

**PROCEEDINGS OF THE BROWN COUNTY  
LAND CONSERVATION SUBCOMMITTEE**

Pursuant to Section 18.94 Wis. Stats., a regular & budget meeting of the **Brown County Land Conservation Subcommittee** was held on Monday, November 28, 2016 in Room 116, UW Extension, 1150 Bellevue Street, GB, WI

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**Present:** Supervisors Norbert Dantine, Bernie Erickson, Dave Kaster, Dave Landwehr, Tom Sieber  
**Vacant:** Citizen Rep  
**Also Present:** County Conservationist Mike Mushinski, Associate Natural Resource Educator Whitney Passint

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*\*Audio of the meeting is available by contacting the County Board office (920) 448-4015.*

I. **Call Meeting to Order.**

The meeting was called to order by Chairman Dantine at 5:30 p.m.

II. **Approve/Modify Agenda.**

**Motion made by Supervisor Sieber, seconded by Supervisor Landwehr to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

III. **Approve/Modify Minutes of October 17, 2016.**

**Motion made by Supervisor Landwehr, seconded by Supervisor Kaster to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Comments from the Public**

Dantine announced that Citizen Rep Jeff Ronsman called him today to let him know he respectfully quit. Dantine may put in a communication to discuss a per diem for the FSA appointed citizen rep's to attend the meetings. Mushinski informed that he started looking into this last year and with the turnover in Corporation Counsel it never went anywhere. He agreed that they had to have some sort of benefit to make it worth their time and stated that he will contact the new Corporation Counsel about this and put it on the next agenda.

1. **Departmental Openings Summary.**

Mushinski informed he had been in contact with HR and they were going to start to fill the Agronomist position. It was good timing as he had seen they were going to have a lot more land eligible for farmland preservation. The Agronomist will be doing the compliance checks for that.

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

2. **Land Conservation Budget Status Financial Report for October 2016 (unaudited).**

Mushinski informed that everything looked good and they were financially in good shape this year.

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

3. **Directors Report:**

a. **WDATCP Board approval of Land and Water Plan-December 6<sup>th</sup>**

Mushinski notified that he will be at DATCP Board on December 6<sup>th</sup> getting DATCP approval, the second to final approval for the plan. He'll need County Board approval in January. It was a 10-year state required plan for the county.

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

**b. Fox River/Green Bay Natural Resources Trustee Council-Pike Habitat Selected for Implementation**

Mushinski announced that the second round of the paper mill NRD settlement of \$42 million came out. They applied to the NRDA Trustee Council because they had gotten a grant originally for the pike project and they were selected again for the next 5-years. The NRDA settlement for the county for five years was \$800,000. Their total so far for the pike project was at about \$1.4 million with the \$800,000 tacked on to that. For the next five-years they will apply for other grants such as Ducks Unlimited as any grants that needed a non-federal match, they could use this NRDA money for. The pot will keep growing for this project for the next five-years, which is a really good thing, because there was a lot of work to do.

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

**4. UWEX Associate Natural Resources Educator-Whitney Passint - Demonstration Farm outreach implementation plan.**

A brief presentation was provided by Whitney Passint who was brought on to be Associate Natural Resource Educator through UW-Extension and work on the outreach component of the Demonstration Farm Project. The presentation explained what she hoped to do with this year-long appointment, or longer if there was additional funding to keep it going.

Landwehr questioned if Passint will feel held back until the data was developed from the equipment. Passint thought to a certain degree it may be a limiting factor especially when talking to producers that were not participating. They will want to know whether or not these practices actually work. As far as getting to the community she didn't think so. Landwehr was thinking more the community end of it, from how much reduction were they getting of the sediment. Mushinski stated that in a year they should know some of that edge of field monitoring. With Passint here, it was perfect timing because when the Demo Farm started the Great Lakes Commission was supposed to do all these things and none of that happened. She was basically starting from scratch. There was a lot of baseline stuff she was able to do to get them to a functioning level. She had a lot of opportunities to reach a lot of people. When they get those reductions, then they really have the story.

Erickson suggested having Passint attend some towns meetings. Dantine felt the Town Association of Brown County meeting, all the towns were there and they can show them what's going on. He asked if talked to their state people. Mushinski informed they invited them to the Clean Bay Backers Tour. Congressman Gallagher was there.

