

Approved 2/25/2021



Jefferson County Economic Development Consortium & ThriveED

Joint Boards of Directors Meeting Minutes

January 28, 2021

Meeting called to order at 8:31 by JCEDC Chairman Mo Hansen and ThriveED Chairman David Schroeder.

JCEDC Board members present - Steve Wilke, City of Lake Mills, Mo Hansen – City of Waterloo, Emily McFarland – City of Watertown, Cameron Clapper – City of Whitewater, Lisa Moen – Village of Cambridge, Brad Calder – Village of Johnson Creek, Richard Jones – County Supervisor, Amy Rinard – County Supervisor, David Drayna – County Supervisor

JCEDC Board members Absent - Tim Freitag – City of Jefferson, Russell Kottke - Dodge County

ThriveED Board members present - Tina Crave, Matt Mauthe, David Schroeder, Bill Kehl, Mike Wallace, Stewart Wangard, Jim Falco, Beau Gellings Kevin Kaufman

Others Present – Supervisor Anita Martin, Frankie Fuller, Jen Pinnow – Jefferson Chamber of Commerce, Gene Dahloff – MadRep, Jim Grabowski – We Energies, Rob Radcliff – RDG, Matthew Chambers – RDG, Beth Pullian – RDG, Mike Trubiano – RDG, Vanessa Ineza – WEDC, Ben Wehmeier – Jefferson County Administrator, Blair Ward – Corporation Counsel, James Mielke – Dodge County Administrator, Victoria Pratt – JCEDC Executive Director/ThriveED President, Julie Olver – Marketing Manager, Deborah Reinbold – BRE Consultant, RoxAnne Witte – Program Specialist

Roll Call – Quorum Established

Certification of compliance with Open Meeting Law Requirements

Staff certified compliance for the agenda dated January 28, 2021.

Approval of Agenda

2021 Plan of Work will be discussed under Review of Financials and not under Staff Report.

Approval of Minutes

JCEDC Minutes

Wilke/McFarland moved to approve JCEDC December 17, 2020 minutes as printed. Motion Carried.

ThriveED Minutes

Falco/Kehl moved to approve ThriveED December 9, 2020 minutes as printed. Motion Carried.

Public Comments

Question was asked as to whether ThriveED has taken a stance on immigration reform considering one of our goals is Workforce Development. Pratt responded that as a 501(c)(3) ThriveED does not engage in lobbying, nor has the board decided to take a position.

Review of Financials

1. JCEDC Report -

Drayna/Clapper moved to approve the December 31, 2020 Finance Reports for JCEDC, and the Homebuyer Program as presented. Motion Carried.

2. ThriveED Report –

Crave/Wallace moved to write off current accounts receivable totaling \$ 260.00 and approve the December 31, 2020 Profit & Loss, Balance Sheet as presented. Motion amended to write off current

accounts receivable total of \$60.00 and approve the December 31, 2020 Profit & Loss, Balance Sheet as presented. Motion Carried.

3. Review of 2021 Plan of Work

Pratt presented the ThriveED/JCEDC 2021 Plan of Work. She explained the goals and the strategies under each goal.

4. Review of 2021 Budgets

Pratt presented the 2021 JCEDC Budget and the ThriveED 2021 Budget, which show financial support for execution of the 2021 Plan of Work. Wallace/Mauthe moved to approve the Thrive 2021 Budget as presented. Motion Carried.

Meeting Schedules for 2021

JCEDC – board meetings will be held on the 4th Thursday of the month except for months of November and December, which will be held the 3rd Thursday due to holidays. Six of the meetings are targeted to deliver educational programs. Meetings will continue to be held in person at the courthouse and via zoom until further notice.

ThriveED - board meetings will be held on March 10, 2021, June 9, 2021 September 8, 2021, and December 8, 2021. Meetings will continue to be held in person at the courthouse and via zoom until further notice. The Annual Meeting of the Investor Council will be held on October 6, 2021; time and location to be determined.

JCEDC/ThriveED Staff Report

Pratt reported that the 2022-2026 Strategic Plan Draft has been sent to all board members. She stated that the plan will remain in draft form until such time that both Boards of Directors adopt it later this year.

Preparing for Campaign

RDG gave a presentation on the results of the feasibility study and their recommendations for the 2022-2026 Capital Campaign. Discussion was held on the recommendations presented, the plan that will be used, leadership involved, and the timeline of the campaign.

Chairman's Report

JCEDC - Hansen stated that JCEDC members need to step up and assist with the campaign process so that we can all achieve our goal of promoting economic development in Jefferson/Dodge Counties. He asked that all members be engaged and assist where they are able.

ThriveED – Schroeder stated that our organization was not much different than any other organization due to the pandemic and has had to adjust how they are doing business. All things considered we had a good 2020 but need to continue to make the public aware of who we are and our goal to promote economic development in Jefferson/Dodge Counties. The Executive Committee will be meeting to finalize the campaign cabinet, the investor prospect list, and the plan to move the campaign forward.

There being no further business to be come before the JCEDC Board of Directors or the ThriveED Board of Directors, motion by McFarland/Wangard to adjourn the Joint JCEDC/ThriveED Board of directors Meeting.

Meeting adjourned at 10:20 am.

Recorded by:

RoxAnne L. Witte
Jefferson County Economic Development Consortium