



Tuesday, July 21, 2026 9:30AM – 10:45AM

Tomahawk Chamber of Commerce

208 N 4th St, Tomahawk, WI 54487

Virtual Meeting Link: meet.google.com/pda-xfdg-vfx

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MINUTES

1) Welcome

2) Member Organization Updates

- United Way
 - The fall campaign begins September and goes through October.
 - Funds raised go toward programs like, Digital Techquity, ALICE report, 211, and funded partners.
 - Merrill United Way has 18 funded partners.
 - Applications to become a funded partner opens on August 6 and closes in October.
 - Volunteer Wisconsin is an online volunteerism platform that is a searchable database for volunteer opportunities. The Merrill United Way and AAC are working together to learn how to use the platform and recruit volunteer organizations in Merrill. Outreach and marketing to volunteers will happen after successful participation of area volunteer organizations.
- Childcaring
 - Focusing effort on promoting and recruiting child care providers.
 - Data shows that providers are closing and not many are opening.
 - No new child care providers throughout Childcaring's 10 county service area between April and June 2026.
 - Childcaring does certification in 9 out of 10 of the counties in their service area, all except Wood Co.
- Dream Up! Langlade Co
 - Langlade Co EDC has a new Director, Melissa Kieper

3) DCF Sec Pertl Invitation sent for September 23, 9:30am at Tomahawk Chamber.

- The request included a potential coordination of a “Northwoods Tour” to include Langlade Co Dream Up! and Oneida Co.

4) Lincoln County Fair

- Booth in 2027?
 - Yes! We will revisit this in early 2027 to discuss feasibility and plan.

5) Community Night Out

- Tomahawk: August 4, 5:00pm - 7:30pm, Veterans Park
 - Dream Up! and Childcaring will share a table and offer face painting. Elsa and Bill volunteered.
- Merrill: August 18, 4:00pm – 7:00pm, Expo Center.
 - Dream Up! and Childcaring will share a table. Activity not decided yet. Elsa volunteers and Sara Sturm might be able to volunteer part-time at the table. United Way will also have a table at the event.

6) Complete review of original 2022 SMART GOALS

- SMART Goal 1: By the end of October 2023, create partnerships with high schools, tech schools and senior population to implement apprenticeships, dual learning credits and job shares.
Objective of the Goal: To maintain current child care supply and build partnership with schools and enrichment centers to increase support and increase child care workforce throughout Lincoln County.
 - Revisit the potential to offer Foundational Courses to students interested in child care and early childhood education. Barriers: Funding for the courses and staffing/instructor during school day. Solutions: Funding - Possible community grants and workforce development board/Forward services (WIOA). Staff/Instructors – Childcaring offers foundational courses after school. There are also online courses that can be done at your own pace and schedule.
 - Potential: Engage students in detention/in school suspension at both Merrill and Tomahawk High Schools to help fill art project needs for providers.

- SMART Goal 2: By October 1, 2023, a marketing plan, which will include at least three apprenticeships will be developed to increase community awareness of the child care issues in Lincoln County.
Objective of the Goal: Effective tools will be developed that will be used by community partners in order to assist in the effort to increase the awareness of Lincoln County's child care issues.
 - Apprenticeships can be revisited after we determine feasibility of Smart Goal 1
- SMART Goal 3: Address the need for more providers and child care slots by creating community awareness to engage and develop partnerships for providers with local area businesses, school administrators, and enrichment centers.
Objective of the Goal: Create partnerships that increase funding for local area child care providers to support their ability to attract and retain staff as well as increase their ability to operate at full capacity.
 - Smart Goal 2 and 3 both touch on community awareness of the child care issue.
 - Now is a great time to engage the community about the current landscape of child care.
 - Follow up with AAC about coordinating panel discussion.
 - October 14, 2026, 5:30 – 7:30 is a date and time that work for many of today's attendees
 - Lincoln County Services County Board room is available at that time. Bill will schedule (done).
 - Who is our target audience?
 - a. Elected officials: All levels of government will be invited to this event. This will happen a couple weeks before the general election.
 - b. Child care providers
 - c. Families
 - d. Community leaders
 - e. Donors and volunteers
 - f. Potential care providers
 - Panel Discussion
 - a. Experts (Childcaring, DCF, etc...)
 - b. Local Testimony
 - i. Paula w/ Parkside?
 - ii. Ryan Martinovici (HeadStart)?
 - iii. Do we know of anyone that left the workforce due to lack of child care availability?
 - What are the key points?
 - a. Questions the moderator should ask?
 - i. What is the map of the discussion?

7) DU! Fundraising

- MCFG for raised garden beds for Spring 2027
 - Yes! We will revisit this in early 2027 to discuss dollar amount, collaborations, and Dream Up's role with the project.
- Elsa started working with the Givebutter platform. It is a free donation processor for nonprofits. Their platform allows for easy fundraising campaign design and promotion. She will share a link to the Dream Up! Lincoln County Givebutter page. We will discuss messaging and marketing at the August meeting.
- Online auction, bingo, etc...
 - Lottery license are required in order to have gaming as a source of fundraising. Elsa will look into this.