

**MINUTES**  
**Trempealeau County Extension Education and Communication Committee**

Mike Nelson, Chair

1. Meeting called to order by Mike Nelson at 9:05 a.m. in the Trempealeau County Government Center in the Packer Room on August 16, 2011.
2. Notice was posted according to open meeting law requirements.

**Committee members present:**

George Brandt  
 Robert Duellman  
 Arild Engelién  
 Olin Fimreite  
 Michael Nelson

**Others present:**

Steve Okonek  
 Cyndy Jacoby  
 Pat Malone  
 Megan Stuessel  
 LaVerne Smikrud  
 Mary Anderson  
 Ron Henry  
 Tanner Stensen

3. **MOTION: Adopt agenda as (printed)**  
(Duellman/Engelién): **PASSED.**
4. **MOTION: Adopt minutes of the July 19, 2011, meeting as (printed)**  
(Engelién/Duellman): **PASSED.**
5. **MOTION: Approve agents' out-of-county travel requests**  
(Fimreite/Engelién): **PASSED.**

See attached Out of County Travel Request.

6. **Report from 4-H Executive Board:**

Megan reported that there was no 4-H Executive Board meeting in July because of the numerous fair activities. She reported that the Waumandee State Bank gave a generous donation to the Board. They are currently working on a new Trempealeau County Plat Book. Megan is currently organizing a 4-H Softball League for 2012. She said the Fair was well attended and was very successful this year. Megan said there will be a large turnover of the 4-H Executive Board this year.

7. **2011 Extension Budget**

Cindy reviewed the 2011 Extension Budget and the expenditures are in line with the amount budgeted.

8. **Monthly Extension Programming Updates – Okonek, Malone, Jacoby, Stuessel**

Steve Okonek has had a busy month with a variety of Ag related activities. Cindy has been busy with numerous TCCTV activities and working on the 2012 Budget. She has been working on a TCCTV resource coordinator position job description. Megan again coordinated the 20 page monthly 4-H newsletter and is evaluating Trempealeau County Fair activities and events. Pat Malone had prior commitments and was not present.

9. **Approval to Amended Extension Contracts**

Cindy revised the amended contract between Trempealeau County and the Regents of the University of WI System for **July 1, 2001 to June 30, 2012**

salaries	\$65,181.00
44% Fringe Benefits	<u>\$28,681.00</u>
subtotal	\$93,862.00
unpaid leave Megan	
Ag position reduced	
by-out Pat	- <u>\$12,882.00</u>

Amended Contract \$80,980.00

#### 10. **2011 TCCTV Budget**

Cindy reported that the TCCTV Budget expenditures are within the amount budgeted. Ron Henry who assists TCCTV as a volunteer camera man/producer outlined six areas that need extra coordination in the TCCTV studio.

They are:

1. Establish hours and work assignments for the temporary employees
2. Maintain inventory control for TV related equipment. (checking equipment going out and coming back)
3. Monitor and direct the progress of the TV shows from computer to broadcast.
4. Work with University Extension to assure TCCTV Budget compliance.
5. Establish and maintain phone contacts as needed in the studio.
6. Direct assignment of TCCTV personal to tape community events of interest.

The committee discussed various options the six essential areas could be covered. It would require extra funding either from the budget or from fundraising. A suggestion was that Michelle Olcott's hours be increased from 29 hours a week to 32 hours a week. No action was taken.

#### 11. **RC & D**

Mary Anderson River Country RC & D (Resource, Conservation and Development) was present and gave a report on grant possibilities, she has identified three – four grant possibilities. One that seems to be feasible and may be approved quickly is from Organic Valley La Farge, WI The focal of this grant would be to inform and educate the public on requirement of Ag products provided organically and the benefits of organic foods. This would be a three month project with the total grant being \$2,151.00 with in kind contributions of camera, editing, producing by primarily volunteers being \$2,710.00. After much discussion Olin Fimreite made a motion seconded by Arild Engeliem to proceed with the grant with River Country RC & D having the fiscal/responsibility for the grant development and implementation. Motioned carried.

#### 12. **RC & D Invoice**

After discussion regarding the \$50.00 grant search bill. Olin Fimreite made a motion seconded by Arild Engeliem to pay the bill with the money coming out of the grant application. Motion carried.

#### 13. **Orange Blossom Special Band Fundraiser**

LaVerne Smikrud, Director of the Orange Blossom Special Band was present. He has volunteered his popular band free of charge for a TCCTV Fundraiser Dance. It will be held on Sunday, October 16<sup>th</sup> at the Mill Road Banquet Center in Galesville (the remodeled curling club). The dance will start at 1:00 p.m. and end at 5:00 p.m. The tickets will be \$10.00 with a \$1.00 going to the Banquet Center owner. Publicity is already running on TCCTV. Advertising poster will be made and Olin and LaVerne will appear on Let's Chat with Char.

14. **Staffing during sick leave**

The committee discussed the options regarding assistance during the time staff/employees are on sick leave. After discussion Arild Engeliien made a motion seconded by Olin Fimreite that Cyndy has the authority to hire temporary part-time help during times when staff is on sick leave with money coming from the non-lapsing fund. Motioned carried.

15. **TV Fundraiser Auction**

The live TV auction will be held on Wednesday, October 12<sup>th</sup> from 5:00 to 10:00 p.m. Arlena Schott is the coordinator of the auction fundraiser. She has organized a committee, however many more volunteers are needed for the fundraiser. She can be contacted at 715-983-3963.

16. **Discussion of priority uses for fundraising proceeds**

The committee and staff discussed the priorities for money raised during the fundraising efforts. The two areas for improvement would be having the weekend TCCTV program scheduled printed in the weekly newspapers and to increase the production of TCCTV programs. Cyndy briefly went over the summary of the TCCTV viewer's survey. Next month Pat Malone Community Development Educator will give the committee more details. A total of 285 responses were received and one item indicated that 61% of the viewers were 65 years or older. The TCCTV staff, volunteers and committee will discuss programs that would attract more young people at future meetings.

17. **Recent Programming**

Ron Henry showed the committee a ten minute portion of program where he was the camera man and student Tanner Stensen was the host at the State Capitol in Madison. The title of the show is "A Youthful Look at Madison". The quality of the filming and interviews was excellent. Many other programs are being produced.

18. **Next meeting date** was set for September 27<sup>th</sup> at 9:00 a.m., in the Trempealeau County Government Center.

19. **MOTION: Adjourn meeting at 12:05 p.m.**  
( Engeliien / Duellman **PASSED**).

Olin Fimreite, Secretary  
Agriculture and Extension Education Committee