VETERANS COMMISSION
Douglas County Board of Supervisors
Monday, May 11, 2015, 4:30 p.m., Courthouse Room 207C,
1313 Belknap Street, Superior, Wisconsin

Please call the Chair or County Clerk’s Office (715-395-1569) if you cannot attend.

MEMBERS: John Robinson, Chair     Jim Paine     Thomas “Butch” Liebaert

A G E N D A
(Committee to maintain a two-hour meeting limit or take action to continue meeting beyond that time).

1. Roll call.
2. Approval of minutes from the Monday, November 10, 2014, meeting (attached).
3. Reports: Douglas County Veterans Services Officer – Trevor Welsch:
   a) 2015 CVSO goal/budget review (attached);
   b) 2015 1st quarter balanced scorecard review (attached);
   c) CVSO limited term employee position (attached);
   d) New van purchase (attached);
   e) Memorial Day program (attached);
   f) Running For Our Heroes 5K (attached);
   g) Veterans Day/Ball; and
   h) Veterans Expo update (attached).
4. Future agenda items.

cc: Andy Lisak     Susan Sandvick     Shelley Nelson (Telegram)
    Candy Anderson     Carolyn Pierce     Trevor Welsch
    County Board Supervisors     Douglas County Website

NOTE: Attachments to agenda available in County Clerk’s Office for viewing or copying. Action may be taken on items on the agenda. The County of Douglas complies with the Americans with Disabilities Act of 1990. If you are in need of an accommodation to participate in the public meeting process, please contact the Douglas County Clerk’s Office at (715) 395-1341 by 4:00 p.m. on the day prior to the scheduled meeting. Douglas County will attempt to accommodate any request depending on the amount of notice we receive. TDD (715) 395-7521.

Posted: Courthouse, Government Center, Telegram copied

Name  Date

5-4-15
Meeting called to order by Chair John Robinson.

**ROLL CALL:** Present – John Robinson, Jim Paine, Thomas “Butch” Liebaert. Others present – Andy Lisak, Trevor Welsch, Kaci Lundgren, Committee Clerk.

**APPROVAL OF MINUTES:** Motion by Paine, second Liebaert, to approve minutes from the March 3, 2014, meeting. Motion carried.

**REPORTS:**

Twin Ports Veterans Outpatient Clinic General Operations and Patient Status: Approximately 6,000 patients registered, with a goal of 9,000.

Douglas County Veterans Services Officer:

2014 Balanced Scorecard Statistics: Changes made in office and outreach efforts from feedback cards received. Requirements to maintain healthcare enrollment not met by individuals, causing low enrollment numbers.

2014 Accomplishments Review: To be discussed next meeting.

Veterans Stakeholder Meeting: Meetings to be held the first Monday of the second month of each quarter.

Soldier and Sailors Relief Fund: An audited revolving account with the idea for it to be funded primarily by fundraisers.

2015 Goals/objectives Presentation: Distributed; reviewed.

County Role in Veterans Day: Program to be held at Elk’s Lodge.

Douglas County, Fox 21 and Kari Toyota 5K: $1,100 check presented to Douglas County for the Soldier and Sailors Relief fund.

Outreach Efforts: Referral program in place at UW-S instead of on-campus presence; homeless shelter visits to be more frequent.

**FUTURE AGENDA ITEMS:** Veteran RV camp; Soldier and Sailors Relief Fund.

**ADJOURNMENT:** Motion by Liebaert, second Paine, to adjourn. Motion carried. Meeting adjourned at 5:10 p.m.

Submitted by,
Kaci Jo Lundgren, Committee Clerk
Douglas County Veterans Service Office 2015 Goals and Objectives

Douglas County VSO Mission Statement:

The Douglas County VSO will: provide the finest support to county veterans and their families; will ensure veterans and their families are receiving the state and federal benefits to which they are entitled; will raise the profile of veteran’s issues within the community and educate the public on the contributions of veterans and veterans benefits to the community; and will responsibly manage limited resources and leverage those resources for the benefit of the mission.

Goals and Objectives:

Develop an outreach campaign plan that focuses on ensuring our county veterans know the benefits and services to which they are entitled; focus on the continuous expansion of services provided and growth of the Veterans Service Office.

