

**PROCEEDINGS OF THE BROWN COUNTY  
PLANNING, DEVELOPMENT & TRANSPORTATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Planning, Development & Transportation Committee** was held on Tuesday, February 22, 2022 in Room 200, Northern Building, 305 E. Walnut Street, Green Bay, WI.

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**Present:** Chair Dave Landwehr, Vice Chair Ray Suennen, Supervisor Tom Friberg, Supervisor Norb Dantine  
**Excused:** Supervisor Amanda Chu  
**Also Present:** Extension Director Judy Knudsen, Airport Director Marty Piette, Public Works Director Paul Fontecchio, Planning Director Cole Runge, Port & Resource Recovery Director Dean Haen, and other interested parties.

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**I. Call Meeting to Order.**

The meeting was called to order by Chair Dave Landwehr at 5:30 p.m.

**II. Approve/Modify Agenda.**

**Motion made by Supervisor Dantine, seconded by Supervisor Suennen to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**III. Approve/Modify Minutes of January 25, 2021.**

**Motion made by Supervisor Suennen, seconded by Supervisor Friberg to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Comments from the Public on Non-Agenda Items None**

**1. Review Minutes of:**

- a. **Housing Authority (November 15 and December 8, 2021).**

**Motion made by Supervisor Dantine, seconded by Supervisor Friberg to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

- b. **Planning Commission Board of Directors (November 3, 2021).**

**Motion made by Supervisor Friberg, seconded by Supervisor Dantine to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Resolutions & Ordinances**

**2. Resolution Approving Budget Carryover Request from 2021 Budget to 2022 Budget.**

**Motion made by Supervisor Dantine, seconded by Supervisor Suennen to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Extension**

**3. Director's Report.**

Extension Director Judy Knudsen provided a copy of their monthly Report and Annual Report 2021 (attached). She also reported on the following:

- Extension will be adding two new positions, a Healthy Communities Coordinator position funded through the FoodWise Program, and the ADRC really wants to start Strong Bodies, an evidence-

based program designed to build bone mass and improve balance particularly in women. They will charge for the program which will pay the salary and fringe benefits of the trainer position.

- Their Lunch and Learn Garden series started today.
- They're doing a Landscaper's Conference March 1<sup>st</sup> and 2<sup>nd</sup> in the Valley.
- Two of their staff have been accepted in the UW-Madison Showcase, an opportunity for faculty and staff to share their work and has a competitive selection process.
- They met with UW-Green Bay and the Einstein Project to do a large STEM event on April 20<sup>th</sup> for a couple large companies in town. It will be child focused and they're expecting well over 200 people.
- Their Community Garden sign-ups have started, they have to move their Imperial Lane Garden to property owned by the Salvation Army near the KROC Center.
- Extension has a new Crops Educator, he has been in conversation with Land and Water Conservation and two farmers who are interested in planting Kernza, a fairly new perennial grain cover crop.

**Motion made by Supervisor Dantine, seconded by Supervisor Friberg to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### Airport

#### **4. Director's Report.**

Airport Director Marty Piette reported on the following:

- 12-Hour+ Shift Report – Jan/Feb has been mild, 7 shifts over 12 hours, nothing over 14.
- Open Positions Report – No change, still actively recruiting a Housekeeper, since Jan 2021.
- Passenger Traffic – January 2022 was down only 2% over Jan 2019. Up 60% over Jan 2021.
- This month, Frontier launched their flight to Fort Lauderdale. One day a week through April 23<sup>rd</sup>.
- Tailwind Concessions – GRB's new retail concessioner will be onsite to start construction of the 2 new retail location post screening, converting the skybox lounges in each concourse. Once finished, they do some rehabilitation to the prescreening location. Tailwind was out of Wellington, NC and were in 15-20 other regional sized airports doing both food/beverage and retail. They bought AirHost, which was GRB's current food and beverage concessioner.
- Terminal Canopy Project - Bids were due last week to the Bureau of Aeronautics. Waiting for them to tabulate the bids. That will lead to their next projects for entry roads and parking lots.

**Motion made by Supervisor Dantine, seconded by Supervisor Friberg to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### Public Works

#### **5. Resolution Regarding Table of Organization Change for the Public Works Department – Creating New Highway Department and Facilities Department.**

Public Works Director Paul Fontecchio informed this was a major change that had been talked about for a while. He felt this made a lot of sense from a structural and organizational perspective. They have several components with this, which were noted in the resolution and Fontecchio briefly spoke to. As part of this change, there were a couple positions that would be eliminated, with those cost savings they could bump up some of the Housekeeper's pay. The annual budget impact was \$38,180 in savings with levy. The Highway Department absorbs more administrative costs, but it does catch itself up over time with those administrative chargebacks that they get from the state.

