig shared that "only a handful" of counties pay the dues in full. Wood County has paid \$800 in dues in past years and budgeted \$800 in the 2021 budget. Chairperson Curry added he brought this up so the CEED committee is aware and to discuss payment of future dues (2022 and beyond). Discussion followed.

Dave LaFontaine shared he agrees with paying \$800 this year, but suggests that at least 50% of the dues be paid in the future. Bill Leichtnam mentioned he likes what he is seeing out of the organization since the reorganization took place. He agrees with increasing future payment of dues to 50% of the total amount invoiced and ask for increased assistance to Wood County from RC&D staff. It was the consensus of the Committee to pay \$800 in 2021 and increase dues to 50% of the total invoice in 2022.

- E. Update Committee on Engineering Technician and Summer Intern Position. Shane Wucherpennig shared he interviewed three candidates for the Engineering Technician and held second interviews along with the LWCD staff. Klayton Kree was offered and accepted the Engineering Technician position and will start his employment with Wood County on February 15th. Shane also interviewed candidates for summer internship. Julianna Kollross was offered and accepted the 2021 summer internship position.

F. Committee Reports

- i. Citizens Groundwater Group meeting. Bill Leichtnam reported on the January 18th Citizens Groundwater meeting. David Trimner, a young agri-business professional from Miltrim Farms Inc., located in Athens, presented at the meeting. Miltrim Farms is the largest automated farm in Wisconsin and is the first farm in North America to be Alliance for Water Stewardship (AWS) certified. Bill added the presentation was very good.

Leichtnam also commented on a landowner from Port Edwards that attends the Citizens Groundwater meeting whose well is contaminated with the pesticide Imidacloprid. Use of this pesticide is a concern, especially in sandy soils.

The next Citizen's Groundwater meeting is scheduled for February 15th. Bill asked Shane to reach out to Ben Tilberg to see if he would be interested in presenting at the February meeting.

- ii. Health Committee report. Chairperson Curry announced Nancy Eggleston is retiring from the Health Department. Bill Leichtnam commented that Nancy is an incredible person and he suggested the CEED recognize her for her 40 years of service to Health.
- iii. Central Sands Groundwater County Collaborative (CSGWCCC) committee report. Bill Leichtnam reported the first CSGWCCC meeting in six months was held on January 25th.
 - A weeklong Water Week Conference will be held March 8-12. Breakout sessions will be on-line.
 - The Clean Water referendum will be on the April 6th ballot.
 - Should hear mid-February on the \$60,000 GAP analysis grant.
 - The next meeting will be held April 26th.
- iv. Golden Sands RC&D Report. Bill Leichtnam shared that he was only able to attend part of the Golden Sand RC&D meeting due to a conflict with another meeting that day.

Bill Clendenning shared that he received the minutes from the meeting and will be forwarding to Lori Ruess to include in the County Board packet.

9. Private Sewage.

Jason Grueneberg reported on the Annual Sanitary Permits. He referred to page 39 of the CEED packet. Half the systems put in in 2020 were replacements and the other half were new development. He anticipates 2021 will be very similar to 2020 numbers.

10. Land Records.

Jason Grueneberg shared the Land Information Council meeting was held last Wednesday. This group typically meets once a year, but they are looking at holding quarterly meetings. They discussed budgeting, current fund carryover balance and priorities of current/future projects. Jason explained the requirements of the Council and added the group can make recommendations on the Land information budget, but that would still need CEED approval.

11. County Surveyor. Jason Grueneberg shared currently wrapping up for 2021 public land survey system.

12. Planning.

- a. **Annual Plat Review Report – 2020.** Adam DeKleyn introduced himself and shared that he prepared the Annual Plat Review Report which can be found on page 40 of the CEED packet. The Wood County Land Subdivision Ordinance is administered county-wide within the unincorporated areas of Wood County. The report highlighted:
 - 33% increase in the number of CSM's reviewed.
 - 100% increase in number of lots created by CSM or plat.
 - 50% increase in the number of subdivision plats reviewed.
 - The Town of Saratoga led in land divisions.
 - Top three towns for land divisions – Saratoga, Grand Rapids, and Auburndale.

For more information on the Plat Review, see the link on the Planning & Zoning webpage.

13. Economic Development.

- a. Update on the Rural Economic Development Innovation Initiative. Nancy Turyk reported the draft copy of the REDI plan was sent to CEED and full REDI team and she received a few comments. She asked the CEED Committee's intent for moving forward with the plan. Chairperson Curry commented; now is the time to move forward, with the plan reviewed at the March CEED and an April special order of business at County Board; assuming Board members have copy of the full plan. Bill Leichtnam suggested having a bulleted presentation with a timeline at the March CEED. Dave LaFontaine expressed concerns with the "2020" dates in the plan and requested a reference for all the acronyms in the plan. Nancy shared the 2020 dates are correct as many of the initiatives were implemented in 2020 and are underway. It was suggested that (ongoing) be noted after the 2020 dates. Dave LaFontaine added the plan is a very extensive and well prepared document.
- b. North Central Wisconsin Regional Planning Commission update. Jason Grueneberg stated Carrie Edmondson will be giving a NCWRPC presentation next on the agenda. He added that he attended a Directors meeting this past week along with Supervisor LaFontaine. He reported briefly on the 2021 work programs and outlined what projects are included for Wood County. Supervisor LaFontaine added the approval of the updated Comprehensive Economic Development Strategic plan will pretty much fall within the REDI plan and many statics in the comprehensive plan are very valuable. He added there is a need to get increased dollars to partners as well as the importance of Wood County Planning and Zoning budgeting more Economic Development money in 2022.
- c. North Central Wisconsin Regional Planning Commission Presentation on Regional Recovery work, Carrie Edmondson, Planner. Carrie Edmondson, Planner with NCWRCP gave a PowerPoint presentation. She explained the North Central Wisconsin Planning Commission provides regional and local assistance in areas of economic development, grant writing, GIS, intergovernmental coordination, land use and community planning and transportation. The presentation covered objectives, background, COVID-19 Economic Impact and CARES Act. COVID was the largest economic shock since the Great Depression. The NCWRPC was awarded a grant through the CARES Act. She highlighted the five "umbrellas" that grant money will be used for;
 - 1) Regional Recovery Plan
 - 2) Update of CEDS (to include recovery and resiliency)
 - 3) Regional Health Pandemic and future Response document
 - 4) Business and Industrial Park Inventory
 - 5) Technical Assistance and Planning Support.The grant has assisted locally with the City of Wisconsin Rapids Recovery and Resiliency Project and McMillan Memorial Library remodeling project. Bill Clendenning shared that McMillan Memorial Library did not accept the grant money as it would delay construction.

14. Extension.

- a. General Office Update. Jason Hausler gave a brief general office update, not specific to Wood County but may have an impact on Wood County.
 - He gave an update on the suggested \$50 donation to the Wisconsin Extension Association (WEXA).
 - Projected in person programming at 25% or less could affect some Extension summer and spring activities.
 - Early reports indicate the State budget is looking better than projected.
 - He received a call from Dale Christianson, Central WI State Fair regarding Extension's partnership with county and district Fairs. Jason noted that Extension is committed to assisting with the County Fair in areas where they can. He added that County Board Chairperson Lance Pliml is serving on the new Fair Advisory Committee.

Jason answered questions from the CEED and briefly explained the history of the Ad Hoc Fair Association.

- b. Situational Analysis Debrief. Jason Hausler gave an update on the Situational Analysis. He mentioned following the January 19th special CEED meeting to discuss the Situational Analysis, he received an email from Supervisor Hahn regarding vaccination education. There is a vaccination education webinar today (February 3rd) at noon for Extension colleagues and community partners. Jason also reached out to Sue Kunferman, Health Department Director, to let her know Extension is available as an education resource. Marathon, Clark and Portage counties are holding discussions in February and the kick off meeting with staff will be the middle of March. Jason will have the report to CEED by July.
- c. Educator Presentation – Rachael Whitehair, Natural Resources Educator. Rachael Whitehair gave a PowerPoint presentation on Understanding Extension's Role in Farmer-Led Watershed Councils. Covered in the presentation was the important role Farmer Led Councils play in addressing non-point source pollution and how to better understand how Farmer Led Councils function as an organization. She also gave an update on the Central Wisconsin Farm Profitability Expo.

15. Schedule Next Meeting.

The next regular CEED meeting is scheduled for Wednesday, March 3, 2021 at 9:00 a.m. at the Wood County Courthouse in Room 114.

16. Agenda items for next meeting.

- A. Chairperson Curry will talk to Nancy Eggleston and Health Department.
- B. Agenda items are due February 24th.

17. Adjourn. Chairperson Curry declared the meeting adjourned at 11:45 a.m.

Minutes by Lori Ruess, Land & Water Conservation Department

Committee Report

County of Wood

Report of claims for: Extension

For the period of: February 2021

For the range of vouchers: 30210008 - 30210013

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
30210008	AMAZON CAPITAL SERVICES	4-H Program Materials	02/09/2021	\$28.96	P
30210009	UW SOIL TESTING LAB	Soil Testing Charges	02/09/2021	\$16.00	P
30210010	GRAZE	Ag Subscription Renewal	02/23/2021	\$54.00	
30210011	WAL-MART COMMUNITY/SYNCB	February Statement - FoodWise	02/23/2021	\$28.91	
30210012	HUBER LAURA	February Expenses	02/23/2021	\$71.12	
30210013	TURYK NANCY	February Expenses - Conference	02/23/2021	\$375.00	
Grand Total:				\$573.99	

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: DECEMBER 2020 (3)

For the range of vouchers: 18200299 - 18200301

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
18200299	J & S PROCESSING LLC	WLD - VENISON PROCESSING	12/31/2020	\$320.00	P
18200300	PITTSVILLE MEATS	WLD - VENISON PROCESSING	12/31/2020	\$720.00	P
18200301	CARBO CERAMICS INC	NMM - RETURN FINANCIAL ASSURAN	12/31/2020	\$4,500.00	P
Grand Total:				\$5,540.00	

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: FEBRUARY 2021

For the range of vouchers: 18210028 - 18210033

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
18210028	AMAZON CAPITAL SERVICES	WLD - ABATEMENT MATERIALS	01/27/2021	\$293.77	P
18210029	NORTH CENTRAL LAND & WATER CONSERVATION	LWC - 2021 DUES	01/28/2021	\$200.00	P
18210030	STAPLES ADVANTAGE	LWC - STAPLES	01/28/2021	\$101.69	P
18210031	STAPLES ADVANTAGE	LWC - OFFICE SUPPLIES	01/28/2021	\$18.29	P
18210032	GOLDEN SANDS RC D	LWC - 2021 DUES	01/20/2021	\$800.00	P
18210033	US BANK	LWC/WLD/NMM TRAINING/ENV ED	02/17/2021	\$779.00	
Grand Total:				\$2,192.75	

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: February 2021

For the range of vouchers: 22210010 - 22210024

Voucher	Vendor Name	Nature of Claim	Doc Date	Amount	Paid
22210010	WOOD COUNTY CLERK OF COURTS	PS-Small Claims Filing (7)	01/27/2021	\$696.50	P
22210011	INDUSTRY SERVICES DIVISION	PS-State Sanitary Permits(Jan)	01/31/2021	\$300.00	P
22210012	CARMODY SOFTWARE INC	PS-Upgrades/Services (Feb)	02/01/2021	\$299.00	P
22210013	BOYER KEVIN	SU-Services Per Contract (Feb)	02/02/2021	\$833.00	P
22210014	CLOUDPOINT GEOSPATIAL INC	LR-Building Footprints	01/31/2021	\$3,790.00	P
22210015	WLIA	LR-2021 WLIA Membership	02/08/2021	\$200.00	P
22210016	WLIA	LR-WLIA Spring Conference	02/08/2021	\$125.00	P
22210017	WOOD COUNTY CLERK OF COURTS	PS-Small Claims Filing (5)	02/08/2021	\$497.50	P
22210018	STAPLES ADVANTAGE	PL-Office Supplies	02/10/2021	\$39.79	P
22210019	MID-STATE TECHNICAL COLLEGE	PL-Training (Adam)	02/09/2021	\$42.00	P
22210020	WOWRA	PS-2021 Membership Dues	02/11/2021	\$75.00	P
22210021	AMAZON CAPITAL SERVICES	PS-Office Supplies	02/12/2021	\$109.99	P
22210022	WCCA (COUNTY CODE ADMINISTRATORS)	PS-2021 WCCA Membership Due(3)	02/16/2021	\$100.00	P
22210023	US BANK	Credit Card Charges	02/17/2021	\$320.70	
22210024	WOOD COUNTY CLERK OF COURTS	PS-Small Claims Filing Fee(10)	02/16/2021	\$995.00	P
Grand Total:				\$8,423.48	

Signatures

Committee Chair:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:

Committee Member:



CEED Committee Report

February 2021

LAURA HUBER

Extension Wood County, 4-H Program Coordinator

- Contributed to statewide Virtual Learning Community with the WI 4-H Virtual Educational Programming Team and related sub-committees (1, 8, 15, February)
- Met with Jason Hausler for annual performance review (1 February)
- Attended Wood County 4-H Leaders Association meeting (1 February)
- Participated in the WI 4-H Club Leader Support Committee meeting (2 February)
- Participated in training for the new 4-H staff resource sharing space (3 February)
- Attended the WI 4-H Northern Regional 4-H virtual gathering and 4-H Online 2.0 training (4, 18 February)
- Helped facilitate LEGO Club (7, 14, 21, 28 February)
- Planned Winter Teen Leadership Camp with colleagues (4, 11 February)
- Continued to work on revising and developing state 4-H policy as part of the WI 4-H Policy Advisory Standing Committee (8, 22 February)
- Delivered valentines to the WIR Meals on Wheels site (8 February)
- Delivered valentines to the Marshfield Meals on Wheels site (9 February)
- Attended the WI 4-H Program COVID meeting (9, 23 February)
- Completed "Zoom Co-Pilot Flight School" through UW-Madison Division of Extension (9, 16, 23 February)
- Co-facilitated Winter Teen Leadership Camp orientation (9 February)
- 4-H Marketing JAM Session meeting (10 February)
- Attended WI 4-H Shooting Sports informational meeting for staff and volunteers (10 February)
- Joined statewide 4-H Program meetings (11, 25 February)
- Co-facilitated "Rock a Virtual Project Meeting" training for 4-H volunteers in Sheboygan County (11 February)
- Delivered valentines to care homes (12 February)
- Worked with colleagues from 6 other counties to create a fun, educational, and engaging virtual Winter Leadership Camp (12-13 February) for 46 youth from 16 counties
- Met with Art Club to help them plan and run countywide "Buggles" program (14, 28 February)
- Met with the WI Statewide Shooting Sports Committee to discuss volunteer certification in the time of COVID (15 February)
- Led the Wood County Cloverbuds program (15 February)
- Attended the Central WI State Junior Fair Board meeting (17 February)
- Completed annual review trainings on "Reflections and Focus for Employees" and "Ready, Set, GOAL!" (18, 24 February)
- Attended training for Foldscopes (we received 25 free folding microscopes from PBS Wisconsin for Wood County 4-H program) (22 February)
- Met with colleagues from Clark and Marathon counties to discuss possible summer camp options (24 February)
- Appeared on WFHR radio to talk about upcoming Project Discovery Month (an alternative to Project Discovery Day) (25 February)



Special COVID-19 Educational Programs:

- Worked with clubs to plan, write, submit, and modify in-person meeting proposals for state approval.
- Lego Club, a teen-led virtual club. I attend to ensure safety of participants and to support the teen leader.
- Art Club, a teen-led virtual club. I attend to ensure safety of participants and to support the teen leader.

Ongoing Responsibilities:

- Working cooperatively with state programs and club leaders and volunteers to address insurance and other logistical questions
- Updated and maintained the Wood County 4-H, WI Facebook page which currently has 985 followers.
- Assisted with maintenance of the Central WI 4-H Shooting Sports Facebook page which has 358 followers
- Updated and maintained the Wood County 4-H Instagram page with currently has 41 followers
- Responded to communications to the office including general questions, 4-H enrollment, planning meetings, etc.
- Ongoing assistance for new leaders and the volunteer background checks

MATT LIPPERT

Extension Wood & Clark Counties, Agriculture Agent

- I moderated the Badger Dairy Initiative; a podcast held each Tuesday at 1:00. This month I was involved with presentations on high quality and alternative forage crops.
- I participated in the DNR/Extension CAFO update meetings, there were 4 sessions/ 2 hours each.
- I participated in the Midwest Forage Association winter virtual conference, also a multi-day event.
- I participated in a Faculty town hall meeting discussing an initiative from faculty to encourage the UW foundation to invest in green technologies and to divest from firms utilizing fossil fuels.
- interviewed on the Extension hour on WDLB and WFHR radio.
- I answered phone calls about land rent, household pests, weed and plant identification, soil test interpretation and grass-fed beef and dairy products.
- I have updated producers about upcoming deadlines for USDA-FSA stabilization programs related to the coronavirus pandemic.
- I participated in a zoom on cover crops, zone-tillage spring seeding of annual forage blends, corn silage hybrid selection and management, grass varieties and nutrient management.
- I am preparing an educational session for Mid-State Technical College and udder health and milk quality featuring the UW Marshfield Agriculture Research Station, which recently received national recognition for their milk quality program.
- I reviewed a fellow faculty member for the annual review process.
- I provided information to the market animal sale committee on carcass ultra-sound scanning.
- I have promoted winter meetings such as Heart of the Farm Coffee Klatches, farm management meetings, dairy meetings, and livestock meetings by postcard and of social media.
- I advised the Marshfield Chamber Agri-Business Committee on their outreach efforts including the Farm Show that was held at the Marshfield Mall this month.



NANCY TURYK

Extension Wood County, Community Development Educator

Economic Development

- Met bi-weekly with the Wood County economic development recovery group to collaboratively address current topics associated with the economic development recovery and pandemic-related needs and opportunities.
- Shared information about economic recovery business support opportunities by emails, telephone, and web conferencing conversations primarily with Wood County towns/villages/cities, chambers of commerce, visitor and convention bureaus, Mid-State Technical College, UW-Stevens Point@Marshfield, Ho-Chunk Nation, agricultural staff, Wood County health and planning and zoning departments.
- Scheduled and facilitated the working groups within the Wood County REDI team to complete the development County's REDI plan. The plan was reviewed by the full REDI team and will be reviewed by the CEED committee during their March meeting. Incorporated recommended changes to the plan from REDI team.
- Facilitated a meeting on outdoor recreation in Wood County to discuss how to enhance advertising to increase visitors to the county.
- Discussed the PPP program on WFHR radio program.
- Attended the Governor's Economic Development Conference hosted by WEDA.
- Attended Bridging the Digital Divide for an Inclusive Future webinar.
- Attended UW-Madison Extension Lunch-n-Learn: First Look at Survey of Wisconsin Residents Experiences During the COVID-19 Pandemic.
- Attended Small Business Assoc. webinar about the new PPP program.

Energy and Resiliency

- Reviewed materials and programs related to energy efficiency and renewable energy and shared relevant information with Wood County staff.

Local Community Initiatives

- Participated in meetings for Wisconsin Rapids' cultural program with assistance by students in UW-Madison's UniverCity program.
- In addition to routine collaborations and conversations with County staff, I kept informed about the County by reading county email updates, county committee packets, local newspapers, listening to the County Board and CEED committee meetings, and in discussions with Wood County employees and supervisors.

UW-Madison Extension

- Participated in virtual meetings with UW-Madison Extension Dean, Community Development Institute, and Wood County staff.
- Continued working with the core team working on the development of a community resilience menu and Train-the-Trainer course through the UW-Madison Extension Climate Change Leadership Team.
- Attended UW Climate Impacts Grp Building Climate Resilience During COVID-19 Recovery webinar
- Met with the Water Week planning team to complete the scheduling of speakers for the climate change track.
- Attended Wisconsin Academy's "Turtle Island Confederacies: Relationships and Balance".



- Participated in training for Wisconsin Water Week.
- Participated in Wisconsin Dept. Health Services' Climate Change - Science Advisory Team meeting.

ALLISON JONJAK

Extension Wood County, Cranberry Outreach Specialist

- Reviewed feedback from Cranberry School.
- Planned February Virtual Brown Bag, featuring Business Management and Strategic Thinking.
- Planned for 2021 growing season trials of insecticides, herbicides, and fungicides.
- Incorporated feedback into process for allocating research space at the Wisconsin Cranberry Research Station.
- Coordinated with Ocean Spray about crop residual trials.
- Joined WSCGA Education Committee to propose educational video series and plan upcoming events.
- Scheduled April Cranberry Mini-Clinic with researchers.
- Coordinated with fruit team (Entomology, Pathology, Weed Science, Physiology) to coordinate with county agents on joint projects.
- Hosted grower and USDA-ARS discussion on phenology and dissolved oxygen sensors.
- Attended Pacific Northwest Cranberry Congress (virtually).
- Attended Irrigation Water Management WISP training.
- Made contacts within DATCP as current cranberry nutrient management trainer is leaving the organization.
- Hosted February Virtual Brown Bag Seminar.

JACKIE CARATTINI

Extension Wood County, Human Development and Family Relationships Educator

- Attended the Health Aging Wood County meeting.
- Attended the United Way of South Wood and Adams counties Early Years coalition meeting.
- Attended the North Central Continuum of Care meeting.
- Attended 2 Wood County Stuff the Bus committee meetings.
- Attended the Mental Health First Aide trainers quarterly meeting.
- Attended the 7-week series train the trainer for the WeCOPE mindfulness curriculum.
- Attended the UW-Madison Faculty Senate meeting.
- Attended a post tenure review committee planning meeting
- Attended final interviews for the compliance coordinator.
- Attended HDRI (Human Development and relationships Institute) monthly colleague connect
- Attended a Life Span program planning meeting.
- Taught a 10-session series of the Aging Mastery Program for older adults.
- Attended the Central WI Partnership for Recovery subcommittee meetings, Youth, and housing
- Coordinated and hosted daily "Extension Wellness Moments" and taught 1 session in the month of February.
- Attended the "Racism is a Public Health Crisis Capacity Building" bi-monthly meeting
- Taught the "Just B.R.E.A.T.H.E." mindfulness curriculum with the LEO youth program twice a week for 3 weeks.
- Attended a Department of Extension Administrative committee meeting
- Attended a meeting with the Family Development section



- Attended bi-weekly meetings to present recently authored module on Advanced Directives for a new preplanning for the loss of a loved one curriculum. Covered final edits. Worked on evaluation materials.
- Taught 2 sessions of the 6-part monthly Rent Smart virtual training.
- Attended the Rock County Finance, Investment and Challenge bowl to prepare for the Wood County bowl on February 25th.

