

MINUTES
Trempealeau County Extension Education and Communication Committee

Mike Nelson, Chair

1. Meeting called to order by Mike Nelson at 9:04 a.m. in the Trempealeau County Government Center in the Tremple Room on October 18, 2011.

2. Notice was posted according to open meeting law requirements.

Committee members present:

X George Brandt
X Robert Duellman
X Arild Engelién
X Olin Fimreite
X Michael Nelson

Others present:

X Steve Okonek
X Cyndy Jacoby
____ Pat Malone
X Megan Stuessel
X Ron Henry
X Nancy Bergman

3. **MOTION: Adopt agenda as (printed)**
(Brandt/Engelién : **PASSED**).

4. **MOTION: Adopt minutes of the September 27, 2011, meeting as (printed)**
(Duellman/Brandt : **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:**

The 4-H Executive Board held its annual meeting in September. Megan reported that they discussed the 2011 County Fair on what worked well and where improvements are needed for the 2012 County Fair.

The 4-H Board discussed the production of the new plat book that will be released to the public in September 2012. The Board is working with Supreme Graphics in Arcadia with the development and completion of the new plat book. The coordination of the plat book will be supervised by a five member committee working with Megan. Megan provided officer training to the new members of the Board. Olin complimented Megan on the excellent sixteen page October 4-H newsletter, which is very detailed and takes a lot of effort. Megan credited Michelle Rose who organizes, arranges and types the 4-H newsletter.

7. **2011 Extension Budget**

The Extension Budget is similar to the 2011. The final approval of the budget will be adopted at the County Board Meeting in November. Cyndy reported that the clean sweep program (getting rid of dangerous drugs and other materials) was approved for expenditure not to exceed \$10,000.00

8. **Extension Programming Update:**

County Agent Steve Okonek is working with eighteen farmers on record keeping and bench marks (coverage of the data base) which helps the farmers do a better job of keeping records and they can improve their productivity and where the expense results in additional income.

The committee requested a summary of Trempealeau County Agricultural data (cattle, hogs, crops, various incomes for Ag sale, etc.) Steve and Megan will obtain this data for the November meeting.

Cyndy has spent much time on the TCCTV Budget and the TCCTV fundraisers. She has also presented a Food Preservation series offered as a partner with the Western Technical College.

Eleven people attended the Tomatoes and salsa class. Eight people attended the jams and jellies and pickle classes.

Cyndy will be completing a class on canning meat on October 20th and beginning on November 17th she will conduct six sessions entitled "Powerful Tools for Caregivers" at the Shirley Wright Library in Trempealeau.

Pat Malone was unable to attend this meeting – no report was presented.

9. **Youth Education Account:**

Megan reported that annually the County Board provides \$1,225.00 to the "Alliance for Youth". Megan reported that 60% of youth problems are related to bullying and internet safety and she suggested that the funds be utilized to provide program and education to help youth understand, comprehend and stop the things that have a negative effect to Trempealeau County youth. She said the Environmental Days will continue. Megan to Carol Bawek coordinated the "Alliance for Youth" activities.

After discussion George Brandt made a Motion second by Olin Fimreite, that the committee supports Megan in her efforts to develop a Youth Education Program and utilize budgeted funds for that purpose. **Motion Carried**

10. **2011 TCCTV Budget**

Cindy reported that the electronics mechanism that runs the TCCTV Operation broke down, but a new system costing \$9,000.00 is now in. There is not enough money currently available to hire a part-time director.

11. **Review Policies & Fees for TV Studio**

Cyndy reported that there is a need for clear policies, procedures and fees for the Trempealeau County Community TV. Cyndy has obtained policies and procedures from three to four other Community Education TV Stations. Cyndy felt there is a need to have an advisory committee made up of people in the county. Chairman Nelson appointed Olin Fimreite and George Brandt to develop ideas on methods and the step in developing a TCCTV "Policy and Procedures Guidelines".

12. **Summarize or overview of fundraiser**

The first ever TCCTV Auction was held from 5-10:30 P.M. on October 12th. Arlena Schott planned and coordinated the event. Many volunteers assisted her in making the auction successful. Over 140 items were donated by county businesses and people for the auction. The auction resulted in a net income of almost \$3,000.00. The auction was an enjoyable evening and it was well received by the TCCTV viewing public. Arlena is planning to schedule a meeting with the participants to review where improvements can be made for next year's auction.

The second TCCTV fundraising event was a dance at the Mill Road Banquet Center on October 16th. The Orange Blossom Special Band under the direction of LaVern Smikrud donated their time for the four hour dance. Ron Henry and Olin Fimreite interviewed about fifteen people at the dance which will be shown soon on TCCTV. Bob Duellman and Mark Smick from the County Board attended the dance. It was a fun afternoon with a net income of \$505.00 for TCCTV.

Cyndy plans to put a thank you ad in the Trempealeau County Times and The Pulse in appreciation for everyone who participated in the TCCTV fundraisers.

13. **Recent Programming**

Deferred until next month

14. **Next meeting date** was set for November 15th at 9:00 a.m., in the Trempealeau County Government Center.

15. **MOTION: Adjourn meeting at 11:30 a.m.**
(Brandt/Engelien : **PASSED**).

Olin Fimreite, Secretary
Agriculture and Extension Education Committee