

MINUTES
Trempealeau County Extension Education and Communication Committee

Mike Nelson, Chair

1. Meeting called to order by Mike Nelson at 9:00 a.m. in the Trempealeau County Government Center in the Packer Room on April 18, 2011.
2. Notice was posted according to open meeting law requirements.

Committee members present:

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

Others present:

 Steve Okonek
X Cyndy Jacoby
 Pat Malone
X Megan Stuessel
X Arlena Schott

3. **MOTION: Adopt agenda as printed**
(Duellman/Engelian : **PASSED**.)
4. **MOTION: Adopt minutes of the March 15, 2011, meeting as (printed)**
(Engelian/Duellman : **PASSED**.)
5. **MOTION: Approve agents' out-of-county travel requests**
(Engelian/Fimreite : **PASSED**.)

See attached Out of County Travel Request.

6. **Report from 4-H Executive Board:** Megan Stuessel reported that a new 4-H Club has been organized "The Ettrick Eagles". She is working with the 4-H Leaders Board in developing a new County Plat Book. The committee complimented her on the excellent monthly 4-H Newsletters. The committee discussed the utilization of TCCTV to acknowledge businesses and individuals who provide contributions supporting the Trempealeau County Fair. **Fimreite made a motion seconded by Engelian. Motion carried**

7. **National Prescription Drug Take Back Day:** Megan Stuessel reported on a Pennsylvania DARE Officer's talk to Trempealeau County students about a dangerous thing that is sweeping the country. Numerous youth have dies or are in a vegetative state from chocking themselves to get a high. Efforts are being made to educate parents, teachers, and students about this dangerous activity.

Megan is also working on a "Take Back your Prescription Drug Program" in Trempealeau County. Expired and unused prescription drugs will be collected Saturday, April 30th from 10:00-2:00 at the County Sheriff's Department garage. She is working with the Sheriff, Senior Services and the Health Department on the project.

8. **2010 Extension Budget:** Cindy discussed 2010 budget. The extension budget \$2,209.50, under budget and this will go back into the general fund.

9. **2011 Extension Budget:** Cindy reported that the Extension spending is well within the budget for 2011. **Engelien made a motion, seconded Duellman to put the budget paper on file. Motion carried.**
10. **UWEX funding and budget information:** Cindy discussed the 2011-2013 State Budget timeline and discussed where the UW-Extension Statewide Budget comes from. The county funding is only 28% of the State Budget. See attachment.
11. **Extension Programming Efforts – Extension Staff:** Pat Malone & Steve Okonek were not at the meeting and no report was given. Cindy Jacoby reported that she had two parenting referrals. She provided assistance in the Senior Farmer's Market Nutrition Program, which provide vouchers for fresh produce from certified vendors. She is working with Steve on the Community Garden in Arcadia, which involves a number of plots. She also worked on the WI Nutrition Education Program which provides USDA money for nutrition education and supplies. Lorna Anderson's salary is included in this program. (see attached)
12. **Wisconsin Idea Partnership:** Cindy discussed the Wisconsin Idea Partnership which involves a partnership between Wisconsin's Universities.
13. **District WACEC Meeting:** Cindy discussed WI Associated County Extensions Committees (WACEC) Summer District 5 Meeting, June 6, 2011 at the Three Bears Lodge at Warrens, WI. Committee members who are interested in attending this meeting should notify Cindy.
14. **2010 TCCTV Budget:** Cindy reviewed the 2010 Budget which was within the amount budgeted.
15. **2011 TCCTV Budget:** Cindy reviewed the 2011 TCCTV Budget with a total budgeted expense of \$149,417.65. The total contributed by people and agencies is budgeted for \$40,381.02.
16. **WAPC Membership:** WI Association of PEG channels. (PEG=Public, Education, Government). The cost is approximately \$260.00. They have 62 member stations in WI. **After discussion Fimreite made a motion, seconded by Duellman to join the WAPC. Motion carried.**
17. **WAPC Conference, May 5 & 6 participation:** Rick Joten will be representing TCCTV at the Wisconsin Association of PEG Channels (WAPC) Conference on May 5-6.
18. **TV auction and/or fundraiser:** Arlena Schott reported on the live TV Auction which will be held on Wednesday, June 1st at 5:00-10:00. She is coordinating the fundraising event. She will need a lot of volunteer help with the auction fundraiser,
19. **TV Volunteers:** Volunteers are needed for the TCCTV studio, program hosts, commerce, studio, and clerical work are needed. Volunteers are also needed for the auction. Ron Henry has provided a lot of volunteer help during the last three months.
20. **Equipment Proposal:** Cindy said Rick Joten was interested in having the studio obtain a green screen which has the ability to have scenes in the background of the studio which will enhance shows. They will check on the price of a green screen for the next meeting.
21. **RC & D Contract:** No updated report.

22. **TV Survey:** Cindy & Pat have developed a TCCTV questioner, which will be sent out with the TCC billings in an effort to identify what TCCTV viewers want to see. The survey was reviewed by the committee.
23. **Dated Church Recordings:** A few of the church services are broadcasted on TCCTV without underwriting. Most churches tape their services and bring them to the studio so the studio "cost is not high". Many of the churches so underwrite their church service.
24. **TV Studio Intern from UW LaCrosse:** The studio cost for each race is about \$150.00. The raceway does not underwrite and not enough tapes are sold to cover expenses. A letter was presented that TCCTV will request \$250.00 for each race and listed eight race dates that would be taped if the \$250.00 is received.
25. **Mississippi Thunder Raceway Agreement :** Cyndy has not heard anything from the UW LaCrosse.
26. **TCCTV April Programming Report :** A few new programs are being produced in April.
27. **TCCTV Calendar:** The TCCTV program schedules are on the website and do not appear to be covered by the shopper.
28. **Next meeting date** was set for May 17 at 9:00 a.m., in the Trempealeau County Government Center.
29. **MOTION: Adjourn meeting at 12:35 p.m.**
(Engelien/Duellman : **PASSED**).

Olin Fimreite, Secretary
Agriculture and Extension Education Committee