

## Jefferson County – The Future

Jefferson County Interstate 94 (I-94) makes up 25 miles of the nearly 78 miles between Milwaukee and Madison. This is one of the most important economic corridors in Wisconsin, and is part of the larger I-Q Corridor from Chicago to the Twin Cities. Furthermore, Jefferson County HWY 26 is quickly becoming a major north/south corridor in the State. This is projected to be a strong development area and constitutes 30 of the 95 miles along the Janesville to Fox River Valley corridor.

Jefferson County is projected to have substantial population growth over the next 30-50 years, with specific pressures from the east and west as well as additional pressures from the south. Jefferson County will have a relatively large percentage of the population at working age compared to the rest of the state.

The location of Jefferson County lends itself to a role in the integration of the economies of the Madison and Milwaukee Metropolitan Areas, which in turn could dramatically improve and change the County's economy. The debate has sometimes been framed in absolutes between those who support development versus those who support farmland preservation. It is believed through proper planning and visioning the County can balance both while respecting the municipalities' autonomy and fiscal constraints.

Overall, we strive for prosperity with a high quality of life for our citizens. We recognize the need for diverse entertainment and cultural experiences for all ages. We have an outstanding network of parks and open space as well as recreational opportunities. Our location, and to some degree our demographics, make possible an emphasis on research, technology, advanced manufacturing as well as appropriate agricultural technologies as potential building blocks for prosperity.



# Jefferson County Goals for 2019 – 2027

March 2019

**GOAL 1:** JEFFERSON COUNTY'S GROWTH WILL BE IN LINE WITH THE AVERAGE STATE GROWTH OF 1.2 ANNUALLY , THROUGH THESE PRIMARY MEANS WHILE MAINTAINING A POSITIVE FISCAL HISTORY:

Develop a budget and prioritized development plan for:

## Affordable Housing

- Understand and explore housing development
- Work with developers to create a realistic housing plan
- Assess the overall housing market in Jefferson
- Work with local cities, municipalities and developers to develop more affordable housing in Jefferson.

## Workforce

- Work to create jobs that pay at a minimum, a living wage

## Business

- Build a process that will attract new business (and ultimately workers and residents) to the County
  - Attract, retain and develop new business
  - Business markets focus on research, technology and advanced manufacturing
  - Create an economic environment that allows for strong income levels
  - Keep pace with advancing technologies
    - Develop broadband to ensure/improve coverage of digital data county wide

## Agriculture

- We will work to preserve our agricultural heritage
  - Align with the current agricultural technologies and trends

**GOAL 2:** JEFFERSON COUNTY HAS DEVELOPED A TRANSPORTATION AND INFRASTRUCTURE PLAN:

## TRANSPORTATION

- Develop a plan for transportation that develops a reliable and connected system of highways, roads, trails and sidewalks:
  - Takes advantage of County Hwy 26, a major north/south corridor and its location along 1-94 between Milwaukee and Madison
  - Develops inter-county transportation – busses, taxi's/Uber that supports business, parks and open spaces
  - Works with housing and business developers to ensure good access to businesses in the county and supports residential areas including sidewalks

### INFRASTRUCTURE

- A plan to:
  - Create a timeline and budget to update build county facilities
  - Preserves historically significant buildings
  - Supports attraction of new business and cultural, restaurant and retail facilities
  - Infrastructure that supports commerce and agricultural history

## GOAL 3: SAFETY, PUBLIC SERVICE AND WELL-BEING FOR ALL RESIDENTS OF JEFFERSON COUNTY

### SAFETY AND PUBLIC SERVICE

- Define and develop opportunities for shared services with public and private partners
- On going public education on safety issues for all residents
- Ensures that all residents are safe, have shelter and food needs are met

### HEALTH AND WELL-BEING

- Promotes active lifestyles through promotion of parks, bike trails, canoeing, kayaking

## Goal 4: Communication and Intergovernmental Relations

### Marketing and Communications

- Develop a marketing plan that:
  - Informs people in the county, state and nationally about the many offerings in Jefferson both county wide and within cities, municipalities and rural and park lands – by market sector
  - Defines information for tourists wanting to visit the county
  - Update website

### Intergovernmental Relations

- Create a process for countywide collaboration through ingoing and consistent communication with cities and municipalities throughout the county
- Cooperate with surrounding counties in development along transportation routes and define ways to do this in a consistent and productive manner
- Planning and zoning teams across the county work together to improve coordination of plans, economic development
- Ensure that all cites and municipalities have growth plan or goals that align with County strategic plan
- Work together on the County strategic plan

Goal 5:

Smart Growth Plan

- Develop a plan that defines strategic land-use plans, zoning plans, regulatory policies that are clear and fairly managed
- Develop methods for conservation, sustainability and resource preservation
- Aligns with the County strategic plan

GOAL 6:

JEFFERSON COUNTY IS KNOWN FOR ITS NATURAL RESOURCES AND PARKS AND IS A GREAT PLACE TO LIVE WORK AND PLAY.