Attended multiple zooms on:

- Department of Extension Administrative Committee
- Coordinated daily Extension Wellness moments (M-F at 8:15am)
- Financial Education in the time of Covid team meeting zoom
- Racism as a Public Health Crisis weekly series
- Taking Care of You – Highlights, WeCOPE
- Rent Smart Team virtual learning
- Pre-planning for the death of a loved one team
- Life Span program check-in
- Free Throw Fridays (institute Zoom)
- Institute meetings on changes and programming
- Behavioral health team meeting
- Department/Institute and Associate Dean monthly check-ins
- Bi-monthly stress and coping team meetings

HANNAH WENDELS & KELLY HAMMOND

Extension Wood County, FoodWise Nutrition Educator and Coordinator

- Sent a 4 week series of the virtual Bitmoji classroom nutrition lessons for e-learning students in 3rd grade in the WRPS system (Hannah, 02/01)
- Co-teach a series of 10 weeks of virtual Strong Bodies classes every Tuesday & Thursday morning (Hannah, 02/02)
- Sent indirect education option consisting of pre-recorded nutrition lesson videos to Grove, Howe, and Mead Elementary schools (Hannah, 02/05)
- Completed co-teaching a virtual Kids in the Kitchen class with Ho-Chunk Head Start, made a healthy snack with children and their parents via Zoom, series of 3 lessons - 1 per month (Hannah, 02/17)
- Continuing 8-week professional development training on Policy, Systems and Environmental Change (Hannah, 01/21, ongoing)
- Working with the Food Service Director in the WRPS System to send out a monthly nutrition newsletter to every school in the system using the Harvest of the Month program (Hannah, 02/11)
- Attend Wood County Hunger Coalition virtual meeting (Hannah, 02/18)
- Continue planning and promoting a virtual Kids in the Kitchen class with partner organization South Wood County YMCA (Hannah, ongoing - class begins in March)
- Continue co-teaching Strong Bodies class in both Wood and Portage County that is completely virtual and includes nutrition education as well as strength building (Hannah, 10/19, ongoing)
- Continue work with “Physical Activity/Nutrition for Colleagues in FoodWise” workgroup (ongoing, Hannah)
- Attend virtual FoodWise North Region check in calls (ongoing, Hannah & Kelly, Tuesdays)



- Attend virtual FoodWise State check in calls (ongoing, Hannah & Kelly, every other Tuesday)
- Attend virtual Wood County Extension check in calls (ongoing, Hannah & Kelly, Mondays)
- Attend virtual Extension Area 7 check in calls (ongoing, Hannah & Kelly, every other Wednesday)

RACHAEL WHITEHAIR

Extension Wood County, Natural Resources Educator

- Reached out via phone to Flyte Family Farm and Coloma Farms in the Big Roche A Cri Watershed to invite them to a virtual meeting. This meeting is intended to help form a farmer-led group in this watershed (Feb. 1)
- Met with Scott Bordeau and Rick Georgeson of PACRS to assist them with creating a presentation for their Wisconsin Water Week event (Feb. 2)
- Presented to the CEED committee on programming updates related to reduction of non-point source pollution and water quality improvement (Feb. 3)
- Met with John Exo of UW-Madison, as a part of producer-led evaluation work, I and a colleague (Joe Bonnell of UW-Madison Extension) interviewed John on his experience with farmer-led groups and his opinions of the producer-led program overall including structure, efficacy, major partner roles and contributions, etc. (Feb. 4)
- Met with WI prairie chicken festival planning committee to assist with virtual format creation for this year's festival (Feb. 4)
- Provided an educational session to 14 Mile Watershed Alliance members on utilizing infographic development programs 'Canva' and 'Piktochart' so they are better able to develop flyers and outreach materials (Feb. 9)
- Hosted a session of the Central WI Farm Profitability Expo, presented by David Trimner of Miltrim Farms (Feb. 10)
- Met with the 14 Mile Watershed Alliance to assist with official release of non-profit status to watershed partners and stakeholders (Feb. 10)
- Attended the monthly board meeting of EPPIC to stay updated on farm research plans and assist planning of upcoming agronomist workshop (Feb. 10)
- Gave an interview on WFHR about spring melt and how groundwater is heavily influenced by land use in the spring (Feb. 11)
- I and colleague Joe Bonnell of Extension interviewed Anne Pieffer of UW-Madison about her role in supporting on-farm research among farmer-led networks, this is part of a grander evaluative project (Feb. 12)
- Assisted 14 Mile Watershed Alliance members with development of their Water Week Presentation (Feb. 15)
- Met with Adams Co. Land and Water and Extension staff to continue planning meeting with farmers in the Big Roche A Cri Watershed (Feb. 15)
- Assisted planning of DATCP Producer-led Virtual Conference (Feb. 16)
- As part of a program with the farmers of Mill Creek Watershed group, Ken Schroeder of Portage County and I interviewed Sammi Hoffman, an employee of Jay-Mar in Plover about cover crop options and early user tips for farmers (Feb. 17)
- Interviewed Rick Georgeson of PACRS on his partnership with the Farmers of Mill Creek watershed group as part of a promotional video to showcase the educational programming conducted by this farmer-led group (Feb. 18)
- Attended and helped to host and facilitate the DATCP Producer-led Conference (Feb. 22-23)
- Hosted and facilitated a meeting with Adams Co. conservation staff and farmers in the Big Roche A Cri in an effort to establish a farmer-led group (Feb. 25)

UW-Madison Division of Extension Wood County CEED Report



JANELL WEHR

Extension Marathon & Wood Counties, Horticulture Educator

- **Elevate!** - "Elevate!" was the first ever state-wide kick off event for the Master Gardener Program. The objective was to motivate our volunteers through recognition. The program included MGVs and coordinators from across the state sharing what went well in 2020. Program Manager, Mike Maddox shared his vision for 2021, and 10 volunteers won door prizes. I facilitated in the planning, coordination, and delivery the virtual event. I continue to work with a committee to extend the energy into a Master Gardener Volunteer week in April.
- **Starting Seeds Indoors** - Since the January program had strong interest, I delivered the program again twice in February. Participants were introduced to a variety of seed starting mediums and the requirements for germination.
- **Radio WFHR and WPR Central Time** - I shared key factors to consider when planning the garden for the 2021 growing season and how to start seeds indoors.
- **Planning the Garden** - Since this program was so popular in January, I hosted it again virtually. In this two-part series, participants learned how to choose a good garden site, cultivars best suited for Wisconsin gardens, crop rotation, and making a garden map.

Staff Report for February

Caleb Armstrong

- Attended the nutrient management class in Wausau to help farmers write their own plans.
- Attended the nutrient management class in Spencer to help farmers write their own plans.
- Participated in an online training for grazing and the conservation behind it.
- Attending the “Focus on Forage” Webinar series which is being put on by UW-Extensions which is relating to ongoing conservation in the surrounding areas.
- Attended the David Trimner presentation that was put on by on CWFPE, this presentation covered the leveraging covers and no-till to help one remain profitable. David went in depth and talked specifically of the advantages he has seen on his farm.
- Worked on updating plans and narratives for a couple of farmers who are planning on taking the Nutrient Management course here in Wisconsin Rapids on March 2.
- Participated in a training dealing with TRM grants applications and the correct information that needs to be included when submitting for the refunds based on the corrected practices put into place on farmers land.
- Participated in a two-step series on the basic uses of the CAD program which deals with the engineering side of conservation.
- Attended the monthly citizen groundwater group.
- Worked with the certified nutrient management writer on updating the farms plan for the 2021 year for Flying Dollar Farms.
- Proceeded with the monthly site visits and water stream flow monitoring of the six creeks we are monitoring. This month we were only able to sample 2 out of the 6 streams due to the harsh cold and it freezing up most streams.
- Worked with Shane, Emily, and Klayton on a manure complaint just west of Marshfield. This was due to the fact of winter spreading by a farm and the manure being too close to a nearby well which can lead to contamination when snow begins to melt. In conclusion we asked the operator to plow and move the snow and manure back a couple hundred feet to follow the code of winter spreading.
- Worked on creating a CREP for a new landowner putting some fields into CREP in early April. Had to calculate the amount of erosion, P, and N reduction that converting these cropped fields into CREP would create.

Activities Report for Emily Salvinski

-February 2021-

- **Thursday, February 4.** Processed NMPs. Updated some PI reduction calculations with new NMP info.
- **Friday, February 5.** Completed IT training.
- **Thursday, February 11.** Attended staff meeting.
- **Friday, February 12.** Gathered info for annual report.
- **Monday, February 15.** Started updating basics in farmers NMP.
- **Tuesday, February 16.** Watched video on TRM grand administration. Met with farmer to work on NMP.
- **Wednesday, February 17.** Took manure spreading complaint, checked to see if it was valid. Worked on a log worksheet for farmer.
- **Tuesday, February 23.** Processed checklists. Updated nitrate testing database to complete 2020 map.
- **Wednesday, February 24.** Spent time with coordinating upcoming NMFE class. Went out to take stream flow measurements. Watched a focus on forage webinar.

Staff Report for Klayton Kree
February 2021 (first day February 15th)

- I completed the new hire orientation and benefits paperwork on the first day of hire and completed all forms and such needed to complete.
- I became familiar with the River Block building, LCD office, LCD staff, and my office workspace.
- Began setting up my computer and personalized my filing system. Organized desk files left behind from previous Eng. Tech.
- Was able to participate on a site check with Caleb A. and Emily S. on a landowner complaint of manure application. Few days later, attended farmer meeting with Shane W. and Caleb A. to talk with the farmer who applied the manure and educated them on restrictions and what to do to fix the current problem. The following week, Caleb A. and I went to the site to make sure the farmer followed our guidance.
- Began customizing AutoCAD software to what I am used to, while incorporating the new County system. (I had been using NRCS info the last year working for the NRCS).
- Introduced myself to the DATCP contact, Drew Zelle, and had a few conversations with him about CAD and projects and becoming familiar with each other as we will be working together most often.
- Registered for multiple webinars and trainings including, CAD, stream crossing\fish passage, soil carbon, WI land & water conference, cover crop, woodlot management, and mine reclamation.

***Activities Report for Lori Ruess
February 2021***

- Answered phones and replied to emails
- Reviewed general ledger.
- Reviewed payroll reports and payroll registers.
- Completed January sales tax report and forwarded to Finance.
- Completed two 2020 cost-share reimbursement requests and sent to DATCP for reimbursement.
- Attended February 3rd CEED meeting and completed minutes
- Completed 2020 Final DATCP staff and support reimbursement request and emailed to DATCP.
- Worked with Terry Kafka, DNR on questions regarding Mill Creek TRM grant reimbursement.
- Attended February 11th staff meeting.
- Completed KnowB4 training required by IT.
- Assisted Rod Mayer with the 4th quarter Wildlife Damage Reimbursement Request.
- Completed new CREP contract for 21.31 acres.
- Assisted Klayton Kree with questions on staff report, expense report and general office.
- Completed LWCD payroll percentages and forwarded to Finance prior to the February 11th and February 25th payrolls.
- Sent request to various agencies for 2020 annual report information.
- Started putting together the 2020 Land & Water Conservation Annual Report.
- Completed budget reconciliation of the 2020 LWCD budgets and sent year-end information to Finance.
- Tree and shrub distribution preparation.
- Organized County Board packet and submitted to the County Clerk's office.
- Electronically submitted staff reports and packet materials to the County Clerk's office for the December CEED packet.

Activities Report for Rod Mayer

FEBRUARY 2021

- Continued working on a stored crop deer damage project – obtained estimates for Bag Armor to cover the crop – sent DNR report for price differences between bag armor and building a fence around the area of concern. (waiting to see which route DNR wants to take)
- Continued monitoring and finalizing Non-metallic fees and financial assurance – including contacts with operators, landowners, and banks. Updated spreadsheets and files.
- Finalized “Healthy Forests – Healthy Communities” poster contest. Our 1st place entry for grades 4-6 also tied for 2nd place at the North Central Area contest and received a second trophy. Created a second area contest certificate for winner. Delivered all awards to Auburndale Elementary.
- Researched and obtained fox lights through DNR wildlife funds to use for deterring deer in a stored crop area at night.
- Biometrics screening for wellness program.
- Placed final tree/shrub order to two nurseries and updated spreadsheets for tracking – 25,750 trees/shrubs ordered. (25,175 pre-sold)
- Completed MSHA mine safety training on-line (25 modules total) and received certification for mine safety and first aid for 2021.
- Completed an early enrollment for Act 82 shooting permits on a cranberry marsh – deer getting into beds.
- Contacted two venison donation processors to turn in final paperwork for 2020 – picked up binders from processors – contacted pantries – delivered ground venison to Soup or Socks in Marshfield. Audited all paperwork from processors and pantries – completed final report to DNR. We had 13 deer donated – 338 lbs. of ground venison donated to three Wood County pantries.
- Completed the 4th ¼ wildlife damage and abatement program reimbursement report and sent to DNR.
- Completed WM-40 wildlife program enrollments for three landowners (any claim from the previous year over \$1000 must be enrolled by Feb. 15th). Multiple emails, calls, meeting with, signatures, and maps made for this. Files and DNR database updated.
- On-line CAD course.
- Processed wildlife damage claims from 2020 – claims totaled \$16,265 – obtained crop owner signatures – sent to DNR and updated DNR database.
- Completed input for the department Annual Report.
- Recorded Hemlock Trails Cranberry Fence contract with Register of Deeds. Updated to DNR database – sent landowner and DNR copy.
- Completed initial review for a new Non-metallic Reclamation draft plan – including multiple DNR contacts, township, endangered resources, research, etc. Completed review document and sent to Quest Engineering for fixes needed.
- Landowner discussion for wildlife abatement fence build in 2021 on two cranberry marshes.
- Completed Non-metallic mining annual report to DNR – signature – sent to DNR with their portion of fees for 2020.



Activities Report for Shane Wucherpennig – February, 2021

- **February 1** – Worked with Regional NPS Coordinator to request a variance to NR 151 cost-share practices to fund multiple practice in one year. Field visits, mapping.
- **February 2** – Preparation for CEED mgt. Correspondence with DNR on TRM grant.
- **February 3** – Emails, Phone correspondence, Attended CEED meeting.
- **February 4** – WDNR TRM Administration Webinar. Emails, Phone correspondence
- **February 5** – Emails, Phone correspondence, worked on year end reports
- **February 8** – Worked on preparing projects for new Engineering Tech Position.
- **February 9** – Worked on tracking for MDV Grant program.
- **February 10** – Phone Calls and correspondence, Zoom Meeting. Worked on annual work plan for DATCP.
- **February 11** – Emails, Phone Calls and correspondence, Zoom Meeting.
- **February 12** – Worked on annual work plan for DATCP.
- **February 15** – Training and working with new Engineering technician. Phone Calls and correspondence, Zoom Meeting.
- **February 16** – Field visits, mapping. Attended Wood County Board meeting.
- **February 17** – Virtual Skype meeting with DNR on a local assistance grant proposal.
- **February 18** – Streambank Protection Spreadsheet Webinar. Training with new Eng. Tech.
- **February 19** – Met with landowners to discuss Cover Crops and No-Till. Training with new Eng. Tech.
- **February 22** – Reviewed applications and resumes on applicants for Engineering Tech Position.
- **February 23** – CAD Happy Hour 2 training virtual
- **February 24** - Department Head Meeting Q1
- **February 25** Emails, Phone Calls and correspondence, zoom Meeting.
- **February 26** – Discuss grant contract & Reimbursements with DNR for a Local Assistance grant I received in 2021.

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, Admin Services 5
Victoria Wilson, Admin Services 4

RE: Staff Report for March 3, 2021

1. Economic Development (Jason Grueneberg)

- a. Wood County Economic Development Roundtable – On February 11th and 25th, I facilitated Economic Development roundtable discussions in response to the economic impact of COVID-19 on our economy. Notes from those meetings are attached to this report.
- b. Wisconsin Counties Association Redistricting – On February 9th and 24th, I attended WCA Redistricting webinars on redistricting in Wisconsin. The process of redistricting will be delayed due to an anticipated late release of Census redistricting data. The WCA is facilitating a discussion on how to conduct redistricting process in a unified manner by all counties, and the legislative changes that may be necessary to accommodate this.
- c. Rural Economic Development Innovation Initiative (REDI) – On February 11th, I participated in a REDI planning team meeting to review a draft of the REDI Plan. The plan is an economic development strategy for the County, and will be presented to the Conservation, Education and Economic Development Committee on March 3rd, and to the County Board on April 18th.
- d. Bicycle and Pedestrian Wayfinding Signage – On February 15th, I participated in a meeting to plan for bicycle and pedestrian wayfinding signage for trails in south Wood County. By fall of 2021, Grand Rapids, Biron, Wisconsin Rapids, Port Edwards, Saratoga and Nekoosa will have trail head and additional wayfinding signs installed.
- e. North Central Wisconsin Regional Plan Commission (NCWRPC) Regional Recovery – On February 17th, I participated in a meeting to develop a strategy for regional recovery from COVID-19. The planning process will take place over the next year.
- f. Wisconsin Counties Association Budget Webinar – On February 17th, I participated in webinar facilitated by the WCA that covered many of the items that are included in the Governor's proposed budget.
- g. Marshfield Economic Development Board Meeting – On February 4th, I participated in the Marshfield Economic Development Board

meeting. Some of the agenda items included a presentation on the Marshfield housing incentive program, 2021 Economic Development Strategic Plan, 2021 Budget and Projects, Capital Improvement Plan for 2022-2026, and economic development activity Updates.

2. Planning (Adam DeKleyn)

- a. Land Subdivision - Plat Review – CSM: (4) CSMs were submitted for review/approval. (6) CSMs were approved/recorded. (5) CSMs are pending approval. CONDO PLAT: (1) North Beach at NEPCO Lake Condominium Addendum #2 approved/recorded.
- b. Town of Grand Rapids Comprehensive Plan – Land Use Element and Implementation Element are being prepared for next PC meeting.
- c. Request for Zoning Map Amendment Approval – Town of Marshfield – The town submitted a zoning map amendment/rezone for review/approval on 2/19/21. Request has been reviewed. Staff memo, maps and resolution are attached for CEED and CB reference and action.
- d. City of Marshfield Water Quality Management (WQM)/Sewer Service Area (SSA) Plan Update – WDNR has reviewed and approved the 2020-2040 SSA Plan. The Common Council will take action on the plan in February. Once approved GIS information will be updated and the plan will be distributed. DPZ is responsible for administering plan.
- e. Town of Lincoln Zoning Update – Presented updated official zoning map to PC. An interactive official town zoning map will be available for town and public use.
- f. Town of Sigel Zoning Ordinance – Reviewing draft town zoning ordinance at the request of the Town Zoning Administrator. The town has been working on updates to its zoning ordinance for some time.
- g. Wood County Well Delegation Program – Submitted application materials to WDNR to request approval to administer Level 1 (well location) and Level 5 (well/drill hole abandonment) delegation levels. The goal of the program is to protect Wisconsin's drinking water and groundwater resources by allowing regulation of these activities at the county level, with support and oversight from the DNR.
- h. COVID-19 Operational Planning – Working remotely at times in response to the COVID-19 pandemic. County Planner functions and programs will remain operational as normal. I will be available by phone: (715) 421-8568 or email: adekleyn@co.wood.wi.us.
- i. 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 Annual Parcel Data submission to State
- b. Working on Bi-Annual Ward Data submission to State
- c. Creating interactive and paper maps for Town of Lincoln Zoning – to be used as a blueprint for rest of County
- d. Reviewing PLSS Data for submission to State
- e. Parcel Mapping
- f. Address Mapping

4. Code Administrator's (Jeff Brewbaker and Scott Custer)

01-28-2021 – Inspection report conventional TN: 07; (2) inspection report mound <24" TN: 16; inspection report mound <24" TN: 22; inspection replacement HT TN: 01; mitigation & issued shoreland-garage TN: 07; reviewed shoreland permit TN: 18; GIS meeting*

01-29-2021 – Inspection report HT TN: 11; inspection HT TN:01*; proofed POWTS referral form

02-01-2021 – plan review & issued replacement HT TN: 12; online professional course credits; reviewed shoreland permit w/owner TN: 18; inspection HT TN: 01

02-02-2021 – Inspection report mound <24" TN: 17; inspection report mound <24" TN: 12; inspection report HT TN: 21; updated well delegation submittal; shoreland research TN: 18; soil on-site TN: 01*; Kimball well reading*

02-03-2021 – Vacation (Jeff); we;; delegation meeting; cyber security training; reviewed shoreland permit TN:18

02-04-2021 – Inspection report mound A+0 TN: 11; inspection report mound <24" TN: 19; inspection report conventional TN: 13; inspection report HT TN: 15; TH review TN: 10; maps TN: 06

02-05-2021 – Inspection report conventional TN: 13; (2) inspection report conventional TN: 18; shoreland affidavit TN: 18; review shoreland buffer TN: 18

02-08-2021 – Inspection report system-in-fill TN: 17; inspection report mound <24" TN: 19; inspection report mound >24" TN: 15; inspection report HT TN: 09; inspection report HT TN: 10; review small claim file; reviewed shoreland permit TN: 18

02-09-2021 – Inspection report mound >24" TN: 18; inspection report HT TN: 01; inspection report conventional TN: 13; inspection report mound A+0 TN: 12; inspection report mound <24" TN: 17; inspection report mound >24" TN: 12; review 5 sanitary complaints; GIS database connection setup for POWTS layer

02-10-2021 – Inspection report HT TN: 16; inspection report mound <24" TN 11; inspection report mound A+0 (GeoMat) TN: 10; reviewed new mound <24" TN: 01*

02-11-2021 – Issued renewal conventional TN: 07; inspection report in-ground-pressure TN: 07; inspection report mound <24" TN: 08; inspection report conventional TN: 18; shoreland preservation affidavit TN: 18; review small claims file

02-12-2021 – Court case review & training

02-15-2021 – Inspection report conventional TN: 07; inspection report HT TN: 03 (greenhouse); plan review mound <24" TN: 04*; Citizens Groundwater meeting

02-16-2021 – Inspection report mound <24" TN: 17; soils evaluation, plan review & issued new mound <24" TN: 01; (2) inspection report conventional TN: 18; inspection report conventional TN: 07; review soil report TN: 04 & TN: 21; shoreland mitigation TN: 18

02-17-2021 – Computer training; inspection report HT TN: 22; inspection report conventional TN: 07; (2) inspection report conventional TN: 18 (12 bedroom condo); review conventional TN: 18

02-18-2021 – Inspection report conventional TN: 18; inspection report mound >24" TN: 07; inspection report mound <24" TN: 21; inspection report mound <24" TN: 22; soils evaluation, hydrograph, plan review & issued new conventional TN: 18 (5 bedroom home on Nepco); well reading @ Kimball hydrograph well TN: 13*; plan review mound >24" GFS TN: 11

02-19-2021 – Court case phone call; ½ day vacation (Jeff); plan review mound <24" TN: 21*; proofed small claims court cases

02-22-2021 – Soils evaluation mound <24" TN: 15; plan review & issued replacement mound >24" (eljen system) TN: 11; failing system report MH Park complaint investigation TN: 18; floodplain project plan follow-up TN: 07; review mound >24" TN: 16*; review soil report TN: 18

02-23-2021 – Plan review & issued new mound <24; soils evaluation, plan review & issued replacement mound A+O TN: 21; (2) inspection report conventional TN: 07; review small claim court cases; POWTS review

02-24-2021 – Inspection report mound <24" TN: 08; inspection report mound <24" TN: 15; review soil handbook

*Training purposes for Code Technician.