Suennen noted Highway was gaining 1.25 administrative personnel and questioned if there was a workload for that? Fontecchio responded they eliminated a position several years ago and from a workload perspective, they were overworked right now with both departments. Director of Administration Chad Weininger added that one of the issues they found during the original reorg many years ago, the Facilities portion wasn't being documented as well as it should be. For instance, when they went out to bid there were discrepancies and this will help formulate it. This will allow a specific Business Manager to help on the Facilities side. If the committee was engaging in energy discussions, they really need someone to help lead and organize it. By breaking these out, this will allow for more thorough discussions. Another reason for the

split was to allow for more functionality to happen. It should help on the Project Manager side, keeping track of the different projects coming, as it has always been a bone of contention from the finance side. Suennen informed he liked the idea of the concept of what they were looking at.

Landwehr stated with these changes, they had a wage scale set with the exact same number of the previous salary and fringes and asked if they had something to back it up? Can HR give a rundown of what other Highway Commissioners in the state were being paid? Fontecchio had a copy, in which he shared with Landwehr, and informed they came from the other Highway Commissioners. Weininger stated for full disclosure, HR will verify the information and send out an email. He added, there was a cost savings from one position and the change helped align a more flat structure. It's been a long process internally.

Discussions ensued regarding Housekeeper's pay, Weininger informed they were having a hard time recruiting at the current wage. Whether they did it in this TO resolution or comp and class, it was going to wind up happening. Landwehr believed this was not only going to affect these 10.5 positions but have a rollover affect for other departments. Weininger stated it depends if they're paid less, they will generally bring them up if they're a like-position. Landwehr wanted it stated for the record that there was a class and comp process. Weininger interjected that county employees are required to follow the A-33 policy, and if they are doing it on county time, that would be a problem. As government employees they do have the right to address the board as citizens. Landwehr wasn't saying they couldn't address the board, he was saying they were better served by following the process that was established.

### **COMPENSATION ADJUSTMENT POLICY**

**NUMBER:** A-33

**PURPOSE:** *To create a compensation strategy to help Brown County remain competitive in the labor market.*

**DEFINITIONS:**

**Budgeted Compensation Rate:** *The compensation amount for a specific position as reflected in the official County Budget.*

**Market Range:** *The compensation range between the minimum and maximum compensation rates for a given position as determined by the Classification study.*

**Minimum Compensation Rate:** *The minimum amount of compensation for a given position as determined by the Classification study.*

**Midpoint Compensation Rate:** *The midpoint between the minimum and maximum amounts of compensation for a given position as determined by the Classification study.*

**Maximum Compensation Rate:** *The maximum amount of compensation for a given position as determined by the Classification study.*

**PROCEDURE:** *Funds Appropriated for the Classification & Compensation study will be used to bring all non-union levy-funded positions that are below the Minimum Compensation Rate up to the Minimum Compensation Rate. Funds available after the Market Adjustment Fund allocation will be used to bring all non-union employees in levy funded positions that are at minimum towards Midpoint Compensation rates. Enterprise-funded departments will work with Human Resources (HR) and Administration to determine funds available for adjustments.*

**Market Adjustment Funds** *are reserved to provide market-based compensation rate adjustments. The adjustments must be documented and certified by HR and approved by Administration. Market Adjustment Funds that are set aside yearly shall be used for the following purposes:*

1. **New Hires:** *Positions will be hired at the lowest compensation rate of either the Midpoint Compensation Rate or the budgeted rate, unless a different rate has been preapproved by Administration. If the compensation rate does not attract a qualified candidate, then Administration may approve funds above the budgeted compensation rate.*
2. **Existing Positions:** *Non-union positions which are currently filled may, upon the recommendation of HR and the approval of Administration, receive a compensation rate increase in the following circumstances:*
  - a. **Pay Equity** – *a current employee may receive a compensation rate increase if a new hire for the same position with an equivalent level of experience is compensated at a higher rate.*
  - b. **Compression** – *a current employee whose compensation rate is close to a subordinate employee may be eligible for a compensation rate adjustment.*

**Classification Rate Adjustments:** The current classification plan will be reviewed and adjusted each year by HR. HR shall review six different departments, along with any high turnover divisions. Employees may request a review of their position or classification through and with the approval of their department head for an adjustment, or a department head may request a Table of Organization change with representation of new duties. Market Adjustment Funds may be used for rate adjustments. New positions not covered by the Classification study shall go through an external market analysis. All new positions must be approved by Brown County Board of Supervisors.

**Internal Steps:** Departments have the opportunity to create internal steps within their divisions, which may allow employees in non-union levy funded positions an opportunity for advancement given demonstrated longevity and favorable performance reviews. Departmental savings through the budget adjustment process and the Market Adjustment Fund may be used for this purpose.

**Wage Banking:** Wage banking allows managers of employees in positions to offer lower starting compensation rates with incremental increases to be realized up to one year later (beyond the budget year). The step increases must be outlined in the offer letter, and said employee must have received appropriate performance evaluations that support the increases. The Market Adjustment Fund may be used for this purpose.

**OVERSIGHT:** HR is responsible for administering and carrying out the Compensation Adjustment Policy, with final approval by Administration.