- Assess the current outreach efforts by developing an annual report that describes the outreach efforts the year prior that details what outreach efforts have been carried out so far; what audiences have been targeted; what was effective; what was not effective; what partnerships have been created as a result of the efforts.

- Promote new and creative activities to target specific audiences. Take into account lessons learned and how the challenges of outreach relate to our county, state, and federal government.

- Educate and change the attitudes of the organizations and people that play a role in eventually changing the target audience’s behavior. Think in terms of a specific behavior that the campaign will seek to modify.

- Address staffing concerns by requesting one additional full time administrative staff member and continuing to utilize a VA work study student.

End Veterans Homelessness by recognizing that even with the progress to date, efforts must be accelerated to meet the Federal goal of ending Veterans homelessness.

- Make investments that connect Veterans experiencing homelessness to housing; ensure that Veterans in need of support are identified and connected with the right services; leverage mainstream benefits for Veterans experiencing homelessness.

- Increase and solicit donations for the Counties Soldier and Sailors Relief Funds, building the fund to a sustainable amount.

- Ensure that partners and community members are aware of the public services that play a vital role in the health and economic security of needy Veterans. Promote mainstream benefits including health insurance, economic services and, and income supports.
Douglas County Veterans Service Office 2015 Goals and Objectives

- Explore the opportunity to bring on an SSVF coordinator to work directly with the NWCSA and ICCA SSVF coordinators in an effort to assess how providers are engaging needy Veterans and documenting dramatic increases in homeless Veterans’ access to important mainstream benefits.

Develop efficiencies through the use of technology to increase the overall effectiveness of the support and services provided to Veterans.

- Utilize Vetraspec as the single source entry for all casework and eliminate paper processing. Purge paper files that are more then 10 years old; explore work-study opportunities to implement such a task. Scan paper files from 2011-2014 electronically.

- Implement Telehealth mental health counseling services by collaborating with the Twin Ports CBOC.

- Implement BVA teleconferences to reduce the number of trips to regional offices for VA appeals

- Maintain accreditation service with Veteran Service Organizations; national and state wide. Mandate that all personnel utilize the same systems.
DC VSO Financial Management

Owner: Trevor Welsch

Objective: The Douglas County VSO will: responsibly manage limited resources and leverage those resources for the benefit of our mission.

Key Initiatives: To ensure we are within our target budget for CY15.

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<thead>
<tr>
<th>Date</th>
<th>Target</th>
<th>Actual</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Jan</td>
<td>$197,512.00</td>
<td>$14,592.00</td>
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<td>Feb</td>
<td>$197,512.00</td>
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<td>Apr</td>
<td>$197,512.00</td>
<td>$10,258.00</td>
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<tr>
<td>May</td>
<td>$197,512.00</td>
<td>Not Available until 6/1/15</td>
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<td>Jun</td>
<td>$197,512.00</td>
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<td>Dec</td>
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Budgeted Amount: $197,512.00
Target Amount: $197,512.00
Actual Amount: $48,910.00
Variance: $148,602.00

Financial Measure

- Van Trust - $38,330.00
- Van Donations - $981.00
- SSRF - $1,441.71

*Total budgeted amount does not take into account revenue or donations*
## DC VSO Veterans Outreach

**Objective:** The Douglas County VSO will: reach provide the finest support to county veterans and their families; will ensure veterans and their families are receiving the state and federal benefits to which they are entitled.

**Key Initiatives:** To reach (by in-office visit, email, phone, or outreach events) an additional 10% (400) of Douglas County Veterans in CY15. (A total of 2,189 Veterans contacted in CY14; 1,089 new contacts)

### Date | Target | Actual | Notes
---|---|---|---
JAN | 400 | 23 | 
FEB | 400 | 21 | 
MAR | 400 | 25 | 
APR | 400 | 47 | 
MAY | 400 |  | 
JUN | 400 |  | 
JUL | 400 |  | 
AUG | 400 |  | 
SEP | 400 |  | 
OCT | 400 |  | 
NOV | 400 |  | 
DEC | 400 |  | 

### Outreach to New Veterans

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<th>Date</th>
<th>Target</th>
<th>Actual</th>
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**Target** 400  
**Actual** 116  
**Variance** 284
## DC VSO Homeless Veterans Outreach

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<th>Actual</th>
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<td>3</td>
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<td>MAR</td>
<td>20</td>
<td>3</td>
<td>1 awaiting placements (~30 days)</td>
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<td>APR</td>
<td>20</td>
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<td>MAY</td>
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**Target**: 20

**Actual**: 4

**Variance**: 16

**Objective**: The Douglas County VSO will reach provide the finest support to county veterans and their families; will ensure veterans and their families are receiving the state and federal benefits to which they are entitled.