5. Office Activity (Kim Keech and Victoria Wilson)

- a. Monthly Sanitary Permit Activity – There were 4 sanitary permits issued in January 2021 (1 New, 2 Replacements, 1 Reconnects and 0 Non-Plumbing) with revenues totaling \$3,485. There were 6 sanitary permits issued in January 2020 (3 New, 3 Replacements, 0 Reconnects and 0 Non-Plumbing) with revenues totaling \$2,875.

There were 4 sanitary permits issued through January 2021. For comparison purposes, the following are through the same period for the previous five years: 2020 – 6, 2019 – 5, 2018 – 4, 2017 – 3 and 2016 – 3.

- b. 2021 Tax Refund Intercept Program (TRIP) – As of February 23rd, Wood County received no additional payments for a total of \$0.00 on zero (0) outstanding cases for 2021.
- c. 2021 Maintenance Notices – Septic Maintenance Notices, ATU (Aerobic) Maintenance Notices, White Knight (Aerobic) Maintenance Notices and Farmer Exempt Holding Tank Maintenance Notices are scheduled to be mailed approximately Friday, April 23rd with a due date of Friday, August 13th. There are approximately 3,100 to be mailed between the four notices.
- d. 2020 Program Fee Notices – As of February 23rd, there are 32 property owners that have not paid the \$25 program fee for 2020.
- e. Enforcement Activities Update (Small Claims) – Vacancy checks by office staff for 2020 maintenance enforcement was completed on Thursday, January 21st and Friday, January 22nd.

- i. Small Claims Court Cases Scheduled

Date

Small Claims # Cases & Court Case Type

3/02/2021 (7) Failure to provide Servicing or Maintenance Report (2020)

3/09/2021 (6) Failure to provide servicing or Maintenance Report (2020) and pay \$25 program fee (2020)

3/23/2021 (10) Failure to pay \$25 program fee (2020)

- ii. Small Claims Court Cases Not Scheduled forwarded to Wood Co Corp Counsel – Planning & Zoning Department pending payment to Wood County Clerk to Courts. Check is expected to be cut on Thursday, March 4th.

Date

Forwarded # Cases & Court Case Type

2/23/2021 (10) Failure to pay \$25 program fee (2020)

2/23/2021 (1) Failure to provide servicing or Maintenance Report (2020) and pay \$25 program fee (2020)

- iii. PENDING Small Claims Court Cases – Court Cases are being scheduled in groups of a maximum of ten (10)

Cases & Court Case Type

(12) Failure to pay \$25 program fee (2020)

- f. 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.
- g. Survey Document Indexing Project – There are over 4,000 survey documents that are being indexed with a tentative completion by the end of 2021.
- h. ArcGIS Software Project – Editing addresses in 22 townships.
- i. Kim attended the following meetings/trainings:
 - i. Citizens (Wood County) Groundwater Group on February 15th.
- j. Victoria attended the following meetings/trainings:
 - i. Economic Development Meeting (COVID-19 Recovery) on February 11th & February 25th.

CITIZENS (WOOD COUNTY) GROUNDWATER GROUP MEETING

DATE: Monday, February 15, 2021
TIME: 2:00 p.m.
LOCATION: Teleconference via WebEx

Present: Caleb Armstrong, Ray Bossert, Rhonda Carrell, Bill Clendenning, Scott Custer, Bruce Dimick, Nancy Eggleston, Gordon Gottbeheit, Tamas Houlihan, Ben Jeffrey, Kim Keech, Klayton Kree, Bill Leichtnam, Dan Matthews, Cecile Stelzer-Johnson, Nancy Turyk, Allison Werner, Ken Winters, Shane Wucherpennig and Tim Wuebben.

1. **Call Meeting to Order:** Chair Bill Leichtnam called the meeting to order at 2:01 p.m.

2. **Public Comment:** None.

3. **Correspondence/Updates/Handouts/Reports:**

Bill Leichtnam shared the following at the meeting:

- A. **Neonicotinoids** – Shane Wucherpennig shared that he had a conversation with John Eron. John Eron gave a presentation about 6 years ago and brought neonicotinoid awareness to Friends of Mill Creek. The Land & Water Conservation Department has been working with local farmers the last 6 years to educate the public and farmers on the impacts of using neonicotinoids. Farmers in the Mill Creek Watershed Council has been tuned into farming practices to get away from those chemicals with those neonicotinoids in them. That is why part of the cost share stuff that they focus on pollinating plantings and pollinator pledge with the schools on pollinators which is a kickoff of those original presentations. Neonicotinoids are a class of insecticides chemically related to nicotine and seeds are coated with this product which can get into drinking water. Shane Wucherpennig shared neonicotinoids kills honey bees and pollinators. Many farmers have gone away from seeds coated with the product. Bill Clendenning would like information sent to the Clean Green Action.

Motion by Bill Clendenning to share information on Neonicotinoids to the Renewable & Sustainable Committee for review. Second by Bruce Dimick. Motion carried unanimously by voice vote.

Neonicotinoids makes the entire plant toxic including the leaves, pollen and nectar. Neonicotinoid is meant as an inoculation tool and an immediate insect control.

Farmers do better with pollinators if they could spray later in the evening. Honey bees are out during the day and go back home to the nest late at night which would make it easier on the bees. Tamas Houlihan shared the problem spraying at night is for the aerial applicators because it is not safe spraying at night. Aerial pesticide applicators are part of DriftWatch. DriftWatch registry tool is meant to help pesticide applicators and specialty crop growers communicate more effectively to promote awareness to help prevent and manage drift effects.

Shane Wucherpennig mentioned that the Wood County Land & Water Conservation Department has a Mike Mcquire Drone Video that explains how drones spot treat crop fields. Website link: <https://drive.google.com/file/d/1THlg7WvwpiREx22YYaOoX0SoRry7laNC/view?usp=sharing>

- B. Bill Clendenning commented that the Towns Association has encouraged the Wood County Highway Department to use less salt on roads in order to protect water.
- C. **Rolling Hills Dairy Farm LLC CAFO Court Case** – Wisconsin Department of Justice has reached a settlement which was approved by the Kewaunee County Circuit Court on January 29, 2021. The agreement requires Rolling Hills Dairy to construct a permanent runoff controls in the feed storage area at its facility to provide a greater protection against runoff into the East Twin River in Kewaunee County. The settlement requires Rolling Hills Dairy Farm LLC to pay a settlement in the amount of \$144,000 in forfeitures, surcharges, court costs and attorney fees. Wisconsin Republicans in late 2018 approved a new requirement that the Department of Justice submit settlements to the state

legislature for approval. Wisconsin Department of Justice said that a settlement was reached before civil action was commenced and therefore not subject to the law.

- D. Wisconsin Department of Justice for three other court cases totaling \$37,000:
- Outagamie County case against a dairy farm for manure runoff. Defendants disputed the charges but took various compliance steps.
 - Wood County case against a dairy farm for manure runoff. Defendants disputed the violations but agreed to settle.
 - Chippewa County case over destroying and filling a high quality wetland without a permit. An excavating company has reached a settlement with the Department of Justice but not the property owner.
- E. "Lake Tides" newsletter – Nancy Turyk shared that UW Extension program has a free quarterly email newsletter for people interested in Wisconsin Lakes and surface water. Website link: <https://www.uwsp.edu/cnr-ap/UWEXLakes/Pages/resources/newsletter/default.aspx>
- F. Wisconsin Water Week will be March 8-12 to be held virtually. Cost is \$20 per day. Monday is titled "Water Cycles" presentations in the morning. Interactive sessions in the afternoon. Local groups are asked to share an online local event on Friday, March 12th. 14-Mile Creek Watershed and Tri-Lakes will be presenting on Friday. For more info: <https://www.uwsp.edu/cnr-ap/UWEXLakes/Pages/programs/convention/default.aspx>
- G. River Alliance sent out a press release statewide congratulating Wood County, Portage County and Marquette County on the Clean Water referendum question on the April 6th ballot.
Website Link: <https://voteformcleanwater.com/>
Email Updates: https://secure.everyaction.com/5vqdb7bieo4efi8_8sfqg2
Short Survey: <https://www.surveymonkey.com/r/ffyh2rs?emci=249c8fec-ae6c-eb11-9889-00155d43c992&emdi=400cc971-b96c-eb11-9889-00155d43c992&ceid=7116805>

4. **Action Items:**

- A. Next Steps
What are those next steps? What more can we do?
Bill Clendenning suggested that the Resource Conservation & Development Council should join water groups.
- B. Protecting our ground & surface water with or without legislative support
Wood County Board of Supervisors are voting on a resolution on Tuesday, February 16th "to support efforts of four statewide organizations to introduce 'clean water' measures legislatively this term." The legislative efforts, if successful, would lead to long-term economic and quality of life benefits to the residents of the county. The four statewide organization groups are Wisconsin Land & Water Conservation Association, Clean Wisconsin, The Dairy Business Association and The Nature Conservancy. The goal of the four organizations would be to manage runoff, support farms that meet water quality standards and permit only those agribusinesses that meet the standard, help farmers grow foods with fewer negative environmental impact, encourage innovative farming practices and recognize that on sensitive soils that farming practices must change to protect water resources.
WOOD COUNTY RESOLUTION #21-2-7 passed 16-3.

5. **Roundtable**

- A. Tamas Houlihan – Wisconsin Potato & Vegetable Growers Association received a Wisconsin Producer-Led Watershed Protection Grant to help protect the Little Plover River and Wisconsin River.
- B. Rhonda Carrell – Are there any updates on the MOU?
- C. Bill Clendenning – The last telephone meeting on the MOU was held mid-December.
- D. Ken Winters – UW Madison has installed 15 test wells downstream from fields in Juneau County.
- E. Nancy Eggleston – The next telephone meeting on the MOU is early March.

- F. Bill Leichtnam – Congratulations to Nancy Eggleston who is retiring on March 12th after 30 years of service.
 - G. Cecile Stelzer Johnson – A number of wells to be tested in the Town of Grant.
- 6. **Announcements of members / visitors (upcoming parallel events / meetings)** Upcoming meetings and events were mentioned throughout the meeting.
 - 7. **Future Speakers:** Bill Leichtnam is looking for potential speakers for upcoming meetings.
March – Matt Krueger, Wisconsin Land & Water Conservation Association
 - 8. **Agenda Items for next meeting**
Agenda items should be submitted to Bill Leichtnam.
 - 9. **Next Meeting** Monday, March 15th, 2:00 p.m. (VIRTUAL)
 - 10. **Adjourn Groundwater Group Meeting** Chair Bill Leichtnam adjourned @ 3:12 p.m.

Notes by Kim Keech, Planning & Zoning Office

WOOD COUNTY LAND INFORMATION COUNCIL

MINUTES

Date: Wednesday January 27, 2021 at 9:01 a.m.

Location: Via Webex Teleconference and in person room 105A

Attendees: Ken Curry, Wood County Board District 11 Supervisor; Paul Bernard, Land Information Officer; Al Breu, Wood County Board District 6 Supervisor; Nancy Marti, Real Property Lister; Heather Gehrt, Treasurer; Tiffany Ringer, Register of Deeds; Lori Heideman, Dispatch Manager; Victoria Wilson, Planning & Zoning; Jason Grueneberg, Director-Planning & Zoning; Brian Spranger, First Weber; Bill Clendenning, Wood County Board District 15 Supervisor; Amy Kaup-Director, Information Technology; Dan Brandl-Program Analyst, Information Technology

1. Chairperson Curry called the meeting to order at 9:01 a.m.
2. Introductions. Kevin Boyer excused.
3. Chairperson Curry declared a quorum.
4. Approval of previous meeting minutes (12/8/2020).

Chairperson Curry asked for any additions or corrections to the previous meeting minutes. Having no additions or corrections, motion by Heather Gehrt to approve. Second by Paul Bernard. Motion carried unanimously.

5. 2019-2021 Land Information Plan Project Recap
 - 2020 Orthophotography Acquisition (Completed)
This project was completed in 2020. The information was integrated with our GIS data.
 - Parcel Fabric Maintenance and Accuracy Improvements (Ongoing)
This project is ongoing. There will be constant improvements being made and maintenance to make sure all information is up to date.
 - Indexing of Non-Recorded Documents by Geography (Planned completion 2021)
We have made great progress on this project and have 100% of our plat of surveys, tie sheets and section summaries scanned and indexed to the public land survey system. The goal is to index the following sets of records to consider the project complete in 2021:
 - Original PLSS Survey Notes
 - George Severns (former county surveyor) Compiled Survey Notes
 - Town Right of Way Records
 - DOT Right of Way Plats (not recorded with Register of Deeds)
 - Railroad Right of Way Plats
 - Hydrographic Layer Improvement (Planned Completion 2021)
The goal is to digitize water county wide as well as attributing names to the individual bodies of water to consider the project complete.
 - NG911 (Ongoing)
This project will be included in our next three-year plan. Plans for this year are to improve geometry for the GIS data sets we have and create new ones now that the 2020 air photos are complete. Discussion followed regarding addressing in the county and the way it is currently assigned. Some townships assign their own addresses and Emergency

Management assigns the remainder. This discussion item will be added to the agenda for the next LIC meeting.

- ROD System Upgrades (Completed)
This project has been completed.
- GIS Website, Data Hosting Services, Software & Hardware Maintenance (Ongoing)
This project will always be ongoing as we strive to constantly improve and acquire the latest in technology.
- Research & Mapping of Right-of-Ways (Not Complete)
We are in the research and information gathering phase of this project.
- Historical Tax Roll Scanning (Not Complete)
This project likely will not be taking place this year.
- UAV Technology (Not Complete)
This project will not be acted on this year.

6. 2021 Planned Strategic Initiative Grant Expenses (\$50,000 Total)

- The Land Information Program has three funding sources. These include the base budget of \$100,000; training and education of \$1,000; and the strategic initiative grant, which fluctuates from year to year. The allotment for 2021 is \$50,000.
 - Public Land Survey System (PLSS) Maintenance \$30,000
\$30,000 of the \$50,000 allotment from the strategic initiative grant will be directed towards this project.
 - Next-Gen 911 Readiness \$15,000
\$15,000 of the \$50,000 allotment from the strategic initiative grant will be directed towards this project.
 - Building Footprints \$5,000
\$5,000 of the \$50,000 allotment from the strategic initiative grant will be directed towards this project.

7. 2020 Budget Discussion

Jason Grueneberg gave an overview of the 2020 budget numbers. Discussion and further clarification followed.

8. Public Comment

No public comment.

9. Agenda items for next meeting

Motion by Paul Bernard to have “general addressing discussion with Emergency Management” on next meeting agenda. Second by Lori Heideman. Motion carried unanimously.

10. Next Meeting Date: TBD

11. Adjourn: Chairman Curry adjourned the meeting at 10:17am

Minutes taken by Victoria Wilson, Planning and Zoning Department.



Wood County WISCONSIN

OFFICE OF PLANNING
AND ZONING

DATE: March 3, 2021 Meeting
TO: Conservation, Education & Economic Development Committee (CEED)
County Board of Supervisors
FROM: Adam DeKleyn, County Planner *AD*
RE: Request to Approve Zoning Map Amendment/Rezone - Town of Marshfield

STAFF MEMORANDUM

Introduction:

The Town of Marshfield adopted and administers their own town zoning ordinance. On February 19, 2021 the town submitted a zoning map amendment/rezone to the Wood County Department of Planning and Zoning (DPZ) for review and approval. Request is further discussed herein.

Background:

Wood County adopted the Wood County Zoning Ordinance #700. This ordinance is in effect in all 22 towns within its jurisdiction. In counties having a county zoning ordinance, no town zoning ordinance or amendment of a zoning ordinance may be adopted unless approved by the County Board of Supervisors *Wis. Stat. §60.62(3)(a)*. This rule also applies to town zoning map amendments, also known as rezones.

Analysis:

Existing zoning on parcel # 1100053 is Single-Family Residential (R-1). (*Attachment 1*). The request is to rezone the approximately 4.8 acre parcel to Multiple-Family Residential (R-2). (*Attachment 2*). The purpose of the amendment is to allow for the construction of a 4-plex apartment building. There is no county floodplain or shoreland zoning on the parcel under discussion.

The Town Plan Commission held a public hearing and recommended to approve the aforementioned zoning amendment on February 9, 2021. Subsequently, the Town Board approved the zoning amendment on February 9, 2021. The final step in the process is approval or disapproval by County Board.

Conclusions & Recommendations:

County review and decision concerning approval or disapproval of a town zoning amendment is limited to cases of abuse of discretion, excess of power, or error of law. Based on the information submitted to the DPZ, the Town of Marshfield adhered to the process for zoning amendments as outlined in the Wis. Stats. Additionally, I find no conflict with any county planning and zoning programs or ordinances.

DPZ has reviewed the request and recommends forwarding the attached resolution (*Attachment 3*) to the County Board of Supervisors, approving the zoning amendment to the Town of Marshfield Official Zoning Map, with a favorable recommendation.

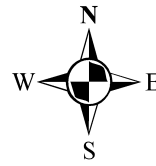
Attachments:

1. Existing Zoning Map
2. Proposed Zoning Map
3. Resolution

(ZA-2021-001)

Attachment 1: Existing Zoning

Town of Marshfield, Wood County, WI
(ZA-2021-001)

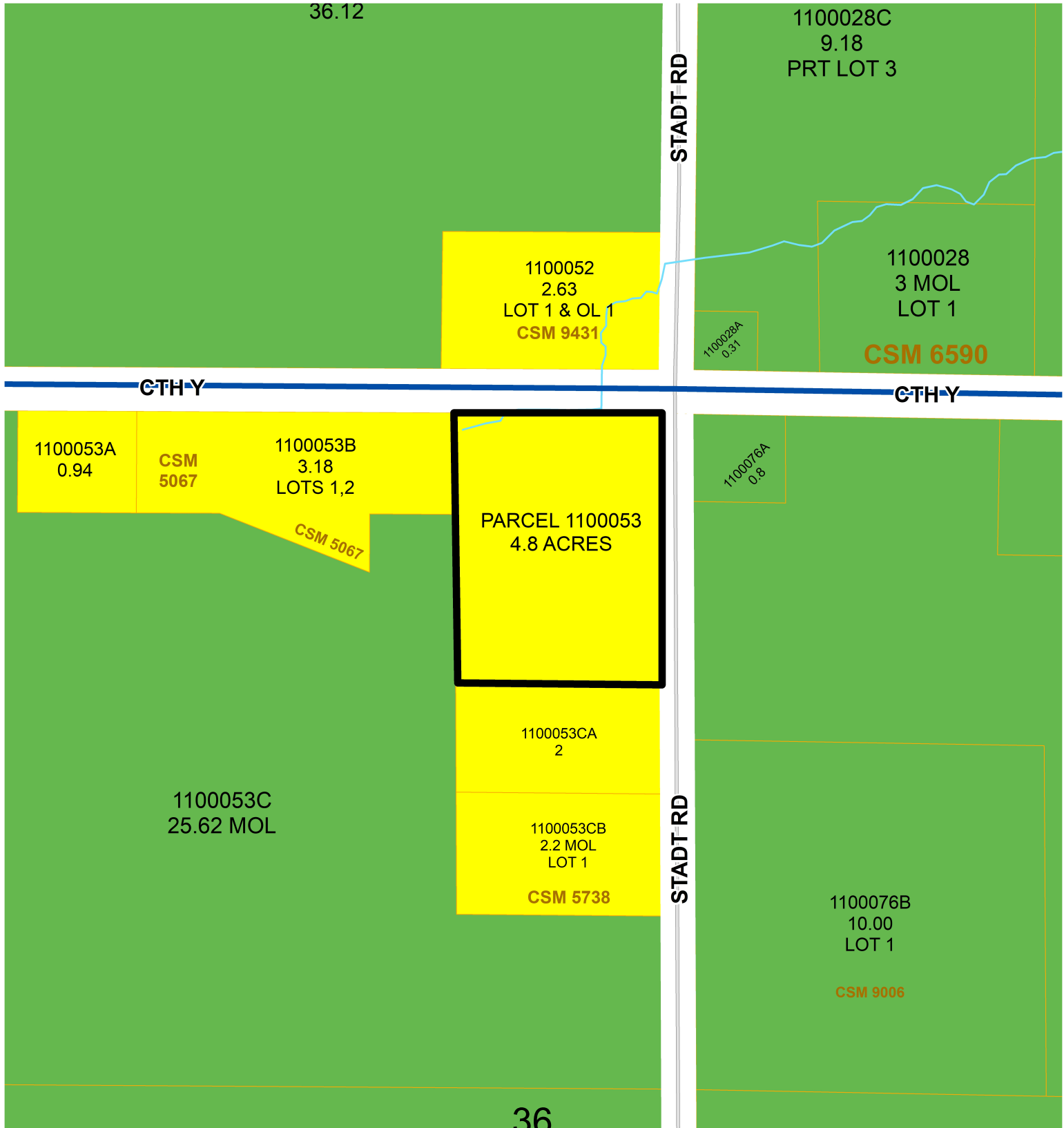


Legend

- Single-Family Residential (R-1)
- Agricultural (A)
- Multiple-Family Residential (R-2)
- Rezone Area

0 125 250 500 Feet

Map produced by the Wood County Department of Planning and Zoning for reference purposes only (AD-2021)



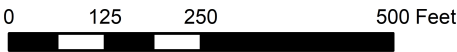
Attachment 2: Proposed Zoning

Town of Marshfield, Wood County, WI
(ZA-2021-001)

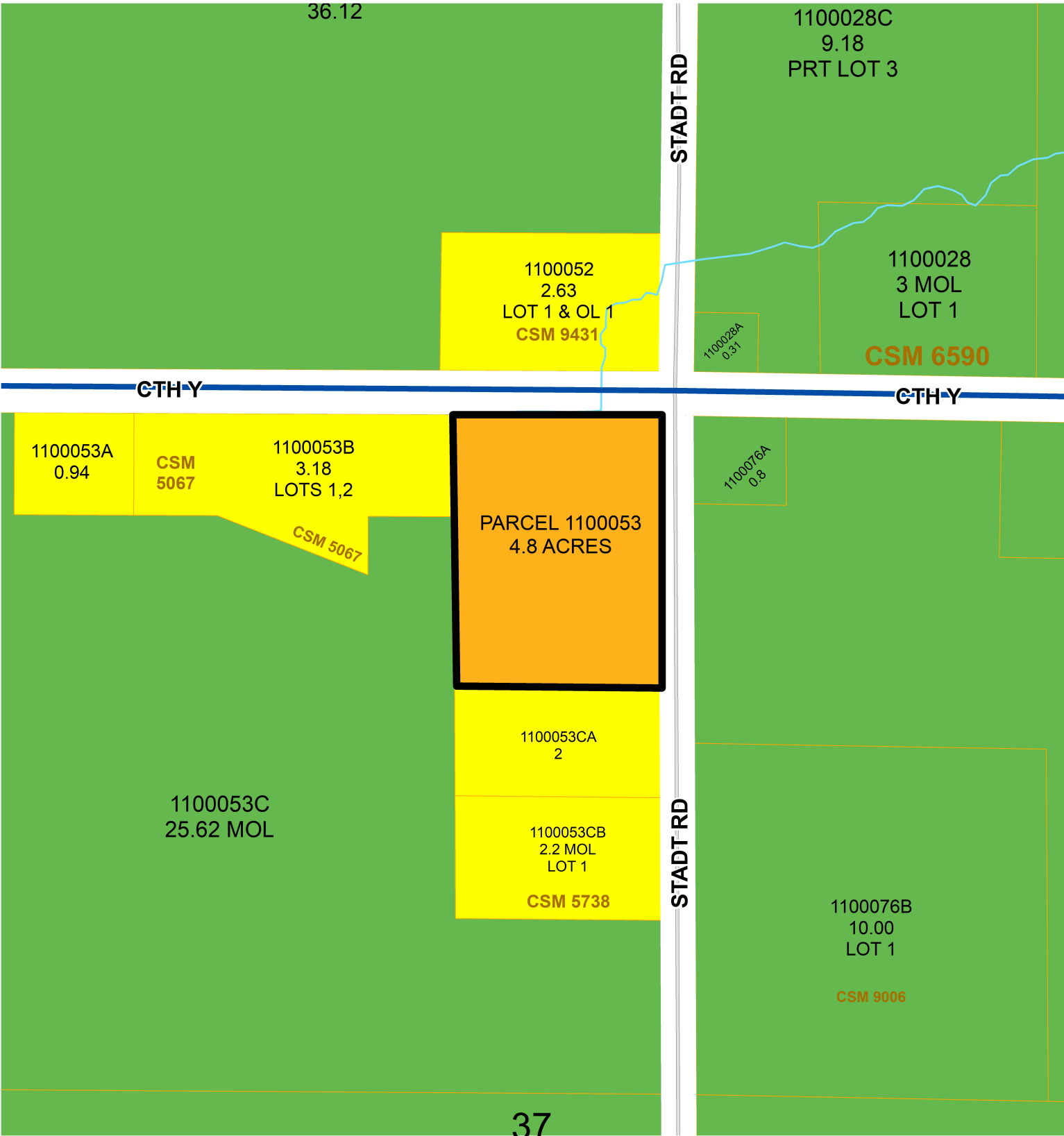


Legend

- Single-Family Residential (R-1)
- Multiple-Family Residential (R-2)
- Agricultural (A)
- Rezone Area



Map produced by the Wood County Department of Planning and Zoning for reference purposes only (AD-2021)





RESOLUTION#

Introduced by CEED Committee
Page 1 of 1

ITEM#
DATE March 16, 2021
Effective Date March 16, 2021

Motion: Adopted: ☐
1st _____ Lost: ☐
2nd _____ Tabled: ☐
No: _____ Yes: _____ Absent: _____

Number of votes required:
☒ Majority ☐ Two-thirds
Reviewed by: PAK, Corp Counsel
Reviewed by: _____, Finance Dir.

