

Minutes
Barron County Strategic Planning Work Group
Wednesday April 5th, 10am,
Barron County Government Center, Room 2151
335 East Monroe Avenue, Barron, WI 54812

Committee Members Present:

Supervisor Okey, Supervisor Banks, Supervisor P. Anderson, Supervisor Randall Cook Sr.
Supervisor Turcott, Supervisor Bartlett

Committee Members Appearing Virtually:

None

Staff Members Present:

Fitzgerald, French, Ritchie,

Staff Members Appearing Virtually:

None

#1. Call to Order:

10.02 Chair Okey

#2. Public Meeting Notification

Read by CA French

#3. Public Comment:

None

#4. Approve minutes of 2-16-2022 Meeting:

Motion to approve, Anderson/Banks, Carried

#5. Old Business:

5a. Digital Signage: CA French provided information stating that a quality digital sign begins at a minimum cost of \$40K, plus \$10K for software and annual maintenance costs of \$2500. Discussion. Consensus of the Committee was to not proceed with this idea.

5b. Supermarket Receipt Advertising: Information presented by HR Director Richie, \$350/quarter, for Market Place Food Rice Lake, \$300/quarter Nilssen's Market, Cumberland. Discussion by Committee on costs, advertising in Barron County Today Magazine and on Dryden Wire.

Motion Bartlett/Turcott to recommend to the Executive Committee, May meeting that \$2,500 be used from the 2023 Contingency Fund for these purposes. Carried

5c. Lead Times - Highway Fixed Asset Purchases: CA French provided information regarding proposed Resolution going to County Board in April for advance quoting and ordering of fixed assets for Hwy department, now, for delivery in 2024. Committee also discussed this same approach for squad car purchases for the Sheriff's Department. No formal action or motion made.

5d. Libraries - Tax Levy, present and future: CA French discussed spreadsheet as contained in packet regarding the addition of County Board members to municipal library boards as a

result of the County increasing the ACT 150 contribution percentages. The Consensus of the Committee was to have this information presented, discussed and approved at the May County Board.

5e. Update USI - personnel Trends: CA French discussed information from a recent USI webinar he attended, i.e., per person capitation payment for health care, inflation in health care, average US wage rate increase, hourly work compression wage, remote work, medical immigration. Committee discussed wage study, comparables to private industry and reached consensus that the Executive Committee, in May, should discuss as part of the 2024 Budget process putting dollars away for Wage Study.

5g. UW Extension - Financial Coaching: CA French discussed this information with the work group as an example of the cooperation between County departments. No formal action or motion made.

5h. You've come a long way baby- Barron County: Work group discussed hiring trends, employee relations, morale etc. No formal action or motion made.

#6. Review Recommended Updates to SWOT Analysis

Threats: Cyber security

#7. Review Strategic Plan Update:

Work group consensus was to leave the document as presented, in the packet

#8. Review Goals Accomplished:

See Agenda item #5.

#9. Review What Needs to be Accomplished:

See Agenda item #5 and recommendations to Executive Committee and County Board.

#10. Staff Updates:

See Agenda item #5.

#9. Future Agenda Items:

None

#10. Set Next Meeting Date:

Schedule for 2024

#11. Adjournment:

Adjourned by unanimous consent at 11.32am

Minutes taken by CA French

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JDF *4/8/23*

SWOT Analysis Barron County

Strategic Planning

2020 - 2025

Ariga Grigoryan

UW Madison Division of Extension Sawyer County and Lac Courte Oreilles tribe

The Mission of Barron County is: To enhance life by providing services in a fiscally progressive manner through leadership, collaboration and innovation, that is responsive to all Barron County citizens

Vision: A sustainable, vibrant community

Motto: A great place to visit, a better place to live

| Strengths | Weaknesses | Opportunities | Threats |
|---|--|--|--|
| <ul style="list-style-type: none"> ❖ Fiscally responsible ❖ Recreational opportunities including our parks, natural resources and agricultural land ❖ Coordination and collaboration of our government employees, departments and Board of Directions leading to fiscal efficiencies ❖ Skills, knowledge and experience of our staff ❖ Strong partnerships with municipalities ❖ Creating innovative programs | <ul style="list-style-type: none"> ❖ Affordable housing and transportation ❖ Underutilized technology available in the county ❖ Outreach of Barron County's achievements, successes and tell "our" story ❖ Broadband coverage ❖ Opioids: meth and heroin ❖ Mental health resources and available bed space ❖ Attracting skilled workforce ❖ Managing a growing workload with current resources | <ul style="list-style-type: none"> ❖ Implement technological efficiencies ❖ External and internal cross training ❖ Cooperation with other entities ❖ Technological advancement ❖ Create controlled recycling manned program ❖ Willingness to change and improve ❖ Embrace diversity and reach out to diverse populations as a potential workforce | <ul style="list-style-type: none"> ❖ Aging population ❖ Lack of housing ❖ Levy limit ❖ Federal/ State mandates without funding ❖ Lack of mental health resources ❖ Rising costs ❖ Unfunded mandates |

2020 – Updated – Responses:

Weakness to Strength: 2020 increased usage of technology for meetings, and daily use

Opportunity to Strength: Continues work on manned recycling sites

2021/2022 – Updated Responses:

Opportunities: ARPA/Neighborhood Block Grant/CDBG Grant/Infrastructure Grants/Broadband

Opportunities: Solar webinar training ICMA

Weakness: Housing shortage, workforce shortage, community development, relocation/recruitment of families

2023 - Updated Responses:

Threats: Supply Chain, Inflation, Lack of skilled/qualified work force, Cyber-security

Opportunities: GPS broadband infrastructure mapping, Higher education assistance program for employees, Being cognizant of how work is completed today and how work will be completed differently in the future.

Strengths: Aging/ADRC breakfasts, Living and working in Barron County

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Updated: 2023-3-4, 2023-4-8,