



Welcome to Madison-Jefferson Counties

Jefferson County has something for everyone. Located in Southwest Montana, Jefferson County prospers with natural resources. The economy base includes production agriculture, wood products, and mining. Jefferson County is a recreation haven. From rivers for fishing and floating, to hiking and climbing in the mountain ranges, to large motorized and non-motorized trail systems, there is something for everyone to discover. The communities of Boulder and Basin are home to several radon health mines and ghost towns. The Lewis & Clark Caverns State Park and the Elkhorn State Park are both located in Jefferson County. The county fair is held each August in Boulder, the county seat.



National Geographic Greater Yellowstone Marketing

The Greater Yellowstone Geotourism Program is a marketing collaboration of the Montana Office of Tourism & Business Development, Wyoming Office of Tourism, and the Idaho Division of Tourism in partnership with National Geographic. Launched in 2009, the Greater Yellowstone Geotourism Program has distributed over 750,000 printed maps and promoted over 375 sites and businesses on the program web site to travelers worldwide. Businesses, convention and visitor bureaus, Chambers of Commerce, and other organizations representing the economic interests of communities and destinations have the opportunity to participate in the program and receive free exposure. Working with Tim O'Donogue, Program Manager, MSU Extension agent Micky Zurcher contacted Jefferson County businesses and destinations. Included on the web site are Elkhorn State Park, Iron Wheel Guest Ranch, Boulder Hot Springs, Borden's VRBO, Boulder Heritage Center, The Ranch Bed & Breakfast LLC, and Tizer Gardens.

Extension Programs Benefit the Public in a Variety of Ways



Making Boulder's Future Bright

The 2016 Study Circle and Action Forum, better known as the Making Boulder's Future Bright project, continues its work under the Boulder Transition Advisory Committee (BTAC). MSU Extension Agents Micky Zurcher and Tom Harrington continue to provide logistical support to the BTAC.

In 2017, Boulder residents had several opportunities to participate and use their voice to help the Making Boulder's Future Bright project move forward to action. The Master Plan priorities coordination meeting in December 2016 set the stage for the 2017 Boulder economic requests at the State Legislature. In April, Boulder was awarded \$500,000 from the 2017 Montana State Legislature.

In March, Tash Wisemiller from the Main Street Montana program spoke to the BTAC and helped to create a vision for the future of downtown Boulder. Zurcher, along with a group of Boulder Downtown Business owners and the City of Boulder, worked together to write a grant from the Montana Main Street Program. The City of Boulder was awarded the grant for \$20,000 in October and hopes to complete their Downtown Master Plan by June of 2018.

The work of BTAC also helped to build a team which was selected for the Building Active Communities Initiative workshop held in Butte in May. This seven-member team represented Boulder and learned ways to help make Boulder safer for pedestrians and bicyclists. Zurcher was a part of this team and helped to write the grant.

In June, Making Boulder's Future Bright was awarded the Western Region National Association of Community Development Extension Professionals (NACDEP) Excellence in Community Development Work Team Award. The award was presented to Chair Drew Dawson and MSU Extension Agents Tom Harrington and Micky Zurcher. Additionally, Tara Mastel and Micky Zurcher created a poster titled "Community Rebranding" summarizing the Making Boulder's Future Bright project to date. They were awarded the People's Choice Poster at the Community Development Society and National Association of Community Development Extension Professionals (CDS/NACDEP) joint conference held in Big Sky in June.

A proposal to present at the World Community Development Conference at Maynooth University, Kildare, Ireland, was submitted in September. The proposal was accepted and Drew Dawson, BTAC Chair, and Zurcher will travel to Ireland in June of 2018 to discuss the journey and process of Making Boulder's Future Bright.



Picture taken from the March Round Table. Photo by Micky Zurcher.

N. Jefferson County Business Round Table

The North County Business Round Table is coordinated by MSU Extension Agent Micky Zurcher. In March of 2017, the topic was on social media, presented by Chieko Horn from Social Media Marketing Solutions. The meeting was held at Jackson Creek Saloon in Montana City with over 30 participants. The participants received tips and information on how to use social media platforms for their businesses. It was determined that most of the businesses use Facebook as their social media platform.

The September meeting was held at the Jefferson City Community Center in Jefferson City. The topic was on Energy Efficiency, presented by Howard Skjervem from NorthWestern Energy. The 20 participants learned tips on how to save energy this winter.



Facebook for Business

The March North County Round Table on social media identified Facebook as the number one social media platform used by those businesses in attendance. In response, MSU Extension Agent Micky Zurcher set up a Facebook for Business 101 course at the Jefferson High School computer lab in May.

Facebook is a widely-used social media app. With over a billion users, it is simply too big for business owners to ignore. The Facebook training course was a comprehensive, fun way to immerse business owners in this top social network. The class provided basic steps to increase attendee's social media marketing for their business. The class was taught by Julie Jaksha, the Director of the Small Business Development Center for Headwaters RC&D.