ARD

INTENT & SYNOPSIS: Approve a zoning amendment to the Town of Marshfield Official Zoning Map.

FISCAL NOTE: No cost to Wood County. The Town of Marshfield is responsible for any costs associated with administering their town zoning ordinance.

		NO	YES	A
1	LaFontaine, D			
2	Rozar, D			
3	Feirer, M			
4	Wagner, E			
5	Fischer, A			
6	Breu, A			
7	Ashbeck, R			
8	Hahn, J			
9	Winch, W			
10	Thao, L			
11	Curry, K			
12	Valenstein, L			
13	Hokamp, J			
14	Polach, D			
15	Clendenning, B			
16	Pliml, L			
17	Zurfluh, J			
18	Hamilton, B			
19	Leichtnam, B			

WHEREAS, the Town of Marshfield adopted and administers a zoning ordinance to promote the health, safety, aesthetics, comfort, prosperity, and general welfare of the town; and

WHEREAS, pursuant to § 60.62(3)(a) Wis. Stats., in counties having a county zoning ordinance, no town zoning ordinance or amendment of a zoning ordinance may be adopted unless approved by the County Board of Supervisors; and

WHEREAS, on February 19, 2021 the Town of Marshfield submitted a zoning map amendment/rezone to the Wood County Department of Planning and Zoning for review and approval pursuant to the Wis. Stats.; and

WHEREAS, county review and decision concerning approval or disapproval of a town zoning amendment is limited to cases of abuse of discretion, excess of power, or error of law; and

WHEREAS, the Wood County Department of Planning and Zoning reviewed the information submitted by the Town of Marshfield and finds the town adhered to the process for zoning amendments as outlined in the Wis. Stats.; and

WHEREAS, the Wood County Department of Planning and Zoning finds no conflict with any county planning and zoning programs and ordinances; and

WHEREAS, on March 3, 2021 the Conservation, Education and Economic Development Committee (CEED) reviewed the request and recommended approval; and

THEREFORE BE IT RESOLVED, that the Wood County Board of Supervisors, pursuant to § 60.62(3)(a) Wis. Stats., hereby approves the following Town of Marshfield zoning map amendment/rezone:

- (1) Parcel #1100053, (S10, T25N, R3E)
Rezone from Single-Family Residential (R-1) to Multiple-Family Residential (R-2)

BE IT FURTHER RESOLVED, that the Wood County Department of Planning and Zoning forward a certified copy of this resolution to the Clerk of the Town of Marshfield for inclusion in their records.

()

KENNETH CURRY. (Chair)
BILL LEICHTNAM
JAKE HAHN
ROBERT ASHBECK
DAVE LAFONTAINE

Adopted by the County Board of Wood County, this 16th day of March 20 21 .

County Clerk

County Board Chairman

Via: Teleconference

Jason Grueneberg, Wood County Planning & Zoning Director, as facilitator

In Attendance: Matt McLean-Director-Visit Marshfield; Betsy Wood-Managing Director-Incourage; Kristie Rauter-Egge-Community Health Planner-Wood County; Josh Miller-Development Services Director-City of Marshfield; Michelle Boernke-Campus Executive-UWSP@Marshfield; Kyle Kearns-Director of Community Development-City of Wisconsin Rapids; Nancy Turyk-Community Development Educator-UWEX; Victoria Wilson-Administrative Services-Wood County Planning & Zoning

Jason Grueneberg-Wood County Planning & Zoning:

- Reminder that we are not having the PPE meetings on Tuesdays at this time unless a need arises.
- Wood County currently has 191 active cases of COVID-19 and on the state level, we have 20,557 active cases.
- There are still talks about a federal stimulus. President Biden is talking about dividing the stimulus package into several parts in order to get bipartisan support.
- A lot of talk is centering on getting schools back to in person teaching rather than virtual. A lot of discussion focuses on how to accomplish this safely. Please follow this link: <https://www.cdc.gov/mmwr/volumes/70/wr/mm7004e3.htm>. This was a study by Dr. Falk from Aspirus Riverview that was published in the CDC MMWR and featured on Good Morning America.
- The assembly is meeting today to vote on a resolution to end the governor's latest public health emergency and undo the state's mask mandate.
- We continue to hear daily updates on the vaccination roll out. The age group of 65 and older are now eligible to receive the vaccine

Josh Miller-City of Marshfield:

- We are wrapping up things from 2020 and will be completing an economic development recap report.
- We are talking with the Economic Development Board (EDB) about our 2021 projects. Some of the projects include an economic development action plan, the West 2nd Street redevelopment plan as well as a strategic plan.
- We continue to work on the industrial park TIF. Next steps include rezoning some property before we can finalize the TIF with a possible creation date in April.

Matt McLean-Visit Marshfield:

- There will be a farm show taking place on February 17th and 18th at the mall in Marshfield.
- Hotel occupancy remains low. With the roll out of the vaccine, we are starting to see some traveler optimism.
- We are finalizing details to move forward with our sports study.
- We continue to distribute our visitor guide and have gotten some positive feedback.
- We are excited for Power's Bluff to open this weekend.

Kyle Kearns-City of Wisconsin Rapids:

- The Lincoln High School recreation improvements project is continuing to move forward.
- I will be on a call with Stacy Johnson from WEDC and Verso tomorrow. Verso is selling their mill in Duluth. There will be an investment of \$35 million to convert it to the production of cardboard and there will be some local and government incentives of \$2 million. I am hoping to hear some new information on the call tomorrow. There is no new news from the co-op in the last couple of weeks.

Nancy Turyk-UWEX:

- The Public Service Commission gave final approval to go ahead with the solar development in the Town of Saratoga. It will encompass 1200 acres and produce 150 megawatts of power. This is roughly enough to power 33,000 homes. The hope is to have the workforce to perform installation be

local individuals from Wood County. This project will be beneficial to both the Town of Saratoga and the county as there will be monetary income for the next twenty to twenty five years to both. For more information on this project: <https://www.woodcountysolarproject.com/>.

Kristie Rauter-Egge-WC Health Department:

- A vaccination clinic is taking place today at the airport hangar in Wisconsin Rapids. Yesterday was the first drive through clinic in Marshfield at the fire station. We were able to vaccinate 220 people. Those 65 and older are now eligible to get the vaccine.
- We are at the mercy of the state for how many vaccines we receive. There is too much demand so we do not get as many vaccines as we request.

Michelle Boernke-UWSP:

- We are continuing to do mandated COVID-19 testing for faculty, staff and students. We are open to the community for testing as well which takes place on Tuesdays from 8:00am to 4:00pm in Marshfield. An appointment is needed. The testing will go through March for sure.
- We have a new chancellor; he is coming here for a UW commission meeting on February 11th.
- I am meeting with various groups to have discussions to start planning events for 2021.

Discussion on businesses and recovery:

- Chad Schooley, Wood County Parks director, agrees it is a good idea to get the word out and promote what is available to the public as far as parks and outdoor activities in Wood County.
- Powers Bluff will be open this coming weekend with some equipment rentals available from Northward Peddle and Paddle.
- Is there a way to promote that we have had a mild winter and encourage people to get outdoors?
- Discussion took place to start a smaller group that can talk about how to encourage people to get outdoors and promote the available activities. Nancy will head up getting this group together.

- Next EDR meeting: Thursday February 11th, 2021 at 9:00am via teleconference

Adjourned at 10:00 am

Via: Teleconference

Jason Grueneberg, Wood County Planning & Zoning Director, as facilitator

In Attendance: Matt McLean-Director-Visit Marshfield; Angel Whitehead-President-Heart of Wisconsin Chamber of Commerce; Scott Larson-Executive Director-MACCI; Betsy Wood-Managing Director-Incourage; Kristie Rauter-Egge-Community Health Planner-Wood County;; Michelle Boernke-Campus Executive-UWSP@Marshfield; Kyle Kearns-Director of Community Development-City of Wisconsin Rapids; Craig Bernstein-Manager-Workforce Development-MSTC; Dennis Lawrence-Executive Director-North Central Wisconsin Regional Planning Commission; Jennifer Resch-Director Economic & Community Development-UWSP; Nancy Turyk-Community Development Educator-UWEX; Victoria Wilson-Administrative Services-Wood County Planning & Zoning

Jason Grueneberg-Wood County Planning & Zoning:

- Wood County currently has 156 active cases of COVID-19. The statewide average has dropped 68% over the last month.
- So far, 822,910 vaccines have been administered.
- Schools are going back to in person learning sometime in March.
- The stimulus package is still being discussed.
- The jobless claims for the week ending February 6, were at 793,000. Throughout the pandemic, we have seen 40% of the workforce file for unemployment.
- The multi stakeholder cooperative idea is still moving forward with looking to purchase the Verso Mill.

Scott Larson-MACCI:

- We are working on updating *Marshfield In Motion*. We use this promotional piece for economic development retention and recruitment. We are hoping to have that out by March or April.
- We have fielded some calls for the Paycheck Protection Program from our local businesses.
- We had a meeting with the Pittsville business group last night.
- We are looking at starting our programming back up in March and moving forward.
- We had our annual meeting virtually in late January.

Matt McLean-Visit Marshfield:

- This weekend there is a farm show at the mall in Marshfield.
- Hotel occupancy remains low. A report for January shows the average occupancy is around 35%.
- We have engaged with The Huddle Up Group to take an in-depth look at the sports tourism market in the Marshfield area. We are also having a feasibility study to find out what it would take to build a new winter sports complex.
- We continue to distribute our visitor guide. Distribution to individuals has doubled from last year.
- We are promoting our downtown jurustic trail. This will feature outdoor art pieces from local artist Clyde Wynia. For more information go to: <https://visitmarshfield.com/discover-art-on-the-downtown-jurustic-trail/>.
- The Powers Bluff giveaway went very well. We gave away two packs of four passes. Due to the large number of people engaged, we will likely do this again.
- We have a new business downtown. This is a new record store named "Good Day Sunshine Record Shop".

Kyle Kearns-City of Wisconsin Rapids:

- We recently applied for a grant for \$180,000 from the Economic Development Administration to assist with planning efforts in relation to the idling of the Verso Mill. We received a letter two weeks ago from the EDA indicating that the application merits further review. We responded to that and we are

hopeful that we will be awarded the funds. From there we will draft a Request for Proposal (RFP) to hire a consultant.

- We recently annexed some property for the high school quad complex project. That project will be moving forward this year

Nancy Turyk-UWEX:

- We do have a draft plan. The REDI team will be reviewing the plan at 1:00pm today. From there it will move on to others for comment and review.

Kristie Rauter-Egge-WC Health Department:

- We have been putting out a lot of press regarding our challenges and successes with the vaccination roll out. Unfortunately, we had to cancel our drive through clinic in Marshfield last week due to the low number of vaccines we received. We have been told to expect a 20% increase in our allotment in the month of March for April. From there we can expect a 25% increase in our allotment in either May or June.
- We know that about 1 out of 3 seniors, ages 65 and older, have received their first dose of the vaccine.
- We hope to continue holding vaccination clinics at least twice a week.
- The CDC is stating that if people are fully vaccinated, they will not have to quarantine if they have been in contact with someone who is positive for the virus. We are waiting to hear what the state says about this before putting any information out.
- There will be an emergency use authorization meeting on February 26th with the FDA whether to approve the Johnson and Johnson vaccine. The Johnson and Johnson vaccine efficacy rating is a little lower compared to the Moderna and Pfizer vaccines. Astra Zeneca is also working on a vaccine.
- There has been a recent study on double masking. The report states that wearing a surgical mask along with a cloth mask is shown to be effective in preventing spread of particles from coughing.

Michelle Boernke-UWSP:

- We are continuing to do mandated COVID-19 testing for faculty, staff and students. We are open to the community for testing as well which takes place on Tuesdays from 8:00am to 4:00pm in Marshfield. An appointment is needed. The testing will go through March for sure.
- The arboretum at UWSP Marshfield has groomed trails and is open to the public. Information on this can be found at: <https://www.uwsp.edu/marshfield/community/Pages/arboretum.aspx>.
- We also have Marve, the marauder statue, by the Phy-Ed building. This is also a piece of artwork donated by Clyde Wynia.

Betsy Wood-Incourage:

- Incourage is pleased to support Three Bridges Recovery Wisconsin, Inc. with a grant award of \$2,500.00 to support a \$1:\$1 matching grant for the organization's operating expenses. This grant supports donations received, February 10, 2021 through the end of the month. If you'd like to support their work and are able to do so, please join this grassroots fundraising effort by making a contribution to Three Bridges Recovery

Dennis Lawrence-NCWRPC:

- At the same time of the application to EDA, we applied to the WEDC for \$180,000 as a local match. This is on the verge of being finalized through their underwriting department.
- We were in discussions with McMillan Library looking at a potential EDA grant application. Due to timing, McMillan is moving forward with their renovations without the grant funding.
- We are kicking off a bike and pedestrian planning effort for the county with part of a transportation enhancement grant from the DOT.
- We are also kicking off an outdoor recreation plan in Pittsville.
- Regionally we will be kicking off our regional recovery plan effort for our ten county region. This will look at the effects of COVID-19 on the area.

- Next EDR meeting: Thursday February 26th, 2021 at 9:00am via teleconference

Adjourned at 9:53 am



RURAL ECONOMIC DEVELOPMENT PLAN FOR WOOD COUNTY WISCONSIN

February 2021

ACKNOWLEDGEMENTS

It is with sincere appreciation that the assistance of the following organizations and individuals are recognized for their contributions in developing Wood County's first Economic Development Plan. The completion of this plan could not come at a better time considering the extreme economic challenges everyone is facing due to the COVID-19 world pandemic. As important as the completion of this plan is, equally important is the collaborative process that was used to develop it. Through this process Wood County has further developed its economic development capacity and has identified priorities and a coordinated approach to grow the economy and strengthen quality of place in Central Wisconsin.

United States Department of Agriculture (USDA) Rural Development

Purdue University - Extension

University of Wisconsin – Madison, Division of Extension

Wood County Board of Supervisors

Wood County Conservation, Education and Economic Development Committee

Wood County Core Team Members

Wood County Rural Economic Development Innovation Initiative Planning Team

Wood County is located in the geographic center of the state of Wisconsin. The 793 square-mile County is comprised of four cities, eight villages, 22 townships, and 17 unincorporated communities. Wood County has two distinct and unique population centers at opposite corners of the County; the city of Marshfield in the northwest has a population of 18,400 and Wisconsin Rapids in the southeast has a population of 17,800. Historically, development in the County has generally occurred at higher rates around those two population centers, as well as in the other smaller cities of Pittsville and Nekoosa, and the eight villages. The County is located near major State Highways and Interstate 39.

The 2018 population of Wood County was 72,904 and is projected to decrease by 563 in the next five years. The projected population decline is concerning, and relatively unique considering that many of the surrounding counties are projected to experience some level of population growth. The average age continues to rise due to out migration of youth, a decrease in birth rates, and increased life expectancy. With an aging and decreasing population, the County faces the challenge of having an adequate workforce available to meet future demand which will also affect quality of life.

In response, this plan was developed to enhance the economic vitality of Wood County by projecting future needs, identifying strengths, and addressing some of the existing barriers. The plan focuses on initiatives for bettering the quality of life and economic development. They include ensuring robust technology infrastructure exists throughout the county for residents and businesses, developing a plan to address the housing needs throughout the County, developing a branding strategy, supporting Central Place initiatives to provide one site that promotes arts, cultural assets, and entertainment, developing a combined countywide outdoor recreational trail/boat access/beach map to increase use and attract tourists and new residents, establishing an entrepreneurial "ecosystem", and transforming the economic development network to a collaboration economic development group. These efforts are substantial and many of the initiatives are already underway. Key to their success will be the collaboration among local, regional, and state professionals and programs and their ability to build capacity with local residents and businesses.

The REDI team recognizes that enhancing the economic robustness within the County requires that just and equitable conditions are present and embedded throughout the implementation of this plan. These intentions should be embedded within all processes, including but not limited to: the selection of committee members to ensure many voices and perspectives are included, heard, and acted upon, choices employed when developing informational networks and outreach strategies, and nurturing a welcoming and inclusive environment among partners and throughout the County.

CONTENTS

Acknowledgements	1
Executive Summary	2
Wood County Economic Development Collaborative	4
Community Economic Analysis, Wood County, July 2020	6
Regional Demographic Overview.....	6
Population.....	6
Educational Attainment.....	7
Unemployment Rate.....	8
Crime.....	8
Median Income	9
Income & Poverty.....	10
Workforce Inflow & Outflow	10
Economic Overview	10
Purpose of the Wood County REDI Plan	20
Wood County REDI Plan Goals	21
Economic Development Goal: Develop a diverse and sustainable economy in Wood County	21
Goal: Transform the economic development network to a collaboration economic development group	21
Goal: Establish an entrepreneurial “ecosystem” in Wood County through increased support, communication, and collaboration.	21
Quality of Place Goal: Wood County is a vibrant and diverse community to live, grow, work, and play. ...	25
Goal: Ensure robust technology infrastructure exists throughout the county for residents and businesses Including Broadband, internet, and cell coverage.	25
Goal: Develop and Implement a plan to ensure housing needs are met throughout Wood County.....	29
Goal: Develop a branding strategy to let others know that Wood County is a vibrant and diverse community to live, grow, play, and work.	31
Goal: Support Central Place initiatives to provide one site that promotes arts, cultural assets, and entertainment in Wood County.	33
Goal: Develop a comprehensive countywide outdoor recreational trail/boat access/beach map to increase use and attract tourists and new residents.....	34
Quality of Place - Additional initiatives.....	35
Update the Wood County Comprehensive Plan	35
Improve health outcomes by complimenting the Wood County Community HHealth Improvement Plan	35
Improve health, equity, and resilience and decrease operating costs by Implementing Wood County’s Energy Plan.	36
Evaluation Plan	36
Appendix	36

The Wood County Rural Economic Development Initiative (REDI) planning process was initiated by the Wood County economic development team and supported by the Wood County Board of Supervisor's Conservation, Extension, and Economic Development (CEED) committee. Funding to engage external expertise for this effort was provided through a USDA Rural Development REDI grant. The funds were allocated to Extension faculty and staff at Purdue University and the University of Wisconsin-Madison to guide the process and provide the needed resources and analyses to develop this plan.

The Wood County REDI planning team expanded on an ad hoc "Round Table" team that previously met quarterly to provide updates and exchange ideas about economic development in the County. The Round Table team was expanded to involve more perspectives and greater diversity needed to reflect the County's demographics. The REDI planning team was comprised of 24 people and received support from an additional 13 people (Tables 1 and 2).

The planning process was initiated during a two-day workshop at the UW-Stevens Point@Marshfield campus in December 2019. During the workshop, the Purdue and UW-Madison Extension support teams provided guidance on the process and presented data on demographics and the local economy. The Wood County REDI team organized itself into two sub-teams; one team focused its discussions on themes associated with quality of place and the other focused on economic development themes. The sub-teams met regularly for several months with some disruptions occurring during the early part of the pandemic. Despite this disruption in planning, the expanded Round Table team further coalesced as they met weekly or bi-weekly to discuss impacts to the local economy and strategize on how best to support local businesses throughout the pandemic. Additionally, in summer 2020, Verso Corporation, a primary employer in Wisconsin Rapids, announced the closure of its papermill. In response, a subset of the team began working collectively to provide resources and support for former employees Verso Corporation and potential site redevelopment or purchase. The REDI sub-teams resumed their planning in September 2020. As the planning process progressed and initiatives were prioritized, smaller working groups were formed to develop SMART goals. The teams also identified several initiatives that are critical to the success of economic development in Wood County but will primarily be led by the County and may not involve the REDI team during implementation (Figure 1).

Table 1. Wood County REDI planning team members and affiliation.