**Key Initiatives**: To ensure Veterans homelessness continues to get the attention it deserves and ensure all homeless Veterans receive the benefits to which they are entitled (20 Veterans placed in permanent housing in CY14)
The Douglas County VSO will: provide the finest support to county veterans and their families; will ensure veterans and their families are receiving the state and federal benefits to which they are entitled.

To ensure over 95% of our Veterans are satisfied or highly satisfied with the customer service that our office is providing.
The Douglas County VSO will: reach provide the finest support to county veterans and their families; will ensure veterans and their families are receiving the state and federal benefits to which they are entitled.

To assist Twin Ports Veterans Medical Clinic achieve 9,000 enrollees (currently at 6,312 enrollees)

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<tr>
<th>Date</th>
<th>Target</th>
<th>Actual</th>
<th>Notes</th>
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<td>FEB</td>
<td>2639</td>
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<td>5</td>
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<td>APR</td>
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<td>13</td>
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<tr>
<td>MAY</td>
<td>2639</td>
<td>5</td>
<td>Current as of 5/6/2015</td>
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Target 2639
Actual 36
Variance 2603

*220 additional enrollees since Jan 2014 totaling 6,361 (Dec 14' - 6312)
DC VSO UWS Veterans Enrollment

Owner: Trevor Welsch

Objective: The Douglas County VSO will: reach provide the finest support to county veterans and their families; will ensure veterans and their families are receiving the state and federal benefits to which they are entitled.

Measure: Veteran Enrollment (UW-Superior)

Key Initiatives: To assist UW-S Veterans and Non-traditional student center maintain enrollment of veterans for SY2016 (Sep 2015).

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<th>Date</th>
<th>Target</th>
<th>Actual</th>
<th>Notes</th>
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<td>JAN</td>
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<td>177</td>
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Target 50
Actual 708
Variance 658

*136 Veterans/41 Dependents receiving benefits fall 2014
*39 who identify as a Veteran, but are not receiving the benefit.

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<th>FED VET</th>
<th>FED DEP</th>
<th>WI VET</th>
<th>WI DEP</th>
<th>VET</th>
<th>DEP</th>
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<tbody>
<tr>
<td>UW-Superior</td>
<td>88</td>
<td>11</td>
<td>48</td>
<td>30</td>
<td>136</td>
<td>41</td>
</tr>
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</table>
Veterans Service Office Assistant
Limited Term Employee (LTE)
One time occurrence
June 1, 2015 – January 1, 2016

Duties:
• Identify needs and appropriate services that are not currently being met for Veterans
• Develop identified services and support and innovative ways to implement them
• Provide continuity of services, as well as implement improved/added services (those originally not being met)
• Expand outreach throughout the County at various organizations
• Increase funding for Soldiers and Sailors Relief Fund through partnerships and awareness
• Design and host fundraisers (i.e. Estate Planning Workshop, Fox Trot/Running for our Heroes, Veterans Ball)
• Develop media outreach – utilize Facebook, Instagram, DCVSO webpage, and newsletter to reach a target audience that has yet to be seen/identified (20-40 year old)
• Volunteer at local organizations/agencies that have a significant Veteran population

Measurable(s):
Balanced Scorecard
  o Survey to Veterans regarding services and support that they need that are not being met
  o Track cases in Vetraspec and document outcomes – number of forms completed, number of cases began/completed and number of Veterans signed up for healthcare
  o Track events coordinated and sponsored & how many Veterans reached
  o Track new partnerships and assess their effectiveness and outcomes

Return on Investment:
Compensation Claims –
From June 1, 2015 – January 1, 2016 complete 12 claims*, each at 30%**
12 claims
$407.75 monthly income from Veterans Benefits
X 12 months _______________________________
$58,716 yearly income from Veterans Benefits

(*number of claims was based on number of claims already completed by Carissa as an intern)
(**the disability percentage was averaged)