**Motion made by Supervisor Dantine, seconded by Supervisor Friberg to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**6. Summary of Operations Report.**

Public Works Director Paul Fontecchio informed it was a lighter winter. When looking at overall percentages, it was quite low compared to where they've seen it in the past, all the way around. They were operating a little bit below normal.

**Motion made by Supervisor Dantine, seconded by Supervisor Friberg to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**7. Director's Report.**

Fontecchio spoke to his written report in the agenda packet material.

**Motion made by Supervisor Friberg, seconded by Supervisor Dantine to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Port & Resource Recovery**

**8. Resolution Approving Three-Year Statement of Intentions for the Wisconsin Department of Transportation Harbor Assistance Program.**

Port & Resource Recovery Director Dean Haen informed these were done every year. There was no allocation of money, but if you apply for a grant, you have to be identified in a statement of intention. Basically, a giant wish list of every possible project and a planning tool for the DOT for the state budget.

The county did get \$1.2 million through the Harbor Assistance Grant for the port redevelopment site. The highest priority listed was the port development site at the mouth of the river that they will be reapplying for. They will see that request going in on August 1<sup>st</sup>.

**Motion made by Supervisor Dantine, seconded by Supervisor Friberg to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**9. Director's Report.**

Haen spoke to his written report in the agenda packet material.

**Motion made by Supervisor Friberg, seconded by Supervisor Suennen to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Planning & Land Services**

**10. Status of the PALS Department's 2022 Greater Green Bay Chamber Economic Development Expenditure Plan. *Held for one month.***

Planning Director Cole Runge informed they had met with the Chamber, and between the last meeting and now, the Chamber intends to focus on more general tasks throughout the county. As directed by the County Board, Planning and Land Services was to identify specific deliverables based on county specific items for the county as an organization. Based on mutual agreement, after several meetings, both sides decided that the Chamber wouldn't be requesting the \$50,000 this year, it would be focused on a broader mission for the rest of the year and the money would stay in the budget for the PALS department and remain unspent.

Landwehr believed their department was hiring someone internally for an Economic Developer position, in which Runge agreed and stated during the budget discussion, they did talk about how they did want to have these discussions with the Chamber because the relationship over time could change based on this new position. That position hasn't been filled yet, they were in the process of evaluating it and hope to have it out in some form very soon.

**Motion made by Supervisor Dantine, seconded by Supervisor Friberg to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**11. Resolution Regarding Table of Organization Change for the Planning and Land Services Department – Administrative and Property Listing Positions.**

Runge briefly spoke to the resolution and their proposal, which was also detailed on the resolution submission form in the agenda packet material.

**Motion made by Supervisor Dantine, seconded by Supervisor Suennen to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**12. Director's Report.**

FEMA has been working on revised flood maps, the new FEMA flood maps were expected to be received by the county by mid-June. Once they received those, they must revise the county's floodplain ordinance at an upcoming meeting, but by the end of the year.

Runge provided an update regarding the Southern Bridget project, informing they requested a federal Congressionally Directed Spending (CDS) appropriation for funding to help construct the next two segments of the south bridge connector. They did not get the big ask but they got something. They're waiting for the Transportation, Housing and Urban Development Appropriations bill to be passed. At this point it looked promising that they'll pass the bill by March 11, which should release \$5 million for them to use for that section of the project. They're looking to use that \$5 million as the 80% federal share to get those two sections of that project shovel ready in hopes to get additional federal and possible state money over the next 5-6 years to construct it.

**Motion made by Supervisor Dantine, seconded by Supervisor Friberg to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Communications – None.**

**Register of Deeds** – No agenda items.

**Other**

**13. ARPA Funds Discussion.**

Director of Administration Chad Weininger provided a handout (attached) and spoke to it.

**14. Acknowledging the bills.**

**Motion made by Supervisor Suennen, seconded by Supervisor Friberg to acknowledge receipt of the bills. Vote taken. MOTION CARRIED UNANIMOUSLY**

**15. Such other matters as authorized by law. None.**

**16. Adjourn.**

**Motion made by Supervisor Dantine, seconded by Supervisor Suennen to adjourn at 7:21 pm. Vote taken. MOTION CARRIED UNANIMOUSLY**

