

County of Buffalo
Alma, Wisconsin
Notice of Public Meeting

AGENDA

Committee: Economic Development
Date: Thursday, January 20, 2022
Time: 10:30 After Finance Committee
Location: 3rd Floor County Board Room
Buffalo County Courthouse
407 S. 2nd Street
Alma, Wisconsin 54610

Remote Access: Same as Finance Meeting

The meeting is open to the public. The following matters may be considered and acted upon at the meeting, but deviation from the order shown may occur:

1. Call to Order
2. Public comment regarding any matters that will be taken up by the Committee at this meeting.
3. Review/Discussion/Action ~ Minutes of Previous Meeting
4. Review/Discussion ~ Financial Update
5. Review/Discussion/Action ~ Job Description
6. Review/Discussion/Action ~ 2022 Economic Development Goals
7. Review/Discussion/Action ~ ARPA Funding Allocation (Marketing and Broadband)
8. Review/Discussion/Action ~ Tourism and Marketing Project
 - a. Update
 - b. Brochure/Marketing
9. Review/Discussion ~ Mangers Report
10. Review/Discussion ~ Committee Chair Report
11. Review/Discussion/Action ~ Next Meeting Date and Time
12. Public Comment Not Related to Agenda Items
13. Adjournment

Date: January 13, 2022

Chair Max Weiss

By: _____
Stephen S. Schiffli, Manager, Economic Devel.

Board Members: If unable to attend, please contact the Chair. If the Chair is unavailable, please contact the County Clerk's Office at 608-685-6209. If the Chair and the County Clerk are not available, please call the Administrative Coordinator at 608-685-6234.

Persons with Disabilities: Buffalo County shall attempt to provide reasonable accommodations to the public for access to its public meetings, provided reasonable notice of special need is given. If you require special accommodations to attend this meeting, please contact the County Clerk's Office at 608-685-6209.

Public Access to the Courthouse: The South Entrance will be the only access to the building after 4:30 p.m.

Persons who are members of another governmental body, but who are not members of this committee, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended, and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

BUFFALO COUNTY MINUTES

Committee of the Board: Economic Development Committee

Date of the Meeting: Thursday November 18, 2021

Chair Mr. Max Weiss called the meeting to order at 10:30 a.m. at the Buffalo County Courthouse, County Board Room in Alma, Wisconsin.

Board Members Present: Mr. Max Weiss, Mr. David Danzinger, Mr. Brad Schmidtkecht, Mr. Thomas Taylor and Ms. LeeAnne Bulman.

Others Present for All or Parts of the Meeting: Gina Tomlinson, Shawn Squires, Buck, Craig Bursaw, Tina Anibas, Steve Schiffli and Sonya Hansen

Public Comments regarding Agenda Items: There were no public comments.

Review/Discussion/Action ~ (Update) Financial Report- Mr. Schiffli presented a financial update with emphasis on training expenditures. Mr. Schiffli predicts returning \$6,500.00 to the general fund in December.

Broadband Provider Update ~ CTC, NTEC and Tri County reported to the committee on their PSC awards and project status. The committee discussed with each provider projections on start and end dates, availability of materials, financials, and expected service area.

Review/Discussion/Action ~ Resolution to Modify Broadband Funding Sources

A resolution was present to move 2021 broadband funding from CAPX funding to American Rescue Plan Act (ARPA) funding. The resolution also requested a minimum of 200K in ARPA funding for 2022 broadband expansion projects. A discussion was held.

Based on previous public comment at the preceding Finance meeting a suggestion to modify the resolution. Based on a new round of PSC/State grants it was recommended that to amend the resolution to increase the funding to 1.5 million. A motion was made by Ms. Bulman to approve the resolution as written. A discussion was held and the motion died, do to a lack of a second.

A motion was made by Mr. Schmidtkecht and seconded by Mr. Danzinger to approve the amending of resolution to read a maximum of 1.5 million in ARPA funds for broadband expansion. A roll call vote was held, motion carried with all ayes.

A motion to approve the resolution was made Mr. Taylor and seconded by Mr. Schmidtkecht. A roll call vote was held, motion carried with all ayes.

Consideration/Action ~ The Committee May Go Into Closed Session – Employee Evaluation – A motion to go into close session was made by Mr. Taylor and seconded by Mr. Schmidtkecht. Carried.

Consideration/Action ~ the Committee May Return to Open Session - A motion to go into open session was made by Mr. Taylor and seconded by Ms. Bulman. Carried.