Groundwater Study

Water resources are an important part of the Madison and Jefferson County landscape and are essential to agriculture, recreation and future growth. Understanding the groundwater resource interaction with surface water will help better manage this valuable resource. Extension has been assisting the two legislative approved groundwater studies in the Boulder and Jefferson Watershed areas. The Boulder study report and a summary brochure indicate there is an opportunity for groundwater recharge that could help with late season stream flows and the report is available on the Montana Bureau of Mines website. Local discussions are ongoing to look at implementation of the findings. The Jefferson River study is progressing and preliminary findings indicate there is an opportunity for groundwater recharge that could also contribute to the water temperature reduction that would be a positive impact on the river fishery.

4-H Fair Returns to Jefferson County

For many years the kids of Madison and Jefferson counties have exhibited their 4-H and FFA projects at the Madison County Fair in Twin Bridges. As the new 4-H year began the Fair Board and Extension office staff came to realize they would have a big dilemma. It was a good problem to have as it suggested that 4-H and FFA programs were beginning to thrive again in the counties after previous years' lulls. In the past the Extension office, the Fair Board and others involved with fair actively worked together to encourage local kids to sign up for 4-H, FFA and/or open classes to fill the available spaces offered for exhibits on the fairgrounds.

On the other end of our counties, Boulder had been hosting the Jefferson County Fair for many years. 4-Her's were always welcome and encouraged to exhibit their projects, but for the past approximately 10 years the fair was mostly made up of adult and open class exhibits. There was plenty of room for extra exhibits at the Boulder fairgrounds and the Fair Board had been working diligently with the county to come up with ideas to improve the Jefferson County Fair attendance and experience.

Upon hearing about the space issues at the Twin Bridges fairgrounds and the need for improvements at the Jefferson County Fair, the local Boulder 4-H club leaders took action. They took a vote amongst the families in their club and after a

brief discussion, graciously announced that their club members would be staying in Boulder for the upcoming fair. The Jefferson County Fair Board was ecstatic when hearing the news and plans quickly went into effect. Pens were repaired and arranged in the livestock/poultry barn to accommodate all of the expected animals and a special 4-H section was added to the Indoor Exhibit Building. There was a temporary showing ring constructed, judges were hired and ribbons ordered. Once word got out to the public, it seemed like everyone was excited to attend the upcoming fair and interested in viewing all of the 4-H kids' exhibits.

At the end of the summer, everyone loaded their projects and headed down the road and into town rather than making the trek to Twin Bridges. There were compliments given to the Commissioners, Fair Board and the local 4-H club, as well as praise for bringing a 4-H fair back to the Jefferson County Fair.

With the success of the 4-H kids showing at the Jefferson County Fair and the need to open up some spaces at the Madison County Fair, everything worked out well for the Extension office and Madison County Fair Board. This may have meant planning and helping organize two fairs for Extension staff, but with the help of the many volunteers, everything was a success and plans for the new year are in full swing.



Clover Bud Beginner Poultry



Swine Show Chaos

Total 4-H Club Membership: 322

- Clover Bud members - 41
- Graduating seniors - 13
- FFA students (2 chapters) - 30
- Adult Volunteers - 42
- Youth Volunteers - 31

Total 4-H Youth Participants (duplications eliminated): 318

- Gender of 4-H Youth Participants: Male - 162, Female - 156

Place of Residence of 4-H Youth Participants:

- Farm - 163, Towns of under 10,000 and rural non-farm - 155

Total Number of Market Animals at Fair

- Market Swine - 126
- Market Beef - 36
- Market Lambs - 25

Indoor Projects Top 5

- Photography
- Leathercraft
- Foods & Nutrition
- Family and Consumer Science
- Shooting Sports

Shooting Sports Top 5

- Archery
- Air Rifle
- Air Pistol
- Shotgun
- Western Heritage

New Indoor Project Interest

- Robotics
- Welding
- Small Engines
- Leadership
- Cake Decorating

Number of Participants Attending Fair (4-H and FFA) - 253

Entries at Fair - 1078



Entering the ring

Pipestone Creek Sedimentation and Jefferson Slough Eurasian Milfoil

Extension supports the Jefferson River Watershed Council with these two legislative approved projects. The Pipestone Creek sedimentation project is helping to restore the creek banks and place the waterway back into its original channel to reduce sediment buildup downstream that has contributed to flooding events and creation of conditions for the noxious aquatic weed, Eurasian Milfoil, to establish a nursery. Left unchecked, the noxious aquatic weed impacts the fishery,

recreation and the overall health of the Missouri River drainage. The eradication of the noxious weed involves an innovative test to relocate the existing slough channel to increase the water flow to help move sedimentation downstream. The project has also involved the replacement of culverts with a new highway bridge, enhanced irrigation diversions, aquatic herbicide applications and stream bank reconstruction. The cooperation with local landowners and several public meetings are good examples of stakeholder communication resulting in a successful public/private partnership.



contact us:



EXTENSION

Madison-Jefferson Counties

103 West Legion
P.O. Box 1079

Whitehall MT, 59759-1079

(406) 287-3282

madisonjefferson@montana.edu

www.musextension.org

Tom Harrington

Jefferson County Economic
Development Agent

Micky Zurcher

Madison-Jefferson Counties
Economic Development Extension Agent

Katherine Smith

Madison-Jefferson Counties
Ag and 4-H Program Assistant

Gena Nellis

Madison-Jefferson Counties
Office Manager