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Summary Report

Oneida County UW-Extension Community, Natural Resource and Economic Development (CNRED) Faculty Visioning Session

April 8, 2015

Prepared by:

**Will Andresen, UW-Extension North Central Region CNRED Liaison
Lynn Feldman, Oneida County UW-Extension Department Director
Thomas Schmitz, UW-Extension North Central Region Director**

Visioning Session Participants

NAME	Representing... (group)
Tom Schmitz	UW-Extension North Central Regional Director
Will Andresen	UW-Extension North Central Regional CNRED Liaison
Lynn Feldman	UW-Extension Oneida County 4-H Youth Development Educator and Department Head.
Scott Holewinski	Oneida County UW-Extension & Education Committee
Robb Jensen	Oneida County UW-Extension & Education Committee
Tom Rudolph	Oneida County UW-Extension & Education Committee
Alex Young	City of Rhinelander and Oneida County Board of Supervisors
Bob Mott	Oneida County Board of Supervisors
Mike Steffes	City of Rhinelander
Mark Pertile	Town of Minocqua
Michele Saudauskas	Oneida County Land & Water Conservation Dept.
Jean Hansen	Oneida County Land & Water Conservation Dept.
Roger Luce	Oneida County Economic Development Corporation
Don Sidlowski	Northwoods Broadband & Economic Development Coalition
John Viste	Oneida County Broadband Committee
Tom Rulseh	Oneida County Biking and Walking Trails Council
Jackie Cody	Oneida County Biking and Walking Trails Council
Kyla Waksmonski	Oneida County Health Dept./Northwoods LEAN
Carl Meyer	Oneida County Health Dept.
Nancy Sattler	Northwoods United Way
Krystal Westfahl	Minocqua Area Chamber of Commerce
Lara Barbour	Ministry Health Care
Michael Stinebrink	USDA-NRCS
Erica Brewster	Demmer Library – Three Lakes

The program included the following items:

Welcome and Introductions: Lynn Feldman, Oneida County UW-Extension 4-H Youth Development Educator and Department Head, welcomed the group.

Overview of the Process and Goals for Visioning Session was shared by Tom Schmitz, North Central Regional Director.

Oneida County Demographics: Lynn Feldman presented an overview of who lives and works in Oneida County (you may view the presentation online at: <http://goo.gl/kbC4BH>).

Overview of the Community, Natural Resource and Economic Development Program was presented by Will Andresen, Iron County Community Resource Development Educator.

Needs Identification Exercise: Will Andresen, Tom Schmitz, and the Oneida County Extension team facilitated a process where participants considered the following question and identified issues of importance by voting for their priority issues.

- ***What are the needs, issues, and opportunities facing Oneida County in terms of community, organizational, economic, and natural resource development?***

The results of the visioning session will be used to provide input and direction on the position description; provide initial programming direction for the new colleague; and create a base of community partners for the new colleague and other UW-Extension Staff to connect with future programming. The identified needs are listed in below with the vote tallies indicated.

CNRED Visioning Session Notes

County Focus on Trails and Natural Resources

15 votes

- Connectivity of trails and natural resources. Creating more “Oneida County” trails versus so many short non-connected trails.
- Maintain the natural resources of Oneida County. Enhance and create the ability for outdoor recreation and healthy lifestyles
- BIKE/PED infrastructure. Facilitation and strategic planning.
- Opportunity: countywide trails.
- Outdoor recreation: County has at least 300,000 acres of forest public owned (80,000 county; 225,000 state). LET’S USE IT!
- MULTI-USE: Offer multi-use recreational areas in Oneida County that focus on maintaining healthy forests (timber harvests) while providing recreation (playgrounds and trails). This would attract younger families, and boost tourism and economic development (Oneida County parks should offer play areas/trails for young families while educating them about the value and importance of maintaining healthy forests).
- Bike/Ped friendly community: attracts residents, businesses and tourists.
- Work with all volunteer organizations like fair, ATV, hiking, biking, lake associations, etc., and grants to help each.
- Connect biking trails to and from.
- Community planning and leadership. Meet with all ATV/UTV clubs/organizations and facilitate planning development county-wide.
- Community planning and leadership: meet with all silent sport clubs/organizations and facilitate planning development county-wide.
- Silent sports: promotion/creation/upkeep of hiking-biking-skiing opportunities.
- How do we better connect our epicenters? (i.e. Three Lakes, Minocqua, Rhinelander). All seem so disjoint, think we have lots of opportunity is working on a regional perspective.
- Recreational: bike trails as an economic development/tourism tool.