Name	Affiliation	Name	Affiliation
Josh Miller	City of Marshfield	Terry Whitmore	Nekoosa School District
Kyle Kearns	City of Wisconsin Rapids	Dennis Lawrence	North Central Wisconsin Regional Planning Commission (NCWRPC)
Zach Vruwink	City of Wisconsin Rapids	Patrick Gatterman	Northward Peddle and Paddle
Mary Ann Lippert	Wood County Resident	Mark Speirs	Small Business Development Center (SBDC)
Andy Kvernén	Cornerstone Marshfield	Arne Nystrom	Town of Grand Rapids Board Chairman
Kara McManus	Gold Key Realty	Jenny Resch	University of Wisconsin - Stevens Point (UWSP)
Angel Whitehead	Heart of Wisconsin Chamber of Commerce (HOW)	Meridith Kleker	Wisconsin Rapids Area Convention and Visitors Bureau (CVB)
Jim Webster	Ho-Chunk Nation	Doug Machon	Resident and former Wood County Board Chairman
Betsy Wood	Incourage Community Foundation	Ken Curry	Wood County Board Supervisor
Scott Larson	Marshfield Area Chamber of Commerce and Industry (MACCI)	Dave LaFontaine	Wood County Board Supervisor
Matt McLean	Marshfield Convention and Visitors Bureau (CVB)	Sue Kunferman	Wood County Health Dept.
Bobbi Damrow	Mid-State Technical College (MSTC)	Jason Grueneberg	Wood County Planning & Zoning Dept. (P&Z)

Table 2. Wood County REDI support team members and affiliation.

Purdue Center for Regional Development/Purdue Extension	UW-Madison, Division of Extension
Lionel Beaulieu	Tessa Conroy
Michael Wilcox	Brandon Hofstedt
Maria Wiltse	Gail Huycke
USDA Rural Development	Matt Lippert
Jessica Mancel	Jackson Parr
Kelley Oehler	Kristin Runge
Jenna Savage	Nancy Turyk
Carol Wetuski	

Figure 1: Summary of Wood County REDI plan initiatives.

Economic Development

Develop a diverse and sustainable economy in Wood County.

- Establish an entrepreneurial "ecosystem" in Wood County.
- Transform the economic development network to a collaboration economic development group.

Quality of Place

Wood County is a vibrant and diverse community to live, grow, work, and play.

- Ensure robust technology infrastructure exists throughout the county for residents and businesses. Includes broadband, internet, and cell coverage
- Develop a plan to address the housing needs throughout Wood County.
- Develop a branding strategy to let others know that Wood County is a vibrant and diverse community to live, grow, work, and play.
- Support Central Place initiatives to provide one site that promotes arts, cultural assests, and entertainment in Wood County.
- Develop a combined countywide outdoor recreational trail/boat access/beach map to increase use and attract tourists and new residents.

Quality of Place - Additional Initiatives

Implementation of the following are critical to successful economic development in Wood County but will be led by the County independent of the REDI planning team.

- Update the Wood County Comprehensive Plan.
- Improve health outcomes by complimenting the Wood County Health Plan.
- Improve health, equity, and resilience and reduce expenses by implementing the Wood County Energy Plan.

This section of the plan was contributed by Jackson Parr, MPA, Brandon Hofstedt, PhD., and Kristin Runge, PhD., Community Development Institute in the Division of Extension at the University of Wisconsin-Madison. The team finalized their report in July 2020; therefore, it reflects conditions prior to the COVID-19 pandemic and closure of Verso Corporation's papermill in Wisconsin Rapids.

This report¹ examines the demographics and economy in Wood County, offering some comparison to both the state and nation. The analysis includes location quotients and other economic methods to identify local strengths. This report also includes analysis of several community development measures such as the population's age, education, crime, unemployment, and income.

The purpose of analyzing the Wood County's economy and identifying economic trends is to answer the following questions: Which industries in the County have lagged in terms of economic performance? What are the underlying causes of poor economic performance in certain industries? What measures can be taken to address the economic problems that exist? When answering these questions, it is useful to use a comparative analysis among the County, the State of Wisconsin, and the nation.

The analysis helps to pinpoint the strengths and weaknesses of each industry in the County, thereby identifying potential strategies for economic development strategies that can be tailored to local conditions. Much of the information presented in this analysis has been collected from the Wisconsin Department of Workforce Development (DWD) and the U.S. Census Bureau and focuses on the indicators of income, poverty, commuting patterns, employment, and unemployment. Data from Woods and Poole (2019) were used to look at growth indices over time within the county as a whole as well as specific employment sectors. Finally, this report includes data on other metrics of economic activity from the Federal Reserve Bank of St. Louis (FRED).

At the time this report was drafted, a Wisconsin Rapids paper mill operated by Verso was in the process of shutting down, resulting in the loss of more than 900 jobs. The data in this report does not include these employment impacts but may aid in strategies to mitigate the impact of the closure.

REGIONAL DEMOGRAPHIC OVERVIEW

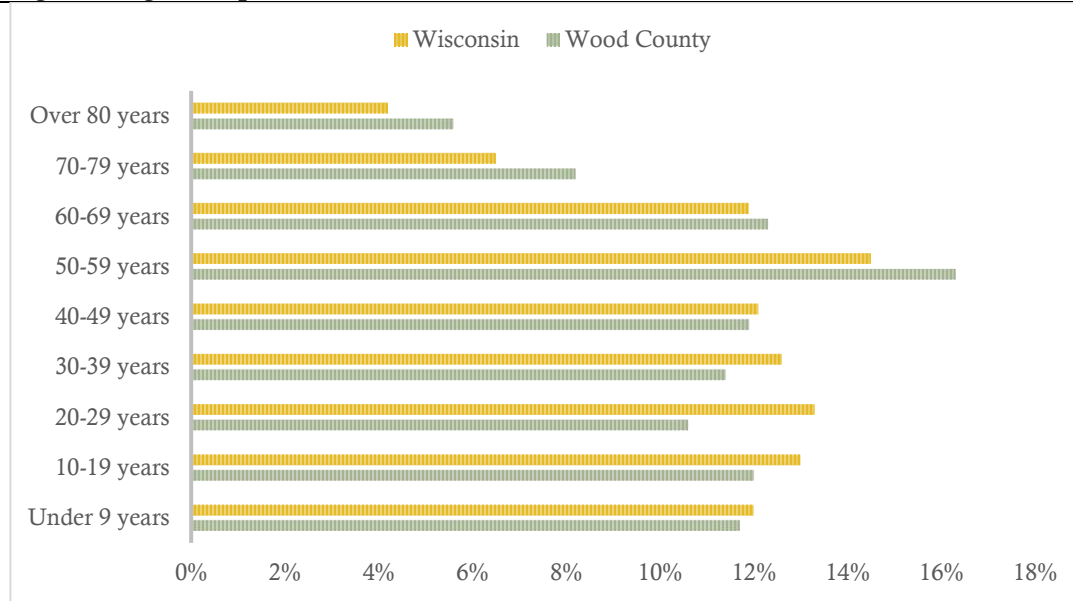
POPULATION

The population in Wood County in 2019 was 72,999, representing a 2.3% decline since 2010. Meanwhile, the population in the rest of the state increased 2.2% over the same period. The Wisconsin Department of Administration (DOA) expects the population in Wood County to decline 4.8% between 2010 and 2040, representing one of the largest population declines in the state.

The DOA estimates consider the aging population, which is particularly prevalent in Wood County. Figure 2 shows the percentage of the population in each age group for Wood County and statewide. Wood County has fewer residents in all age groups younger than 49 years old when compared with the rest of the state. Meanwhile, Wood County's share of the population above the age of 50 is greater compared to the rest of the state. Wood County is positioned to be relatively more impacted by the aging population than the rest of Wisconsin.

¹ Significant portions of this report have been adapted and reformatted from a previous Wood County economic analysis. *DRAFT Rural Economic Development Initiative (REDI) Plan, Wood County, Wisconsin, February 2021*

Figure 2: Age of Population

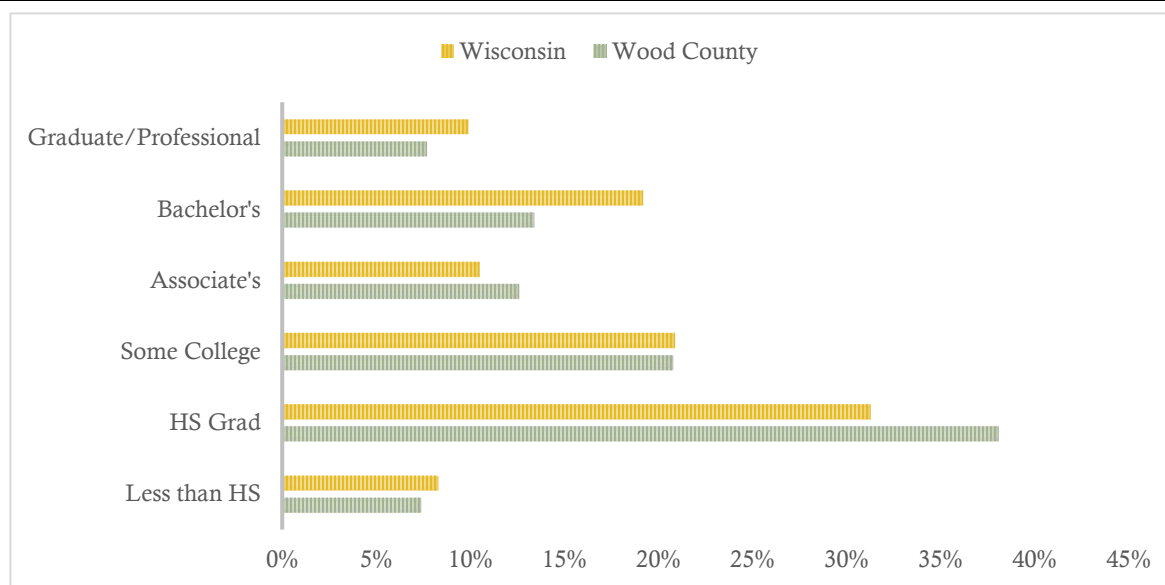


Source: American Community Survey 2018 five-year estimates

EDUCATIONAL ATTAINMENT

Residents of Wood County have lower levels of educational attainment compared to the rest of the state (Figure 3). Although Wood County has a relatively high percentage of residents that graduated high school or have an associate degree, the percentage of people statewide with bachelor's degrees outpaces residents of Wood County. Although Wood County residents have graduated high school at approximately the same rate as the state, 92.6% in Wood County compared to 91.7% statewide, there is a large gap in residents with at least a bachelor's degree (21.1% in Wood County compared to 29% statewide).

Figure 3: Educational Attainment

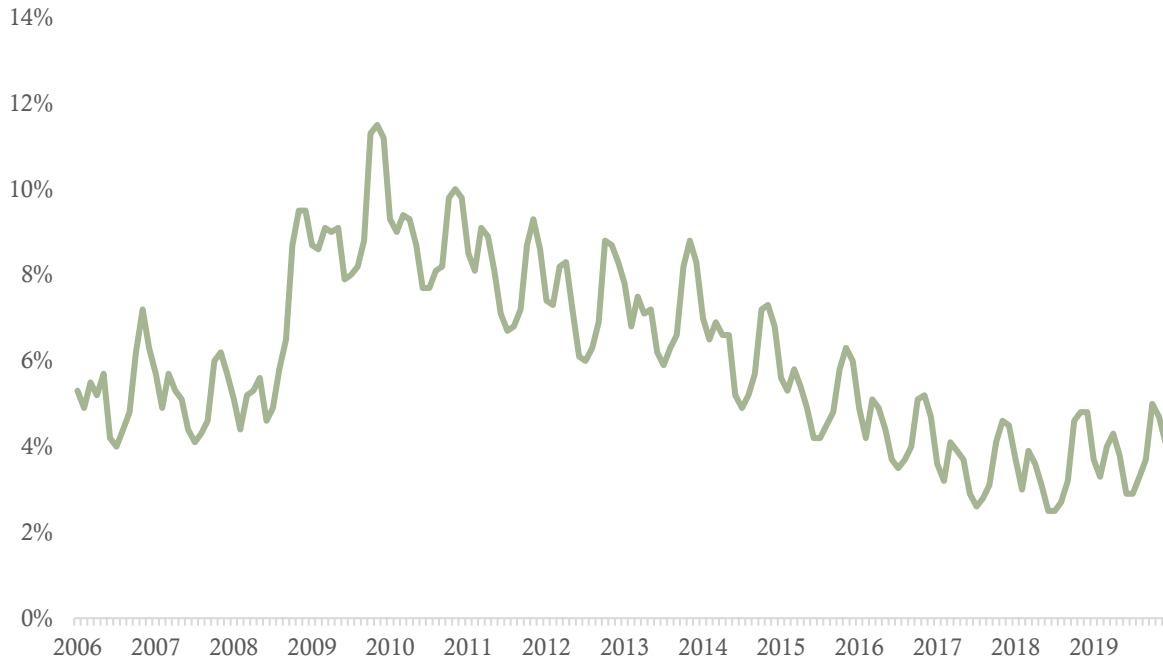


Source: American Community Survey 2018 five-year estimates

UNEMPLOYMENT RATE

Wood County's unemployment rate recovered from the Great Recession of 2008, going from peak unemployment of 11.5% in February 2010 to 4.1% in March 2020 (Figure 4). The unemployment rate in Wood County also shows the county's seasonality in employment. Each year, the unemployment rate rises approximately two percentage points between October and January before falling again throughout the year.

Figure 4: Unemployment Rate in Wood County, Wisconsin

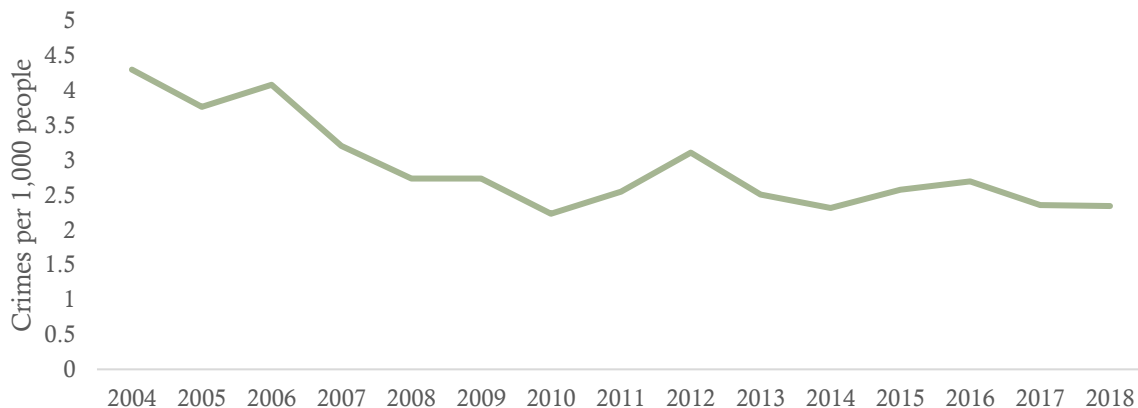


Source: U.S. Bureau of Labor Statistics, Federal Reserve Bank of St. Louis

CRIME

Wood County has a low crime rate that has been steadily declining since 2004 (Figure 5). The University of Wisconsin Population Health Institute's County Health Rankings found 28 violent crimes per 100,000 people annually for the period between 2012-2014. That is one-tenth of the statewide rate of 283 per 100,000 people.

Figure 5: Violent and Property Crime in Wood County (Per 1,000 People)

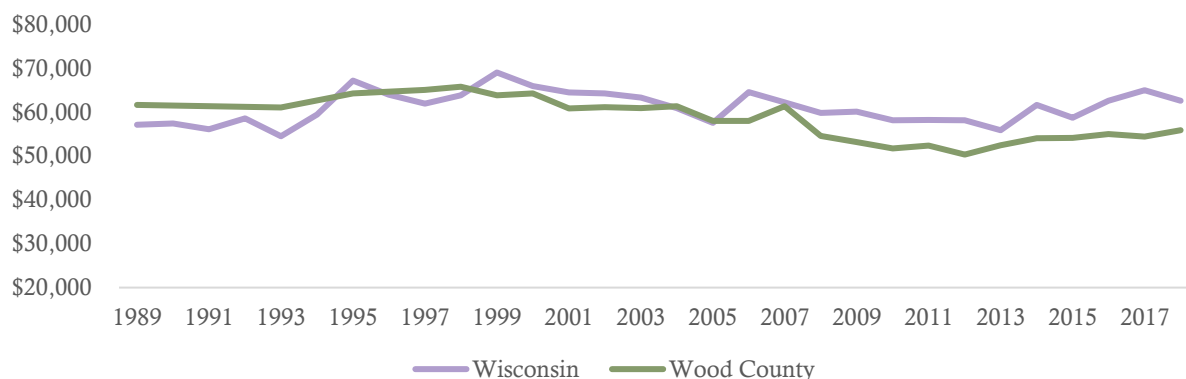


Source: U.S. Bureau of Labor Statistics, Federal Reserve Bank of St. Louis
Includes violent and property crime incidents known to law enforcement.

MEDIAN INCOME

The median income of Wood County residents is lower than the rest of Wisconsin, a gap of \$6,750 in 2018. However, this gap is a recent development. Throughout the 1990s and early 2000s, income in Wood County tracked with growth statewide (Figure 6). Beginning in 2005, Wood County's growth in income began lagging behind the state and that gap has persisted.

Figure 6: Real Median Household Income (2018 dollars)

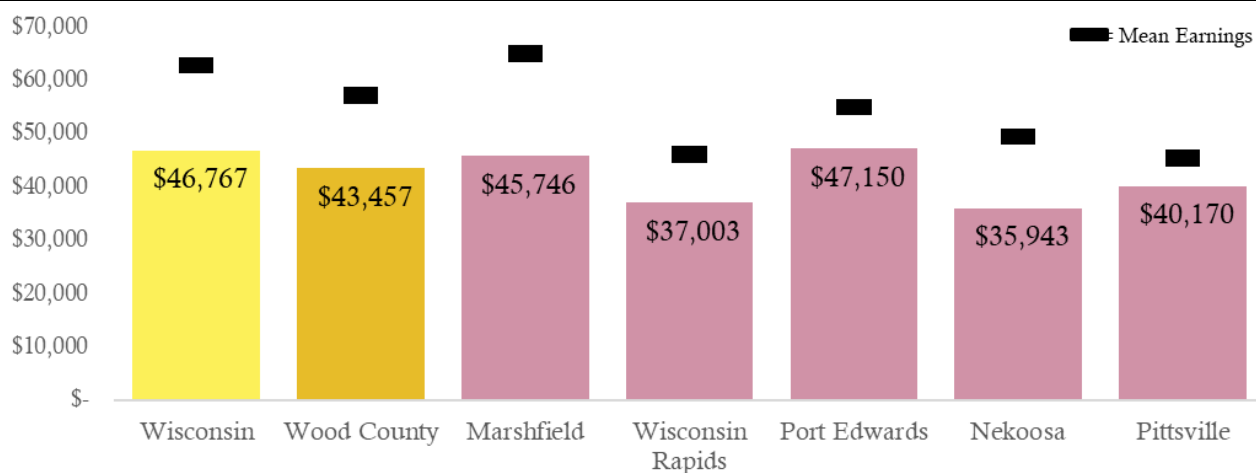


Source: U.S. Census

Note: Data was collected from the Federal Reserve Bank of St. Louis, sourced from the U.S. Census. Wood County values were converted to real 2018 dollars using the Bureau of Labor Statistic's CPI calculator.

While Wood County's median household income is less than the rest of the state, there is variation in earnings, or wages and salaries, between communities in Wood County. Figure 7 shows the 5-year average median annual earnings for Wisconsin, Wood County, and five municipalities in Wood County. There is approximately an \$11,000 earnings gap between the lowest-earning municipality (Nekoosa) and the highest-earning municipality (Port Edwards). The black bars above each column represent the mean income. The larger the distance between the black bar and the earning bar, the greater the variation in earnings in that community. For example, there is a nearly \$16,000 gap between the median and mean in Marshfield, which may be due to several uniquely high salaries for medical professionals at the Marshfield Clinic.

Figure 7: Earnings in the Past 12 Months (2018 dollars)



Source: 2018 American Community Survey 5-year estimates

Note: Values represent the 5-year average earnings between 2013-2018. Earnings are one component of income, typically wages and salaries. Therefore, earnings values represented here are less than those described in Figure 6, which shows total income.

INCOME & POVERTY

Poverty is a metric that can assess the socioeconomic well-being of the County. Table 3 shows the proportion of the population that is below the federal poverty levels of \$12,760 for individuals and \$26,200 for a family of four. Although the poverty rate for both groups has declined since 2013, the rate in 2018 still represents a larger proportion of residents than in 2008. In all years, child poverty is higher than the total countywide rate. As expected, real mean household income is inversely related to poverty rate. As the real median household income decreased in 2013, poverty rate increased. However, real median household income being higher in 2018 than 2008, the poverty rate in 2018 is still higher than 2008.

Table 3. Poverty Rate and Real Median Household Income 2008-2018

	2008	2013	2018
Total Population in Poverty (%)	8.0	11.7	10.1
Minors (Under 18) in Poverty (%)	10.3	16.3	13.2
Real Median Household Income (\$2018)	54,184	52,519	55,879

Source: Small Area Income and Poverty Estimates (SAIPE), U.S. Census Bureau

WORKFORCE INFLOW & OUTFLOW

The inflow and outflow of residents within an area can be an indicator for the economic health of a community. Residents tend to spend money locally, but they also purchase goods near their place of work or during their commute. Therefore, analyzing the movement of residents and employees can indicate whether a community is generating economic activity from an inflow of employees or losing business as residents commute elsewhere for work.

Table 4 shows how many employees of companies in Wood County commute from elsewhere, as well as how many residents of Wood County commute elsewhere for work. Wood County's inflow and outflow is balanced with 18,145 Wood County residents commuting elsewhere for work and 19,201 people commuting to Wood County for work. Slightly more than half of Wood County residents (52.9%) work within the county.

Table 4. Inflow/Outflow Job Counts (Private Primary Jobs, 2017)

	Count	Share
Employed in Wood County	39,593	100%
Employed in Wood County, Living Elsewhere	19,201	48.5%
Employed & Living in Wood County	20,392	51.5%
Living in Wood County	38,537	100%
Living in Wood County, Employed Elsewhere	18,145	47.1%
Living & Employed in Wood County	20,392	52.9%

Source: U.S. Census OnTheMap

ECONOMIC OVERVIEW

Between 2000 and 2018, Wood County's population decreased, in contrast to the State's increase in population during this period. According to 2013 population projections from the Wisconsin Department of Administration Demographic Services Center, Wood County will add over 2,400 people to its population between the 2010 census and 2040. Most of that growth will likely be concentrated along the Wisconsin River in the unincorporated areas since much of Wood County's increases are due to the conversion of land from forestry and agriculture to other uses. This increased population will generate additional demand for services. The total number of persons employed in Wood County has steadily declined in the last eighteen years, with many residents commuting outside the County to work in cities like Stevens Point and Wausau.