Utilizing Telehealth –
Veterans staying in the county verses traveling to Milwaukee for appeals case
$70 gas
$80 hotel night
+ $50 other expenses
$200 total trip estimated cost
X 9 appeals case (2014)
$1,800 staying in the county

Budget Impact:

<table>
<thead>
<tr>
<th>Hourly Rate</th>
<th>FICA Medicare</th>
<th>Unemployment</th>
<th>Work Comp</th>
<th>Subtotal</th>
<th>30 hrs/wk</th>
<th>31 weeks</th>
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<tbody>
<tr>
<td>$17.84</td>
<td>$1.36</td>
<td>$0.36</td>
<td>$4.82</td>
<td>$24.38</td>
<td>$731.40</td>
<td><strong>$22,673.40</strong></td>
</tr>
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***NOTE: State and federal benefits are paid directly by employee
**Purchase of Veterans Service Van**

Van Trust - $38,330.00 (as of 5/1/2015)

Van Donations - $981.00 (as of 5/1/2015)

*Total budgeted amount does not take into account revenue or donations*

**Soldier and Sailors Relief Fund**

SSRF - $1,110.20 (as of 5/1/2015)

<table>
<thead>
<tr>
<th>Soldier &amp; Sailors Relief Fund 2014</th>
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<tbody>
<tr>
<td>Beginning Balance 1/1/14</td>
<td>$ 5,486.57</td>
</tr>
<tr>
<td>General donations</td>
<td>750.00</td>
</tr>
<tr>
<td>5K receipts</td>
<td>5,344.22</td>
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<tr>
<td>5K expenses</td>
<td>(3,612.53)</td>
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<tr>
<td>Relief fund payments</td>
<td>(865.73)</td>
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<tr>
<td></td>
<td>(5,351.08)</td>
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<tr>
<td>Ending Balance *</td>
<td>$ 1,751.45</td>
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*as of November 1, 2014*
MEMORIAL DAY PROGRAM

Monday - 25 May 2015 - 10:30 a.m.
Soldier’s Circle
Greenwood Cemetery – Superior, WI

Entrance of Colors ................................................................. U.S. and Canadian Veterans
National Anthems ........................................................................United States and Canada
Master of Ceremonies ...............................................................David Cochran
Invocation ..............................................................................Pastor Sarah Kerkes
Memorial Day Address .............................................................Eual Moore
Presentation of Wreaths ...............................................................Veteran and Civic Groups
Tolling of the Bell .......................................................................William Duffy
Benediction ................................................................................Pastor Sarah Kerkes
Honor Guard Volley .................................................................American Legion 435
Raising of the Flag .................................................................... D A V Chapter 4
Taps .........................................................................................William Duffy
Recessional to Soldier’s Square

SUPERIOR VETERANS MEMORIAL DAY VOLUNTEERS

American Legion Post 435 American Legion Post 435 Aux. American Legion Post 418
Cooties Pup Tent 2 DAV Chapter 4 DAV Chapter 4 Aux.
Moose Lodge Nemadji Golf Course Superior Fire Dept.
Superior Police Dept. T. R.E.A. - 119 VFW Post 1091

Special Thank You to Superior Middle School Student Volunteers

Placing Flags at the gravesites of Veterans!
April 23, 2015

Dear Sir or Ma’am:

The second annual Running for Our Heroes 5k will take place on September 12, 2015 on the campus of the University of Wisconsin-Superior. Last September, over 100 participants and 20 volunteers came out to support this event. For the second year this is a fundraiser for the UW-Superior Veteran and Nontraditional Student Center and the Douglas County Soldiers’ and Sailors’ Relief Fund.

The Soldiers’ and Sailors’ Relief Fund (SSRF) is an act that passed the Wisconsin State Legislature on April 2, 1887 to ensure that “no honorably discharged Soldier, Sailor, or Marine [would] be sent to a poorhouse”. This act is what led way to the 1935 establishment of a County Veteran Service Officer in each Wisconsin County. Douglas County currently serves more than 4,300 veterans. Through the utilization of the SSRF they are able to help veterans in need in our community.

Entering its fourth year of operation the UW-Superior Veteran and Nontraditional Student Center (VNSC) supports military veterans and families, as well as students who are older, have spouses and/or children, throughout their educational journey at UW-Superior. As a grant funded center, fundraisers like this help to aide in the VNSC’s ability to provide services to their student population.

