



# Wausau & Marathon County Parks and Recreation Foundation

**Tuesday August 19, 2025**

**Time: 4:30pm**

**Place: Dock at Wausau County Club, 208 Country Club Rd., Schofield WI 54476 for Meeting on Bill Bertram's boat.**

**Members** – Bill Bertram (President), Dan Bowen, Kevin Crooks (Vice-President), Randy Falstad, Jamie Polley, Bill Duncanson, Jeff Frese, Nicole Fandrey, Mike Egan,

1. Call to Order
2. Minutes – June 17, 2025
3. Financial Reports –Quarter 2 Park Foundation and Great Pinery Heritage Waterway Trail 2025
4. New Business
  - a. Fundraising and Sponsorship
  - b. Gravel Bike Roads
  - c. New Member Recruitment
5. Old Business
  - b. IronBull – Agreement Status
6. Future Agenda Topics –
7. Next Regular Scheduled Meeting Date – October 21, 2025 at 4:00pm, 518 South 7<sup>th</sup> Avenue, Rm 089, Wausau WI 54401, Wausau or web-ex
8. Adjournment

Wausau & Marathon County Parks and Recreation Foundation  
Parks Office, 518 South 7th Avenue, Rm 089, Wausau WI 54401

June 17, 2025

Board Meeting Minutes

Present - Bill Bertram (President), Kevin Crooks (Vice-President), Randy Falstad, Jamie Polley, Bill Duncanson (Treasurer), Jeff Frese,

Absent - Nicole Fandrey, Mike Egan, Dan Bowen

- Bertram called the meeting to order at 4:10 p.m. after a pre-meeting celebration to recognize the Great Pinery Waterway being recognized as a National Trail.
- The minutes from the April 15, 2025 were reviewed. Frese made a motion to accept the minutes. Seconded by Crooks. Motion carried by voice vote, no dissent.
- Duncanson presented the second quarter financial report (April 1-June 4) - for the Park Foundation and Great Pinery Heritage Waterway Trail 2025. He stated there has not been a lot of changes since the first quarter. Duncanson also stated that with the end of the tax season occurring at the end of June, the Foundation needs to select a tax consultant for the new year. Duncanson recommended the Foundation go with Kerber Rose again. Crooks made a motion to accept the financial reports and use Kerber Rose for the next year. Seconded by Frese. Motion carried by voice vote, no dissent.
- New Business
  - Duncanson stated that our investment pool choice is due on June 27<sup>th</sup> with the Community Foundation of North Central WI. This is something which we need to do each year. He stated that currently we are in the Indexed Conservative Balanced Growth Pool which is heavy on bonds and has not produced a lot of interest. Duncanson suggested moving away from bonds and moving to the Indexed Balanced Growth pool. Bertrem agreed as both stated that the European market is doing better and the dollar is down right now.

Discussion was held to move to something a little less conservative. After discussion, Frese made a motion to move to the Indexed Balanced Growth pool. Falstad seconded. Motion carried by voice vote, no dissent.

- Marathon Park Splash Pad – Polley made a request for funds to support the Splash Pad at Marathon County Park which was a carryover from the past meeting where the Foundation expressed support for the project but did not put an amount on that support. Polley stated that since the last meeting, the Parks Department has received \$75,000 from the Davis Foundation and \$25,000 from the Community Impact grant through the Community Foundation. She gave a rundown on where the money has come from so far for the Splash Pad:
  - \$375,000 from Marathon County
  - \$130,000 Community Development Block Grant from the City of Wausau
  - \$ 50,000 B.A & Esther Greenheck Foundation
  - \$ 75,000 Dwight & Linda Davis Foundation
  - \$ 25,000 Community Impact Grant CFONCW
- The Splash Pad equipment has been ordered. The project is currently about \$35,000 short which Polley is taking from another fund (but doesn't really like to do that). She has requests for grants from the Optimists and from the Dudley Foundation. Duncanson suggested Polley ask for a grant from the Alexander Foundation. Bertrem also suggested Polley contact the Schutte Foundation. Bertram also suggested talking to Sonnentag for support from the project. Duncanson made a motion for \$5000 donation to the Splash Pad. Crooks seconded. Motion carried by voice vote, no dissent although Polley abstained from voting.
- Fundraising and Sponsorship
  - In introducing the subject, Betram stated he recently took course on raising funds through Harbinger Consulting. On the

Pinery Waterway side of our fundraising, he stated that about a million dollars has been raised for the Water Trail. He brought up ideas on selling paddle guides and other merchandise although there is not a lot of money to be made there. He also brought up corporate sponsorships and giving tours as ways to raise funds. He then talked about a banquet type fundraiser like Eau Claire uses to raise funds for the Foundation.

