

TOWN OF GREENVILLE LAND STEWARDSHIP & AEA COMMITTEE 3-YEAR (2018-2020) STRATEGIC PLAN



Adopted
February, 2018

Land Stewardship / AEA Committee 3-Year (2018-2021) Strategic Plan

Town of Greenville, WI

February, 2018

Prepared by the
East Central Wisconsin Regional Planning Commission

ABSTRACT

TITLE: Town of Greenville Land Stewardship / AEA Committee
3-Year (2018-2021) Strategic Plan

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BACKGROUND

The Town of Greenville's Land Stewardship / AEA Committee was created in 2011 to further address the Town of Greenville's Comprehensive Plan recommendations pertaining to the conservation and protection of the Town's vast natural and agricultural resources.

The report updates the 2011 *Town of Greenville Land Stewardship Strategy* that outlined the aspirations of the Committee at that time and was supported by the Town of Greenville Board. This updated strategy was prepared by the Committee between February, 2017 and January, 2018 with the assistance of the East Central Wisconsin Regional Planning Commission through its Technical Assistance Program.



This document provides an updated framework for the continued advancement and discussion of numerous programs and tools that can be developed and used by the Town to establish a coordinated, effective, and equitable land stewardship program that touches many facets of the Town's current operations and development policies. Through a collaborative approach with other Town committees, Outagamie County, the State of Wisconsin, Hortonville School District and most importantly, the Town's farmers, businesses, landowners and residents, the updated Land Stewardship / AEA Committee Strategic Plan effectively represents the continuation of a long-term commitment by the Town to proactively address the needs of the community with respect to preservation of agricultural, natural and cultural resources together with their associated economic benefits.

COMMUNITY OVERVIEW

The Town of Greenville is a rapidly growing community located in southwestern Outagamie County (west of the City of Appleton) with a population of 11,874 (2016 Census estimate) and growing. Access to the Fox Cities is provided by three main highways running through the Town - Highway 15, Highway 96 and Highway 76. Greenville contains a significant amount of urban/suburban development that is provided with a full array of services, as well as an abundance of rural agricultural lands and natural resource features (i.e. wetlands, woodlands, etc.).

Over the past several decades, the Town has received significant amounts of residential, commercial and industrial growth. While much of the growth had occurred on 'fringe' areas that are provided with urban services, a near equal amount of change occurred in the rural portions of the community, between 1990 to 2008. Rural subdivisions began to change the use and character of the Town's rural landscape and in 2008 a new plan was developed to change this.

Prior Planning Work

The Town of Greenville has been very active in the planning for its future in recent years. In reviewing past town-wide planning projects and policy issues, a number of important efforts are thought to have laid the groundwork for the preparation of the Land Stewardship / AEA Committee Strategic Plan. These include, but are not limited to:

- 2001 - Urban Forestry Program initiation
- 2004 – Development of Town of Greenville GreenPrint Plan
- 2007 – Adoption of Ordinance to Ban Fertilizer Containing Phosphorus
- 2008 - Adoption of Conservation Subdivision Ordinance
- 2009 - Year 2030 Comprehensive Plan adoption
- 2009 – Adoption of “Eco-municipality” Resolution
- 2010 - Sustainability Committee formation
- 2010 - Rain Barrel Program initiation
- 2011 - Community Garden Program initiation
- 2011 Town of Greenville Land Stewardship Committee Creation / Strategic Plan
- 2011/12 - Participation in Outagamie County Farmland Preservation Plan Update
- 2015 Town of Greenville Greenbelt Agricultural Enterprise Area (Greenbelt AEA) created by the State of Wisconsin Dept. of Agriculture, Trade, and Consumer Protection (DATCP)
- 2016 Town of Greenville Greenbelt AEA expansion approved by DATCP
- 2017/18 3-Year (2018-2020) Strategic Plan developed

LAND STEWARDSHIP / AEA COMMITTEE OVERVIEW

The Town of Greenville Land Stewardship/AEA Committee was created as an ad hoc committee by the Town Board in April, 2011. The Committee’s charge was to investigate and develop the framework for a program and/or individual tools, that would focus on land protection issues as a method to implement the Town’s vision for growth and preservation as outlined in its Year 2030 Comprehensive Plan. The Land Stewardship/AEA Committee currently consists of the following members:

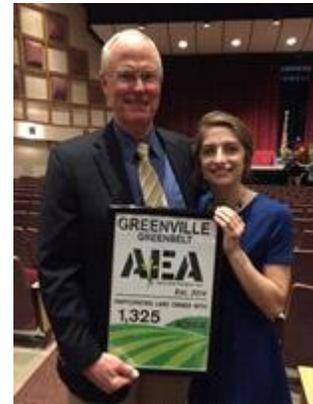
- Larry Bentle, Resident / Landowner / Agricultural Producer
- Dave Johnson, Resident / Outagamie County Development & Land Services Department
- Jeff Steinacker, Resident / Landowner / Agricultural Producer
- John Julius - Resident / Landowner / Agricultural Producer
- Tim Menning – Resident / Landowner / Agricultural Producer
- Michelle Sargeant – Resident / Landowner / Agricultural Producer
- Steve Nagy - Resident / Landowner / Business Owner
- Pete Schroeder – Resident / Outagamie Cooperative Services, Inc. (OCS)
- Sally Bowers - Associate Principal, Hortonville Area School District
- Sarah Grotjan – Outagamie Co. UWEX Agricultural Agent

- Joel Gregozeski, Town of Greenville Administrator (to be succeeded by new Community Dev. Dir.)
- Eric Fowle, East Central Wisconsin RPC (ad hoc advisor)
- Allyson Watson, Outagamie Co. UWEX Community Dev. Educator (ad hoc advisor)

Past Committee Accomplishments

Since its formation in 2011, the Committee has accomplished a great number of important tasks and steps toward implementing its vision. In summary, the following items were worked on and developed by Committee members during those first six years:

- 1) **Committee Capacity Building.** Continual outreach to new stakeholders and potential members occurs in order to build capacity. The Committee is comprised of significantly more residents and landowners than it was in 2011.
- 2) **Community Engagement and Awareness.** Several events/celebrations/tours have been given by Committee members. Additional awareness has been generated through Town newsletter articles and posting of website information about the Committee's efforts.
- 3) **Intergovernmental Collaboration.** The Committee actively participated in the planning process for the Outagamie County Farmland Preservation Plan update.
- 4) **Greenville Greenbelt Agricultural Enterprise Area designation and expansion.** The main accomplishment of the Committee by far, and one that continues to drive the committee's conversations today, was the designation of 6,178 acres as the Greenville Greenbelt Agricultural Enterprise Area (AEA) by the State of Wisconsin's Dept. of Agriculture, Trade and Consumer Protection in 2015 and 2016. See sidebar on next page for more information about AEA's.
- 5) **Landowner Outreach.** Committee members promoted the Farmland Preservation Tax Credits to AEA landowners and began to examine potential land preservation tools and techniques.
- 6) **Rural Economic Development.** In partnership with Fox Cities Regional Partnership, conducted initial farmer outreach for business assistance / succession planning interest. Also explored heritage tourism/agri-tourism, agri-business development and entrepreneurship opportunities.
- 7) **Youth Engagement & Education.** Formed partnerships with Hortonville Area School District (HASD), including participation in educator workshops about the AEA and agricultural topics.



Student Hannah Goulet helped create a logo for the Greenville AEA that will be used on a sign identification for landowners within the designated district. Larry Bentle of the Land Stewardship Committee honors her at the May 3, 2017 HASD High School Scholarship night with a framed copy of her creative work and an appreciation check of \$500.

- 8) **AEA Logo & Landowner Signage Program.** Planning for and initiation of program, including working with an HASD student on the design and providing a \$500 award. As of January, 2018, a total of 16 signs have been installed with two more awaiting installation.

Wisconsin's Agricultural Enterprise Area (AEA) Program

Agricultural enterprise areas, or AEAs, are community led efforts establishing designated areas important to Wisconsin's agricultural future. More specifically, an AEA is an area of productive agriculture that has received designation from the state at the request of landowners and local governments. As a part of the state's Farmland Preservation Program, AEAs strive to support local farmland protection goals. Local communities can voluntarily pursue designation of an AEA by submitting a petition to the Department of Agriculture, Trade and Consumer Protection (DATCP). Through this designation, the community can encourage continued agricultural production and investment in the agricultural economy. Landowners in AEAs are not subject to any new land use regulations. Farmers owning land within an AEA can receive tax credits in exchange for signing an agreement to keep their land in agricultural use for at least 15 years.

