

Barron County Strategic Planning Work Group

Tuesday, May 26, 2026 – 1:00 p.m.

Government Center – Room 2151

335 East Monroe Avenue - Barron, Wisconsin

AGENDA

1. Call Meeting to Order
2. Public Meeting Notification
3. Special Matters & Announcements
4. Public Comment
5. Approve Agenda
6. Approve Minutes of 3-20-26 Meeting
7. Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
8. Directional Statements
9. Presentation to County Board
10. Other Topics
 - a. Blue Zone – City of Rice Lake
 - b. Electronic Information Kiosk
 - c. Rice Lake Aquatic Center
11. Staff Updates
12. Future Agenda Items
13. Set Next Meeting Date
14. Adjourn

PLEASE CALL 537-6841 IF YOU ARE UNABLE TO ATTEND

cc: Patti Anderson, Randy Cook, Louie Okey, Karolyn Bartlett, Craig Turcott, Pete Olson, Stacey Wenzel, Jodi Kummet, Karla Potts-Shufelt, John Muench, Rachael Richie, Jeff French, Administrator, Corp. Counsel, Co. Clerk, Webmaster & 3 Public Postings

Any person who has a qualifying disability under the Americans with Disabilities Act and requires the meeting or materials at the meeting to be in an accessible format must contact the County Clerk's office at 715/537-6200 at least 24 hours prior to the meeting so that arrangements may be made to accommodate your request.

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Minutes

Barron County Strategic Planning Work Group

Friday, March 20th, 2026 1pm

Barron County Government Center, RM 2151

335 East Monroe Avenue, Barron, WI 54812

Minutes taken by CA French

Committee/County Board Members Present: Okey, Bartlett, Banks, Turcott, Cook, P. Anderson, Wenzel,

Staff Present: French

Virtual Attendance: None

Others Present: U.W. Extension Staff: Karl Green, Lori Pillion-Baltrusis

- #1. **Call to Order:** 1pm Chair okey
- #2. **Public Meeting Notification:**
French provided notification of public posting
- #3. **Special Matters and Announcements:**
French discussed the excellent AI Symposium at Eau Claire on March 18th hosted by U.W. Extension
- #4. **Public Comment:**
None
- #5. **Approve Agenda**
Wenzel/Anderson, carried
- #6. **Approve Minutes 2-20-2026 Meeting:**
Motion to approve Minutes, Banks/Bartlett - Carried
- #7. **SWOT:**
Discussed/reviewed, additions were made to the SWOT with Karl to provide an updated copy.
Added AI as a threat, discussed same, along with other suggestions
- #8. **Directional Statements:**
Added a #7., AI with an Action Statement of "Policy adoption and Staff Training and to assess monetization"
Added a #8. Tourism, no Action Statement added

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#9. Presentation to County Board:

Discussion: Consensus of Committee was to have Karl meet with Department Heads and Program Managers to review Directional Statements and SWOT Analysis.

Discussion: Suggestion also made to hold a special County Board meeting to have Karl provide an overview and review of the Strategic Plan followed by a Rules and Procedures up-date and overview by Mr. Muench.

#10. Other Topics:

- a. ½% Infrastructure Sales Tax: Discussed, with the idea that all of these dollars be remitted to the local municipality for road improvements.
- b. 2024 Property Tax Analysis: No discussion, no action take.

#11. Staff Updates:

None

#12. Future Agenda Items:

Strategic plan to Dept Heads
Special C/B Meeting

#13. Set Next Meeting Date:

To be determined after the Dept. Heads meet and review S.P.

#14. Adjourn:

Adjournment by unanimous consent at 2.26pm

Department Heads

Strengths	Weaknesses	Opportunities	Threats/Concerns
<ul style="list-style-type: none"> • Strong partnerships <ul style="list-style-type: none"> ○ CPS, family recovery court • Department heads collaborate well • Fiscally strong & responsible <ul style="list-style-type: none"> ○ Sustainable in terms of budget • Skilled staff & professional development • Human resources <ul style="list-style-type: none"> ○ Recruiting & retaining employees • Competitive pay • Great supervision • ADRC <ul style="list-style-type: none"> ○ Breadth of services, youth & family, health and human services • Staff feels supported & valued by county as employer & board • Flexible work environment (telework) and schedule • Robust cyber security training 	<ul style="list-style-type: none"> • Handling challenges separately rather than sharing solutions <ul style="list-style-type: none"> ○ Public records requests training is needed • New department heads & loss of historical knowledge and experience • 4 buildings – non-centralized <ul style="list-style-type: none"> ○ Lots of coordination needed by HR, IT • Condition + age of gov't center • Gov't center has security + safety concerns <ul style="list-style-type: none"> ○ Homeland security report • Concealed carry allowance • Aging county board • Board can move from policy role to admin easily <p>NOTE: Childcare Funding – need solution</p>	<ul style="list-style-type: none"> • Centralized platform to accept payments • Could use a way to update new hires on the roles + activities of all depts. to know where to send the public (ongoing training?) • IT + program/application training • Directory to be able to find the necessary contact within depts (that isn't a security risk)-internal • Opportunities to meet one another across depts. • Compete with private sector for compensation <ul style="list-style-type: none"> ○ i.e. heavy equipment operation or other specialty • improve/consider new benefits <ul style="list-style-type: none"> ○ vacation, half-day on Fri., virtual meeting attendance, salad bar • elected constitutional officials could use more onboarding on the county processes and day-to-day practices – may also apply to existing internal staff 	<ul style="list-style-type: none"> • struggle to fill positions <ul style="list-style-type: none"> ○ law enforcement due to lower graduation numbers in specific fields • suggested to remove 'TPR, CHIPS cases – no longer a threat • childcare access + cost impacts workforce • older population (impacts county services + workforce) • housing impacts workforce • suggested to add general substance abuse vs. opioids alone • diversification court for veterans • lack of services for veterans • loss of fed. + State funds • updates for compliance – ADA • public increase in negativity + reactivity – change in culture + trust in gov't