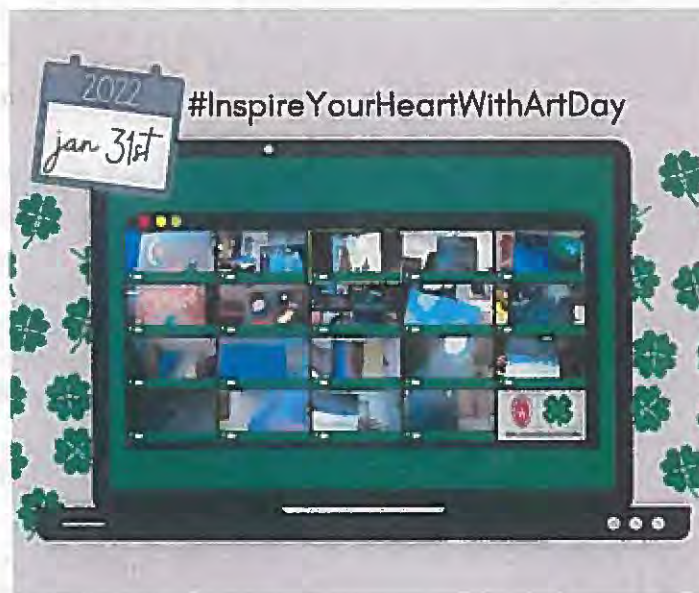
Respectfully submitted,

Alicia Loehlein  
Legislative Specialist



## Positive Youth Development

- A virtual workshop designed to engage with middle and high school students (enrolled in the Gear Up Program) where students tested which milk made better bubbles, to grow and advance critical thinking, science inquiry and conditional (if, then) thinking, using STEM as the learning platform.
- A virtual workshops for middle and high school students (enrolled in the Gear Up Program) where they learned how to fold paper to make origami. The purpose of this program is to develop critical thinking, spatial awareness, and creativity skills.
- A facilitated conversation with nonprofit leaders where participants discussed and learned about evaluation methods and strategies, process, and links to logic models, to better operate their organizations and demonstrate programmatic results. The purpose of this effort is to increase organizational capacity to address community needs.
- Planning and development of 4-H EV3 Lego Robotics clubs at local schools where youth will learn about basic coding and engineering. The purpose of this program is to increase participants' sense of belonging, mastery of skills, and independence.
- Planning for a series of discovery "camps" scheduled for summer 2022 where those not aware of the Brown County 4-H program can learn, and enrollment in 4-H clubs and groups can increase. This effort is designed to engage youth in hands on learning to spark Brown County youth interest in potential projects, future education, and/or careers.
- Planning for a youth-led series of workshops (4H Tech Changemakers) in collaboration with Boys and Girls Club middle school youth, who are developing technology skills sessions where they will teach adults how to use technology. The goal of the project is to provide information to support adults learning technology and addressing the digital divide.





## Agriculture

- A four-part webinar series (CAFO (Confined Animal Feeding Operations) Update) in collaboration with WI DNR for farm owners/operators/managers, agricultural professionals, and public agencies where they learned about and feeding efficiency; nutrient management; regulatory updates; and groundwater. The goal of this effort was to teach sustainability through dairy management and feeding efficiency; manure storing and handling; and nutrient management utilizing the latest research and regulatory updates.
- A presentation for CAFO dairy owners/operators, agronomists, consultants, and agency personnel, where they learned feeding strategies to increase feed efficiency and reduce greenhouse gas emissions from the dairy cow.
- Planning the 2022 Manure Applicator 101 Training Course to help farmers remain environmentally conscious and sustainable during their 2022 applications.

## Community Development

- A facilitated conversation with nonprofit leaders in Northeast Wisconsin where participants discussed and learned about implicit bias. The purpose of this effort is to help them better operate their organizations and provide equitable services in their community, and as a result, increase organizational capacity to address community needs.
- Planning for nonprofit educational resources in collaboration with UW-Green Bay. The goal of this effort is to provide educational resources to nonprofit leaders and board of directors from youth to retirement age so that the nonprofits in Northeast Wisconsin can operate in the best possible way and recruit new members so that they can continue to provide activities that improve the quality of life in Northeast Wisconsin.
- A facilitated meeting with Brown County Emergency Management, Health & Human Services, Brown County Supervisor, and Northeastern Wisconsin Technical College, where participants learned about the local food system and potential for food supply and distribution interruption to create a plan to react to a food supply emergency situation.
- Preparing to map and understand the local food system and the accessibility of food. The goal of this effort is to increase the availability and visibility of healthy food options, a component of the Brown County Community Health Improvement Plan, so that people are healthy and do not go hungry.
- Review of the draft 2022-2023 Regional Food Action Plan developed with NEW Food Forum, where participants in the process to develop this action plan that began in 2021 learned about food sovereignty and food production, and discussed food policy goals and activities. The purpose this action plan is to identify food policies that aim to create an integrated, just and healthy regional food system.
- Consultation with Northeast Wisconsin Master Gardeners Association, where they learned components of operating a nonprofit organization and types of insurance to operate independent of Extension.
- Consultation with Rec Yes business owner, where he learned how to convert Rec Yes from a for-profit business to a nonprofit organization and the difference between the different organization structures to decide if Rec Yes should remain an LLC or become a 501c3 charitable nonstock corporation.
- Planning for a Water Summit for municipalities, Brown County, Oneida Nation, and water related government agencies in collaboration with Brown County Land & Water Conservation Department, Brown County Administration, and the Fox-Wolf Watershed Alliance. The goal of this effort is to identify water related issues



in the Brown County and to identify ways to address those water issues, so that Brown County natural and built environment is improved and maintained.

- A study to better understand the impact of community gardens on the gardeners, their family, and the community. Results from this study will help the Extension, the County and municipal governments, community garden directors, and nonprofit organizations in understanding the impact of community gardens, inform program improvements and expansion, obtaining funding and in-kind contributions for community gardens, and identify what works well and what can be improved in the utilization and operation of a community garden.

