

MINUTES
Trempealeau County Extension Education and Communication Committee

Mike Nelson, Chair

1. Meeting called to order by Mike Nelson at 9:07 a.m. in the Trempealeau County Government Center in the Tremple Room on December 20, 2011.
2. Notice was posted according to open meeting law requirements.

Committee members present:

George Brandt
 Robert Duellman
 Arild Engelian
 Olin Fimreite
 Michael Nelson

Others present:

Steve Okonek
 Cyndy Jacoby
 Pat Malone
 Megan Stuessel
 Deb Jones

3. **MOTION: Adopt agenda as (printed/amended)**
(Fimreite / Duellman : **PASSED**).
4. **MOTION: Adopt minutes of the November 22, 2011, meeting as (printed/corrected)**
(Engelian / Duellman : **PASSED**).
5. **MOTION: Approve agents' out-of-county travel requests**
(Fimreite / Engelian : **PASSED**).

See attached Out of County Travel Request.

6. **Agriculture Agent hiring update:**

Deb Jones, Western District Director from Black River Falls said she has been working on filling the agricultural agent in Trempealeau County. She is requesting a full time position but it could be approved for less by the UW Extension Director, but she feels it would not be less than 80% time. To qualify for the ag agent position a Master Degree is required. Deb feels that the new ag agent would cooperate with ag agents from Buffalo and Pepin Counties on special projects. Deb said she plans to post the ag agent position on February 4, 2012. After the posting, the District Director and Program Director will screen the applicants to 4-6. Then Deb Jones, Program Director, Cyndy and Pat will do in-depth interviews and reduce the applicants to 2-4 and they will be interviewed and one will be selected by the UW Extension, Education and Communication Committee. Money for the ag agent is set up in the 2012 University Extension and Trempealeau County Budget. It is expected to take about 5-6 months before the position will be filled.

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

None Megan's on maternity leave she had a baby Boy on December 12th.

8. **Extension Programming Update:**

Pat Malone has been working on some informational sheets on Froc Mining. They are

1. Stability of mining as an industry
2. Economic multipliers
3. Who takes the jobs

She has been working with Jami Kabus and Cyndy on a compressive TCCTV Studio Coordinator Job Description.

Ag Agent, Steve Okonek has been working on two special projects. One was developing and sending out a questioner on land rental rates. The report covered a number of things including cropland rates ranged from \$34.00 - \$190.00 per acre with an average of \$96.50 per acre and pasture rates ranged from \$18.00 - \$140.00 per acre with an average of \$67.25 per acre.

His other project was an Agricultural interest survey. Respondents responded on the agricultural topic they wanted covered in the next couple of years. (See attached)

Steve has also developed the "Trempealeau County Agricultural News" A newsletter that covers agricultural meeting schedule and agricultural topics.

Cyndy has been assisting with the Studio Coordinator job description and has assisted the TCCTV with management and budget details. She also follows up on referrals from probation and parole and assists people with money things including money management and she also assists with parenting skills.

9. **2011 Extension Budget:**

Cyndy reported that the expenditures are within the 2011 Budget.

10. **2012 Extension Budget:**

Cyndy reviewed the approved 2012 Extension Budget.

11. **2011 TCCTV Budget:**

There was some major expenditure in the studio in 2011. The main studio computer that controls programming was replaced (about \$10,000.00) a needed camera will be purchased. The 2011 Budget looks good.

12. **2012 TCCTV Budget:**

Cyndy reviewed the approved 2012 Budget and the committee received a copy of the budget.

13. **Update on current studio staffing roles and work calendar:**

Items 13 & 14 on the agenda were discussed together

With the departure of Michelle Olcott who transferred to the Senior Services and Deb Jones letter which stated that Cyndy Jacoby TCCTV Budget Management _____ were considered a temporary arrangement and it has gone on for over a year and she should be relieved of these duties so she can fully return to her Extension duties. The need is great to obtain additional help in the TCCTV Studio. Currently Rick Joten works only 70% time and Bobbi Guthrie works 1 hour per day. They have a part time (56 hours/2 weeks) temporary employee and volunteers Ron Henry are keeping TCCTV operating.

Pat Malone and Jami Kabus reviewed a tentative detailed and comprehensive job description for TCCTV Studio Coordinator position (see attached) The position is different than an administrative position because it involves hands on activities such as filming, editing, and broadcasting, etc. After much discussion the committee agreed that it should be a non-union position. Jami indicated that starting wage would be determined by Maximus (consulting firm). The position could be between 80-100% times. There is no money in the 2012 TCCTV budget for this position. There was a long discussion by Communications Committee and others about the Studio Coordinator position. Ron Henry said it was very important for the person in that position to have the authority to make decisions on critical issues.

A motion was made by Olin Fimreite and seconded by Arild Engeliem to proceed with completing the Studio Coordinator job description with amendments and to proceed with a personal requisition. Motion carried.

Jami indicated that she would try to have a package ready for review at the January meeting.

14. **2012 studio staffing roles and expectations:**

See above

15. **Update on Organic Valley grant:**

The grant application for TCCTV was not approved. Mary Anderson has recommended that the committee reapply for the next round in February..... The question is, will there be an additional cost?

16. **TCCTV Policy Procedure – Task Committee (George and Olin)**

Nothing will be done until after the holidays.

17. **Recent Programming:**

Schools audio department are filming school Christmas programs and are selling recordings to parents, etc. and this means less School Christmas programs on TCCTV, so more reruns of all programs are being run.

18. **Next meeting date** was set for January 17 at 9:00 a.m., in the Trempealeau County Government Center.

19. **MOTION: Adjourn meeting at 12:00 p.m.**
(Fimreite / Engelen: PASSED).

Olin Fimreite, Secretary
Agriculture and Extension Education Committee