

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

Mike Nelson, Chair

1. Meeting called to order by Olin Fimreite at 9:00 a.m. in the Trempealeau County Government Center in the Wisconsin Room on November 20, 2012

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

**Committee members present:**

X Jay Low  
X Sally Miller  
    Arild Engeliem  
X Olin Fimreite  
X Michael Nelson (arrived 9:10)

**Others present:**

X Steve Okonek  
X Cyndy Jacoby  
X Pat Malone  
    Marilyn Whalen  
X John Kelly

3. **MOTION:**                   **Adopt agenda as printed**  
( Low/Miller : PASSED).

4. **MOTION:**                   **Adopt minutes of the October 17, 2012, meeting as (printed)**  
( Low/Miller : PASSED).

5. **MOTION:**                   **Approve agents' out-of-county travel requests**  
( Low/Miller : PASSED).

6. **Museum Committee Report:**

Nancy Bergman working on website. The group contributions, including recent history looking for information on Town of Hale, Eleva. Nancy asked about an approval allocation from the committee from September for \$500.00 for website. Committee reviewed the September minutes and saw the approval, instructed to show minutes to Paul Syverson to have money transferred.

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

Marilyn not present, Steve in her place. Plat books are done and for sale in Extension Office. Marilyn will start 100% in December.

8. **Extension Programming Updates:**

Steve working with state specialist doing field nitrate study, to see how drought affected the corn. He is also doing Pre-harvest Grain Marketing and others in January. Doing a monthly TCCTV show on Ag issues.

Pat working with ADRC on long term goals/plans. She is working on tourism marketing studies with Trempealeau Chamber of Commerce. Pat is also working on the civil rights program for the agency.

9. **Office Space Proposal Update:**

Pat discussed that the Extension proposal to exchange office space with DLM. Per the Ag/Ext August meeting decision to decline the existing proposal but would welcome a joint planning process. See attached note from the extension office dated 10/22/12. Concerns about the fact bids on the renovation proposal have already been brought to the Property Committee. Pat said the extension leadership has already told DLM leadership the Extension is not accepting the proposal to change offices. **Motion to endorse the Extension proposal response. Abstained: Mike, Jay Passed: 3**

10. **Update on 4H and Family Living Positions:**

Working on posting the positions in March. Currently unsure how the Family Living position will end up being defined by University. The 4H position has been extended. Future status of both positions is uncertain. Extension is in negotiations with the state system.

11. **Civil Rights – December 5, 2012:**

Pat shared the progress of the civil rights review. She explained the process/purpose of the review, which is scheduled for December 5, 2012. She shared a copy of the County Civil Rights Day, which will be held in the Tremple Room and invited the committee chair.

12. **2012 Budget Information:**

Extension is turning money back, due to salary positions not being filled. Estimate is between \$10,000-\$30,000.

13. **Recent Locally Produced Shows:**

12 locally produced shows during last month. A newer show with Lois Taylor, Trempealeau, focuses on \_\_\_\_\_ She is a nurse and does two shows a month. Sally mentioned seeing a sales pitch at the end of a music show. John said the ads started showing up on the shows, so the staff has been editing the ads out.

14. **Auction :**

John said he's got work done on the Auction, which will become a full-time project very soon. He is looking for people to help with all aspects of the auction, before and during the auction. Jay asked about streaming and John said the issue is how to collect payment. For now it's not an option to accept paypal due to county policy accepting payment. Still looking for an auctioneer. The idea is to have one person in charge, with committee chairs. John will be in charge. A committee meeting will be held at 5pm, December 20<sup>th</sup> before the extension meeting.

15. **Underwriter Policy:**

John said the station is very close to having the underwriter policy in place. Found the original charter for the station. He is looking for ways to use money raised to go toward entire operations cost, to reduce tax levy. He has been working with Paul and Rian to identify ways to use underwriting to help the station become self-supporting. He has drafted an underwriter donor policy dated 11-05-12. He handed out a working draft that is being reviewed by corporation counsel. Various shows already have underwriters lined up to underwrite shows of interest to them.

16. **New Web Site:**

Basic website outline is done. All that is needed is new photos of set and new studio information. The website is close to be done.

17. **New Set Design:**

Hopefully done Friday. Furniture is being delivered. Photo of the current set will be taken and used on green screen when needed. The studio will look more modern.

18. **TCCTV and the Emergency Alert System:**

Currently looking at ways to break into broadcasting as needed. John has been looking into equipment to do local alerts. \$2,800.00 for the equipment that will allow capability. John will talk to Dan Schreiner, Emergency Management to see if there is any money in telecommunications grant. John reports that currently, budget looks like it will come in at \$10,000 under, as an

estimate. To update server to increase EAS capability and more. John will get more information and talk to emergency management about any unused emergency grants.

19. **Next meeting date** was set for December 20 at 6:00 p.m., in the Trempealeau County Government Center.  
Moved extension meetings to the third Thursday night of the month.

20. **MOTION: Adjourn meeting at** 11:20 a.m.  
( Low/Miller : PASSED).

Sally Miller, Secretary  
Agriculture and Extension Education Committee