## FoodWise

- Green Bay Area Public Head Start Partnered with FoodWise to deliver a virtual program, "Cooking with Kids." Nine families prepared a delicious minestrone. Parents/caregivers learned about the power of division of responsibility. The lesson's objectives were liking new foods takes time, being patient, and offering fresh fruits and vegetables often. As a result of their participation, 100% of the participants say they plan to have fruits and vegetables more often, and parents share that their children are more willing to try new foods. Favorite quote: "We enjoyed and had fun making the soup and got Anthony to eat green beans!"



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## What's Next

- Nonprofit Leader Conversations
  - February 24: UW-Green Bay's Institute for Women's Leadership (IWL)
  - March 10: Human Resources Policies and Strategies
  - March 24: Topic TBD
- Landscape Professionals Conference
  - March 1-2
- Manure Applicator 101 Training
  - March 7
- 4-H 2022 Summer Discovery Camp
  - June 28-30, Foodie Camp & Crime Scene Camp
  - July 12-14, Cardboard Camp & Grilling Foodie Camp
  - July 18-20, Archery Camp
  - July 26-28, Cloverbud Camp & LEGO EV3 Robotics Camp
  - August 8-10, Archery Camp

Judy Knudsen <i>Area Extension Director</i>	Liliana Ramirez <i>FoodWise Nutrition Coordinator</i>	Andrea Ackerman <i>Horticulture Outreach Specialist</i>
Patrick Nehring <i>Community Development Educator</i>	Sarah Chisholm <i>FoodWise Educator</i>	Rachel Graner Megan Roshak Joan Laehn Hanna Lichtenstein <i>Support Staff</i>
Melinda Pollen <i>Positive Youth Development Educator</i>	Julie Raasch <i>FoodWise Educator</i>	
Jon Hill <i>4-H Program Educator</i>	Krishna Bhandari <i>Agriculture Outreach Specialist</i>	

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**Extension**  
UNIVERSITY OF WISCONSIN-MADISON  
BROWN COUNTY



# ANNUAL REPORT 2021



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**University of Wisconsin-Madison Extension Brown County**

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# UW-MADISON EXTENSION

CONNECTING COMMUNITIES *with* THE UNIVERSITY OF WISCONSIN

As a statewide engagement arm of UW-Madison, the Division of Extension embodies the Wisconsin Idea to extend university knowledge to every corner of the state. That mission started in 1912 with Extension's first agent making farm visits and continues today along with community and business development, youth engagement, and well-being programming. Our statewide network of educators and specialists with the UW-Madison College of Agricultural & Life Sciences and on UW campuses across Wisconsin is responding every day to emerging and longstanding hurdles residents are overcoming to compete and prosper. We've identified key opportunities to leverage local resources and leading research to affect change and improve lives through:

## Supporting Wisconsin's Agriculture Industry »

We use applied research from UW-Madison's College of Agricultural and Life Sciences in addition to other Campuses along with educational outreach to support an economically viable agricultural industry that produces safe food in an environmentally responsible manner.

## Fostering Leadership and Civic Engagement »

We work with communities across the state to support individuals, groups, and organizations to enhance quality of life and improve overall well-being, leading to stronger communities today and for generations to come.

## Creating Positive, Healthy Change »

We catalyze positive change in Wisconsin families through evidence-based programs focused on nutrition, food security, food safety, chronic disease prevention, mental health, and substance misuse.

## Empowering Families and Communities »

We support families in caring for each other in ways that promote growth and understanding, enhance aging-friendly communities, coach effective parents, and help families put technology, mindfulness, and financial awareness to use.

## Enhancing Resilient Natural Resource Systems »

We help individuals and communities make informed decisions that support the state's rich land, water, and mineral resources. We're working to ensure that our resources remain at the heart of our communities, economies, and state identity.

## Furthering Positive Youth Development »

We prepare the youth of today to become effective, empathetic leaders of tomorrow. From teens advising local government to Wisconsin 4-H clubs, we offer diverse educational opportunities that put youth on the path to success in Wisconsin and beyond..

# UW-MADISON EXTENSION

CONNECTING COMMUNITIES *with* THE UNIVERSITY OF WISCONSIN

## Overview of 2021

A number of historical events which occurred in 2020 continued through 2021 - continuation of a global pandemic, natural disasters, political divide, and balancing work and family while safely distancing.

During 2021, University of Wisconsin-Madison Division of Extension Brown County educators and staff continued delivering educational programs virtually and in-person. To enhance virtual programming for youth, hundreds of kits were packed and delivered to support the concept of learning by doing. Extension educators and staff did an excellent job of utilizing creative ways to deliver high quality programming.

A number of positions in the Extension Brown County Office were filled in 2021 including 1) Community Garden Coordinator, 2) Regional Crop Educator, 3) Secretary III focused on marketing and social media, 4) 4-H Program Educator, 5) FoodWise Coordinator, 6) Community Garden Ambassador and 7) Afterschool STEM Instructors.