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

**Other**

5. **Such Other Matters as Authorized by Law.** None.
6. **Adjourn.**

**Motion made by Supervisor Erickson, seconded by Supervisor Sieber to adjourn at 6:19 p.m. Vote Taken. MOTION CARRIED UNANIMOUSLY.**



# Demonstration Farm Outreach

Whitney Passint

Natural Resource Educator, UW-Extension

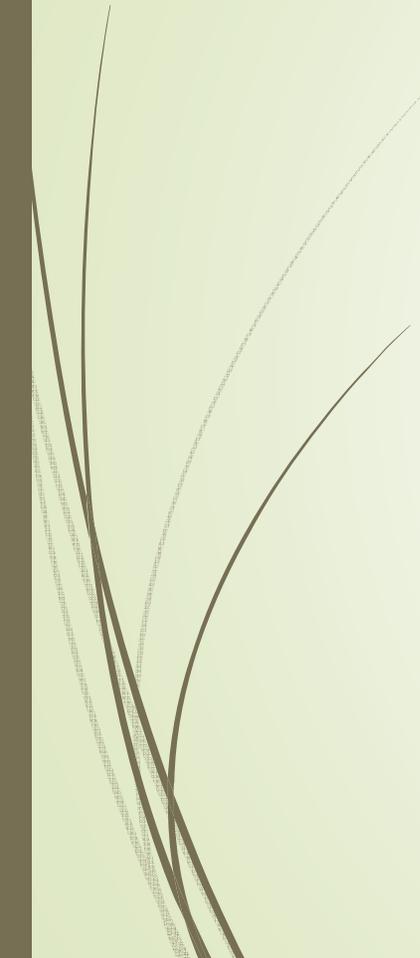


## Outreach Questions:

- ▶ **How do we motivate non-participating producers to implement conservation practices?**
  - ▶ Where do we envision the project continuing after the 5-year grant period?
  - ▶ How do we plan to sustain and expand upon the positive work being done?
- ▶ **How do we tell the Demo Farm's story to the general public?**
  - ▶ What are our key messages?
  - ▶ What will be the most effective outlet(s)?



## Stakeholders:

- ▶ Producers (Demo Farms, Non-Participating Farms, Future Farmers)
  - ▶ Consultants
  - ▶ Community (General Public and Community Leaders/Elected Officials)
  - ▶ Communities outside of the Fox Valley
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# Objectives:

## ► Demo Farms:

- Are we reaching our program objectives?
- How do we foresee the program efforts proceeding?

## ► Producer:

- Establish an efficient mechanism to share Demo Farm technology and information with other local producers
- Increase participation/implementation rates?

## ► General Public and Community Leaders:

- Tell the Demo Farms Network story and promote the innovative practices being done to non-farmers.
- Ensure that the innovative practices are recognized and included in the conversation.

## ► Communities Outside the Fox Valley Objective:

- Share information and lessons learned from the Lower Fox Watershed throughout the Great Lakes Basin



# Implementation/Methodology

## ► Traditional Methods:

- Website: Very little information currently exists
- Brochures/Factsheets: Update/redesign Demo Farms literature
  - Design literature based on target audience

## ► Field Day Tours:

- Producer/Consultant: continue current efforts, implement new evaluation methods to track outcomes
- Community Leaders/Elected Officials: increase efforts with defined goals, implement new evaluation methods to track outcomes

## ► Winter Workshop:

- Allow farmers and other interested parties to discuss practices to implement.
- Continue efforts, but include evaluation component to track outcomes



# Implementation/Methodology

## ► Education Outreach:

- Target local high schools and universities: Demo Farm efforts should be included in course curriculum.
  - Field days for agriculture courses and other groups (i.e., FFA)

## ► Social Media Outlets:

- **Facebook:** Some producers in the program have active Facebook pages – how can tap into this resource to get our message out
  - Potential for a Demo Farm Network page, where producers have access to add their information
- **Twitter:** Tool better suited for the general public
- **YouTube:** Develop short videos that target producers and general public (i.e., virtual tour of the Demo Farm Network)



**Questions?**