Attracting and Retaining Younger People

15 votes

- Encourage young people to stay or return once they experience life outside of Sugar Camp.
- Issue: growing older population. No growth in business because of this.
- Recruitment/attraction/retention of less-than-or-equal-to bachelor-educated individuals and families.
- Encourage and bring opportunities to younger people and families to keep people in Rhinelander. Not just increase the population of retirement aged.
- Attracting a younger population and workforce to the area.
- Build a coalition of county, township and city professionals who can work together to provide recreational opportunities (playgrounds, recreation areas) for young, working families so they stay here.
- Who will be here in 20 years to assist the aging population?
- Increase in aging population/decrease in under 40 (how to retain and attract)
- Community planning: Attracting “millennials” to Oneida County. Those that look for a place to live and then look for a job.

Community/Organizational Development Capacity & Leadership**12 votes**

- Developing community development and organizational development capacity and skills in local communities.
- Community development (plan for improvement and “futuristic” thinking, i.e. bike lanes, shopping)
- Leadership: information gathering and analysis - analyze Oneida County demographics and provide data and trends for local and county government organizations and industry and business to improve operation and public relations.
- Facilitation of strategic planning by county organizations.
- Local: town, village, city government, elected officials. Leadership development - ongoing education tool/sources!
- Feasibility (“planning”)
- Organizational development: especially for new areas of need...like what was done with broadband.
- Leadership development programs.
- Leadership development: Local organizations need leaders with skills.
- Organization development: in county there are numerous organizations, often volunteer, need structure, professional guidance and cohesive goals.

Broadband Access**11 votes**

- Broadband access: broadband impact study in Town of Lynne
- County-wide broadband.
- Broadband access: promote expansion - no reason high-tech can't telecommute employees and also watch deer.
- Affordable broadband access for all residents.
- Use and advancement in technology.
- Broadband and technology issues - bring to everyone in Oneida County
- Connected and working broadband
- Broadband & technology improvement - we need to attract workers and businesses but need tools for them to operate.
- Improved broadband reaching all in the county
- Organizational development: continue efforts to work with and provide university resources in the expansion of broadband.

Common Vision**11 votes**

- Help business/industry/tourism/agriculture/environmental/communities identify common values and agree on 2 plans/visions to manage resources for the future.
- Community planning and visioning.
- Unification of priority program groups.
- Identifying [matrix/plan] of program array with greatest [potential] impact (and etc.)
- Engage partners to define Oneida County.
- Issue: common vision one or two goals. Not 50 goals.
- Connecting wide variety of community concerns (economic, environmental, cultural, health, education, etc.) into coherent direction.
- Creation of “guidelines” or “structure” for program priorities to have commonality in reporting and progress.
- What is Oneida's focus: tourism? Retirement community?
- Identifying emerging local needs and making them visible.

