

MINUTES
Trempealeau County Extension Education and Communication Committee

Mike Nelson, Chair

1. Meeting called to order by Mike Nelson at 9:03 a.m. in the Trempealeau County Government Center in the Tremple Room on June 21, 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 Jami Kabus
X Cindy Currier

3. **MOTION: Adopt agenda as (printed)**
(Brandt/Engelién : **PASSED**).
4. **MOTION: Adopt minutes of the May 17, 2011, meeting as (printed)**
(Engelién/Brandt : **PASSED**).
5. **MOTION: Approve agents' out-of-county travel requests**
(_____ / _____ : **PASSED/FAILED**).

No Out of County Travel Request presented.

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

Megan was not present due to a meeting in Brown County.

7. **Closed Session per 19.85(1)© to consider Employment, Promotion, Compensation or Performance Evaluation where reasons require a closed session**

At 9:00 Fimreite made a motion seconded by Brandt to go into closed session. All committee members voted yes. Motion carried.

8. **Reconvene into open session per 19.85 to continue meeting.**

At 10:45 Brandt made a motion seconded by Engelién to move out of closed session. All committee members voted yes. Motion carried.

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

Steve Okonek, Interim County Agent, gave his report. He is working with Community Garden in Arcadia. He is working with Patricia Wagner on meeting "Heart of Farm records and analysis" which will be held in August. He is assisting the Coulee Country Grazers group on their grass fed beef program. In response to George Brandt's question he reviewed his involvement with the numerous programs in the county.

Pat Malone reported that she has completed the TCCTV questions and it will be sent out soon with the TCC billing. The committee expressed their appreciation for TCC generosity. She is also with Judge Damon and the committee on the Justice Sanctions Program. She is assisting the Burnside Town Board who had a complete turnover at the last election. She is assisting Global Finishing with an outdoor recreational program and is assisting the Village of Trempealeau on Economic Development.

Cyndy has been very busy with TCCTV activities. She is also working with Steve on the numerous Community Gardens in Arcadia. She is working with Western Technical College on a class for the proper preservation of food. She provided the committee the rules and regulations of sale of food by individuals. She is working with the Farmer's Market food distribution program and fifty food vouchers have been distributed.

10. **2011 Extension Budget**

Cyndy reported that the 2011 budget expenditures are in line with the budgeted amount.

Deb Jones, Western District Director, reviewed the proposal for Intrim County Agent Steve Okonek. He currently is working only 50% of the time with the state paying 60% of his salary and the county 40%. Deb has received state approval for Steve working 60% of the time at the same rate 60% state and 40% county. The committee agreed to the proposal presented by Deb which runs from July 1 to December 31. The committee will vote officially at the July meeting since this was not on the agenda (see attached).

11. **Report from WACEC Meeting in Warrens**

Olin Fimreite attended the Wisconsin Associated County Extension Committee Inc. (WACEC) District 5 summer meeting on June 6, 2011 at the Three Bears Resort in Warrens. He reported that all 14 counties in area 5 were represented at the meeting. Olin gave a report on the meeting and a brief summary of the six presentations given. Olin reported that the committee attending the WACEC meeting is made-up of enthusiastic people who are instrumental, as advocated for UW-Extension Activities, Programs and Funding. (Agenda attached)

12. **TV Studio Equipment replacement purchase**

Cindy Currier, Information Technology Director, reported that the PC in the TCCTV Studio broke down and she got it going again after considerable effort. She said the repair was temporary and assisted Rick Joten with the order if a new \$719.00 PC, which will be arriving soon. The committee expressed their appreciation for Cindy's efforts in keeping TCCTV on the air.

The green screen which enhances studio shows with background scenery has been purchased and will be used for the first time today.

13. **Update on the status of the TCCTV viewer survey for TCCTV fundraiser**

The TCCTV questioner for viewers was printed, folded, put into envelopes and will be sent out with the Tri-County Communications Cooperative (TCC) billing. This contribution is much appreciated by the communications committee.

14. **Discussion and potential action on new proposal for TCCTV fundraiser**

Olin Fimreite was contact by LaVern Smikrud, who is the Director of the Orange Blossom Special Band and he is willing to donate his well-known Dance Band for a Fundraiser for

TCCTV. The committee was enthused about this possibility. They appointed George Brandt, Olin Fimreite and Ron Henry to work out the details regarding the place, date, tickets, food, etc. Olin Fimreite read the letter received from Home Folks show host, Norm Herman, who thanked the TCCTV staff and committee for giving him the opportunity to interview 33 prominent musicians. The shows are now archived at the University of Wisconsin Music and Folklore Department. Some of the musicians are now gone but their talents have been preserved thanks to TCCTV.

15. **Monthly update on 2011 TCCTV Budget**

Cyndy gave an update on the 2011 TCCTV Budget and TCCTV is within the budget.

16. **TCCTV internships and casual edit technician**

Cyndy Jacoby reported that there is some additional help this summer. One high school graduate from Osseo is working 6hrs. /wk. He is very good at editing. Ethan Ekern, Whitehall High School graduate will work 170 hours through the summer and Kacey Person, UW La Crosse student intern who is majoring in communications will be assisting TCCTV with programming. (she was offered a \$700.00 travel stipend at the March meeting).

Ron Henry who is a TCCTV volunteer reported problems at TVCTV because of the storage of help. 1. property control 2. programs filmed not being edited 3. No measurement of what is being done 4. Need for organizational control. After discussion George Brandt made a Motion seconded by Engeliem to increase the Edit Technician to 20 hours per pay period. Motion carried. Olin asked Deb Jones if she felt Cyndy's TCCTV activities were interfering with her UW-Extension responsibilities. Deb said that Cyndy's work with TCCTV is only temporary and not long term. She said she recognizes the difficulty TCCTV currently has but she said she realizes that progress is being made. George Brandt suggested that Cyndy develop a job description for a part time coordinator. She said she would put together a couple of coordinator possibilities for the July meeting.

17. **TCCTV July/August Proposed Programming Report**

The TCCTV programming schedule is not printed in the Arrow Shopper or the Trempealeau County Times. It was felt that another request should be made.

18. **Monthly review of TCCTV Calendar**

TCCTV is currently on 24 hours per day. Through the summer new programs will be developed, the Fair and community events will be covered.

19. **Next meeting date** was set for July 19 at 9:00 a.m., in the Trempealeau County Government Center. Mary Anderson will be scheduled for 9:00 a.m.

20. **MOTION: Adjourn meeting at 1:26 p.m.**
(Brandt/Fimreite : **PASSED**).

Olin Fimreite, Secretary
Agriculture and Extension Education Committee