Review/Discussion/Action ~ Tourism and Marketing Project – Mr. Schiffli indicated he is struggling with finding a marketing firm to take on the tourism guide. Mr. Schiffli indicated that he is working with Jen Fox from the Wisconsin Tourism Bureau. A discussion was held. A motion to request the earmarking of 50K for advertising and marketing in ARPA funding was made by Mr. Danzinger and seconded by Ms. Bulman. A roll call vote was held, motion carried with all ayes.

The committee wanted us to look at a map with UTV/ATV/Snow Mobile Routes to be added to the brochure.

Review/Discussion/ ~ Managers Report- Mr. Schiffli presented an oral report. He indicated CVSO training was the priority item the last 30-45 days, and he has completed all the required training for a Deputy VSO this year.

Review/Discussion ~ Chairperson Report – Mr. Weiss had no report.

Review/Discussion/Action ~ Next Meeting will be Thursday December 16, at 10:30 am. Finance will recess if still in session. Meeting dates next year are tentatively set for Jan, Mar, May, Jul, Sep, Nov 10:30 am after Finance.

Motion by Mr. Schmidtknecht to adjourn.

Respectfully submitted,

Stephen S. Schiffli, Economic Development Manager

ACS FINANCIAL SYSTEM
01/13/2022 09:15:00

Expenditure Ledger

COUNTY OF BUFFALO
GL050S-V08.17 COVERPAGE
GL540R

Report Selection:

Optional Report Title.....ECONOMIC DEVELOPMENT OFFICE

INCLUSIONS:

Fund & Account. 10.06.56730.0000.200 thru 10.06.56730.0000.999

Transaction Date..... 11/01/2021 thru 01/31/2022

Source Codes..... thru

Journal Entry Dates..... thru

Journal Entry Ids..... thru

Reference..... thru

Project..... thru

Vendor/Customer..... thru

Invoice..... thru

Accounts to Print on Ledgers 1

Level to Pagebreak..... 0.0

Level to Index..... 0.0

Include Exp/Rev Closing Entries N

Create Excel file & Download N

Run Instructions:

Jobq	Banner	Copies	Form	Printer	Hold	Space	LPI	Lines	CPI	CP	SP	RT
L		01		LAS4002	Y	S	6	066	10			

Expenditure Ledger
ECONOMIC DEVELOPMENT OFFICE

SRC/JE/ID	DIRCTY	VEN/CUS/EXPL	DATE	REFER	INVOICE	AMOUNT	CLAIM	SESS'N AUTH	PO#	F 9 CLEAR
		10			GENERAL FUND					
		10.06			CONSERVATION & DEVELOPMENT					
		10.06.56730			ECONOMIC DEVELOPMENT					
		10.06.56730.0000			PROJECT					
		10.06.56730.0000.200			CONTRACTUAL SERVICES.....					
		10.06.56730.0000.225			TELEPHONE					
D-111221-724	5446	VERIZON WIRELESS	111221	195617	9891361549	36.42		111621 LISA		- 113021
D-121021-762	5446	VERIZON WIRELESS	121021	195873	9893576063	41.38		121021 LISA		- 123121
D-010422-797	5446	VERIZON WIRELESS	010422	196104	9895816088	41.38		010722 LISA		- 000000
		10.06.56730.0000.225			TELEPHONE	119.18		*TOTAL.....		
		10.06.56730.0000.200			CONTRACTUAL SERVICES.....	119.18		*TOTAL.....		
		10.06.56730.0000.300			SUPPLIES.....					
		10.06.56730.0000.324			MEMBERSHIP DUES & LICENSES					
D-121621-759	7077	MONDOVI BUSINESS ASSOCIA	121621	195983		75.00		121621 LISA		- 000000
		10.06.56730.0000.324			MEMBERSHIP DUES & LICENSES	75.00		*TOTAL.....		
		10.06.56730.0000.331			MILEAGE					
P-121021-766		PAYROLL INTERFACE	121021	121021		88.19		121421		000000
		10.06.56730.0000.331			MILEAGE	88.19		*TOTAL.....		
		10.06.56730.0000.300			SUPPLIES.....	163.19		*TOTAL.....		
		10.06.56730.0000			PROJECT	282.37		*TOTAL.....		
		10.06.56730			ECONOMIC DEVELOPMENT	282.37		*TOTAL.....		
		10.06			CONSERVATION & DEVELOPMENT	282.37		*TOTAL.....		
		10			GENERAL FUND	282.37		*TOTAL.....		