New opportunities to partner with community organizations arose in 2021. These opportunities focus on expanded youth programming, addressing food insecurity, creation of a plan to equitably distribute food during an emergency, growing the Strong Bodies program, working with non-profits, and expansion of the Community Garden Program. We look forward to delivering educational programs and addressing community issues in 2022.





# Community Development

## Work With Non-Profit Leadership

Extension continues to partner with the University of Wisconsin-Green Bay (UW-Green Bay) to offer an expanding list of resources for the nonprofit organizations in the Brown County area. An up to date list of the resources we are able to provide through this partnership can be found at [www.uwgb.edu/nonprofitleadership](http://www.uwgb.edu/nonprofitleadership). Over seventy-five nonprofits in Brown County and across Wisconsin have benefitted from the Nonprofit Leadership Conversations. Topics include but are not limited to aspects of operating a nonprofit organization, dealing with the pandemic, and marketing and strategy. Leaders from twenty-five nonprofits participated in the Developing an Active Board of Directors course taught by Extension, which is part of the Excellence in Nonprofit Leadership Certificate. Upon completing all the courses for the certificate and a capstone project the participant can receive a UW-Green Bay Digital Badge.

Extension has held workshops and provided customized educational assistance on organization structure, board responsibilities, funding strategies, grant proposals, and strategic planning to enable area nonprofits to improve their operations. This includes providing a Real Color personality temperament workshops to the Brown County Health and Human Services Department and a board training for the Brown County Community Gardens.

## NEW North Broadband Access Study and Plans

Extension was involved in the development of NEW North broadband access plans and grant application, including bringing information resources, involving Extension broadband specialists, and Brown County staff. Extension provided a connection between NEW North and area nonprofits for this project and other activities in the area.

## Local Food Action Plan

Extension assisted the NEW Food Forum in developing a regional food action plan. This included assisting in the development of a survey of local food system stakeholders and facilitating workshops to develop an action plan for the three top areas of interest: healthy food access, food production, and food sovereignty. A number of the action plan strategies relate directly with work Extension is developing for 2022 to look at increasing the availability and visibility of healthy food options as part of the Brown County Community Health and Assessment Improvement Plan and creating a county plan for a possible emergency that interrupts food accessibility.



# Health & Well-Being



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON  
BROWN COUNTY



## Healthy Choices, Healthy Lives

FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.



### The Challenge

In response to the ongoing challenges in reaching SNAP-Ed audiences with direct education during the pandemic, FoodWise increased the delivery of indirect education. This included an expanded social media and website presence, local online and print resources, electronic materials and handouts, and pre-recorded videos; all with the overall goal to continue to reach audiences with helpful nutrition information and resources empowering participants to live healthier lives.

### Community Impacts

- Since the pandemic onset, Brown County has been providing a monthly flyer with COVID health tips and recipes for food pantries.
- We engaged with our community at the Saturday Farmer's Market. We provided resources related to healthy eating and opened our engagement to market users.
- Partnered with We All Rise, African American Resource Center, to build food literacy skills. We offered three lessons. Each week students learned how to prepare culturally diverse foods representing a variety of cultures. These classes increase cultural awareness and build cooking skills in youth.
- Virtual Strong Bodies program offered in Spanish for Hispanic adult women to learn to do strength training exercises and learn about healthy diets.



# 10.8%

Increase in Food Share participation in Brown County

# 9,000+

Number of views of Pandemic Electronic Benefit Transfer videos

# 1,672

Number of people reached through Facebook Live Videos, Pantry Handouts, and Farmers Market Tours

# 36%

Number of 3-5 graders that eat vegetables most days after nutrition education class, according to survey



# Health & Well-Being

## Achieving More Together

UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work - on the farm, in schools and throughout urban and rural communities. In Brown County, FoodWise partners with food pantries, Green Bay Area Public Schools, WELLO, Head Start, Wellspring, Encompass, JAS House, Oneida Pantry, Oneida Schools, Casa ALBA, African Resource Center, and many more organizations to help make the healthy choice the easy choice in our communities.



### Oneida Facebook Live Videos

FoodWise partnered with the Oneida Nation Emergency Food Pantry to deliver virtual nutrition education to pantry participants. We have created Facebook Live Videos every month highlighting traditional Oneida foods. Participants learned how to use food assistance programs at the Oneida Nation Farmers Market, save money by purchasing seasonal veggies, and prepare delicious meals. Since its implementation, according to Facebook analytics, our reach has been 1,688. We look forward to growing our partnership with the Oneida Nation Emergency Food pantry.



### Veterans Manor Nutrition Program

FoodWise offered a series of five nutrition lessons for veterans, where they learned about decreasing food expenses, planning meals, and shopping on a budget. The program's purpose was to increase participants' awareness of healthy eating and saving money. Veterans participated in a grocery store tour, where they practiced tips to stretch their food dollars. At the end of the tour, they were given a Festival gift card of \$10.00 to complete the challenge of buying a meal with that amount of money.