Economic analysis indicates that the County's economy has shifted towards agriculture and the recreation and tourism industries. The County appears to be making a transition from slow-growth industries to rapid-growth industries, but this shift will necessitate workforce development and training before the economy and employment reaches equilibrium. Wood County has managed to remain competitive in agriculture, accommodations, and transportation during the past fifteen years.

ECONOMIC SECTORS

Overall, in 2018, there were 38,609 persons employed in the basic economic “super-sectors”, or the aggregated NAICS sector groupings, in Wood County. This represented a decrease of 11% since 2000 (Table 5). These sectors include Natural Resources & Mining; Construction; Manufacturing; Trade, Transportation, & Utilities; Information; Financial Activities; Professional & Business Services; Education & Health Services; Leisure & Hospitality; Other Services; and Public Administration. Between 2000 and 2018, the three fastest growing sectors were Information, Professional & Business Services, and Financial Activities. In terms of total employment, Education & Health Services is the largest segment of the economy, followed by Trade, Transportation & Utilities.

It should be noted that the number of employees in certain sectors, particularly those workers engaged in agriculture, forestry & fishing, may be understated because this information utilizes Department of Workforce Development data and those who are self-employed or work in family businesses are not reflected in this dataset.

Sector	2000	2010	2018	2000-18 Net Change	2000-18 % Change
Natural Resources & Mining	513	548	505	-8	-1.6
Construction	1,755	1,382	1,577	-178	-10.1
Manufacturing	9,162	5,253	5,586	-3,576	-39.0
Trade, Transportation, Utilities	10,514	9,497	8,924	-1,590	-15.1
Information	581	1,087	1,396	815	140.3
Financial Activities	1,025	1,100	1,193	168	16.4
Professional & Business Services	1,560	1,652	1,876	316	20.3
Education & Health Services	12,289	15,243	11,612	-677	-5.5
Leisure & Hospitality	2,875	2,410	2,762	-113	-3.9
Public Administration	1,794	2,246	2,065	271	15.1
Other Services	1,308	1,324	1,113	-195	-14.9
Totals	43,376	41,742	38,609	-4,767	-11.0
<i>Source: WI Department of Workforce Development; QCEW ES202 Results, 2000, 2010, 2018</i>					

Education & Health Services is the largest sector in the County, accounting for about 30 percent of total employment. Between 2000 and 2018, this sector declined by about 5 percent, compared with the State’s growth rate of 27 percent.

Trade, Transportation, and Utilities is the second-largest sector in the County, accounting for over 23percent of total employment or 8,924 jobs. Between 2000 and 2018, this sector decreased by 15 percent, which was faster than the state, where the industry shrunk by about 3 percent.

Manufacturing is the third largest sector, accounting for over 14 percent of total employment or 5,586 jobs. Between 2000 and 2018, this sector decreased by 39 percent, significantly faster than the statewide decrease of 20 percent during this time period.

Leisure and Hospitality is the fourth largest sector, accounting for over 7 percent of total employment or 2,762 jobs. Between 2000 and 2018, this sector decreased by 4 percent, compared to the state’s growth rate of 19 percent.

Public Administration is the fifth-largest sector in the county, accounting for over 5 percent of total employment or 2,065 jobs at the local, state, and federal levels. Between 2000 and 2018, this sector grew by about 15 percent, compared to the state’s decline of 5 percent.

Professional and Business Services is the sixth-largest sector, accounting for about 5 percent of total employment or 1,876 jobs. Between 2000 and 2018, this sector grew by about 20 percent, slower than the state’s growth rate of about 33 percent.

Construction is the seventh-largest sector, accounting for about 4 percent of total employment or 1,577 jobs. Between 2000 and 2018, this sector decreased by 10 percent, compared to the 2 percent decrease experienced in the state during the same time period..

Information is the eighth-largest sector in the County, accounting for about 4 percent of total employment. Between 2000 and 2018, this sector more than doubled, with an increase of 140 percent, in contrast with the statewide decline of 11 percent during that same time period.

Finance, insurance and Real Estate is the ninth-largest sector in the County, accounting for about 3 percent of total employment or 1,193 jobs. Between 2000 and 2018, this sector grew by over 16 percent, which exceeded the State’s growth rate of 2 percent.

Other Services. Between 2000 and 2018, this sector decreased by about 15 percent, compared to the state’s increase of 3 percent. 1,113 persons are employed in this sector, making it the 10th largest sector in the county, accounting for about 3 percent of total employment.

The **natural resource-based sector** is critical to the County and surrounding counties. It is these raw products that supply the demand for many major industries. Agriculture production of milk, potatoes, oats, barley and hay, snap beans, green peas, sweet corn, soybeans, and cranberries is critical for the dairies and food processing industries. The timber produced in the area supplies the lumber mills, the pulp and paper mills, the millwork and housing components industries and the factory-built housing industry.

Approximately 505 persons are employed in this sector, accounting for about 1 percent of the County’s total employment. Between 2000 and 2018, this sector saw little change, with a reported decrease of eight jobs during this period. During the same period, the State’s growth rate in this sector was 67 percent.

Wood County’s largest employers are displayed in Table 6. The largest employers in the County are the Marshfield Clinic, De Boer Transportation, Roehl Transportation, and the Wisconsin Rapids School District.

Table 6. Major Employers, 2020

Employer Name	Industry
Marshfield Clinic	General Medical & Surgical Hospitals
De Boer Transportation Inc.	General Freight Trucking, Long Distance, Truckload
Roehl Transport Inc.	General Freight Trucking, Long Distance, Truckload
Wisconsin Rapids Public Schools	Elementary and Secondary Schools
County of Wood	Executive and Legislative Offices
Ho-Chunk Gaming	American Indian and Alaska Native Tribal Governments
Wal-Mart	Supermarket & Other Grocery Stores
I-State Truck Center	General Freight Trucking, Long Distance, Truckload
Riverview Hospital Association	General Medical & Surgical Hospitals
<i>Source: Wisconsin DWD & NCWRPC</i>	

ECONOMIC ANALYSIS

Two economic analysis techniques were used to examine the County’s economic base; the “Location Quotient” and the “Shift-Share”. Both techniques are commonly used to provide detailed economic information. Additionally, this section provides employment projections for major sectors in Wood County for the following decade.

LOCATION QUOTIENT

This analytical technique compares local, state and national employment levels by economic sector. The result of this analysis is a numeric value called a location quotient. The model is derived from the premise that the local economy may be divided into two sectors: 1) a “basic” or non-local sector and 2) a “non-basic” or local sector. Data for the following section is provided by Economic Modeling Specialists International (EMSI), a detailed synthesis of employment and labor data from federal, state, and private sources in order to provide a more detailed view of the Wood County economy.

Those employers providing goods and services that are purchased or consumed by customers outside the study (Wood County in this case) are considered to be basic employers. Conversely, goods and services consumed by the local community are

considered non-basic. Thus, economic success of the community is measured by its ability to bring in money from outside of the community; the community offers goods and services that are sought out by other regions that do not have them. This type of economy is also known as an export economy and is usually the overall goal of many economic development programs.

The location quotient model uses employment information for both the County and the nation by industry and compares their ratios of sectoral employment to total employment. Each industry sector is assigned a location quotient value which in turn is used to identify those employees considered export, or “basic” within a given industry sector. “Non-basic” employees are those workers whose wages are derived from money circulating within the existing local economy. In any community, certain goods and services simply cannot be obtained locally and consumers must look elsewhere. This is known as an industry sector “leakage”. Too many leakages can result in a declining economy as consumers continue to spend their money in communities other than their own. Fortunately, Wood County has more basic employees than non-basic, however, if existing industries are not retained and new opportunities are not created, this status could change in the future.

The location quotient can be described by the following equation:

$LQ_i = (e_i^t / e_T^t) / (E_i^t / E_T^t)$, where:

e_i^t = regional (county) employment in industry i in year t

e_T^t = total regional (county) employment in year t

E_i^t = national employment in industry i in year t

E_T^t = total national employment in year t

If results are greater than 1.00, it is determined to be an exporting sector and values below 1.00, indicate an importing sector. Exports bring money from outside the county into the local economy and imports represent local dollars flowing outside the county. Table 7 summarizes the results of the location quotient analysis.

Table 7. Wood County Location Quotient, 2019

NAICS	Industry	LQ 2010	LQ 2019	LQ % Change	Total Employment	Average Earnings
11	Crop and Animal Production	2.23	2.25	0.9	1,111	\$44,466
21	Mining, Quarrying, and Oil and Gas Extraction	0.09	0.04	-55.6	10	N/A
22	Utilities	0.38	0.41	7.9	59	\$132,976
23	Construction	0.74	0.82	10.8	1,983	\$61,793
31	Manufacturing	1.43	1.70	18.9	5,712	\$72,460
42	Wholesale Trade	0.60	0.78	30.0	1,210	\$62,416
44	Retail Trade	1.01	0.95	-5.9	4,005	\$31,527
48	Transportation and Warehousing	2.57	2.35	-8.6	3,715	\$59,324
51	Information	1.18	1.80	52.5	1,387	\$74,198
52	Finance and Insurance	0.46	0.61	32.6	1,031	\$58,194
53	Real Estate and Rental Leasing	0.39	0.37	-5.1	265	\$46,870
54	Professional, Scientific, and Technical Services	0.25	0.28	12.0	774	\$61,657
55	Management of Companies and Enterprises	0.38	0.22	-42.1	137	\$149,102
56	Administrative & Support, Waste Management & Remediation Services	0.36	0.46	27.8	1,213	\$35,682
61	Educational Services	0.22	0.23	4.5	246	\$18,705
62	Health Care and Social Assistance	2.41	1.82	-24.5	9,749	\$65,128
71	Arts, Entertainment, and Recreation	0.33	0.67	103.0	493	\$22,227
72	Accommodation and Food Services	0.63	0.65	3.2	2,357	\$16,654
81	Other Services	0.93	0.96	3.2	1,926	\$25,511
90	Government	0.69	0.78	13.0	4,948	\$60,243

Source: EMSI, 2020

The non-government sectors are highlighted below:

Crop & Animal Production has a Location Quotient of 2.25, reflecting that Wood County is a significant exporter of agricultural goods. Additional information regarding agriculture in Wood County may be found in the Natural, Cultural & Agricultural Resources and Land Use chapters of this plan.

Transportation and Warehousing Wood County has a developed transportation and warehousing industry. The local supply of these services is mostly adequate to meet overall demand. This category has a Location Quotient of 2.35. Many industries rely upon transportation and warehousing as a major component of their business practice. Wood County's rural setting creates a situation where the local industries must have effective transportation and warehousing services to compete in a regional, national, or global market.

Manufacturing is an important component of any economy given its tendency to provide more and higher paying jobs than most other sectors. This category has a Location Quotient of 1.70. Two significant export industries are prefabricated wood building manufacturing and fiber box manufacturing, both of which are closely related to the forestry industry.

Other Services category collects all of the private sector service jobs that do not fit into other categories. This category has a Location Quotient of 0.96.

Retail Trade is commonly in demand in rural areas. Wood County provides basic retail services to residents, but most specialized retail requires imports from surrounding areas. This category has a Location Quotient of 0.95.

Construction Wood County does not have major construction contractors, but it does have many small, independent construction businesses that focus on building residences and small business buildings. This category has a Location Quotient of 0.82. These firms are generally capable of handling most of the demand for construction in Wood County. Substantial projects or specialized contractors can only be found elsewhere outside the County.

Arts, Entertainment, and Recreation Although Wood County does not offer the arts and entertainment opportunities of larger cities, it compensates in this sector through its relatively extensive recreation economy. The sector has experienced significant growth in its Location Quotient in the past decade, growing 103%. If that rate of growth continues, the sector may become a driver for the county. This category has a Location Quotient of 0.67 in 2019.

Accommodation and Food Services has a Location Quotient of 0.65. This economic sector is considered to be a major export economy for Wood County and is likely to see dramatic increases in the years to come.

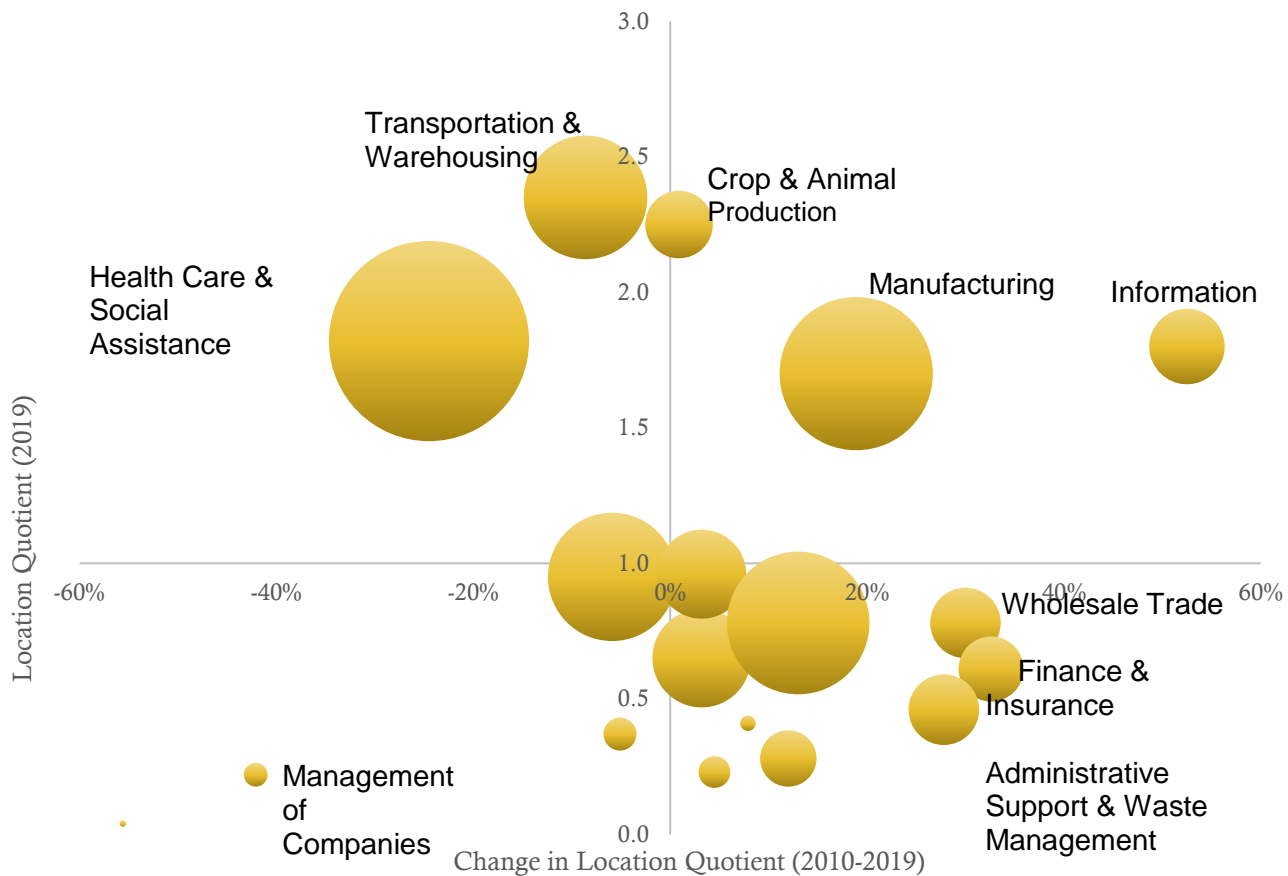
Utilities has a Location Quotient of almost 0.41. Additional information regarding these entities may be found in Utilities and Community Facilities chapter of this plan.

INDUSTRY SIGNIFICANCE TO COUNTY ECONOMY

Figure 8 sorts each industry into one of the following categories: Driver, Emerging, Maturing, and Troubled. Driver Industries are located in the upper right quadrant of Figure 8. They are more concentrated within the County than the national average and are also increasing in employment over time. Emerging Industries, located in the lower right quadrant of Figure 8, are those industries that are not yet quite as concentrated within the County as they are at the national level but are increasing their employment over time. Maturing Industries, located in the upper left quadrant of Figure 8, are more concentrated within the County than the national average but are decreasing in employment over time. Troubled Industries, located in the lower left quadrant of Figure 8, have low employment, are less concentrated than the national average, and are decreasing in employment over time.

Driver Industries are "standouts" or drivers that distinguish the County economy and are doing so more every year - and they are especially important if they employ a high number of people. Driver industries play a key role in the economic vitality of a region by supply quality, often high paying jobs, while also supporting job growth in other industries. These industries function as the primary engines for economic growth and stability because they export products and services and import vital dollars. Those dollars then circulate in the economy and support other local industries and jobs. The driver industries in Wood County are: Crop and Animal Production, Information, and Manufacturing.

Figure 8: Driver, Emerging, Maturing and Troubled Industries in Wood County



Source: EMSI 2020

Note: This only includes sectors with publically available data. Arts, Entertainment & Recreation is not included in this figure in order to display the data at a more readable scale.

Emerging Industries are precursors to drive industries. If emerging industries continue to increase in employment over time, they eventually become driver industries. Wood County has 11 emerging industries including: Accommodation & Food Services, Utilities, Educational Services, Professional, Scientific, & Technical Services, Government, Construction, Administrative Support, Wholesale Trade, Finance & Insurance, Arts, Entertainment & Recreation, and Other Services.

Maturing Industries If a mid-size or large industry is in this quadrant, it is an important warning that the County is losing a major part of its export base and should form planning and investment priorities accordingly. Wood County has two maturing economies; Health Care & Social Assistance, and Transportation & Warehousing.

Troubled industries could be warning signs that the County needs to attract more businesses in these industries to maintain an economy that is sufficiently diversified and resilient in comparison to the national economy. Wood County has three troubled industries; Management of Companies & Enterprises, Retail Trade, and Real Estate & Rental Leasing.

SHIFT SHARE

The second analytical technique used is called “Shift-Share”. While the location quotient analysis provides a snapshot of the economy at a given time, shift-share analysis introduces trend analysis (change over a period of time). This technique examines economic change and incorporates a “what-if” component. The theory behind shift-share is that local economic trends can be determined to be “up” or “down” relative to national trends, called the *National Growth Component*. It also identifies if the growth is in fast or slow growing industries or sectors, called *Industrial Mix*; and finally, it identifies how competitive an area is for attracting different economic sectors, called the *Competitive Share*. The same employment data was used in both models.

The National Growth value is simply the result of comparing the county's economic growth as compared to the national growth rate, and what occurred over the ten-year period between 2005 and 2015. Using this method, we would expect the County to gain about 289 new jobs during that period.

The Industrial Mix value is either a positive or negative and attempts to describe the region's (county in the case) employment trend as either fast-growth or slow-growth. If the IM is positive, it means that the majority of the county's employment is engaged in fast growth sectors; a negative value means the county's employment is engaged in slow growth sectors. The more the value deviates from zero (be it positive or negative), the more closely associated the county's employment is related to fast or slow growth industries. Growth in fast growing sectors is the most desirable.

The Competitive Share component is like the IM in that it also can result in a positive or negative value. It is an indicator of how attractive the region (Wood County in this case) is to a particular sector. If an area gainfully employed a large number of persons in a given sector, the model concludes that the area must be an attractive location for that type of industry. On the other hand, if the area has proportionally fewer persons engaged in a sector, the model draws the opposite conclusion. The higher the positive value, the more competitive the location; while the lower the value, the less competitive.

The model assumes that these forces of change can come from three sources: 1) local economic changes as a simple extension of the national trend; 2) local economic changes caused by concentration of businesses in certain industry sectors; or 3) local economic changes arising from local competition, or lack thereof, in certain industry sectors. While the model can provide some insight into the magnitude of these factors, it is merely a descriptive tool and does not indicate why employment changed. Basically, the model measures the movement (shift) of the local economy into faster or slower growth sectors and the community's larger or smaller portion (share) of the growth occurring in an economic sector.

The industrial mix (IM) and competitive share (CS) components are computed as follows:

$IM_i = e^{0.5} (R_i - R_T)$, where:

$e^{0.5}$ = regional (county) employment in industry i in year 2009

R_i = national growth rate in employment in industry i, 2009 to 2019

R_T = average national growth rate from 2009 to 2019

IM_i = industrial mix component for regional (county) industry i

The county employment for each sector in 2005 is used as a base value and multiplied by the difference between the national sector growth rate and the overall economic growth rate of the nation.

$CS_i = e^{0.5} (r_i - R_i)$, where:

$e^{0.5}$ = regional (county) employment in industry i in year 2009

r_i = regional (county) growth rate in employment in industry i, 2009 to 2019

R_i = national growth rate in employment in industry i, 2009 to 2019

CS_i = competitive share component for regional industry i

Here, the regional employment is multiplied by the difference between the local sector growth rate and the national sector growth rate to obtain a positive or negative value.

The shift-share analysis results are summarized in Table 8. Under the Industrial Mix (IM) column, it appears that Wood County has a great deal of employment in the Health Care and Social Assistance, and the Accommodation and Food Services sectors. The model considers both to be high-growth industries by national average. On the other hand, Wood County also has many employees in the low-growth categories of Construction, Manufacturing, and Other Services. The total industrial mix for all industry sectors is about -791, indicating that Wood County is somewhat more guided by high-growth than slow-growth industries.

Under the Competitive Share (CS) column the County appears to be highly competitive in the Agriculture, Forestry, Fishing and Hunting sector. The Accommodation and Food Services sector is also a competitive industry in Wood County. Wood County is attractive to these industry sectors due to the County's natural resources and high levels of tourism. The agricultural and forestry infrastructure combined with abundant water resources create a variety of economic incentives to make the County an appealing location. However, a relative lack of telecommunications and major transportation infrastructure makes Wood County less competitive in terms of retail and service industries. The total CS value for all industry sectors in Wood County is

about -10,484. This value could be best interpreted by the following statement: Wood County should have lost about 10,484 jobs in the last decade due to its population, competitive location, amenities, and/or historic economic development efforts.