Expenditure Ledger
ECONOMIC DEVELOPMENT OFFICE

SRC/JE/ID	DIRCTY VEN/CUS/EXPL	DATE	REFER	INVOICE	AMOUNT	CLAIM	SESS'N AUTH	PO#	F 9 CLEAR
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REPORT TOTALS:

282.37

RECORDS PRINTED - 000005

Expenditure Ledger

FUND RECAP:

FUND	DESCRIPTION	DISBURSEMENTS	-JOURNAL ENTRIES-	
			DEBITS	CREDITS
10	GENERAL FUND	194.18	88.19	
TOTAL	ALL FUNDS	194.18	88.19	

BANK RECAP:

BANK	NAME	DISBURSEMENTS	-JOURNAL ENTRIES-	
			DEBITS	CREDITS
GRN	BANK OF ALMA (MISC)	194.18	88.19	
TOTAL	ALL BANKS	194.18	88.19	

BUFFALO COUNTY

POSITION DESCRIPTION

Department: Administration

Position Title: Economic Development Coordinator and Grant Writer 70%
Deputy County Veteran Service Officer 30%

Pay Rate: Salary – (EE) Exempt Executive

Direct Supervisor: Economic Development Committee/ Administrative
Coordinator

Date: January 2022

Purpose of Position:

The purpose of this position is to assist Buffalo County and its communities in Economic Development, Tourism, and Grant Writing. Work is performed under the direction of the Economic Development Committee and the Administrative Coordinator. (EDC) (G)

This position will also serve as the Revolving Loan Fund Administrator and oversee the process of administering loans granted by the Buffalo County Revolving Loan Fund Committee.

The position also will also serve as the Deputy County Veteran Service Officer under the direction of the Administrative Coordinator. The purpose of this position is to perform and assist with services and advocacy of Veterans' benefits to beneficiaries, dependents and interested community members. The Deputy County Veterans Service Officer will also assist with administrative office duties and projects and frequently assumes such roles as office director in the absence of the County Veteran Service Officer. (DVSO)

Essential Duties:

- (EDC) Develops, recommends and implements strategies, policies and programs supporting the county's overall economic development goals and objectives.
- (EDC) Builds and maintains community relationships by representing Buffalo County as liaison, reporting and/or presenting to the community specific groups as needed.
- (EDC) Maintain a professional and cordial relation with fund providers and others they work with.

- (EDC) Markets, promotes, plans, coordinates, and implements county economic development activities and programs for business/industrial retention and expansion.
- (EDC) Serves as liaison with public, private and non-profit organizations for business attraction, creation, expansion and retention activities.
- (EDC) Works with and helps coordinate annual promotional activities with community organizations and attend meetings as needed.
- (EDC) Oversees, promotes and educates the public regarding economic incentive programs i.e. Revolving Loan Fund, Community Development Block Grants, TIF Districts, etc.
- (EDC) Work closely with county managers and employees, along with municipal officials and staff.
- (EDC) Assists with county community development programs and services pursuant to adopted plans, regulations and budgets.
- (EDC) Works closely with State, Regional, County and Community Economic Development and Tourism Specialists and other agents.
- (EDC) Develops and maintains site inventory available for business/industrial and other designated property.
- (EDC) Develops Buffalo County Tourism and Economic Development website, brochures, detailed maps, newsletters, news stories and promotional materials for the purpose of providing information to the public and marketing Buffalo County.
- (EDC) Researches, pursues, and submits grant applications for State, Federal and other aides for parks, economic development and tourism related grants projects; monitors cost shared projects; provides required reports, and formulates claims for reimbursement.
- (EDC) Promote awareness of grant opportunities for community organizations.
- (EDC) Creates and delivers presentations. Hosts listening sessions and outreach events as needed in various locations in the county for local businesses to meet and discuss needs/ideas/trends.
- (EDC) Coordinates local business tourism data collection in order to observe trends.

