



Wednesday, October 22, 2025 10:00AM – 12:00PM
Lincoln County Services Building Rm 255
Video call link: <https://meet.google.com/tyh-ytyt-jkw>
Or dial: (US) +1 443-499-6121 PIN: 105 786 485#

MINUTES

1) Welcome

- Welcome Dream Up! Lincoln County's newest member, Revive Now Academy Daycare in Tomahawk!

2) Member Updates

- Childcaring
 - Adopt a provider is moving along slowly but surely. Langlade County secured funding through United Way for their Adopt a Provider program.
- LCEDC
 - Hosted a seminar with a representative from the Minneapolis Federal Reserve. He did well to highlight economic strains like labor shortages due to the child care industry.
- Trinity
 - Welcome Amy Converse, Trinity's Early Learning Center's new director!
 - Recently expanded their infant room. Now they have two rooms, one that serves 6 wks – 6 mos and the other that serves 6 mos to 12 mo, serving a total of 8 infants. The rooms are full and there is a waitlist.
 - Would like to bring on more staff for the 2 and a half – 3yr room so they can serve more children. They have the space but are in need of staff.
- SB 291
 - Passed the Committee on Agriculture and Revenue on party lines. This signals that the bill will be vetoed by Governor Evers.
 - State Senator Brad Pfaff's office indicated that the Democrats voted No to the bill due to the potential increase of WEDC administrative costs the amendment would need in order to be facilitated.

- **Please express your support of SB 291 to Governor Evers and Wisconsin's Democratic legislators.** We need them to understand the positive impact this bill will have on getting employers to support their employees with children and the child care industry. To get the message to Governor Evers, email: catherine.cunningham@wisconsin.gov

- MCF Grant Application
 - We asked for \$10,000.00 for a robust marketing campaign for the Adopt a Provider program. The award was denied.

3) 3CWI Platform Demonstration

- We performed an in-depth demonstration of the search and reserve functions of our platform.
- There has been a delay in launch due to the intricate backend processes. We continue to stress the intent to work through each of the processes with time and care. Our new deadline for having all interested Lincoln and Langlade childcare providers onboarded by December 31, 2025.
- Next Steps: Terms & Conditions, User Agreement, and Provider Onboarding.

4) Lincoln County Dream Up! Mission, Vision, and Purpose Statements

- New Mission Statement: Making Lincoln County, Wisconsin a family friendly place to live, work, and thrive by supporting early childhood education and youth initiatives.

5) Strategic Planning

- SWOT Analysis – To be continued.

6) Next Meeting: Doodle Poll

7) Adjourn