

**Jefferson County Economic Development Consortium (JCEDC)
Board of Directors Meeting
February 17, 2022 – Meeting held in person and via Zoom.**

Board members - Rebecca LeMire - City of Fort Atkinson, Timothy Freitag - City of Jefferson, Greg Waters - City of Lake Mills, Everett Butzine – City of Waterloo, Emily McFarland - City of Watertown, Cameron Capper - City of Whitewater, Lisa Moen - Village of Cambridge, Brad Calder of Johnson Creek, David Drayna - Jefferson County Supervisor, Karl Zarling - Jefferson County Supervisor, Amy Rinard - Jefferson County Supervisor, Russ Kottke - Dodge County

I. **Call to Order** - Meeting called to order by Chairman McFarland at 8:30 am.

II. **Roll Call – Quorum Established**

- JCEDC Board Members Present: Tim Freitag-City of Jefferson, Everett Butzine-City of Waterloo, Emily McFarland-City of Watertown, Lisa Moen-Village of Cambridge, Brad Calder-Village of Johnson Creek, David Drayna-County, Supervisor Amy Rinard-County Supervisor, Karl Zarling-County Supervisor, Russell Kottke – Dodge County
- Absent: Greg Waters -City of Lake Mills, Cameron Clapper-City of Whitewater
- Staff Present: Ben Wehmeier-Jefferson County Administrator, Victoria Pratt-JCEDC Executive Director, RoxAnne Witte-Program Specialist
- Members of the Public Attending: Joan Callen, Nate Salas

III. **Certification of compliance with Open Meeting Law Requirements**

Staff certified compliance for the agenda dated February 17, 2022.

IV. **Approval of Agenda**

Drayna/Moen moved to approve February 17, 2022 agenda as printed. Motion passed.

V. **Approval of Minutes**

Kottke/Drayna moved to approve January 27, 2022 JCEDC/ThriveED minutes as printed. Motion passed.

LeMire-City of Fort Atkinson joined meeting at 8:37 am.

VI. **Public Comments** - None

VIII. **JCEDC Reports**

- A. **Finance Report** –Zarling/Drayna moved to approve January 31, 2022, JCEDC and Homebuyer Program finance reports as presented. Motion passed.
- B. **Opportunity Pipeline Update** – Pratt gave update on recruitment/retention/expansion projects that have been active for the last 30 days.

Freitag-City of Jefferson left meeting at 8:40 am.

C. **Update and Discussion: Next Steps for JCEDC/Strategic Planning Process**

Wehmeier/Pratt/Salas updated the board on the proposed next steps for the strategic planning process. As a result of the joint board meeting held in January, a retreat is being planned. The goal is to find the intersect between the needs of the public and private sectors as it relates to the mission and vision of both organizations. The hoped for outcome is to identify 3-4 initiatives that can be addressed by the JCEDC/ThriveED, identify the resources necessary to address these needs and determine what a 'measure of success' for each would be. Once this happens, staff will revise the 2022-2026 Strategic Plan and bring it to the boards of both organizations, for discussion and approval. Greater Watertown Community Health Foundation has agreed to underwrite the cost of the retreat. Since this is envisioned as a retreat for up to 15 folks to include representatives from both boards, a doodle poll will go out soon to identify attendees. It is imperative that all attendees agree to attend the full retreat, which is designed as an afternoon – OVERNIGHT – and next full morning session. Karl Zarling and Everett Butzine from the JCEDC board volunteered to attend.

IX. **Upcoming Meeting/Seminars**

- JCEDC Board of Directors Meeting/Education Session – March 24, 2022, 8:30 am.

XI. Future Agenda Items

- Jefferson County IGA Agreement

XII. Adjournment

There being no further business to come before the board for consideration at this time, LeMire/Zarling moved to adjourn. Meeting adjourned 8:59 am.

Minutes prepared by:

RoxAnne L. Witte, Program Specialist

Jefferson County Economic Development Consortium