- (EDC) Builds relationships with businesses through visits, outreach and positive, interpersonal communication.
- (EDC) Prepares and distributes meeting agendas to Economic Development Committee. Takes, prepares and distributes meeting minutes. Drafts County Board resolutions related to Economic Development. Attends Economic Development Committee meetings and provides reports and updates including such matters as financial accounting summaries, budget, and utilization of facilities, fund-raising measures, donations and future planned activities.
- (EDC) Attends any other County Committee Meetings as requested.
- (EDC) Oversees interns and supervision of staff as needed.
- (EDC) Administers and carries out the functions of the Revolving Loan Administrator as outlined in the Revolving Loan Manual.
- (EDC) Possess broad knowledge of organizational structure, functions and needs, along with identifying and understanding the financial and budget matters of Buffalo County.
- (G) Develop and create high-quality grant proposal applications, narratives and supporting documents based on structural and organizational requirements.
- (G) Coordinate and develop an annual grants strategy that includes a schedule on follow-up progress of submitted proposals on an annual basis.
- (G) Conduct and continue to cultivate research to aid in identifying and soliciting new grants, along with compiling research and data to write and submit grants
- (G) Long-term additional responsibilities include business attraction; business retention; small business development initiatives; other economic development, redevelopment or capital improvement programs or projects.
- This list of duties is not to be construed as all-inclusive and may be modified as need requires. Special duty assignments will occur.
- (DVSO) Perform all specified and implied duties of the County Veteran Service office in his/her absence.

- (DVSO) Assist in the development, provide recommendations and implement strategies, policies and programs supporting the county's overall Veteran population.
- (DVSO) Assists with the preparation of Veterans' Benefits applications and correspondences.
- (DVSO) Advises veterans and beneficiaries regarding state and federal benefits and advocates on behalf of veterans and beneficiaries to appropriate third parties of interest.
- (DVSO) Receives, processes, enters data and safeguards confidential information in accordance with HIPAA law and county policy.
- (DVSO) Assists in providing information to veterans, beneficiaries, and third parties, regarding official documents, recorded documents, vital records, and legal information regarding VA benefits and programs.
- (DVSO) Performs bookkeeping/financial activities and may be required to close loans with Wisconsin Department of Veteran's Affairs
- (DVSO) Assists in implementing office policies. Assesses office needs and recommends policy changes.
- (DVSO) Assists CVSO in assuring office policies are carried out according to federal, state and county rules and regulations.
- (DVSO) Assists in claim development; provides rational and effective arguments and assist in gathering supporting documentation, evidence, and medical opinions.
- (DVSO) Prepares affidavits and notarizes official documents.
- (DVSO) Maintains office inventory of supplies, flags, and flag holders and is responsible for ordering within budget constraints.

Preferred Minimum Training, Experience, and Qualifications Required to Perform Essential Job Functions:

- (EDC/G) Bachelor's degree in Community/Economic Development, Planning, Marketing, Business, Park, Recreation or Tourism Management, Public Administration or other related field required. Preferred three to five years progressively responsible related experience (grant writing, project management, marketing, business assistance, community services, planning, public speaking and development) or any combination of education and experience that provides equivalent knowledge, skills and abilities. Must be computer literate and proficient in Microsoft Office Suite applications. Must be able to demonstrate clear, precise and effective oral, written and interpersonal communication skills amongst internal and external communications. Experience in using social media as a marketing source desired.
- (DVSO) The unique requirement of the is position also requires the applicant to be a Veteran according to the state and federal description and guidelines of a Veteran status as they will be authorized to act as a TVSO in place of the absence appointed CVSO.
- (DVSO) Complete training and testing for accreditation through all Milwaukee VARO veterans service organizations (i.e. NACVSO, WDVA, VFW, or American Legion) or U.S. Department of Veterans Affairs to present claims and maintain accreditation with ongoing training.
- (ALL) Valid motor vehicle operator's license required.

Physical Requirements:

- Ability to operate a variety of office equipment and machinery with some requiring complex and rapid adjustments, including computer terminal, telephone, fax machine, calculator, photocopier, and TV/DVD.
- Ability to coordinate eyes, hands, feet and limbs in performing slightly skilled movements.
- Ability to exert very moderate physical effort to sedentary to light work, typically involving some combination of stooping, kneeling, crouching and crawling, lifting, carrying, pushing and pulling up to 20 pounds.
- Ability to recognize and identify degrees of similarities or differences between characteristics of shapes, sounds, and objects associated with job related objects, materials, and tasks.
- Ability to sustain prolonged visual and mental concentration.
- Ability to speak publicly
- Ability to communicate orally and in writing with others.
- Ability to work independently.

- Ability to work and adapt to time sensitive deadlines.

Environmental Adaptability:

- Ability to work under generally safe and comfortable conditions where exposure to environmental factors such as hazardous conditions or exposure to disease may cause discomfort, but poses little risk of injury, and is present only in unusual situations.
- Seasonal activity will result in exposure to extreme heat and cold in an outdoor environment.