The Greenville AEA lies within the designated greenbelt area of the Town of Greenville. The AEA is small in comparison to others in Wisconsin; however, it borders the Fox Cities metro area and is experiencing significant development pressure from non-agricultural uses. Greenville's goal is to provide an agricultural greenbelt within an expanding residential area for present and future residents to enjoy. The area aims to highlight the importance of protecting productive agricultural land through thoughtful planning and outreach efforts.



COMMITTEE VISION & GOALS FOR SUCCESS

The 2011 Strategic Plan document was developed with extensive input and a thorough assessment and vetting of ideas, ideals, and aspirations with respect to how the new Land Stewardship Committee could best serve to implement the ideas set forth in the Town's 2008 comprehensive plan. The following Vision Statement was developed in 2011, and for the purposes of this updated plan, remains unchanged:

Vision Statement

Actively promote the development of a Land Stewardship Program that affirms the identity of the Town by protecting key agricultural and open space resources for our future generations' environmental, economic, and social well-being.

A number of exercises were conducted with the Land Stewardship / AEA Committee to flesh out the existing (2011) goals, objectives and strategies as compared to recent successes and the many conversations about paths that might be pursued by the Committee. A comprehensive re-write of the Committee's goals, objectives, and strategies were undertaken to better reflect the outcomes that they hope to achieve. As shown in Table 1, the four overarching goals for the Committee include:

GOAL #1: Build the capacity of the Land Stewardship and Agricultural Enterprise Committee.

GOAL #2: Promote and pursue adoption of permanent protection programs for critical agricultural and natural lands within our Greenbelt.

GOAL #3: Grow community understanding to build resident support for the agricultural and natural land base values of our Greenville Greenbelt.

GOAL #4: Promote opportunities/programs for rural economic development within the Greenbelt and that make economic sense for landowners, residents, and businesses.

Detailed lists of tasks were created for each goal to guide the initial steps of strategy implementation. Where appropriate, a listing of lead individuals and potential costs has been identified.

This detailed listing of statements and tasks should be continually reviewed by the Committee for progress and potential alterations. In three years (2021) the Committee should conduct a more thorough review and evaluation of these goals to ensure that they are consistent with the community's ideals and intent.

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
GOAL #1: Build the capacity of the Land Stewardship & Agricultural Enterprise Committee.			
ALL			Objective 1: Seek and recruit additional members to the committee that have with new/fresh perspectives and or skills that forward the mission of the Committee.
		2018	STRATEGY A: On a routine basis ask Greenville residents, landowners, educators and businesses to consider participation on the Committee or one of its activities (subcommittees).
			TASK 1: Prepare a one page "brief" about the role of the Committee.
		2018	STRATEGY B: Continually build the external network of the Committee with respect to government agencies, non-profit organizations, school districts and others in order to maximize the use of information and resources.
			TASK 1: Partner with organizations like 'Trim Hunger'
			TASK 2: Enlist members who have an active interest in Greenville's future, whether they are Town residents or not (e.g. the HASD community, interested government agency individuals who can provide critical information and strengthen our committee, etc.).
			TASK 3: Maintain a productive partnership with HASD.
			TASK 4: Become involved with Conservation field days sponsored by Land Conservation department.
		2018	STRATEGY C: Create a budget for the Land Stewardship/AEA Committee to promote educational efforts.
			TASK 1: Create a finance account(s) for the Committee to accept and disperse funds as per Committee direction.
		TASK 2: Identify potential funding sources and make requests.	
		TASK 3: Determine whether it is feasible to obtain budgeted Town funding to help sponsor Committee defined projects.	
GOAL #2: Promote and pursue adoption of permanent protection programs for critical agricultural and natural lands within our Greenbelt.			
L. Bentle			Objective 1: Develop a Purchase of Development Rights (PDR) Program targeted at rural landowners within the Greenbelt.
		2018	STRATEGY A: Educate area residents on the economic advantages and resulting community pride of preserving Town open land through public programs and support.
			TASK 1: Develop and implement a campaign/marketing strategy that results in a successful PDR referendum.
			TASK 2: Proactively establish landowner interest in a PDR program (i.e. so they will actively participate should a PDR program become available).