- Polley stated we are really taking two different things with the Water Trail being one thing and the Foundation being the other. She stated that we, as a Foundation, have never really discussed our goals or priorities. She asked how we can raise money for big projects and have a consistent revenue source. Bertram disagreed somewhat in saying that the Water Trail was a project of the Foundation and that there should be a “glow” of what the Foundation has done and that we should be able to raise money because of that. Polley feels the Water Trail has become the priority for the Foundation and has a problem asking for money for the Water Trail when we are not raising money for the major projects for the Parks. Polley stated that Ironbull was meant to be a consistent source of revenue for the Foundation but at this time, that has not been the case, through no fault of the Foundation.
- Bertram stated that he feels with the Water Trail being “completed” he doubts whether there will ever be local foundations that give money to that in the future. That said, he stated that the Water Trail has put us in a “golden light” with the local foundations and they are asking “what is your next project”. He did say, however, that it is much easier to raise money for specific projects rather than general fund raising. Polley stated that it is not the Foundations objective to raise money for specific projects, to which Bertram stated, that is true but the Parks Department, could provide the projects for which the Foundation could raise money for. He stated

that we need to leverage what we have accomplished through the Water Trail.

- Duncanson stated that he agrees and that we need to have a way to raise “undesignated” funds for projects. He also stated that when we invested our money in the Community Foundation, we were told that when people came in and wanted to their money to go to a good cause, that the Community Foundation would direct people toward our Foundation. Duncanson stated he has not seen that yet.
- The idea of a banquet was discussed. However, in comparing to other banquets in the area, we realize that our board is very small and may not have the manpower to run a banquet. The NCCT banquet was discussed but without the gun raffles that a Ducks Unlimited or Rocky Mountain Elk Foundation, it is really hard to raise a nice amount of money.
- Polley stated that we should not be asking other Foundations for money for projects. Falstad brought up a comparison to the Friends of Rib Mountain State Park and how the FRMSP request grants from other Foundations. Falstad suggested that if we had a grant writer, our Foundation might have secured funds for the Splash Pad. Polley disagreed, saying that if she needs money from a Foundation, she would write the grant herself rather than get the grant through our Foundation. Bertram stated that he is on the Historical Society Board and about 80-90% of money comes from Foundations.
- Falstad brought up how Trout Unlimited runs a movie fundraiser in Wausau that shows 4-5 short movies with some raffles before the movies. This type of fundraiser is done with a lot less manpower than the typical banquet with a meal and he heard TU raised nearly as much money as they were raising when they ran a banquet.

- Crooks made a motion that we carry over this discussion to the next meeting. Duncanson seconded. Motion carried by voice vote, no dissent.
- Old Business
  - Polley stated that the tree has been planted in recognition of Charles “Chuck’ Newby. Duncanson will contact the family and inform them.
- John Lauer, the new Executive Director of IronBull, was introduced. Lauer stated that he is very new to Ironbull and was here tonight to learn. He stated he does not know why we could not be able to work out something to keep a positive relationship between IronBull and the Foundation. Polley has supplied the original MOU to Lauer and the updated MOU that was sent to the IronBull Board in October of 2023 that has never been addressed.
  - As a way of background, the history of IronBull was discussed. IronBull was created by our Foundation. It began with a discussion just like we were having previously on ideas for the Foundation to raise funds. The Foundation met up with Tim Buchholz who had a single race called the Rib Mountain Adventure Challenge. In addition, the YMCA had a triathlon which they no longer wanted to do. They were combined under IronBull. IronBull was formed as a partnership with a way for the Foundation to bring in revenue.
  - The Foundation asked that IronBull address the MOU in October of 2023 because the Foundation was not being paid the 5% of net gate revenues of all events that the MOU entitled the Foundation to have. Terms of the MOU does allow IronBull to give the Foundation a 90-day notice that they no longer want to be part of the Foundation. However, if Ironbull should fail to continue, all the assets of IronBull are to be turned over to the Foundation.
  - Lauer stated he feels this is an opportunity to combine our missions. Duncanson pointed out that when IronBull was formed, the majority of the races were occurring on Parks facilities/property. The idea was to create more opportunities for races that would enhance the community and in turn money would come back to the Parks