Buffalo County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Employee's Signature

Supervisor's Signature

Date

Date

Approved by Economic Development Committee:

Approved by Human Resource Committee:

Buffalo County
2022 Goal Review Worksheet
Economic Development

Background: Economic Development is a single employee office. The position of Economic Development and Grants is a 70%-time position. The position is allocated fifty-six (56) hours a pay period, of that 56 an undefined percentage is dedicated to grant research and grant writing. The remaining 30% is absorbed by Veteran Services.

Employee: <u>Steve Schiffl</u>		Department: <u>Economic Development</u>			Date: <u>1/20/21</u>	
Goal	S	M	A	R	T	
	Specific: Identify what should be achieved and benefit for accomplishing goal.	Measurable: Identify criteria used to measure how goal will be reached	Attainable: Identify Parameters to meet as well as exceed goal.	Realistic: Explain how goal links to department	Time-Bound: Time frame for goal to be achieved	
1	Shape Department	Outreach oriented service provider to entrepreneurs and businesses	Contacts and program referrals	Help Facilitate 1. Business Plans 2. Open Businesses 3. Funding Streams	Approved focus by ED Committee during evaluation 2021.	Third Quarter
2	Educate Boards and Committees on Economic Development	Educate Home Committee and County Board on the economic state of Buffalo County and	Facilitate WEDA instructors and course participation by Supervisors and the community	Administrative functions of scheduling, billing, and completion of the course	Directly correlates to what the objectives are of the department, facilitates mutual understanding.	Third Quarter
3	Develop Economic Development Picture for Buffalo County	Facilitate a presentation with quantifiable figures detailing economic development parameters in Buffalo County	Presented presentation	Give presentation to full board for mutual understanding	Directly correlates to what the objectives are of the department, facilitates mutual understanding.	Third Quarter
4	Project Manage Travel Guide	Creation of new travel brochure.	Contract for Development, Sales and distribution	Funding dependent.	Job Description and ED Committee Directed.	Continuous 2022
5	Project manage Digital Media (Website, Travel)	Establish Webpage supporting Economic Development and Tourism	Active an updated website accessible to the public that is intuitive and informational	Contract for and provide vision for website. Analytics show positive usage	Job Description and ED Committee Directed.	Continuous 2022
6	Administratively Manage: GRST-WC Broadband Expansion	Coordination with the objective of acquiring information for grants	Facilitate Financial and operational requirements moving the project from survey and engineering to construction	1.Ensure reconciliation of invoices with Flyway Board. 2. Facilitate transition from survey and engineering to construction project manager.	Assigned as other duties by Courthouse Administration	Continuous
7	Continued Education on Economic Development	Trainings Seminars, Conferences. Continuing education and XXXX	Attendance and key point reports to home committee	Governors Conf. Additional educational opportunities.	Budgeted and approved by home committee and Finance	1 st Quarter Third Quarter



ECONOMIC DEVELOPMENT OFFICE
407 South Second Street
PO Box 494
Alma, WI 54610
Stephen S. Schiffli, Manager
Phone (608) 685-9101
Fax (608) 685-6300
Stephen.Schiffli@co.buffalo.wi.us

December 9, 2021

Ref: Projected ARPA Funding Request **Economic Development**

I request consideration on the following Economic Development Committee approved earmarks for American Rescue Plan Act Funding.

1. Broadband
 - a. Funding for established projects
(Mondovi, Naples, Cross) \$300,000.00
 - b. Funding for projected projects
(Release of Broadband Aid Money)
17-09-01 (*Broadband Forward*) \$1,500,000.00
2. Renewed Marketing Campaign
 - a. Tourism Guide and Marketing \$50,000.00

Respectfully Submitted:


Stephen S. Schiffli

Buffalo County Minutes

Committee: Committee of the Board

Meeting Date: Wednesday, December 15, 2021

Chair Dennis Bork called the meeting to order at 10:30 a.m.

Members Present: Mr. Dennis Bork, Mr. Max Weiss, Mr. Larry Grisen, Ms. Mary Anne McMillan Urell, Mr. Dwight Ruff, and Mr. Mike Taylor. Mr. Don Hillert was excused.

Others Present for All or Portions of the Meeting: Ms. Sonya Hansen, Mr. Ryan VanDeWalle, Ms. Roxann Halverson, Mr. Steve Schiffli, Mr. Dave Rynders, Ms. Tina Anibas, Mr. David Danzinger, Sheriff Mike Schmidtknecht, and Mr. Bob Platteter.