Table 8. Wood County Shift Share Analysis, 2009-2019

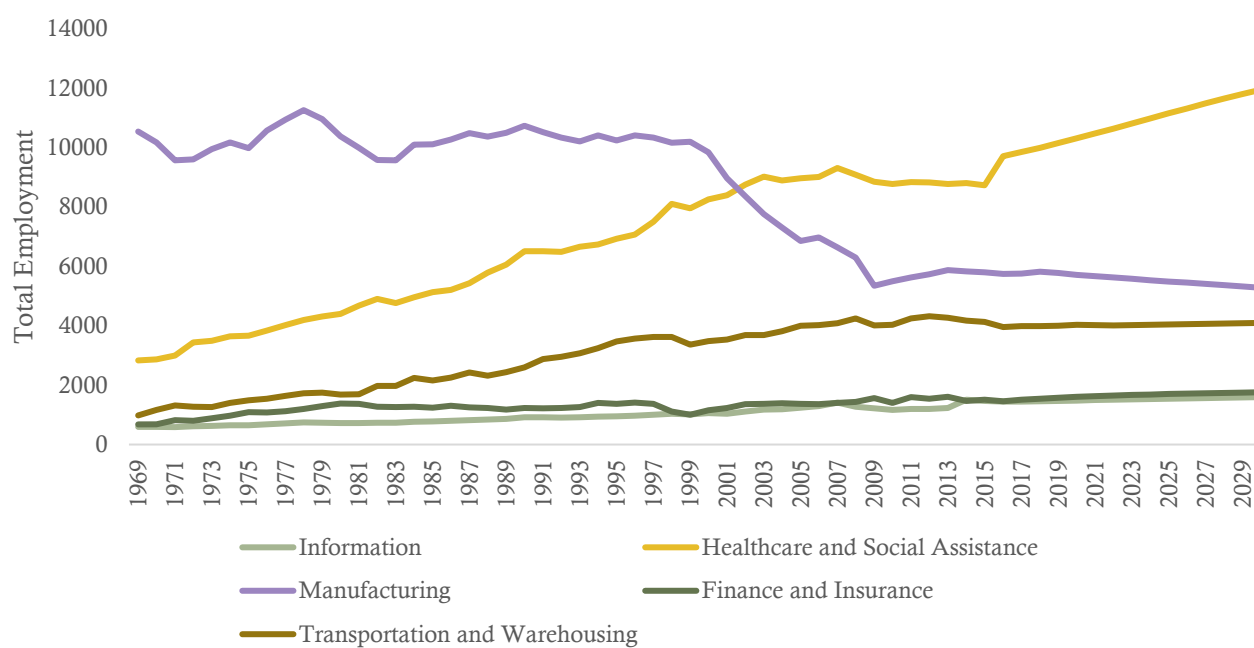
NAICS	Industry	Industrial Mix	Competitive Share
11	Crop and Animal Production	-123	-326
21	Mining, Quarrying, and Oil and Gas Extraction	-1	-6
22	Utilities	10	-14
23	Construction	47	-268
31	Manufacturing	-270	186
42	Wholesale Trade	-95	43
44	Retail Trade	-304	-1,350
48	Transportation and Warehousing	724	-975
51	Information	-129	266
52	Finance and Insurance	-44	0
53	Real Estate and Rental Leasing	-6	-50
54	Professional, Scientific, and Technical Services	77	-116
55	Management of Companies and Enterprises	58	-351
56	Administrative and Support and Waste Management and Remediation Services	123	54
61	Educational Services	19	-42
62	Health Care and Social Assistance	1,316	-6,499
71	Arts, Entertainment, and Recreation	22	210
72	Accommodation and Food Services	276	-497
81	Other Services	-195	-336
90	Government	-714	-413
County Total		791	-10,484
Source: EMSI 2020.			

INDUSTRY SPECIFIC ANALYSIS

This section provides greater detail on the employment and earnings growth over time for some of the most important sectors in Wood County's economy as identified by the Location Quotient and Shift-share analyses. The change in employment from 1969 projected to 2030 for the Information, Healthcare & Social Assistance, Manufacturing, Finance & Insurance, and Transportation & Warehousing industries are displayed in Figure 9.

In terms of absolute employment, Manufacturing and Healthcare & Social Assistance have consistently been the largest industries in Wood County for the time period analyzed, and are predicted to continue this trend beyond 2030. However, in 2002, Healthcare & Social Assistance overtook Manufacturing as the largest employment sector, following decades of consistent growth. This occurred during a time period where manufacturing in most rural Wisconsin counties saw a significant decline (Conroy, Kures, and Chen 2018).

The other three sectors depicted here, Transportation & Warehousing, Information, and Finance & Insurance, have lower absolute employment but have maintained relatively steady growth. Since the Great Recession, Transportation & Warehousing has declined slightly, but these data project continued recovery through 2030. Meanwhile, the large growth in the Information sector couple with a location quotient of 1.8 represents a potential place for Wood County to capitalize. The Bureau of Labor Statistics lists the Information sector as including the production and distribution of information and cultural products, providing the means to transmit or distribute these products, data, or communications, and processing data.

Figure 9: Wood County Change in Total Employment (1969-2030)

Source: Woods & Poole 2020

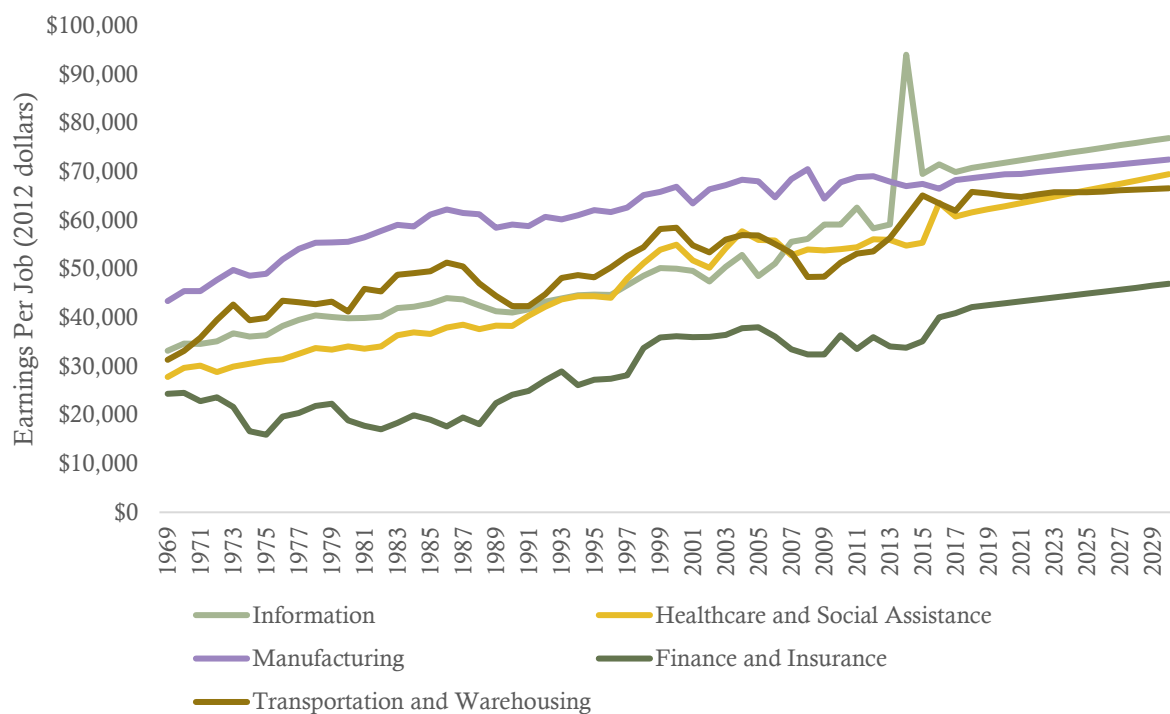
Earnings per job is another valuable metric for determining how “good” a job is in a sector. The earnings per job over time for the five sectors are displayed in Figure 9 and Table 10. In general, from 1969 to 2020, earnings per job has increased steadily across all sectors. Manufacturing has historically been the highest paying sector in the county, but Information overtook the highest paid sector around 2015. Again, this is encouraging for the Information sector as it has one of the highest location quotients for the county and has high-paying jobs. Therefore, growing the Information sector may simultaneously increase the number of high-paying jobs in the county.

Earnings per job in the Manufacturing sector is the second highest of the sectors shown here, followed by Transportation & Warehousing, Healthcare & Social Assistance, and Finance & Insurance. Transportation & Warehousing earnings have been somewhat volatile. Wages in Finance & Insurance have grown at a slower rate than the other industries except Manufacturing, but the size of the workforce in Finance & Insurance is among the smallest of these sectors.

Table 9. Earnings Per Job

	2020 Earnings Per Job	Growth in Earnings Per Job (%, 1969-2020)	Total Employment
Information	\$ 71,879.97	116	1,387
Healthcare & Social Assistance	\$ 62,939.57	126	9,749
Manufacturing	\$ 69,482.05	60	5,712
Finance & Insurance	\$ 42,985.03	76	1,031
Transportation & Warehousing	\$ 65,098.06	108	3,715

Figure 10: Earnings Per Job (1969-2030)



Source: Woods & Poole 2019

PURPOSE OF THE WOOD COUNTY REDI PLAN

The Wood County REDI planning process was initiated by the Wood County economic development team and the CEED committee to garner insight on the role of the County in economic development and help guide economic development investments by the County. The overarching purpose was to bring together many of those involved in supporting and promoting economic development in Wood County to collectively and proactively identify key initiatives that would lead to improved quality of place and economic opportunities. This process involved developing a data-driven understanding of current and projected conditions within the County while anticipating future needs and opportunities. This process led to rich conversations and development of partnerships and capacity that will enable the implementation of this plan and response to unforeseen disruptions such as the pandemic and large losses to the community through closures of facilities such as Verso Corporation.

The initiatives selected for this plan are intended to attract new residents and visitors, provide economic opportunities for new and existing businesses, and highlight the appealing qualities of the county. They focus on enhancing the capacity of the economic development partners to exchange ideas and collectively carry-out economic development projects, broadening support for entrepreneurs, expanding broadband throughout the County, identifying housing needs and developing a plan for implementation, developing guidance for branding the County, and making information about arts, cultural assets, and entertainment, and recreational opportunities more accessible. Additional initiatives that are being led by the County were identified as critical components related to economic development including implementation of the County's Health Improvement Plan, Energy Plan, and updating the County Comprehensive Plan. The next sections of the plan identify the steps needed to guide the implementation of the Wood County REDI plan initiatives.

Table 10. Acronyms used in the REDI Plan tables.

Organization Name or Phrase	Acronym
Conservation, Extension, Economic Development Committee of the Wood County Board of Supervisors	CEED
Convention and Visitor Bureau	CVB
Digital Equity Solutions Team	DEST
Entrepreneurial Ecosystem Steering Committee	EESC
Geographic Information System (mapping)	GIS
Heart of Wisconsin Chamber of Commerce	HOW
Marshfield Area Chamber of Commerce and Industry	MACCI
Mid-State Technical College	MSTC
North Central Wisconsin Regional Plan Commission	NCWRPC
Public Service Commission of Wisconsin	PSC
SCORE Association	SCORE
Small Business Development Center at University of Wisconsin – Stevens Point	SBDC
To Be Determined	TBD
University of Wisconsin – Madison, Division of Extension	UW-Extension
University of Wisconsin – Stevens Point	UWSP
United States Department of Agriculture, Rural Development	USDA-RD
United States Department of Agriculture, Rural Economic Development Initiative	REDI
United States Economic Development Administration	EDA
Wisconsin Economic Development Corporation	WEDC
Wisconsin Housing and Economic Development Authority	WHEDA
Wisconsin Realtors Association	WRA
Wood County Planning and Zoning Dept.	P&Z

ECONOMIC DEVELOPMENT GOAL: DEVELOP A DIVERSE AND SUSTAINABLE ECONOMY IN WOOD COUNTY

GOAL: TRANSFORM THE ECONOMIC DEVELOPMENT NETWORK TO A COLLABORATION ECONOMIC DEVELOPMENT GROUP

Many municipalities and organizations contribute in various ways to the economic vitality of Wood County. Some work directly with developers or businesses, while others provide training or education or offer funding or programming support. To ensure a robust approach to economic development, communication is essential. Over the past three years, this has been achieved by convening a group referred to as the “Round Table” on a quarterly basis. The pandemic necessitated increasing the frequency of meetings to weekly or bi-weekly. The Wood County REDI team seeks to enhance these partnerships by expanding beyond communication and into collectively implementing projects. Many of the projects and partners are identified in this plan. The coordination of this collaboration will be facilitated by Wood County’s Director of Planning and Zoning.

GOAL: ESTABLISH AN ENTREPRENEURIAL “ECOSYSTEM” IN WOOD COUNTY THROUGH INCREASED SUPPORT, COMMUNICATION, AND COLLABORATION.

Data suggests that Wood County has not yet reached its potential for the encouragement and support of existing and emerging local entrepreneurs. Select initiatives have been undertaken over the years, with many programs being offered to youth and adults. However, for the most part, efforts have not been coordinated and support has been offered to individual entrepreneurs but support for the group of entrepreneurs in the County has been inconsistent. Therefore, identifying existing entrepreneurs and mentors, creating clear connections between all of the supporting programs, and providing long-term networks of support is required to enhance entrepreneurship in the County.

Objective 1: Increase contacts with entrepreneurs by 100%.

Objective 2: Increase number of aspiring entrepreneurs annually by 5%.

Objective 3: Increase new business formations annually by 5%.

Strategy 1: Create an oversight committee.	Responsible Parties	Partners	Time Start/End	Measurements
Strategy 1.1: Develop an entrepreneurial ecosystem steering committee (EESC) to guide and assist in the development of the entrepreneurial network.	Round Table initiates committee	Include representation from entrepreneurial businesses, financial institutes and accountants, SBDC, HOW and MACCI Chambers, MSTC, UWSP, K-12 schools, SCORE	By April 2021	EESC is formed.
Strategy 1.2: Establish administration of listservs, minutes, scheduling meetings.	Wood County P&Z		By March 2021	Administration is established.

Strategy 2: Inventory of assets.	Responsible Parties	Partners	Time: Start/End	Measurements
Strategy 2.1: Identify and establish a database of entrepreneurs in Wood County.	Tessa Conroy and others and some work locally HOW and Marshfield Chambers	UW Extension Homegrown Module 1 and 2 could help with understanding that data	By July 2021	A listing of Wood County entrepreneurs is established.
Strategy 2.2: Identify various business support programs offered by chambers, SBDC, and others in the county.	SBDC	EESC	By March 2021	Business support programs will be documented, shared with EESC, and made publicly available.
Strategy 2.3: Examine programs in other communities.	NCWRPC	EESC	By December 2021 and Ongoing	EE programs in other communities will be documented and shared with EESC.
Strategy 2.4: Prepare and administer a survey among entrepreneurs and business service professionals.	EESC	UW Extension, UWSP, HOW and Marshfield Chambers	By July 2021	Survey results will be summarized, discussed by EESC, and incorporated into strategies.
Strategy 2.5: Develop web resources for area entrepreneurs and launch county-wide.	EESC	UW Institute for Business & Entrepreneurship/StartInWisconsin	By December 31, 2021	Website will be populated and shared publicly.
Strategy 2.6: Connect with the County's existing and proposed business incubators and maker's spaces at McMillan Library, the Tribune Building, and UWSP@Marshfield to align with fundraising efforts and when operational, incorporate into the EE efforts.	EESC	USDA-RD, WEDC, City of Wisconsin Rapids, EDA	Ongoing	Proposed maker's spaces will be operational, and the public will be informed about the opportunities at these spaces.

Strategy 3: Identify programming gaps.	Responsible Parties	Partners	Time: Start/End	Measurements
Strategy 3.1: Review and analyze asset information to determine gaps.	EESC	UW Extension (Steve Deller and Matt Kures) may help by doing a Community Economic Analysis (CEA)	2021 following completion of database and assets summary.	Programmatic gaps have been identified.

Strategy 3.2: Develop an awareness campaign using social media and other outlets to make people aware of entrepreneur programs.	EESC	UWSP business students	By end 2021	An awareness campaign is designed.
--	------	------------------------	-------------	------------------------------------

Strategy 4: Fill Gaps by developing responsive programming.	Responsible Parties	Partners	Time: Start/End	Measurements
Strategy 4.1: Establish and document point of contact(s) and network for program delivery to respond to the needs/requests of budding and existing entrepreneurs.	EESC	Homegrown 3 and 4 could help accomplish this.	By July 2021 and Ongoing	EE resources will be documented and publicly available.
Strategy 4.2: Enhance network to provide awareness of others in the network to connect entrepreneurs with those that can assist them at any point in their development.	EESC	Homegrown 3 and 4 could help accomplish this.	By July 2021 and Ongoing	A resource is created for entrepreneurs that identifies the support network that is available to them.
Strategy 4.3: Creation of a Wood County Entrepreneur's Club with at least monthly meetings with inclusive schedule led by entrepreneurs. Establish administrator for the Club.	EESC	Resource - UW Extension in Juneau County	By December 31, 2021	An entrepreneur club is initiated, and an administrator has been identified.
Strategy 4.4: Develop and incorporate a multi-level, inclusive entrepreneurial development system that includes the following:			Ongoing	
4.4.1: Work with K-12 school systems to develop and incorporate/enhance entrepreneurial curriculum.	HOW and Marshfield Chambers	UWSP, Mid-State Technical College, Wood County School Districts, state and national Chambers		80% Positive post-training survey responses
4.4.2: Work with post-secondary systems to develop and incorporate/enhance entrepreneurial curriculum.	HOW and Marshfield Chambers	UWSP, Mid-State Technical College		80% Positive post-training survey responses
4.4.3: Engage with adults interested in entrepreneurship.	SBDC	UW, Mid-State Technical College		Reach 50 people annually plus 80% Positive post-training survey responses
Strategy 4.5: Increase awareness of the entrepreneurial system with local business services professionals, such a banking, accounting, and insurance.	Steering Committee	Homegrown 3 and 4 could help accomplish this.	Ongoing	Professionals offering services to entrepreneurs will be aware of services and contacts within the network.

Strategy 4.6: Dedicate training sessions to minority entrepreneurs and retired entrepreneurs. Incorporate inclusion in all strategies.	SBDC, UW Extension Wood County	Resources - UW Extension Entrepreneurs of Color Support Team	Ongoing	Underserved entrepreneurs will be considered in all strategies. Dedicated training sessions will be offered.
Strategy 4.7: Host an annual “Entrepreneurship Conference/Event”, or contest bringing together various resources, speakers and networking opportunities.	EESC	Other regional economic development organizations, UWSP, Mid-State Technical College, Round Table, businesses, foundations	2022	An annual event will be held for local entrepreneurs.
Strategy 4.8: Enhance available assistance and establish stronger relationships with resources, such as UWSP, MSTC, SBDC, SCORE & WEDC	EESC	Regional, state, and national economic development organizations	Ongoing	Resources will communicate at least quarterly.
Strategy 4.9: Establish an “Entrepreneur of the Year” award with the chambers/others.	HOW and Marshfield Chambers	EESC, WEDA Conference	2022	Entrepreneur of the Year will be awarded annually.
Strategy 4.10: Monthly email and social media contact with entrepreneur list informing of meetings, resources, and success stories.	EESC		Ongoing	An email and social media post will occur monthly.

Strategy 5: Assess and Modify Network and Program	Responsible Parties	Partners	Time: Start/End	Measurements
Strategy 5.1: Prepare an annual report to present to community related to entrepreneurship, including number helped, start-ups, issues, and challenges, as well as successes.	EESC		Annually at year's end. Initiated in 2020	Annual report is prepared and made accessible.
Strategy 5.2: Conduct interviews with entrepreneurs leaving/closing/selling their businesses to understand reasons and modify programs.	HOW and Marshfield Chambers	As needed or appropriate	Ongoing, as needed	Reasons for entrepreneurs leaving/closing/selling their businesses are understood.
Strategy 5.3: Encourage providing updates for city councils, village boards, and county board committees to discuss entrepreneurial issues.	EESC	UWSP @ Marshfield, Incourage, Round Table	Annually beginning in 2021	Interested municipal boards will have updates related to entrepreneurial issues.
Strategy 5.4: Evaluate program against objectives and implement changes in 2022.	EESC	UW Extension	Early 2022 and 2023	Program will be evaluated and modified by 2023.
Strategy 5.5: Pursue grant funding including WEDC's Entrepreneurship Support Program.	EESC	USDA-RD, Wood County Planning and Zoning Director	As needed	Grant funding will be pursued, as needed.

QUALITY OF PLACE GOAL: WOOD COUNTY IS A VIBRANT AND DIVERSE COMMUNITY TO LIVE, GROW, WORK, AND PLAY.

GOAL: ENSURE ROBUST TECHNOLOGY INFRASTRUCTURE EXISTS THROUGHOUT THE COUNTY FOR RESIDENTS AND BUSINESSES INCLUDING BROADBAND, INTERNET, AND CELL COVERAGE.

Wood County's goals and objectives for broadband are intended to achieve digital equity and safety throughout the county. We are defining digital equity as the ability to access e-technology for participation in society. This includes cellular service and internet access at broadband speeds for all.

The expansion and provision of internet and cellular services has been prioritized in Wood County's 2020 Strategic Plan. The Emergency Management Communication and Public Health sections prioritize the need for a more robust communication system. In addition, enhanced communication with county residents and businesses will benefit many other initiatives identified in the plan such as those related to health, safety, education, and economic development.

Broadband Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 1: Establish and convene a Digital Equity Solutions Team (DEST).	Wood County P&Z, UW Extension Wood County	Broadband Exploratory Group	February 28, 2021 or after notification of grant request status for grants submitted to the Wisconsin Public Service Commission (PSC) in Dec 2020.	Representation reflects county demographics (age, gender, race).
Strategy 1.1: Building on the experience of the current Broadband Exploratory Group, identify and recruit representatives from other key sectors to serve as partners.	Wood County P&Z, UW Extension Wood County	Broadband Exploratory Group. K-12 education; post-secondary education; emergency services; elected local officials (county, city, town, village); employers from population centers and rural areas; health care; recreation & tourism.	February 28, 2021 or after notification of grant request status for grants submitted to the Wisconsin Public Service Commission (PSC) in Dec 2020.	Additional partners have been recruited to serve on DEST.
Strategy 1.2: Conduct inaugural meeting of DEST. Develop subcommittees, as needed, to work on various elements of the plan.	Wood County		By end of February 2021 or following notification of PSC grant award status	DEST will have met and identified sub-committees.
Strategy 1.3: Meet monthly through 2021 to share updates and monitor progress.	DEST committee		Monthly through 2021. DEST will identify frequency in future years.	Monthly meetings are occurring.
Strategy 1.4: Engage and inform elected local officials (city, village, and town) on the purpose and goals of the DEST.	DEST committee		Began in fall 2020. Ongoing	Local elected officials are aware of the goals and activities being pursued by DEST.

Broadband Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 2: Assess the current status and explore viable options. Collect, assemble, and evaluate data on existing technology infrastructure. Identify infrastructure gaps, and learn about successful experiences of other communities.	DEST committee		Complete by June 30, 2021	Known data are compiled and up to date.
Strategy 2.1: Research and use the latest available Wisconsin Public Service Commission (PSC) and Federal Communications Commission (FCC) data to map unserved and underserved areas. Track other data resources that can help delineate the key broadband infrastructure needs of the County.	Wood County P&Z /GIS	DEST committee	Began in fall 2020. Ongoing.	Mapping is up to date.
Strategy 2.2: Collaborate with appropriate entities to identify and measure the actual internet speeds available to households, businesses and key institutions.	DEST committee	school districts, youth-serving organizations (i.e., 4-H), small businesses, and home-based employees		Actual internet speeds are known for key households and facilities.
Strategy 2.3: Map existing public Wi-Fi locations in the county and educate/promote establishment of free public Wi-Fi in strategic locations.	Wood County P&Z /GIS	DEST committee		Mapping is up to date and easily accessible to the public.
Strategy 2.4: Collect qualitative and quantitative data from residents, businesses, emergency services, government, and organizations to: determine their current use and application of broadband services, their future demand for broadband services, and their ability to pay for the services.	DEST committee		TBD by DEST committee	Survey data is collected and analyzed for use in decisions by DEST.
Strategy 2.5: Assess municipal zoning ordinances to streamline the permitting process associated with the building out of broadband services.	Wood County P&Z	Wood County Towns, Villages, Cities	By May 30, 2021	Zoning ordinances are evaluated for barriers to broadband.
Strategy 2.6: Reach out to contiguous counties and communities to assess shared needs and opportunities for collaboration beyond county boundaries.	Wood County P&Z	DEST committee	Began in fall 2020	The broadband interests of contiguous counties are known.
Strategy 2.7: Learn about different models for success from representatives from Wisconsin communities that have been effective in obtaining funding.	DEST committee		Began in fall 2020	Three models are known to DEST committee.