Economic Development	8 votes
<ul style="list-style-type: none"> • Economic development: CNRED agent provides link to resources of UW system for research, etc. • Organizational development: work closely with Oneida County economic development in their efforts to assist current business and industry and attract new. • Long-term economic development and business sustainability and attract new. 	
Recruit and Retain Environmentally-Friendly Businesses	5 votes
<ul style="list-style-type: none"> • Job creation and job maintenance need to be encouraged. • Sustainability: How to create jobs but keep the northwoods culture? How do we gain but not lose? • Recruit environmentally-compatible business that can provide full time, year round, liveable wage employment. Need: Broadband and affordable housing. • Organizational development: Meet with county, industry and manufacturing leaders to identify ways UW-Extension can assist in job creation and retention. • Economic development: Leverage available technology with geographically appropriate business recruiting. Location neutral entrepreneurs with broadband internet. Placement of large employers on major transportation routes. • Natural resources. Use of lakes for both recreational and economic purposes. • Focus on environmentally sustainable/capable businesses. 	
Local Government Education	4 votes
<ul style="list-style-type: none"> • Education on local government best practices - local elected leaders need assistance. UW-Extension offers many classes, etc. and CNRED can extend that. • Education of local government officials. • Public programming channel. • Strengthening local governance. 	
Environmental Awareness	3 votes
<ul style="list-style-type: none"> • Awareness for public and maintaining and protecting our environmental resources. • Invasive species. • Preserving waterways and keeping invasive species out. Increasing education. 	
Senior Services: Transportation and Housing	2 votes
<ul style="list-style-type: none"> • Providing for needs of elderly: people moving in and aging of our current population. • Services for an aging population - transportation, healthcare, broadband, etc. 	
Safe and Healthy Environment	2 votes
<ul style="list-style-type: none"> • Maintain a safe and healthy environment for everyone: business, families, children, tourism. • Improving emergency services. 	
City Development	1 vote
<ul style="list-style-type: none"> • Downtown revitalization • Research what attributes retain and recruit residents and businesses to a community. • Downtown Rhinelander • Integrate health into policy and planning: health initiatives save money - bringing in parks, trails, sidewalks, complete streets, ec. Improve health and attract residents. • Need more parks (city, township and county) and more recreation areas for younger families. 	
Affordable Housing	1 vote
<ul style="list-style-type: none"> • Concern: limited housing opportunities for younger generation (\$37,000 living wage). 	

Forestry	1 vote
<ul style="list-style-type: none"> • Tourism and forestry drive the economy of Oneida County. Need to enhance these areas. • Forest management. • Parcelization of forestland. • Natural resources: use of forests for both recreation and economic purposes. 	

Tourism	1 vote
<ul style="list-style-type: none"> • Tourism: downtown Rhinelander; Tax dollars from non-residents, how to connect them to local governance. • Natural resources: maximum leverage of trail systems across the seasons. 	

Buy Local Food	0 votes
<ul style="list-style-type: none"> • Buy local: particularly local farmers and their products. Who they are, what do they have, how to find them. • Local food. 	

Attracting People	0 votes
<ul style="list-style-type: none"> • Environmental scan/research of similar-sized counties who are progressive in nature/advancement. 	

Community Collaboration and Support	0 votes
<ul style="list-style-type: none"> • Ensure businesses and private donors support the agencies that support our population - more awareness. • Community technology adoption and education. • Recognition of quality services provided by government. • Engage broad partner organizations for collective impact (i.e. bring together many partners to plan, share an agenda and implement deliberate, well-organized activities, processes, etc.) • Helping (small) rural communities thrive in a changing economic and demographic landscape. • Community planning: assist community organizations in planning and working together so we're all shooting at same target. • Facilitate for groups, example: management plans and strategic planning. • Communicate with all elected officials of the county. • Maintain public awareness regarding politics in the county. • Assist in research for a variety of areas, especially for county departments. • Help serve as a liaison for groups to collaborate more - too many times organizers are working in parallel paths and don't realize it. • Natural resources: education outreach to anchor institutions, business community and families/individuals. • Community: education on wide range of topics to families. • Community: industry advisory councils. • Community: outreach to anchor institutions • Community: liaison to schools K-12 and technical colleges. • Community group organization development and capacity building. • Development of partnerships with other county depts. • Youth programs. Targeting less fortunate and kids in trouble who are making bad decisions. 	

OTHER NOTES (comments not placed on posters)	0 votes
<ul style="list-style-type: none"> • Issue: This position may have too many responsibilities and be pulled in too many directions to be effective. • Issue: How is the work prioritized? • Issue: Who is the CNRED accountable to? If not clearly defined may cause issue with prioritizing work. 	