Minutes of the Previous Meeting: Ms. McMillan Urell made a motion to approve the minutes, seconded by Mr. Taylor. Carried.

Review/Discussion regarding Presentations by Departments for American Rescue Plan Act Funding (ARPA): Mr. Schiffli presented his request. He would like to transfer a previously approved amount of \$200,000 from CAPX2020 funds to ARPA funds. He would also like to request an additional \$1.5 million of ARPA funds for broadband. There has already been \$100,000 of ARPA funds allocated for the Town of Naples broadband project. The Economic Development Committee would also like to request \$50,000 for tourism and marketing.

Mr. Platteter made a request for another electronic sign at a cost of \$18,000 and an emergency sign trailer to use for emergency road closures or accidents at a cost of \$22,000. Two electronic signs have already been approved from ARPA funds.

Sheriff Schmidtknecht discussed premium pay for his staff as they did not have the opportunity to work remotely and were frontline through the pandemic. He suggested \$1,000 per employee for his department. He would also like to appropriate funds for radio tower base upgrades. There are six towers that need to be upgraded at a total cost of \$97,000. There are a total of 11 towers used for law enforcement and EMS.

Mr. Rynders supported premium pay and estimates he would have 12 employees in his department eligible. He would also like to put some funds away for COVID response. He currently has funds but would like to have a reserve if those funds run out. He would like to have \$157,000 for this. He would also like to have \$39,600 for lead prevention program, \$43,000 for AODA inpatient program, and \$87,000 each year for four years for a Nurse/Family Partnership program.

Ms. Hansen explained she would need \$80,000 for a new phone system, \$193,000 for a new financial system, \$68,000 for new computer systems, and \$60,000 for a new generator.

Review/Discussion/Action regarding Allocation of American Rescue Act Funding (ARPA): A discussion was held on broadband and the number of towns or projects projected to come forward and request funds. Loss of revenue is minimal at this time. \$138,000 has already been allocated or spent from ARPA funds. Mr. Grisen made a motion to recommend allocating \$1.3 million for Economic Development and they can decide to put towards broadband or tourism, seconded by Ms. McMillan Urell. A roll call vote was taken. All in favor. Carried.

Further discussion was held on premium/hazard pay, levels of pay, and qualifications to be eligible if the committee allots any funds towards this. The committee also discussed what to do with funds that are not spent and how to continue to review this as there is a time limit to allocate and spend the funds.

Mr. Grisen made a motion to table the remaining requests until the next meeting, seconded by Ms. McMillan Urell. Carried.

The Committee May Go into Closed Session to Discuss Administrative Office Structure & Goals: Mr. Grisen made a motion to go into closed session, seconded by Mr. Taylor. Mr. Grisen – yes, Ms. McMillan Urell – yes, Mr. Bork – yes, Mr. Weiss – yes, Mr. Taylor – yes, Mr. Ruff – yes. Carried.

The Committee May Return to Open Session: Mr. Taylor made a motion to return to open session, seconded by Ms. McMillan Urell. Mr. Ruff – yes, Mr. Taylor -yes, Mr. Bork – yes, Ms. McMillan Urell – yes, and Mr. Weiss-yes. Carried.

Review/Discussion/Action regarding the Next Meeting Date and Time: January 6, 2022, at 8:30 a.m.

Chairperson Report: None.

Public Comment Not Related to Agenda Items: None.

Adjournment: Mr. Taylor made a motion to adjourn at 1:21 p.m., seconded by Ms. McMillan Urell.

Respectfully Submitted:

Roxann Halverson
Buffalo County Clerk

Buffalo County Minutes

Committee: Committee of the Board

Meeting Date: Thursday, January 6, 2022

Chair Dennis Bork called the meeting to order at 8:30 a.m.

Members Present: Mr. Dennis Bork, Mr. Max Weiss, Mr. Larry Grisen, Ms. Mary Anne McMillan Urell, and Mr. Dwight Ruff. Mr. Mike Taylor and Mr. Don Hillert were absent.

Others Present for All or Portions of the Meeting: Mr. Ryan VanDeWalle, Ms. Roxann Halverson, Mr. Lee Engfer, Mr. Dave Rynders, Mr. Mike Owecke, Ms. Carol Burmeister (Teams), Mr. David Danzinger (Teams), Mr. Dave Brommerich (Teams), Ms. Tina Anibas (Teams), and Ms. Lisa Schuh (Teams).