Broadband Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 3: Explore funding opportunities. Research state and federal public sector funding opportunities.	DEST committee		By May 30, 2021	Funding opportunities and respective deadlines are known by DEST committee.
Strategy 3.1: Identify best practices and model programs to support affordability of services for lower-income populations.	DEST committee	UW Extension Broadband Specialist, County Board		Three current models are known to DEST committee.
Strategy 3.2: Identify funding sources by reaching out to the USDA-RD, PSC, Congressional offices, etc.	Wood County P&Z	DEST committee	Began in fall 2020 and Ongoing	A minimum of three funding sources are known.

Broadband Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 4: Build and communicate plan. Using the information captured in Objectives 2 and 3, develop and disseminate the Wood County Digital Equity Action Plan.	DEST committee		TBD by DEST committee	Wood County Digital Equity Action Plan is disseminated.
Strategy 4.1: Develop a Digital Equity plan and prepare an easy-to-understand report with action items for this key goal throughout the county.	DEST committee			Plan is approved by CEED committee and Wood County Board
Strategy 4.2: Disseminate the plan through local print and broadcast media, social media and in-person meetings with stakeholder groups.	DEST committee			Plan is available to the public.
Strategy 4.3: Fine-tune plan based on input from key stakeholder groups.	DEST committee			Plan reflects input from stakeholders.

Broadband Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 5: Reach out to providers. Engage local and regional service providers to assess potential partnership relationships to meet the goal of digital equity.	Wood County P&Z	DEST committee	Began fall 2020 and ongoing, as needed.	Four providers are contacted annually.
Strategy 5.1: During the data collection process, continue to reach out to cellular and internet providers to gauge interest in expanding service in Wood County.	Wood County P&Z		Begin following notification of PSC grant award status and ongoing	Interest of cellular and internet providers is known.

Strategy 5.2: Issue a Request for Proposals to local and regional service providers to identify those who are ready to partner on funding applications.	Wood County P&Z	CEED committee	By October 2021	RFP has been issued.
--	-----------------	----------------	-----------------	----------------------

Broadband Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 6: Prepare and submit applications. Collaborate with provider(s) and other key entities in preparing and submitting a minimum of two funding applications to accelerate the deployment of broadband in the County.	Wood County P&Z	Providers, DEST committee	By December 2021	A minimum of two application are submitted.
Strategy 6.1: Identify available grants that are a good fit and partner with willing service provider(s).	DEST committee	Funding organizations	Ongoing	Grants are identified.
Strategy 6.2: Work with the local government, economic development organizations, businesses, and others to identify and secure sources of local match funds.	Wood County P&Z	DEST committee	By October 2021 and ongoing	Matching funds are identified for the applications submitted.
Strategy 6.3: Prepare funding applications in collaboration with key partners and stakeholders.	Wood County P&Z	DEST committee	Ongoing	Funding applications are submitted.

Broadband Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 7: Sustain local planning efforts by having DEST meet on a regular basis (at least quarterly) to continue implementing and monitoring progress on the Digital Equity Action Plan.	DEST committee		Ongoing	DEST committee is meeting or exceeding this plan's objectives for broadband and internet.
Strategy 7.1: Continue to identify new partners and stakeholders.	DEST committee		Ongoing	Representation from at least five sectors is maintained.
Strategy 7.2: Continue to revise data and present an annual update of the Wood County Digital Equity Action Plan and report of success by June 1 of each year.	Wood County P&Z	DEST committee	Annually, June 1	Report is prepared and presented to DEST committee and County Board annually.
Strategy 7.3: Stay focused on the pursuit of new funding opportunities to build on success.	DEST committee		Ongoing, as needed	Funding is no longer needed.
Strategy 7.4: Develop succession plans to ensure new members are on-boarded with the departure of current DEST representatives.	DEST committee		As needed	DEST is no longer needed.

Broadband Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 8: Coordinate training opportunities for residents and businesses to learn about internet, websites, and social media use to increase adaptation.	Round Table	DEST, MSTC, UWSP@Marshfield, SBDC, UW Extension	Ongoing	Residents and local businesses use broadband and home and work.

GOAL: DEVELOP AND IMPLMENT A PLAN TO ENSURE HOUSING NEEDS ARE MET THOUGHOUT WOOD COUNTY.

Sufficient housing stock that meets the needs of current and potential residents at all income levels is essential for healthy economic development conditions in the County. Addressing housing needs in the County has been identified as a priority in Wood County’s Community Health Enhancement Plan (CHIP) and in the economic vitality section of Wood County’s 2020 Strategic Plan. Several communities, including Marshfield, Nekoosa, and Wisconsin Rapids, have conducted housing studies and developed strategies to address needs: however, much of the rural portions of the County lack information about housing conditions and the types and locations of housing needs.

In the Wood County CHIP, housing is identified as one of the determinants of health. Even today, housing and financing policies continue to propagate racial inequities. These housing-related inequities housing have been shown to lead to reduced life expectancy, food insecurity, reduced or ineffective schooling, increased social programs, and workforce migration. The goal and objectives for housing in the CHIP follow. It should be noted the Health Department is the lead on many of these objective and the dates were established prior to their involvement in the pandemic.

Goal: Improve and increase affordable, safe, quality housing for those living in Wood County.

Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 1: Create a Housing Task Force to focus on issues related to maintenance of existing housing stock as well as construction of new housing and housing development.	Wood County Economic Development Roundtable	Wood County P&Z	June 2021	Housing Task Force created
Strategy 1.1: Assemble the Housing Task Force that consisting of broad representation including municipalities, realtors, developers, bankers, major employers, economic development professionals, planners, health professionals, etc.	Wood County Economic Development Roundtable	Wood County P&Z	June 2021	Housing Task Force created with diverse membership
Strategy 1.2: Housing Task Force will meet as needed on a regular basis and contribute to implementation of the County Strategic Housing Plan as well as the County Community Health Improvement Plan (CHIP).	Wood County Economic Development Roundtable	Wood County P&Z	June 2021	Housing Task Force meets annually on an as needed basis

Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 2: Inventory housing repair programs and strategies that can be utilized by homeowners in the County to repair/maintain properties and identify barriers to programs or programming gaps.	Wood County P&Z	Municipalities, NCWRPC, Housing Task Force	Dec. 2021	Results included in Housing Plan
Strategy 2.1: Provide educational materials for residents regarding housing assistance and programs through a regional online portal, as well as United Way's 211.	Wood County P&Z	Municipalities, NCWRPC, Housing Task Force	Dec. 2021	Portal created, and information shared with United Way's 211.
Strategy 2.2: Provide available housing information and resources to all municipalities in the County.	Wood County P&Z	Wood County P&Z	Dec. 2021	Contact with municipalities made at least 1 time a year
Strategy 2.3: Review case studies and best practices for housing repair/maintenance programs, as well as programs, incentives and strategies that promote development of new housing.	Wood County P&Z, NCWRPC	Housing Task Force	Dec. 2021	Results included in Housing Plan
Strategy 2.4: Engage the Wisconsin Housing and Economic Development Authority (WHEDA), the Wisconsin Realtors Association (WRA), United States Department of Agricultural (USDA) Rural Housing Service, and other organizations that impact housing.	Wood County P&Z, Housing Task Force, NCWRPC	Housing Task Force	Dec. 2021	Results included in Housing Plan

Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 3: Complete a countywide assessment of existing housing in Wood County.	Wood County P&Z, NCWRPC	Housing Task Force,	Dec. 2021	Results included in Housing Plan
Strategy 3.1: Define and inventory vacant and blighted properties.	Wood County P&Z, NCWRPC	Housing Task Force	Dec. 2021	Results included in Housing Plan
Strategy 3.2: Inventory housing units by type, age, and value, by municipality.	Wood County P&Z, NCWRPC	Housing Task Force	Dec. 2021	Results included in Housing Plan
Strategy 3.3: Complete a meta-analysis of housing data that is included in existing municipal housing studies in the County.	Wood County P&Z, NCWRPC	Municipalities, Housing Task Force	Dec. 2021	Results included in Housing Plan
Strategy 3.4: Compare the housing assessment to other central Wisconsin Counties to better understand how the County compares.	Wood County P&Z, NCWRPC	Housing Task Force, Central WI Counties	June 2022	Results included in Housing Plan

Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 4: Identify areas of the County where there is potential for future residential development.	Wood County P&Z, NCWRPC	Municipalities, Housing Task Force	June 2022	Results included in Housing Plan

Strategy 4.1: Review local zoning ordinances and comprehensive plans to identify areas that municipalities currently or in the future will allow housing.	Wood County P&Z, NCWRPC	Municipalities, Housing Task Force	June 2022	Results included in Housing Plan
Strategy 4.2: Review land cover and other land records mapping layers to determine where future housing may be possible. Some data layers to consider include soil, hydrography, wetlands, floodplain, shoreland zoning/regulations, steep slopes, environmentally sensitive areas.	Wood County P&Z, NCWRPC	Housing Task Force	June 2022	Results included in Housing Plan
Strategy 4.3: Identify areas of the County where infill development may take place. Consider vacant platted lots, availability of sewer and water utilities, zoning and adjacent land use.	Wood County P&Z, NCWRPC	Municipalities, Housing Task Force	June 2022	Results included in Housing Plan
Strategy 4.4: Include areas identified for future residential development in the County Comprehensive Plan when it is updated.	Wood County P&Z, NCWRPC	Housing Task Force	June 2022	Results included in Housing Plan

GOAL: DEVELOP A BRANDING STRATEGY TO LET OTHERS KNOW THAT WOOD COUNTY IS A VIBRANT AND DIVERSE COMMUNITY TO LIVE, GROW, PLAY, AND WORK.

Wood County offers many opportunities for a good quality of life for residents, visitors, and businesses. Articulating similar messages about the County through branding is a way to let others know what the County offers and values.

Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Objective 1a: Develop a diverse oversight committee for branding initiatives.	Wood County P&Z, UW Extension Wood County	CVBs, HOW, MACCI		Representation throughout the county reflective of county demographics (age, gender, and race).
Objective 1b: Increase tourism by 5% by 2024 based on 2020 direct visitor spending data.	CVBs will acquire 2020 data.		1/1/2020-12/30/24	

Branding Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Strategy 1.1. Identify oversight committee members by informing and inviting participation from all municipalities.	UW Extension Wood County	Municipalities, County Board Supervisors - Chair or appointed, Ho-Chunk Nation, CVB, HOW and Marshfield Chambers, Anchor businesses, community foundations, community leaders, Marshfield	March/April 2021	Oversight Committee is formed.

		Clinic, Aspirus, schools, major employers		
1.1.1. Contact Villages and Cities.	TBD		March/April 2021	Villages and cities have been contacted.
1.1.2. Conduct a presentation at the Wood County Town's Assn. meeting.	TBD		March/April 2021	Presentation to Wood County Town's Assn. has been given.
Strategy 1.2. Convene the oversight committee and identify meeting frequency and schedule.	UW-Extension Wood County	Kristin Runge, UW-Madison Extension and oversight committee	May 2021	Oversight Committee has met and identified meeting frequency and schedule.
Strategy 1.3. Refine the purpose and use of branding and identify measurable outcomes.	Oversight Committee	Kristin Runge, UW Extension and oversight committee		The purpose and use of branding is defined.
Strategy 1.4. Assess perspectives and compile existing messaging.				
1.4.1. Conduct "convenience" samples survey. Distribute by email, libraries, etc.	Oversight Committee	Kristin Runge, UW Extension	Early summer 2021	Survey data are assessed.
1.4.2. Conduct trade area analysis or utilize existing information.	UW Extension Community Development Inst.			Trade area analysis has been conducted.
Strategy 1.5. Analyze all information and choose messages.	Oversight Committee	Kristin Runge, UW Extension		Messages have been chosen.
1.5.1. Design logo.	Oversight Committee			Logo is designed and agreed upon by Oversight Committee
1.5.2. Hire someone to design the brand book.	TBD	Oversight Committee		Brand book designer is hired.
1.5.3. Develop brand book.	TBD	Oversight Committee		Brand book is designed and agreed upon by Oversight Committee.
Strategy 1.6. Develop an implementation process.	Oversight Committee			An implementation process is designed.

1.6.1. Identify formats, digital, print, zoomable app, etc.	Oversight Committee			Formats are agreed upon by Oversight Committee.
1.6.2. Identify host and ongoing maintenance strategies.	Oversight Committee			Host and maintenance strategies are identified.
1.6.3. Identify and secure funding sources.	Oversight Committee			Funding sources are identified and secured.
Strategy 1.7. Implement and evaluate.	Oversight Committee		Fall 2022	Implemented strategies are evaluated.

GOAL: SUPPORT CENTRAL PLACE INITIATIVES TO PROVIDE ONE SITE THAT PROMOTES ARTS, CULTURAL ASSETS, AND ENTERTAINMENT IN WOOD COUNTY.

Wood County is home to many amenities that are desirable to residents and visitors; however, advertising events and opportunities in separate locations can make it difficult to know about and participate in these activities. A central place to post this information will provide efficiencies for interested people.

Central Place Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Strategy 2.1: Support Central Place initiatives to provide one site that promotes arts, cultural assets, and entertainment in Wood County using centralwisconsin.com.	CVBs	municipalities, HOW and Marshfield Chambers, Ho-Chunk casino, community foundations, UWSP, MSTC, libraries	centralwisconsin.com initiated in summer 2020	Number of landing page visits and Google searches
2.1.1. Identify existing community/activity calendars and invite to be collaborators.	CVBs	municipalities, HOW and Marshfield Chambers, Ho-Chunk casino, community foundations, UWSP, MSTC, libraries	Ongoing	Collaborators are invited to contribute information.
2.1.2. Develop guidelines for what can be included/posted on the central site and distribute to collaborators.	CVBs	municipalities, HOW and Marshfield Chambers, Ho-Chunk casino, community foundations, UWSP, MSTC, libraries	By winter 2021	Guidelines for allowable posts have been developed and distributed.
2.1.3. Identify resources needed to meet future objectives.	CVBs	municipalities, HOW and Marshfield Chambers, Ho-Chunk casino, community foundations, UWSP, MSTC, libraries	Ongoing	Future needs are identified.

GOAL: DEVELOP A COMPREHENSIVE COUNTYWIDE OUTDOOR RECREATIONAL TRAIL/BOAT ACCESS/BEACH MAP TO INCREASE USE AND ATTRACT TOURISTS AND NEW RESIDENTS.

Outdoor recreational opportunities are abundant throughout Wood County. Participation in recreation can lead to a better quality of life, retaining and attracting residents and visitors. Additionally, physical and mental health can be improved by recreating outdoors. The County's 2020 Strategic Plan ties economic vitality to its outdoor attributes and amenities by directing departments to maintain, develop, and manage parks, forestry, and recreation areas to meet the needs of the County, and to attract visitors and events to Wood County.

The goal for this initiative entails developing a comprehensive countywide recreation map that can be made available to users via physical paper copies and scalable electronic maps.

Centralized Recreation Mapping Objectives/Strategies	Responsible Parties	Partners	Time: Start/End	Measurements
Strategy 3.1. Develop a combined countywide outdoor recreational trail/boat access/beach map to increase use and attract tourists and new residents.	Wood County P&Z	County Parks and Forestry Dept., Municipal Parks Dept., Wisc. Dept. Natural Resources, CVBs	Began Dec 2020	Combined countywide outdoor recreation map is available for use.
3.1.1 Compile existing coverages into a map.	Wood County P&Z/GIS and NCWRPC	County Parks and Forestry Dept., Municipal Parks Dept., Wisc. Dept. Natural Resources	Began Dec 2020	Coverages are compiled into a GIS format.
3.1.2. Select map formats. (e.g. hard copy, web-based, app)	CVBs	CVBs, Ho-Chunk Nation, County Parks and Forestry Dept., Municipal Parks Dept., local businesses, local recreational clubs	Dec 2021	Map access will be available to a diverse set of users.
3.1.3. Secure funding for printing.	Wood County P&Z		Dec 2021	Funding for printing is secured.
3.1.4 Identify and secure funding for wayfinding.			Dec 2021	Funding for wayfinding is secured.
3.1.4. Implement wayfinding on the landscape.	Municipalities	Recreational clubs, Planning and Zoning, County Parks and Forestry, Sheriff Dept.		Wayfinding is in place.
3.1.5. Publicize the combined countywide map.	CVBs and County	Ho-Chunk Nation, County Parks and Forestry Dept., Health Dept. Municipal Parks Dept., YMCA, local businesses, recreational clubs		Measurable increase in the use of trails and outdoor amenities.

QUALITY OF PLACE - ADDITIONAL INITIATIVES

The REDI planning team identified several initiatives that are critical to economic vitality in Wood County. These initiatives will be led by the County independent of the REDI team. Their implementation is described in the Wood County's 2020 Strategic Plan.

UPDATE THE WOOD COUNTY COMPREHENSIVE PLAN

A comprehensive plan for the County provides numerous benefits that are required for economic vitality, including the provision of a level of certainty related to land use and development. A patchwork of ordinances and regulations can complicate the initiation and creation of new housing and business projects. As a result, many developers and entrepreneurs pursue communities that can offer consistency across municipal boundaries.

The current comprehensive plan for Wood County was adopted in 2009. Many changes have taken place since then, so an update is warranted. Wood County's planning staff are assisting local municipalities with updates to their comprehensive plans. Once complete, they will be compiled into the County's new comprehensive plan.

IMPROVE HEALTH OUTCOMES BY COMPLIMENTING THE WOOD COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)

Successful economic development conditions are dependent on a healthy community. Housing and mapping of outdoor recreational provisions have also been recognized as priorities in Wood County's CHIP and the Wood County Strategic Plan.

The Wood County CHIP is a unified community plan created in collaboration between Wood County Health Department, Marshfield Clinic Health System, and Aspirus Riverview Hospital and Clinics. It provides recommended direction and plans to address the identified health priorities found in the Community Health Assessment (CHA), including substance use, behavioral health, active communities, and community food systems.

Through the development of the CHIP, efforts focused on prevention, systemic drivers, and root causes which are included in the recommendations, because health is determined by more than behaviors and access to care. Access to social and economic opportunities; the resources and supports available in homes, neighborhoods, and communities; the quality of schools; the safety of workplaces; and the cleanliness of water, foods, and air all contribute to health. Even more upstream, poor health and institutional and social inequities go together and systemically affect health outcomes. For this reason, recommended direction and strategies include efforts far more reaching than the health priority areas listed in the CHA.

The Healthy People Wood County (HPWC) core team guides the work of the identified health priorities. Using the guiding principles of health equity; policy, systems, environment change (PSE); community engagement; and sustainability, the HPWC core team convenes community organizations and creates partnerships to make positive, lasting change in Wood County.

The follow are priority goals identified in CHIP Plan. Objectives and timelines can be found at

[http://www.woodcountyhealth.org/Reports/Documents/2019-2021%20Community%20Health%20Improvement%20Plan%20\(Final\).pdf](http://www.woodcountyhealth.org/Reports/Documents/2019-2021%20Community%20Health%20Improvement%20Plan%20(Final).pdf)

1. Improve and increase affordable, safe, quality housing for those living in Wood County.
2. Encourage community design and development that supports physical activity in Wood County communities.
3. Improve the health and well-being of justice-involved populations in Wood County.
4. Improve health outcomes for youths aged 11-18.
5. Build capacity and leadership development among specified marginalized populations within Wood County.
6. Address factors in Wood County that increase youth substance use and promote factors that decrease youth substance use to decrease unhealthy adult substance use over time.
7. Decrease mental health stigma.
8. Enhance access and reduce barriers to utilize mental health services by residents, with a focus on at-risk populations.
9. Improve collaboration of local providers and resources across all sectors to improve access to care, crisis responsiveness, and referral pathways.

10. Increase accessibility of healthy foods for Wood County residents and organizations through enhancing food systems and retail.

IMPROVE HEALTH, EQUITY, AND RESILIENCE AND DECREASE OPERATING COSTS BY IMPLEMENTING WOOD COUNTY'S ENERGY PLAN.

Wood County seeks to achieve a feasible level of energy independence as a way of enhancing energy security, reducing costs, attracting new residents, and positively impacting health, the environment, and local natural resources for future generations. Many of these attributes are tied to the success of economic development in the County. Declining costs associated with renewable energy systems are making the local generation of energy more attainable and economically beneficial. Furthermore, leading credit rating agencies look favorably on an energy plan and goals when determining municipal credit ratings.

Setting targets, developing strategies, engaging employees, and planning for initial capital investments will pave the way for reductions in energy use and expand the amount of energy generation by Wood County, resulting in saved tax dollars, greater energy security, and positive health and environmental outcomes. Energy is undergoing swift transitions worldwide. As a result, this plan should be reviewed and updated at least annually by the Wood County Renewable and Sustainable Committee.

Goal: Promote energy efficiency/conservation and renewable energy for Wood County operations. Initial target: By 2025, reduce non-renewable energy usage by 15%.

The Wood County Energy Plan identifies steps to achieve its initial target through the examination of electricity and fuel use in the county, reduction of energy consumption through implementation of efficiencies, and incorporating renewable energy into the County's energy portfolio. In addition, the plan encourages the adoption of renewable energy policies and practices as part of a strategy to meet future energy needs by utilizing sustainability and local renewable energy independence as tools to enhance economic stability and quality of life in the County, identifying and taking steps to remove barriers to development of renewable energy, and taking advantage of other opportunities as they arise.

The Energy Plan was adopted by Wood County Board on November 10, 2019 and its implementation was identified as one of the County's priorities for infrastructure resilience and efficiency in the County Strategic plan.

- Priority initiatives during the next two years:
- Energy assessment of top five energy consuming facilities.
- Microgrid feasibility analysis to enhance residence at two-healthcare centers.
- Choose energy efficient options when maintaining and building new facilities.
- Install solar at the Highway Dept. facility, and others as economically feasible.
- Education and input about energy efficiencies from County staff.

EVALUATION PLAN

The Wood County Planning and Zoning Department will be the primary keeper of the REDI plan. The Director of Planning and Zoning will initiate progress reporting with the REDI team at least quarterly and discuss any necessary adjustments to strategies. The quarterly reports will be shared with the County Board's CEED Committee. Each goal in the plan identifies one or more metrics for measuring success.

APPENDIX