(through the Foundation) to enhance the Parks. Lauer agreed that some races do occur on Park property (Nine Mile) but others move around and some are held at Rib Mountain State Park. He expects that events are going to be added, especially with the expansion of trails at Rib Mountain State Park. Lauer seemed to suggest IronBull might rather look at one event to raise funds for the Foundation rather than the 5% from each event. Polley pointed out that there needs to be some education to the IronBull Board as there are IronBull Board members that don't know how IronBull was formed. Lauer stated he will review the information and talk to the IronBull Board and get back to the Foundation. He stated he just didn't want to send a letter with their response.

- Crooks made a motion to adjourn at 5:37 p.m. Frese seconded. Motion carried by voice vote, no dissent.

Next Regular Scheduled Meeting Date –August 19, 2025 at the Wausau County Club on Bertram's boat.



## FUND STATEMENT

### Wausau & Marathon County Parks and Recreation Fund Current Period April 01, 2025 to June 30, 2025

#### FUND SUMMARY

Fund Activity	Current Period	Year to Date
<b>Beginning Fund Balances</b>	\$117,067.98	\$141,331.58
<b>Additions to the fund</b>		
Donations to the fund	0.00	3,004.41
Investment gains/(losses)	7,863.24	8,792.69
Total additions to the fund	\$7,863.24	\$11,797.10
<b>Subtractions from the fund</b>		
Charitable Support Fee	531.24	1,063.70
Fund Expenses	0	2,665.00
Grants awarded	9,070.19	34,070.19
Total subtractions from the fund	\$9,601.43	\$37,798.89
<b>Pending transactions</b>		
No pending transactions for this period.		
<b>Ending Fund Balance</b>		
Indexed Conservative Balanced Growth Pool		\$115,329.79
Available to spend (Endowments only)		

#### FUND DETAILS

##### Contributions

No donations were received this period.

##### Grants or Scholarships Awarded

Date	Grantee or Student Name	Description	Amount
04/17/25	Marathon County Historical Society	Historic Park Tour	250.00

For questions regarding this statement contact [pam@cfoncw.org](mailto:pam@cfoncw.org). You can also find your statements in the online portal at [cfoncw.org](http://cfoncw.org).



04/17/25	Wausau/Marathon County Parks, Rec, & Forestry Dept	As requested by the WMCPRF	8,820.19
Total Grants or Scholarships awarded this period			\$ 9,070.19

### Vouchers

No vouchers paid this period.

### Support Fee Calculation

06/30/25	Quarterly AGENCY (2.00% of 2,132.35) (64.34 min fee balance) (Fee for 5225:Miller County Forest Fund) divided by 4 quarters	\$75.00
06/30/25	Quarterly AGENCY (1.00% of 57,497.36; 1.50% of 50,000.00; 2.00% of 25,000.00) divided by 4 quarters	\$456.24



**FUND STATEMENT**  
**Great Pinery Heritage Waterway Fund**  
**Current Period April 01, 2025 to June 30, 2025**

**FUND SUMMARY**

<b>Fund Activity</b>	<b>Current Period</b>	<b>Year to Date</b>
<b>Beginning Fund Balances</b>	\$19,086.76	\$24,356.26
<b>Additions to the fund</b>		
Donations to the fund	250.00	250.00
Total additions to the fund	\$ 250.00	\$ 250.00
<b>Subtractions from the fund</b>		
Charitable Support Fee	12.50	12.50
Credit card fee expense	5.80	5.80
Fund Expenses	0	5,269.50
Total subtractions from the fund	\$ 18.30	\$5,287.80
<b>Pending transactions</b>		
No pending transactions for this period.		
<b>Ending Fund Balance</b>		
Cash		\$19,318.46
Available to spend (Endowments only)		

**FUND DETAILS**

**Contributions**

Date	Donor Name	Description	Amount
06/12/25	Stubbe, Jeffrey	Online Donation	250.00
Total Contributions this period			\$ 250.00

**Grants or Scholarships Awarded**

No grants or scholarships were awarded this period.

**Vouchers**

No vouchers paid this period.

For questions regarding this statement contact [pam@cfoncw.org](mailto:pam@cfoncw.org). You can also find your statements in the online portal at [cfoncw.org](http://cfoncw.org).

**Support Fee Calculation**

n/a	No calculated fee.	n/a
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