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
L. Bentle		2018 (PRIORITY)	<p>STRATEGY B: Develop a detailed concept description for how a PDR Program would work in the Town of Greenville.</p> <p>TASK 1: Establish timeline</p> <p>TASK 2: Thoroughly research and summarize in writing all PDR and Conservation land protection programs, including Land Trusts, that are available</p> <p>TASK 3: Develop program rules, target areas, criteria, management structures and performance measures.</p> <p>TASK 4: Develop and implement funding strategies (include area businesses, state and federal agencies).</p>
			<p>Objective 2: Develop Transfer of Development Rights (TDR) Program targeted at urban and rural landowners within the Greenbelt.</p>
		2018	<p>STRATEGY A: Educate area residents on the economic advantages and resulting community pride of preserving Town open land through public programs and support.</p> <p>TASK 1: Develop and implement a campaign/marketing strategy that results in a successful TDR referendum.</p> <p>TASK 2: Proactively establish landowner interest in a TDR program.</p>
		2018 (PRIORITY)	<p>STRATEGY B: Develop a detailed concept description for how a TDR Program would work in the Town of Greenville.</p> <p>TASK 1: Establish timeline</p> <p>TASK 2: Thoroughly research and summarize in writing all TDR and Conservation land protection programs, including Land Trusts, that are available</p> <p>TASK 3: Develop program rules, target areas, criteria, management structure and performance measures.</p> <p>TASK 4: Develop and implement a funding strategy (include area businesses, state and federal agencies).</p>
			<p>Objective 3: Review and provided suggestions to the Plan Commission on potential zoning ordinance modifications such as the creation of an A-1 Agricultural Zoning District and/or improvements in natural resource management/protection.</p>
		2018	<p>STRATEGY A: Examine opportunities to further protect wetlands and wildlife areas within the Town of Greenville.</p> <p>TASK 1: Work with WDNR and non-profit organizations to research and define outcome goals for resource protection.</p> <p>TASK 2: Identify and promote voluntary programs to landowners and residents.</p> <p>TASK 3: Work with Town Plan Commission to develop ordinance modification drafts, and circulate for comments among community members.</p> <p>TASK 4: Work with Plan Commission and Town Board to achieve adoption of ordinance modifications.</p>

TBD

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
		2020	STRATEGY B: Take a fresh look at Agricultural Zoning and see if it can be a fit for today's Greenville.
			TASK 1: Research and define outcome goals (research past attempts on A-1 zoning for Greenville and why it did not "take hold" as it did in other townships). Determine why Winnebago County is now (July 2017) planning to do away with A1 zoning?
			TASK 2: Work with Town Plan Commission to develop ordinance modification drafts, and circulate for comments among community members.
			TASK 3: Work with Plan Commission and Town Board to achieve adoption of ordinance modifications.
			Objective 4: Assume a more active role in plan monitoring and preparation (Comprehensive Plan, Farmland Preservation Plan, GreenPrint Plan, etc.) as it pertains to agricultural and natural lands within our Greenbelt.
TBD		2018	STRATEGY A: Become fluent and comfortable with current plans and their uses so that they can be appropriately presented, explained, and discussed with local residents and government.
			TASK 1: Form a subcommittee
			TASK 2: Develop a long-term vision of where we want to go to enable/define effective monitoring (i.e. monitoring guidelines, etc.) of land use efforts.
			TASK 3: Determine plan effectiveness and new programs that would "best fit" the Town of Greenville.
			TASK 4: Prepare a manual (perhaps a web archive) that documents all related existing documentation.
			TASK 5: Work with Town to Get the AEA and A-1 zoning into town comprehensive plan update in 2018.
		2018	STRATEGY B: Influence Town land use policy so that the protection of resources is more integral to the overall vision and implementation strategies.
			TASK 1: Develop an ultimate end-vision of what we want the Town of Greenville to "look like" (For example, will the Town plat-book, 50 years from now, show today's Ag-land or open land still remaining?).
			TASK 2: Develop position statements regarding existing plan documents.
			TASK 3: Develop suggested plan modifications for consideration in regular updates of these plans.
			TASK 4: Develop an everyday "presence/feeling" within our entire community through promotional efforts that will support active preservation of land policies and keep Greenville green.
		2020	STRATEGY C: Become more active in day to day reviews of development proposals for impacts on agricultural and natural resources.
			TASK 1: Establish a liaison/relationship with the Town Plan Commission and Outagamie County.