Contacts Invited to Participate in the Visioning Session:

Tom Schmitz	UW-Extension North Central Regional Director
Mary Pardee	UW-Extension North Central Regional
Will Andresen	UW-Extension North Central Regional CNRED Liaison
Lynn Feldman Educator	Oneida County UW-Extension 4-H Youth Development and Department Head
Sara Richie	Oneida County UW-Extension Family Living Educator
Sonny Paszak	Oneida County Board
Tom Kelly	Oneida County Board
Alex Young	Oneida County Board
Bill Freudenberg	Oneida County Board
Carol Pederson	Oneida County Board
Jim Intrepidi	Oneida County Board
Bob Mott	Oneida County Board
Greg Oettinger	Oneida County Board
Jack Sorensen	Oneida County Board
Tom Rudolph UWEX	Oneida County Board and Oneida County Conservation & Education Committee
Robb Jensen UWEX	Oneida County Board and Oneida County Conservation & Education Committee
Mitchell Ives	Oneida County Board
Dave Hintz	Oneida County Board
Scott Holewinski	Oneida County Board, Oneida County Conservation & UWEX Education Committee, and Sugar Camp Township
Bob Metropulos	Oneida County Board
Michael Timmons	Oneida County Board
Billy Fried	Oneida County Board
Lance Krolczyk	Oneida County Board
Lisa Zunker	Oneida County Board
Alan Van Raalte	Oneida County Board
Ted Cushing	Oneida County Board and Hazelhurst Township
Kim Simac (FSA)	Oneida County Conservation & UWEX Education Committee
Karl Jennrich	Oneida County Planning & Zoning
Michael Romportl	Oneida County Land Information Office
Linda Conlon	Oneida County Health Dept.
Kyla Waksmonski	Oneida County Health Dept.
Carl Meyer	Oneida County Health Dept.
Freeman Bennett	Oneida County Solid Waste
Grady Hartman	Oneida County Sheriff's Dept.
John Bilogan	Oneida County Forestry and Outdoor Recreation
Dianne Jacobson	Oneida County Dept. on Aging
Jean Hanson	Oneida County Land & Water Conservation Dept.
Michele Saudauskas	Oneida County Land & Water Conservation Dept.
Joseph Brauer	Rhineland/Oneida County Airport
Roger Luce	Oneida County Economic Development Corporation
Don Sidlowski	Northwoods Broadband & Economic Development Coalition
John Viste	Oneida County Broadband Committee
Dave Noel	Oneida County Broadband Committee

Kathy Noel	Oneida County Broadband Committee
Bob Martini	Oneida County Lakes & Rivers Association
Tom Rulseh	Oneida County Biking and Walking Trails Council
Jackie Cody	Oneida County Biking and Walking Trails Council
Larry Hendrickson	Cassian Township
Bill Treder	Crescent Township
Leonard A Guth III	Enterprise Township
Richard Mazurczak	Lake Tomahawk Township
Steve Margitan	Little Rice Township
Jeff Viegut	Lynne Township
Mark Hartzheim	Minocqua Township
Robert Briggs	Monico Township
Dave Kroll	Newbold Township
John Bowman	Nokomis Township
Gerald Roou	Pelican Township
Joseph Dessellier	Piehl Township
James Flory	Pine Lake Township
Dick Dvorak	Schoepke Township
David Brunette	Stella Township
Stella Westfall	Three Lakes Township
Sherry Tischendorf	Woodboro Township
Michael Timmons	Woodruff Township
Michael Stinebrink	USDA NRES
Dana DeMet	Rhineland Area Chamber of Commerce
Krystal Westfahl	Minocqua Area Chamber of Commerce
Skip Brunswick	Three Lakes Area Chamber of Commerce
Kelli Jacobi	Rhineland School District
Mike Cheslock	Rhineland School District
James Ellis	Minocqua J1 School District
Todd Kleinhans	Lakeland Union High School District
George Karling	Three Lakes School District
Shirley Heise	Nativity of our Lord School
Timothy Ristow	Zion Lutheran School
Michelle Madl	Nicolet Area Technical College
Corky McReynolds	Treehaven, UW-Stevens Point
Angi Schreiber	Grow North
Nancy Sattler	Northwoods United Way, Inc.
Laurie Schlitt	YMCA of the Northwoods
Tim Collins	Minocqua Winter Park
Dan Kuzlik	Downtown Rhineland Inc.
Sally Latimer	Downtown Rhineland Inc.
Blaine Oborn	City of Rhineland
Gunder Paulson	City of Rhineland
Terry Williams	City of Rhineland
Michael Steffes	City of Rhineland
Tim Kingman	City of Rhineland
Erica Brewster	Demmer Library, Three Lakes
Mary Taylor	Minocqua District Library
Virginia Roberts	Rhineland District Library
Leah Van Zile	WPS
Michelle Littleton	Leadership Oneida County
Lisa Torgerson	Leadership Oneida County
Nancy Gehrig	Oneida County Fair

