

Draft-Meeting Notes

Town of Greenville

Land Stewardship/AEA Committee

Tuesday, 3 October 2017 (5:00 pm)

Greenville Town Hall

Present: Larry Bentle, Sally Bowers, Eric Fowle, Dave Johnson, Zen Miller, Steve Nagy, and Pete Schroeder.

(Next meeting: 5 December 2017, 5:00 pm at the Town Hall)

1. Call to order. 5:08 pm
2. Approval of 29 August 2017 meeting minutes. Minutes were approved as written (motion by Pete, Dave J. 2nd).
3. LS/AEA Goal development (Eric's Excel spreadsheet). Eric handed out copies of the latest spreadsheet of goals. Each person present ranked the goal strategies as to when over the next 5 years they should be completed. Eric will tabulate the results and request input from those who were not present.
 - a. There was some discussion regarding the name of our committee. Does it best represent who we are now after the establishment of the Agricultural Enterprise Area within the Greenbelt of Greenville? Further discussion to be had at future meetings as we formalize committee by-laws.
4. AEA signage.
 - a. 30 sign blanks and stakes are in stock. RJ Marx invoiced our Town account. The billed (\$1,560) was lower than expected (\$1,845).
 - b. Committee account status. The \$1,560 was paid out of our LS/AEA acct. Therefore, \$540 remains as per Lisa (Town Treasurer). This is \$285 more than was expected, allowing printing of a few more signs.
 - c. Printing cost and strategy. The above \$540 should allow 14 signs to be printed. This will give us a good start. To print the remaining 16, a little over \$600 needs to be raised.
 - i. Funding. Steve would contribute. **Dave Tebo** is working with the town to get funding for our LS/AEA committee as an annual line item in the Town's budget. **Larry** offered to meet with middle school students who might be interested in developing a fund raising strategy.

- ii. Contact landowners. Larry will contact AEA landowners who have requested signs. This is to confirm what total AEA acreage number they want printed on their signs plus the sign quantity they wish to order. Their acreage value, with minor deviation, is expected to be in good agreement with that contained in a spreadsheet provided by the Town.
- iii. Printing. Within a few days Larry will contact RJ Marx to have this first quantity of signs printed. Pete agreed to be a point of contact for RJ Marx so all progresses as smoothly as possible. Larry will provide Pete with RJ Marx's contact information.
- iv. Erecting of the signs was discussed. It was decided that once all is ready, we arrange a mutually agreeable day for several members to get together and erect the signs as per the respective landowner's desired positioning. Zen offered to help put up signs. Ground is good (not frozen) until Thanksgiving. The 8' stake after placed in at the desired position will have the sign bolted on. The 1st 2-full weeks of November (i.e. 6-19 Nov.) are proposed for scheduling a date for the signs will go up. Larry will set up a mutually agreed upon date after the signs are printed.
- v. Publicity. Zen suggested a video be made of erecting the signs. NOTE: In a phone conversation with Larry after the meeting Dave Tebo suggested that local news media be contacted to request their presence to report the "sign story."

5. Committee by-laws.

- a. Status. By-laws are about 75% written. Steve and John are working on them. Allison reviewed their initial draft, approves of the work and is helping to put into "committee reviewable" form.

6. Community Ag education.

- a. HASD update. The "Little Chefs" cook-off event using home grown or farm-to-market vegetables/fruits is now complete. After a series of student cook-offs, the final 3 wining chefs received scholarships of \$500 each. One of the winners gave a portion of his/her scholarship back to the sponsoring Fight Hunger Charity.
- b. Pumpkin patch.
 - i. There are **hundreds** of pumpkins currently in the 2-acre patch at Steve's farm. A few are for sale on John's property (on Hwy 96 west of the Hwy 76 intersection); sales have been minimal. Sally will contact the Hortonville High School DECA group (business group led by Business teachers) to request them to quickly develop a strategy to market the pumpkins. The price of \$10 no matter the size is too high. A marketing strategy (visible signage, places to sell, etc.) needs to be developed soon

and to inform “would-be” buyers that all proceeds will go to charity (the Fight Hunger Campaign). Other places to market the pumpkins need to be designated (e.g. at high school football games,). After 31 October there will be little market for remaining pumpkins. This is a golden opportunity for students to learn, in real time, agriculture’s seasonal urgency and proper timing, which applies to the entire Agribusiness sector as a whole.

- ii. **Sally and Steve** will work on an article for publication.
 - iii. Committee members offered to take a few kids to harvest and wash pumpkins. **Sally** is willing to supervise as a HASD member/representative.
 - iv. **Zen** offered to take pumpkins that are not sold after 31 October as feed for his pigs. Larry mentioned it would be unfortunate if this were the fate that most pumpkins take. The pumpkins still need to be picked from the patch and transported. They cannot be left in the field. Therefore, the same work will be expended as if picked for sale, but no revenue generated for charity. Many hours will be expended with little learned and minimal overall satisfaction for a “job well done”.
7. North Eastern Wisconsin Land Trust (scheduling a representative). It was decided to finish and approve our committee goals and by-laws before we request the NEWLT representative (Debbie) to speak at a future meeting. A date within January – March 2018 seemed reasonable to everyone. Details are to be refined in future meetings.
 8. Next meeting date. **5 December 2017 at 5:00 pm, at the Greenville Town Hall.**
 9. LS/AEA news. None noted.
 10. Adjournment. 6:15 pm. (Motion by Dave J., 2nd Pete).

Parking lot for future meeting(s):

- a) Web site
- b) PDR & TDR.