### Discover Farmers Market Tour

Five Farmers Market Tours were offered to four different partners: Wellspring, Early Head Start, Howe Resource Center, and Encompass, with participation of 43 people. Two tours were virtual, and three in-person at the Broadway Farmer's Market. After participating in the tour, 90% of the participants learned new ways to incorporate more fruits and vegetables into their meals and snacks. After participating in the tour, more than half of the participants plan to buy fresh fruits and vegetables at local farmers' markets. One participant shared, "wow, I learned something today!"

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# Natural Resources

## Community Gardens Continue to Thrive and Grow

This year, Brown County Community Gardens persevered and flourished despite the challenges brought by the continuation of the global pandemic. The gardens pushed on to support Brown County residents in their sustainable efforts to grow nutritious and culturally appropriate food. The program's gardeners and volunteers were able to increase resiliency in our community by not only growing their own produce to eat and sell at markets, but also donating their locally grown goods to food pantries. With the help of the gardens' tenacious spirit, the program was able to continue to support Brown County through education, resources, and organizational capacity.

The Brown County Community Gardens Program provided a total of 385 plots at 13 locations throughout Brown County. One additional garden was added on Green Bay's East side and became the programs first ever no-till garden. In 2021, the program was able to support over 250 community members in their empowering journey to a level of self-sustainment. This growing season, gardeners reported 50% of their produce came from their community garden plot. Due to the Brown County gardens' initiative to focus on food insecurity within the community, the program was able to have about 70% of its participants as self-identified low to moderate income level households. The gardens also aspire to be a resource for community members from all cultures and backgrounds. This year, the program consisted of 35% of registered gardeners identifying as either Hmong, Hispanic, or Latinx.



**13**

Number of Community Gardens

**250**

Number of Gardeners

**5,300**

Pounds of produce donated to food pantries

**77%**

of gardeners spent more time outside

**65%**

of gardeners spent less on food

**72%**

of gardeners felt less stress



# Natural Resources



In order to fill the need of garden space for the county, the gardens expanded capacity by adding an entirely new garden. Acreage increased by 10,500 square feet, giving the program a total of roughly 5 acres. Due to the Green Bay West Rotary grant funds, Olde North garden installed six new tabletop garden beds. These beds helped increase accessibility to all community members regardless of any physical limitations. The community gardens also partnered with AG Excavating to install a permanent water source at Olde North due to water access issues over the years. Dedicated gardeners and volunteers at Lions garden pushed for the opportunity to create a compost area to recycle garden waste and turn it back into nitrogen dense soil to be used in the next season. Also, in celebration of our Community Garden programs 25<sup>th</sup> anniversary, and to support and maintain pollinators in our area, community volunteers helped plant new pollinator gardens in front of the Brown County STEM Center on UW-Green Bay campus and at Community Church garden in Howard.

Wisconsin saw its first statewide community garden conference where Brown County Community Gardens partnered with Groundwork Milwaukee, Gardens Network, and Rooted to provide a virtual event that educated community garden organizers and gardeners on gardening techniques and leadership. There were 170 individuals in attendance, spread out among eight sessions.





# Natural Resources

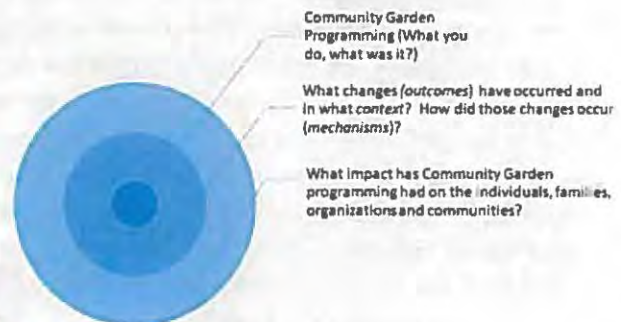
The Gardens also partnered with UW-Madison Extension Community Development in their Ripple Effect Mapping Study. This study was conducted to show the impact of community gardens within the broader society. A total of 10 gardeners participated in the Ripple Effect Mapping Study where they expressed their experiences within the garden community over the years. One participant shared, "The gardens have helped us feel like we are more a part of our community. We get to see and meet folks in the neighborhood that you normally wouldn't get a chance to meet." A few garden board members expressed that their skills have developed by participating in the program such as speaking, leadership, and social skills. Other added benefits discussed at the study were mental and emotional health, physical health, enhancing the neighborhood aesthetics, growing food for the food pantry, lower crime rates, and a source of income.

In addition to encouraging community members to grow their own fresh produce, the Brown County Community Gardens also motivate gardeners to donate the surplus to food pantries with the Planting for a Purpose drive. In partnership with the Green Bay Packers, the gardens give away free potato seed to garden members in an agreement that they will donate at least half their yield to local pantries. This year well over 5,500 pounds were donated with the Planting for a Purpose initiative.