Lara Barbour
June Thiel
Robert Hagge
Barb Haenel

Ministry Health Care
Rhineland Historical Society Museum
Minocqua Historical Society Museum
Rhineland Lions Club
Lions Club of the Northwoods
Hodag Farmers Market
Kiwanis Club of Rhineland

Summary Report Attachment

**Oneida County UW-Extension
Community, Natural Resource and Economic
Development (CNRED) Faculty
Visioning Session Survey**

May 9, 2015

**Prepared by:
Lynn Feldman, Oneida County UW-Extension Department Director**

Visioning Session Survey Participants

A University of Wisconsin-Extension support staff member was instructed to send an online UW-Extension CNRED visioning session survey to the directors of the Rhinelander Area Chamber of Commerce, Minocqua Area Chamber of Commerce, and the Three Lakes Area of Chamber of Commerce to be distributed to their lists of current and former members. In addition, Lynn Feldman, 4-H Youth Development Educator, gave the support staff member a list of recognized businesses in Oneida County to send the survey to.

The survey description and question are stated below:

The purpose of a University of Wisconsin-Extension Community, Natural Resources and Economic Development (CNRED) educator is to teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities. The questionnaire below shows a list of priorities generated by a visioning session held April 8, 2015, between local government, educational institutions and community organizations, as priorities for the next Oneida County CNRED faculty position. UW-Extension is now seeking input from you.

Choose ONLY 5 topics that you feel should be the top priorities of a UW-Extension CNRED educator. FOR ALL THE REST, MARK AS "NOT IN MY TOP 5." The topic you choose as your highest priority mark with a 1. The topic you choose as your second highest priority mark with a 2, and so forth. Remember, you can only have a TOTAL of 5 topics (DO NOT RANK EACH TOPIC AS 1-5). If you know of a priority that is not listed, please note it in the question at the bottom of this page and then rank it in the grid (it would then be one of a TOTAL of 5 priorities that you list):

The results of the visioning session will be used to provide input and direction on the position description; provide initial programming direction for the new colleague; and create a base of community partners for the new colleague and other UW-Extension Staff to connect with future programming. The identified needs are listed in below with the vote tallies indicated.

Online CNRED Visioning Session Survey Results

Attracting and Retaining Younger People	16 votes
Economic Development	14 votes
Community/Organizational Development Capacity & Leadership	13 votes
County Focus on Trails and Natural Resources	9 votes
Broadband Access	9 votes
Common Vision	8 votes
City Development	6 votes
Environmental Awareness	5 votes
Buy Local Food	5 votes
Community Collaboration and Support	5 votes
Recruit and Retain Environmentally-Friendly Businesses	4 votes
Senior Services: Transportation and Housing	4 votes
Safe and Healthy Environment	4 votes
Forestry	4 votes

Attracting People	4 votes
Affordable Housing	3 votes
Tourism	3 votes
Local Government Education	0 votes
Other	0 votes