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
GOAL #3: Grow community understanding to build resident support for the agricultural and natural land base of our Greenville Greenbelt.			
L. Bentle			Objective 1: Develop and implement Agricultural Enterprise Area (AEA) landowner recognition programs.
		2018 (priority)	STRATEGY A: Develop a landowner sign program that advertises to residents and area travelers our AEA and their participation in the program.
			TASK 1: Design signs.
			TASK 2: Procure funding commitments.
			TASK 3: Purchase signs, distribute and erect signs (goal of 1/2 landowners by November, 2018).
			TASK 4: Develop/issue media release and hold sign dedication event.
		2018	STRATEGY B: Develop a sign(s) applicable with State and County ordinances that could be strategically placed on local major highways to advertise our AEA.
			TASK 1: Procure funding commitment.
			TASK 2: Seek County/State approval.
			TASK 3: Purchase and erect signs.
		TASK 4: Develop/issue media release and hold sign dedication event.	
L. Bentle			Objective 2: Develop public educational events and/or tours that exhibit and celebrate the agricultural heritage, history, and economy of the Town of Greenville's Greenbelt AEA.
		2018 (priority)	STRATEGY A: Develop and implement an overall marketing plan for the AEA
			TASK 1: Dedicate a future meeting to brainstorm and develop a list of benefits to the community of preserving farmland, open space and wetlands. Examples include: Aquifer regeneration, wildlife habitat and photos thereof. Recycling such as whey from milk plants, leaves, limiting runoff from streets, subdivisions, and sewage treatment plant solids, etc. Partner at community events with such organizations as Menasha West Sewage Treatment Plant, Morning Glory milk plant, DATCP, County/State Land Conservation, East Central WI Regional Planning Commission (ECWRPC), Outagamie Development Services & Zoning, Twin City Rod and Gun Club, clean water interests, Coops, DNR, etc. to present informational displays/booths at local events such as Farm Technology Days, Farm Progress Days, etc. Also include the numerous Agribusinesses' within our town and county that are dependent upon a vibrant agricultural base in our community.
		TASK 2: Determine how and make public the various benefits of agricultural and open land within our township.	

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
L. Bente, Pete S., John J.		2018	STRATEGY B: Promote the Greenbelt/AEA through tie-ins with other Greenville events.
			TASK 1: Periodically have an information booth at and arrange tours from Farmers market or other appropriate venue.
			TASK 2: Share information at Breakfast at the Farm.
			TASK 3: Promote program locally using a booth at the Fall Fair.
		2018	STRATEGY C: Develop an easily navigable AEA website that is a subsite of the Town of Greenville site.
			TASK 1: Post county and state links for AEA questions, other land preservation information, land and wetland management best practices.
			TASK 2: Develop more Greenville Agricultural history information for inclusion in the Town's website.
			TASK 3: "virtual tour" of the AEA and its agricultural history using ESRI's Story Map software.
	\$ 300.00	2019	STRATEGY D: Host an annual meeting/event/tour with landowners, dignitaries, and residents
			TASK 1: Design event and locate facility (Consider Nagy homestead on Julius Drive or Homestead Meadows on Spencer Rd).
			TASK 2: Schedule and stage event.
			Objective 3: Regularly communicate and share information with other Town Committees, the Town Board, landowners and residents about the importance of the Greenbelt / AEA and opportunities/actions that can increase stewardship of its resources.
		2018	STRATEGY A: Educate elected and appointed officials and Town employees on the benefits of agricultural preservation in our Township.
		TASK 1: Provide an educational tour(s) to other communities to see what they have done to successfully preserve agriculture lands. Establish tour opportunities for Town government personnel to learn first-hand what/how others have provided an alternative future for themselves other than to totally commercialize and residentially develop their townships. A tour of this nature (provided by the American Farmland Trust) was taken by our previous Town Chairman to understand what has been accomplished in these communities.	
		TASK 2: Share some of the Ag history of our township and stress the importance of making Greenville special by preserving land from commercial and residential development.	
\$ 500.00	(PRIORITY)	TASK 3: Bring in speakers from such communities as Dakota County, MN, Township of Dunn, WI, St. Charles, IL, etc.	
	(PRIORITY)	TASK 4: Invite speakers from various Land Trust organizations to share information on how to preserve farmland, woodland and wetlands.	