Minutes of the Previous Meeting: Ms. Mary Anne McMillan Urell made a motion to approve the minutes, seconded by Mr. Ruff. Carried.

Review/Discussion/Action regarding Allocation of funds from the American Rescue Plan Funding (ARPA): Buffalo County was allocated \$2,531,119.00 of ARPA funds. \$1.3 million has been allocated to broadband and \$138,000 has already been spent.

Mr. Owecke spoke to the committee regarding allocating approximately \$50,000 to the well water testing project that has been in the works since 2016 or 2017. A group of Department Managers have been working on doing random testing of wells for different chemical levels. UW Stevens Point would be assisting with this project and would write the findings of the testing and present the report to the full board. The committee discussed having an action plan in place to address the results when they come in.

Mr. Engfer discussed the need for the radio tower equipment upgrades. The south tower has been causing some issues and needs to be replaced very soon. These radio towers are used to send notifications to officers, EMS, and fire. The quote received recently is for \$135,526.30 and is good for 30 days. Once approved it will take approximately 6 months to get them all installed. He would also like the committee to consider hazard pay for employees in the Sheriff's Office. Many had to use their own time off when on quarantine for an exposure during the line of duty. He explained he used a \$100 per month over a 21 month time period for the hazard pay with a total amount of \$39,100. Individuals who no longer work for Buffalo County will not be eligible and those employees who are eligible will receive an amount equal to the months of employment during that 21 month period. An example would be if an employee worked 5 months during the pandemic and is still currently employed in the Sheriff's Office, they would receive \$500. Not all staff is eligible, only those who had a high risk of exposure.

Mr. Rynders discussed the Nurse/Family Partnership program. He has revised the cost estimate to be \$91,155 annually over the next three years. There are some revenue sources, but the amount of revenue from some is unknown. A discussion was held regarding hiring a full-time nurse versus contracting with Eau Claire County for a part-time nurse. It is estimated this program would serve ten mothers per year. Mr. Rynders also discussed hazard pay for those employees in his department that had the most risk of exposure.

Mr. Ruff left the meeting at 11:00 a.m.

A discussion was held on how to allocate hazard pay and the issues it may cause. Mr. Grisen made a motion to have all Department Managers work together to discuss hazard pay and submit a plan to the Finance Committee in January, seconded by Ms. McMillan Urell. Carried.

The committee discussed how to prioritize the requests with the funds available. Some items would not be eligible for the ARPA due to restrictions of how funds could be used, but they could then fall under loss of revenue that has fewer restrictions.

Requests are as follows:

Department	Item(s) Requested	Cost
Highway	Electronic sign and emergency sign trailer	\$40,000.00
Law Enforcement	Radio tower equipment	\$136,000.00
DHHS	Lead testing	\$39,600
DHHS	AODA program	\$43,000.00
DHHS	Nurse/Family Partnership	\$92,000.00
DHHS	COVID	\$157,000.00
Economic Development	Broadband	\$1,300,000.00
Administration	Generator	\$60,000.00
Administration	Financial System	\$193,000.00
Administration	Phone System	\$80,000.00
Administration	Computer Upgrades	\$68,000.00
Zoning	Water Well Testing	\$50,000.00
Already spent	Electronic signs and broadband	\$138,000.00
Total		\$2,396,600

Ms. McMillan Urell made a motion to use CAPX funds for the financial system and pay it back when the loss of revenue funds can be realized from the ARPA funds, seconded by Mr. Grisen. Carried.

Ms. McMillan Urell made a motion to approve up to \$55,000.00 for hazard pay, seconded by Mr. Weiss. Mr. Grisen voting no. Carried.

Ms. McMillan Urell made a motion to approve the Highway request of the electronic sign board and emergency sign trailer in the amount of \$40,000.00, seconded by Mr. Weiss. Carried.

Ms. McMillan Urell made a motion to approve the Law Enforcement request for radio tower equipment replacement in the amount of \$136,000.00, seconded by Mr. Weiss. Carried.

Ms. McMillan Urell made a motion to approve the DHHS request for lead testing in the amount of \$39,600.00, seconded by Mr. Grisen. Carried.

Ms. McMillan Urell made a motion to approve the Administration request for a generator, seconded by Mr. Weiss. Carried.

COVID Protocol: Chair Bork reported that no action can be taken on this item since the amended agenda was not posted in time. The CDC has shortened the isolation time from 10 days to 5 days and then the individual would wear a mask for days 6 through 10. The Employee Return to Work Guidelines will have to be reviewed and amended if it is the wishes to change the isolation timeframe.