The underlying goal of both of these great organizations is to show our Veteran population that they are not forgotten. We are here for them, and through fundraising events like this we hope to be here for them well into the future. Our hope is that on the morning of September 12th we flood the streets around UW-Superior with supporters showing our service heroes that their service, dedication, and sacrifice have not, and will not be forgotten.

Thank you for your consideration for sponsorship of this event. Regardless of your decision for donation, we look forward to seeing you at this event, enjoying the beautiful campus and the camaraderie of our supportive community.

Thank You,

The Running for Our Heroes Race Committee
Sponsorship Levels

Platinum Level: $2,500.00
- Prominent logo on race shirt
- Option for having flier/advertisement put in race bag

Gold Level: $1,000.00
- Small logo on race shirt
- Option for having flier/advertisement put in race bag

Silver Level: $500.00
- Business/Organization name written on race shirt
- Option for having flier/advertisement put in race bag

Bronze Level: $100.00
- Option for having flier/advertisement put in race bag

*Any fliers or advertisements must be provided by sponsor

Monetary sponsorships can be paid by cash or check at the:
Douglas County Treasurers Office
Courthouse Building, Room 102
1313 Belknap Street
Superior, WI 54880

*For questions regarding monetary sponsorships please contact:
Trevor Welsch at (715)395-1332 or trevor.welsch@douglascountywi.org

The donation of tangible gifts such as raffle items can be donated through the:
UW-Superior Veteran and Nontraditional Student Center
Old Main 118
PO Box 2000
Superior, WI 54880

*For questions regarding tangible gift donations please contact:
Monte Stewart at (715)394-8406 or mstewar9@uwsuper.edu

This event is tax exempt through 501(3)(c), all donations both monetary and tangible valuing $75 or more are eligible to receive a non-profit donation receipt from the Douglas County Treasurer’s Office, upon request.
Running for Our Heroes Donation Submission

Name:______________________________________________________________

Organization:________________________________________________________

Address:_____________________________________________________________________________

Telephone:____________________________________ Email:__________________________________

Sponsorship Level (please check one):

☐ □ Platinum  ☐ □ Gold  ☐ □ Silver  ☐ □ Bronze

The exact value of my monetary or tangible gift is: $___________

☐ □ I would like to include a flier/advertisement in the race packet as part of my sponsorship.

☐ □ I would am making a monetary donation or donating a gift valued at more than $75 and would like a non-profit donation receipt.

Please remit this form with to one of the locations listed below:

Monetary sponsorships: Tangible gifts:
Douglas County Treasurers Office  UW-Superior VNSC
Courthouse Building, Room 102  Old Main 118
1313 Belknap Street  PO Box 2000
Superior, WI 54880  Superior, WI 54880
DC & UW-S Veterans Expo 2015

29 Organizations Attended (Listed Below)

192 Veterans Signed In (Guest Registration)

Host: UW-Superior Veteran and Nontraditional Student Center (VNSC)

Host: Douglas County Veterans Services

American Legion Post 435
American Red Cross
Dairyland Outdoor Veterans Retreat
Douglas County Child Support
Douglas County Dept. of Health & Human Services
East Side Neighborhood Services/Camp Bovey
Head O’ The Lakes Chapter Military Officers Association of America (MOAA)
Indianhead Community Action Agency/NWCSA
Labor of Love Inc.
Lake Superior Helicopters
Lake Superior Chapter, NSDAR
Lighthouse Center for Vision Loss
Minnesota Assistance Council for Veterans
North Country Independent Living
North Shore Mortgage, a division of North Shore Bank of Commerce
Office of Congressman Sean P. Duffy
Office of Veteran Services, Disabled Veterans Outreach Program (DVOP)
Sawyer County Veterans Service Office
Team Red, White & Blue
23rd Veteran
T.R.E.A.
Twin Ports VA Outpatient Clinic
UW-Superior Admissions
UW-Superior Center for Continuing Education
UW-Superior Distance Learning Program
VA Suicide Prevention Program
Vet Center (Duluth)
VFW Post 1091
Wisconsin Job Center- Superior
WITC- Wisconsin Indianhead Technical College