

MINUTES
Trempealeau County Extension Education and Communication Committee

Mike Nelson, Chair

1. Meeting called to order by Mike Nelson at 9:06a.m. In the Trempealeau County Government Center in the Packer Room on December 17, 2013.
2. Notice was posted according to open meeting law requirements.

Committee members present:

Jay Low
 Sally Miller
 Arild Engelian
 Olin Fimreite
 Michael Nelson

Others present:

Steve Okonek
 Pat Malone
 Catherine Emmanuelle
 John Kelly
 Seth Spencer

3. **MOTION: Adopt agenda as printed**
(Fimreite/Low PASSED).
4. **MOTION: Adopt minutes of the November 13, 2013, meeting as printed/amended**
(Engelian/Fimreite : PASSED)
5. **MOTION: Approve agents' out-of-county travel requests**
(N/A : PASSED).

NONE

6. **Extension Programming Updates:**

Pat gave a report on behalf of the Ag Agent Steve, who is in Jackson County for training. His report – he is working on several projects and classes.

Pat also gave the 4H agents report. Seth's report – he completed his "4H Boot Camp" training and is busy working on getting acclimated to the program. Working with the Trempealeau County Alliance for Youth.

Catherine reported she is working with the moratorium committee and it's various committees as they complete their work. She's also completed training on teaching financial literacy. She also met with jail supervisor Tanya to talk about in jail programming. She also worked on outreach with Hispanic community. She is working on bringing programming about "success in the U.S." to help immigrant population. She's met with the editor of a regional Hispanic newspaper. She is also doing a survey to find out why students are on free/reduced lunches in order to find out barriers to being able to afford food.

Pat is working on strategic planning with Human Services Department. Already met with a few groups, including stakeholders and employees. Pat explained the "stakeholder" group is compressed of people outside the department. Conservation survey she is working on with Steve has been sent out. Also helping with the health impact statement of moratorium committee.

7. **Discussion of Printer Purchase:**

Pat explained that the office printer continues to have problems. Last repair was over \$1,000. Because there was some money left over in budget, the office bought a new printer for \$5,995.00. The old printer will be kept on hand as backup. No action from committee required.

8. **Budget Information:**

Pa said the committee will be coming in a zero. There were some questions about what percentage of extension employees salaries and benefits the state (UW Extension) pays and what part Trempealeau County pays.

9. **TV Studio 2013**

John Kelly reported that not all numbers are in with December still out. He reported that DVD sales is close to being at budget amount \$3,100.00. He's looking at more ways to increase revenue. Many donations come in during the holidays. He expects about \$10-12,000 for the donation account overall. Mike asked about the non-lapsing account amount. John reported it was about \$46,000.00. He reported that there will be some equipment purchases which would reduce the amount. John reported that there is no current newspaper printing the schedule.

10. **Appreciation Party Date, Time & Location:**

Beedles, January 12th 4-7pm. Dinner at 5pm with a limited menu.

11. **2014 Station Outlook and Goals:**

John reviewed some main goals: meetings available on the county website. The software is being setup in IT. Should be operational in early January. He's looking at how to do live broadcasting offsite – football games, parades, etc. He's also looking at doing a "fun run" as a summer fundraiser.

12. **Meeting Date/s for Auction Volunteers:**

John said the auction has been moved to the first part of March. He will be meeting with auction volunteers on January 17th and 21st at 6pm.

13. **Next meeting date** was set for January 21, 2014 at 9:00 a.m., in the Trempealeau County Government Center.

14. **MOTION: Adjourn meeting at 11:00a.m. Mike Nelson adjourned the meeting by order of the chair.**

Sally Miller, Secretary
Agriculture and Extension Education Committee