Chairperson Report: None.

Administrative Coordinator's Report: None.

Public Comment Not Related to Agenda Items: Ms. McMillan Urell asked if a County Board Supervisor can be appointed to the EOC Team meetings. DHHS would like to open the Emergency Operations Center again due to the increase in cases and the scarcity of hospital beds. They are meeting Monday at 3:00 p.m. Mr. Grisen will attend the meeting.

Review/Discussion/Action regarding the Date and Time of the Next Meeting: The next meeting will be February 21st at 8:30 a.m. Guidelines for the Administrative Coordinator will be discussed.

Adjournment: Mr. Grisen made a motion to adjourn at 12:03 p.m., seconded by Ms. McMillan Urell. Carried.

Respectfully Submitted:

Roxann Halverson
Buffalo County Clerk

County branding means more than a logo

By [Charlie Ban](#) Jul. 14, 2019

Tooele County, Utah Commissioner Shawn Milne describes his county's process for identifying its branding strategy.
Photo by Denny Henry

🐦 Branding your county is a time-consuming, deliberative process, but one that can unify residents in the end. <https://ctt.ac/B_6rZ>

A county's brand should inspire residents to identify with it. It's more than a logo -- it's a statement, a promise, an identity.

But that strength in county's brand, however, can make the creation of a brand sometimes difficult and always time intensive.

"We, as county officials, have a hard time with citizens not knowing what counties provide, so we need to make sure that we have these brands as visible and as unified and everywhere as possible," said Lori Letzring, community services and outreach manager for the National Association of County Information Officers. "In Hillsborough County, Fla., we have our brand on every street sign. It helps because citizens know that this is a county street, this is maintained by Hillsborough County. It says, 'hey, we provide this. This is a service your county provides.'"

Once that brand is established, however, it can be difficult to change.

“A rebranding may be one of the most divisive things that you will ever do within your community,” Letzring said. “People care so much about their brands. You can have public comment for several hours because it represents your community.”

She advised counties interested in rebranding to develop a style guide.

“There are always people within the organization that want to tweak things, they want to add new colors or they want to add a tag line, and that can take away from your brand,” she said. “You want to make sure that whatever it is, that it’s cohesive and its unified so that all of the parts of your organization have that brand.”

Whatever your county’s brand should be, it should evoke strong emotion, Melissa Bloesser, PIO for Douglas County, Nev. said.

When Douglas County rebranded in 2010, the effort went as far as changing the color scheme of its website to match.

“The shapes, the colors, the design...we really wanted that brand recognition,” she said. “Anything we produce has the same look and feel. Every single social media post and that consistency helps people trust us.”

That consistency will go beyond just appearance, she said, to the point where people will expect the same level of quality in all of the county’s work products.

Bloessler said counties with smaller budgets can make use of help from interns, whose value extends far beyond the college credit they are likely earning. They are often on the cutting edge of new technology and ideas.

“They teach me things,” she said.

Tooele County, Utah had no real brand, but it did have an image problem, or so county officials thought.

As a newly-elected county commissioner, Shawn Milne saw a need to change the county’s perception that it was dependent on its storage of industrial and nuclear waste. Milne wanted to pivot to tourism.

“How do we change from ‘that county way out there that buries stuff in the ground’ to ‘hey, I want to go there this weekend for a concert,’”

To his delight, studies showed that most people didn’t relate those bad things to Tooele County because they barely thought of Tooele County at all.

“One-third of people, when they were asked what they thought of Tooele County, they had no impression at all,” he said. “That’s actually really great news from a marketing perspective, because you have a blank slate to work with.

“We all know where those skeletons are, and we all perceived that those skeletons were what everybody else was identifying with us, but they weren’t.”

With land area greater than three states, Tooele County itself offered a verdant opportunity to present itself to 4.5 million people traveling annually from Salt Lake City to Nevada, California and points north and south. The county considered focusing on the Bonneville Salt Flats in the county, or its auto racing track, “the fastest place on earth.”

But reframing the effort’s mission changed its scope.

“While the fastest place on earth is great if we’re going beyond the state’s boundaries, most people (around us) already knew about those things,” Milne said. “The easiest way we could capitalize was to focus next door.”

The campaign? “So much, so close.”

ABOUT CHARLIE BAN [\(Full Bio\)](#)

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Charlie is the County News digital editor and senior writer.

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