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
			TASK 5: Develop a standard set of materials with help to educate about topics such as PDR, TDR, development rights, and other preservation tools and strategies.
		2018	STRATEGY B: Regularly publish articles in the Town newsletter or post updates on the website, including photos of our Greenbelt and AEA. This could include both local agricultural history as well as current events that highlight our Greenbelt to residents of the Fox Cities.
			TASK 1: Develop topic list for newsletter/e-newsletter/web articles and publish articles at least quarterly. (See marketing plan under Objective 2, Strategy A in this section).
			TASK 2: Develop at least one news release or TV/radio program per year regarding AEA.
			TASK 3: Seek/assign writing tasks to willing participants and guests. Seek guest authors where appropriate.
			TASK 4: Develop email distribution list(s). This would include email addresses for farmland owners, the HASD community and other organizations.
			TASK 5: Review & publish articles.
		2019	STRATEGY C: Look into scrolling billboard in front of town hall or safety building with new/current information about the AEA.
			TASK 1: Raise inquiry with Town and investigate potential for implementation.
		2019	STRATEGY D: Periodically attend town meetings and other pertinent meetings/events to report on AEA activities.
			TASK 1: Periodically get on Town's association agenda and speak about Greenville program (needs more definition).
GOAL #4: Promote opportunities/programs for rural economic development within the Greenbelt and that make economic sense for landowners, residents, and businesses.			
Town Staff, Pete S.			Objective 1: Continue to manage and provide oversight of the Greenville Greenbelt Agricultural Enterprise Area (AEA).
		2018	STRATEGY A: Assist AEA landowners with economic incentives.
			TASK 1: Provide assistance to AEA landowners in completing Farmland Preservation Tax Credits applications / sign-ups.
			TASK 2: Regularly promote other programs to / make contact with landowners to encourage and assist as necessary.
		2018	STRATEGY B: Consider future AEA expansion within Greenville or neighboring Towns.
			TASK 1: Keep in regular communication with the Town of Clayton on AEA expansion opportunities, as they have expressed past interest.

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
			TASK 2: Examine our Greenbelt to determine if additional farmland could be added to our AEA (i.e. via a Phase III submission)
		2020	STRATEGY C: Identify logical business expansion opportunities within the AEA and work with landowners/others to encourage their development. Task 1: Help identify individuals that may be interested in establishing Ag related businesses, e.g. Farm to Market, small businesses that takes advantage of the beauty of our Greenbelt, etc.
		2018	STRATEGY D: Aid AEA landowners who want to sell their land to help keep it from being turned over for non-agricultural development. TASK 1: Monitor local land sales and share information with local landowners. TASK 2: Gather and make available to landowner's information on various Land Trusts, or other programs have the capability to permanently preserve farm and open land. TASK 3. Gather information and make available on the advantages of Trusts and Wills with regard to orderly turnover of property as per the wishes of the present owner
	\$ 250.00	2018 (PRIORITY)	TASK 4: Sponsor program to talk about farm succession planning.
Town Staff, L. Bentle			Objective 2: Partner with area educational institutions to promote agricultural career opportunities.
		2018	STRATEGY A: Develop a Youth Engagement and mentoring program in partnership with the Hortonville School District (HASD) and area businesses TASK 1: Offer opportunities to area school students, teachers and interested residents to tour various agribusinesses in the area. to heighten interest in student's pursuit of Ag related careers. TASK 2: Develop and promote internships at local Agribusinesses for high school students. TASK 3: Develop Ag-based projects that teach current Ag and conservation practices such as: <ul style="list-style-type: none"> • Present classroom seminars on modern agricultural practices (such as use of genetically modified crops and related technologies that increased the capability of farmers to feed a growing world population). • Conduct a farm tour each year with school district. • Stage 'Farm to Table' recipe development and cooking events. • Plant a fundraiser garden involving students and teachers. • Develop a community oven and conduct workshops on how to create rustic, old-fashioned baked goods (see www.honestlygreenville.org)
			TASK 4: Encourage and promote the development of FFA in Hortonville Area School District.