WORK

- Create a workforce development plan that includes:
  - Working with local universities and tech colleges in developing workforce program
  - Engage with statewide workforce boards to participate in workforce initiatives and programs
  - Engage businesses county wide to participate in workforce initiatives
  - Work in conjunction with JCEDC

PLAY

- Focus is on a high quality of life through:
  - Diverse Entertainment and cultural experiences
  - Outstanding Parks and network of open space
  - Recreational Activities
  - Creates a countywide system of trails

Live

- Maintain the small town feel with family based communities
- Quality of life

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Goal 7:

Education

- Foster an educational atmosphere that benefits both our youngest and oldest residents
- Work with adjacent universities and tech schools for workforce growth

# Goal Areas and Actionable Steps

**GOAL 1:** Promote a culture of growth and services by continuing our positive fiscal history

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**GOAL 2:** Create an economic environment resulting in strong income levels and above state average educational goals which will attract and retain residents

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**GOAL 3:** Foster an educational atmosphere that benefits both our youngest and oldest residents

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**GOAL 4:** Establish a cohesive, efficient and cost effective program for protective and public services throughout the County

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**GOAL 5:** Initiate an ongoing marketing plan to inform and attract a qualified workforce, tourists and new business

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**GOAL 6:** Develop a system where smart growth and natural resources complement each other

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**GOAL 7:** Institute a transportation plan of conventional and non-conventional means to connect resources and residents

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**GOAL 8:** Develop broadband expansion plan to improve the quality and coverage of digital data throughout the county

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**GOAL 9:** Devise an infrastructure plan to improve our county road system and buildings

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**GOAL 10:** Maintain the key agricultural economic drivers while keeping up with advancing related technology

RESOLUTION NO. \_\_\_\_\_

**Approve an Amendment to the *Partnership Agreement Between Dodge County, the Jefferson County Economic Development Consortium, and Glacial Heritage Development Partnership***

TO THE HONORABLE BOARD OF SUPERVISORS OF DODGE COUNTY, WISCONSIN,

**WHEREAS**, in February of 2017, Dodge County entered into an agreement with the Jefferson County Economic Development Consortium (hereinafter the "JCEDC") and Glacial Heritage Development Partnership ("GHDP") titled *Partnership Agreement Between Dodge County, the Jefferson County Economic Development Consortium, and Glacial Heritage Development Partnership* (hereinafter the "Partnership Agreement"); and,

**WHEREAS**, GHDP is now known as ThriveEd; and,

**WHEREAS**, ThriveEd contracts with the JCEDC and Dodge County for staff to manage implementation of a five-year strategic plan for economic development throughout the region; and,

**WHEREAS**, Dodge County has benefited from the services of ThriveEd and has determined that additional benefits would be gained by increasing services by having a 3/4 time ThriveEd Business Development staff in Dodge County; and,

**WHEREAS**, ThriveEd is willing to provide additional economic development services and JCEDC is willing to increase its staffing allocation to Dodge County beginning July 1, 2019; and,

**WHEREAS**, the Dodge County Executive Committee recommends amending the Partnership Agreement to provide for an on-site 3/4 time Business Development position for Dodge County, beginning July 1, 2019; and,

**WHEREAS**, the Dodge County Executive Committee recommends an increase in funding to support the additional services in alignment with Jefferson County's level of funding; and,

**WHEREAS**, based on Dodge County's 2018 population of 89,949, funding the Partnership Agreement consistent with Jefferson County's rate of \$1.50 per capita, results in annual funding in the amount of \$134,923.50; and,

**WHEREAS**, a copy of a proposed Amendment to the Partnership Agreement has been marked for identification as Exhibit "A", and has been attached hereto; and,

**WHEREAS**, the Executive Committee recommends to the Dodge County Board of Supervisors that the Dodge County Board of Supervisors:

1. Approve an amendment to the Partnership Agreement to add a 3/4 time ThriveEd Business Development staff, which staff would be allocated to and on-site at Dodge County beginning July 1, 2019;
2. Increase funding beginning July 1, 2019, at a rate of \$1.50 per capita, which is consistent with Jefferson County's level of funding for the Partnership Agreement;

3. Fund the amendment to the Partnership Agreement for additional staff through the 2019 Land Resources and Parks Department Budget based on \$1.50 per capita beginning July 1, 2019, in the amount of \$24,961.75; and,

4. Authorize and direct the Chairman of the Dodge County Board of Supervisors and the Dodge County Clerk to sign the amendment to the Partnership Agreement;

**SO, NOW, THEREFORE, BE IT RESOLVED**, that the Dodge County Board of Supervisors hereby adopts the recommendations of the Executive Committee as follows:

1. Approves an amendment to the Partnership Agreement to add a 3/4 time ThriveEd Business Development staff, which staff would be allocated to and on-site at Dodge County beginning July 1, 2019;

2. Increases funding beginning July 1, 2019, at a rate of \$1.50 per capita, which is consistent with Jefferson County's level of funding for the Partnership;

3. Funds the amendment to the agreement for additional staff through the 2019 Land Resources and Parks Department Budget based on \$1.50 per capita beginning July 1, 2019, in the amount of \$24,961.75; and,

4. Authorizes and directs the Chairman of the Dodge County Board of Supervisors and the Dodge County Clerk to sign the amendment to the Partnership Agreement.

All of which is respectfully submitted this 16<sup>th</sup> day of April, 2019.

**Dodge County Executive Committee:**

Russell Kottke

David Frohling

Donna Maly

Dennis R. Schmidt

Joseph Marsik

Jeff Berres

Kira Sheahan-Malloy

**FISCAL NOTE:**

The revenue/expenditure is contained in the current year budget: \_\_\_\_ Yes X No \_\_\_\_ N/A.

Budget Impact: \$24,961.75. Finance Committee review date: April 9, 2019. Chair initials: \_\_\_\_.

**Vote Required:** Majority of members present.

**Resolution Summary:** Approve amendment to the Partnership Agreement between Dodge County, the Jefferson County Economic Development Consortium, and Glacial Heritage Development Partnership.

MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF OCONOMOWOC, THE OCONOMOWOC  
PUBLIC LIBRARY BOARD OF TRUSTEES, AND JEFFERSON COUNTY

This Memorandum of Understanding (MOU) is entered into by and between the City of Oconomowoc ("the City"), the Oconomowoc Public Library Board of Trustees ("the library board"), and Jefferson County as of \_\_\_\_\_, 2019.

RECITALS

- A. The Mayor of the City of Oconomowoc, with the approval of the Common Council, appoints trustees to the library board. Wisconsin State Statute 43 prescribes the makeup of the library board. The statute requires representation of non-City residents of the home county who live in municipalities without libraries ("True Non-Resident," or TNR) when home county TNR circulation (and thus, funding from the home county) reaches prescribed levels. The library board currently consists of two home county TNR residents, one representative of the school superintendent, one representative from the Common Council, and five City residents.
- B. The statute does not require library board representation of adjacent counties, regardless of those adjacent counties' TNR library use.
- C. The statute requires adjacent counties to annually reimburse municipalities a minimum of 70% of the operating cost of serving that county's TNR citizens.
- D. Jefferson County reimburses the City of Oconomowoc at the statutory minimum, and does not have a representative on the library board prior to the City, the library board, and Jefferson County entering into this MOU. Due to the amount of Jefferson County TNR residents' use of the Oconomowoc Public Library, Jefferson County's reimbursement comprises a significant portion of the library's annual budget. However, due to Jefferson County currently reimbursing at the statutory minimum, this amount does not fully reimburse the cost of serving Jefferson County TNR residents.
- E. This MOU, while not a legally binding document, indicates a voluntary agreement for the addition of one non-voting ex-officio library board member, appointed by the Jefferson County Administrator with Jefferson County Board confirmation, and the approval of the Mayor and Common Council of the City of Oconomowoc. The non-voting ex-officio member shall represent Jefferson County to the City and the library board, and the City and the library board to Jefferson County.
- F. Jefferson County, the City and the library board agree to proactively review the library's operational costs and needs, specifically due to the impact of Jefferson County residents' use of the facility and the correlation to the current reimbursement rate by the County to the library.

UNDERSTANDING OF THE PARTIES

As noted in the Recitals, this MOU is not a binding agreement. Rather, it sets forth certain agreements among the parties involved:

- 1. One non-voting ex-officio trustee will be appointed by the Jefferson County Administrator with Jefferson County Board confirmation, and the approval of the Mayor and Common Council of



the City of Oconomowoc. The non-voting ex-officio member shall represent Jefferson County to the City and the library board, and the City and the library board to Jefferson County. The non-voting ex-officio trustee will not be eligible to serve as an officer, and his or her attendance will not affect quorum. The non-voting ex-officio trustee is eligible to serve on committees of the library board, but is not permitted a vote on matters before any committee.

2. The term of this non-voting ex-officio trustee will be three years.
3. Upon the completion of the Jefferson County trustee's first year, the parties will reconvene to determine the advisability of continuing this arrangement.
4. Should the arrangement become untenable for any of the parties, the arrangement can be terminated with written notice.

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David Nold

Mayor of the City of Oconomowoc

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Matt Mulder

President of the Oconomowoc Public Library Board of Trustees

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Ben Wehmeier

Administrator of Jefferson County