This year, Brown County Community Gardens served as a sanctuary for many of our community members by providing a reliable resource of food to help low-income individuals, offering an inclusive space to bring the community together, and becoming a refreshing respite during testing times.



## Community Garden Ripples





# Positive Youth Development

## Brown County 4-H Provides Virtual and In Person Afterschool Programming

Since 2013, Brown County 4-H has had a strong partnership with the Green Bay Area Public Schools afterschool program, to provide hands on learning activities to support their out of school time programming. The focus of programming has been around the science, technology, engineering, arts and math concepts, paired with workforce development skills like communication, collaboration, creativity, teamwork, and critical thinking.

As the winter semester of 4-H afterschool programming was virtual, Brown County 4-H was able to continue to provide high quality instruction and education to diverse, underserved and under-represented youth through a virtual platform, reaching directly into the inner city, urban, diverse and low income populations. In spring 2021, 4-H offered two rounds of programming, with separate project kits for more than 500 youth, and sourced, packed, and delivered individual kits to each youth participant. Each round of programming had an eight-session format, with a theme of STEM. Youth, joining 4-H Afterschool instructors, conducted eight experiments, including design engineering (flight, wind, stability tests, etc.), scientific experiments (DNA extraction, chromatography, microscopic examination, etc.). Youth were provided all supplies necessary to complete activities and experiments.

In fall of 2021, Brown County 4-H Afterschool Program returned to in-person programming, and is continuing to teach Lego Robotics to K-3<sup>rd</sup> graders. In five-week blocks, educators provide 10 sessions to students, each session building on the lesson(s) previous. By using the Lego WeDo 2.0 robotics kits and iPads, youth are learning important technology and STEM skills of symmetry, sequence, pattern and conditional programming, while also learning and practicing communication, critical thinking and decision making skills.



**1,442**

Number of youth who participated virtually

**597**

Number of youth enrolled in 4-H clubs

**187**

Number of adult and youth volunteer leaders

**313**

Number of kits distributed

**93**

Number of YouTube videos created

**1,576**

Number of YouTube channel views



# Positive Youth Development

## Brown County Positive Youth Development Partners with GEAR UP

During the summer of 2021, Brown County 4-H began a relationship with GEAR Up (Gaining Early Awareness and Readiness for Undergraduate Programs, a program of UW-Green Bay funded by Wisconsin Department of Public Instruction) educators provided 1.5-2 hour virtual education, career exploration and skill development for youth, 7<sup>th</sup>-12<sup>th</sup> grade, in eight targeted school districts (Ashland, Bayfield, Green Bay, Milwaukee, Racine, Shawano, Sheboygan and Wausau). GEAR UP is designed to assist low-income students in grades 6-12 at target schools obtain a high school diploma and prepare for and achieve a postsecondary education. Between July and December, Brown County Extension has provided nine sessions to students on a variety of topics, including:

- Multiple sessions of STEM (scientific inquiry and testing)
- Kirigami (the science of paper folding)
- Art and Design
- Pneumatics
- Balloon powered vehicles
- Nutrient Rich snacks and dinners



For each of the sessions, individual kits are packed and mailed directly to youth participants' homes. Youth join a virtual link to receive direct education, tours of University campus, and conversation with staff about careers and degrees, while learning the skills of the lessons. In spring 2022 and continuing in summer 2022, additional sessions will be offered, and expanded to Oneida Nation youth.

## Brown County 4-H Clubs Find Success in Return to In-Person Programming

As COVID-19 significantly limited the ability for 4-H Clubs and Groups to get together, 4-H moved virtual and began holding club meetings on platforms like Zoom, Google Meet and SeeSaw. Some clubs had major success in connecting, on a monthly basis, with members, and completed projects, held elections, and participated in community service. In winter 2021, when COVID restrictions allowed for clubs to gather in person, while maintaining distance and masking, 4-H Clubs became creative in meeting location and process. Clubs met in open air, outdoor spaces like church parking lots, fire stations with the doors open, community center green spaces, and city and county parks. 4-H Club volunteers followed strict protocols and safely arranged in person gatherings for 4-H members, slowly coming back to a more normal practice of club meetings and events.

While, like many youth serving organizations, enrollment during the COVID pandemic decreased, the 2021-2022 year is returning to near pre-COVID enrollment. The 4-H office has been fielding many new member phone calls, strengthening the social media pages of Facebook and Instagram, and will be, in 2022, working to bring 4-H into diverse and urban areas of Brown County.



# Positive Youth Development

## Brown County 4-H Offers Highly Successful Summer Camps

In the summer of 2021, Brown County 4-H held a series of successful 4-H camp experiences, including:

- Cardboard City Camp: where youth built cardboard homes, businesses and parks, and combined all of the individual construction sites into one large community (We have a TON of photos on Facebook)
- Cardboard Arcade Camp: where youth build their own arcade games out of cardboard and one piece of pegboard (We have photos on Facebook)
- Archery Camp: where youth learned safety and skill of archer (we have photos on Facebook)

The summer 2022 camp schedule will include these camps, and more – watch the newsletter for camp information in January!



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# Extension

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