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
Town Staff, Pete S.		2018	<p>STRATEGY B: Connect with Fox Valley Technical College (FVTC) to develop internships or other learning the ins with their AG programs.</p> <p>TASK 1: Have Committee or Subcommittee discussions about who might be interested in such a program (e.g. HASD students, students of FVTC, other local residents, etc.).</p> <p>TASK 2: Depending on a positive outcome of Task 1, make initial contacts with FVTC personnel to determine interest on their part.</p> <p>TASK 3: Determine how to establish a cooperative and productive program with FVTC.</p>
		2018	<p>Objective 3: Develop and implement a Business/Farm Expansion & Retention Program</p>
		2018	<p>STRATEGY A: Develop education program for current, large scale farmers that helps to keep farming viable within the Greenbelt.</p> <p>TASK 1: Share stories and information on new/innovative ways for profitable use of agricultural land.</p> <p>TASK 2: Provide a media outlet to share, promote, and advertise new/innovative farming methods to the community (e.g. use of solids from community disposal plant, manure composting, new conservation and application methods to control herbicide, pesticide, and fertilizer run off, etc.)</p> <p>TASK 3: Help sponsor UW-Extension Continuing to Farm Program.</p> <p>TASK 4: Make available UW Extension farming information to a wider audience of area farmers.</p>
		2019	<p>STRATEGY B: Develop education program for would-be small scale ag entrepreneurs (See www.honestlygreenville.org).</p> <p>TASK 1: Identify 'small acreage' business opportunities.</p> <p>TASK 2: Launch 3 small-scale Ag enterprises by 2021</p>
			<p>Objective 4: Develop a formal Agri-tourism program that capitalizes on the AEA, local foods and the Town of Greenville's history/heritage.</p>
			<p>STRATEGY A: Work with the Fox Cities Convention & Visitor's Bureau and other organizations to promote the Yellowstone Trail's history and the agricultural heritage along/near its route through the Town of Greenville.</p> <p>TASK 1: Collect Ag-tourism literature and other information that can help promote local businesses.</p> <p>TASK 2: Provide information to travelers and local residents that advertises businesses in the area.</p> <p>TASK 3: More clearly identify and ADVERTISE the Yellowstone Trail routes through our Township.</p> <p>TASK 4: Make local businesses aware of the potential economic advantage of making area travelers aware of Yellowstone routes and historical importance.</p>
		2018	

Table 1: Goals, Objectives, Strategies & Tasks

Committee Members	Estimated Cost	Target Year	Objective, Strategy or Task
		2019	STRATEGY B: Develop a detailed concept plan, encouraging the establishment of a routine, repetitive offerings within the Greenbelt/AEA to all persons interested in agriculture and history .
			TASK 1: Work with the Town to brainstorm new tourism ideas for all of Greenville that include opportunities not just within our Greenbelt/AEA, but might capitalize on the AEA's proximity.
			TASK 2: Find ways for area landowners to repurpose sections of their land for what could promote area tourism and provide new profitable economic opportunities for them
			TASK 3: Develop a participant plan and implementation strategy.
			TASK 4: Establish a timetable that is predictable and repetitive, considering other competitive events in Greenville and Outagamie County
			TASK 5: Increase web presence of history (see Goal 1, Objective 2, Strategy D).
		2019	STRATEGY C: Sponsor a local food program once every two years.
			TASK 1: Identify a local food program for the needy and sponsor it (e.g. involve the HASD school community to grow select foods in an AEA landowner sponsored plot of land for distribution to the charity as the harvest comes in. Potentially work with Dale Food Pantry?).

EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

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David Albrecht, Vice-Chair
Eric Fowle, Secretary-Treasurer

COMMISSION MEMBERS

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FOND DU LAC COUNTY

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Allen Buechel
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