

**Jefferson County Economic Development Consortium (JCEDC)  
Board of Directors Meeting  
March 24, 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 8:31 am.

**II. Roll Call – Quorum Established**

- JCEDC Board Members Present: Greg Waters, Everett Butzine, Emily McFarland, Cameron Clapper, Brad Calder, David Drayna, Karl Zarling, Russell Kottke
- Absent: Rebecca LeMire, Tim Freitag, Lisa Moen, Amy Rinard
- Staff Present: Victoria Pratt, Julie Olver, Deb Reinbold, RoxAnne Witte
- Members of the Public Attending: Alex Allon-City of Watertown, Cathy Anderson- City of Whitewater, Vanessa Ineza- WEDC

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

Staff certified compliance for the agenda dated March 24, 2022.

**IV. Approval of Agenda**

Drayna/Kottke moved to approve March 24, 2022 agenda as printed. Motion passed.

**V. Approval of Minutes**

Drayna/McFarland moved to approve February 27, 2022 JCEDC minutes as printed. Motion passed.

**VI. Public Comments** - None

**VIII. JCEDC Reports**

- A. Finance Report** –Zarling/Drayna moved to approve February 28, 2022, JCEDC and Homebuyer Program finance reports as presented. Motion passed.
- B. Opportunity Pipeline Update** – Reinbold gave update on recruitment/retention/expansion projects that have been active for the last 30 days.
- C. Non-Transaction Updates**
  - i. **Social Media/Website analytics** - Olver gave an update on analytics from the JCEDC/ThriveED website for the last 6 months. She informed the board that the website will be getting an update this year. Olver will investigate capturing other data points and trends, based on board feedback.
  - ii. **Community Activities/touches** – Pratt updated the board on inquiries received, staff presentations delivered, and outreach to promote regional assets inside and outside the region.
  - iii. **Update on Housing Development Services Program** – Pratt shared that all contracts with funders and the consulting team are being finalized this week. Information regarding applications and the link to applications, will be sent out to the communities within 2 weeks.
  - iv. **Update on next steps re: 2022-2026 Strategic Plan**- Pratt provided an update on the plans for the May 23-24 planning retreat in Delavan. Attendees will include 3-4 representatives from both the public and private sectors who serve on the JCEDC or the ThriveED Board, along with representatives from 2 large nonprofits in the county, the County Administrator and the JCEDC Director.
  - v. **Update on Home Buyer Program – service delivery options** - Discussion held regarding options for continued delivery of home buyer services for eligible county residents. Chairman McFarland asked for this item to be listed as a future agenda item for the JCEDC board to consider their options.

**IX. Intergovernmental Agreements JCEDC Municipality discussion** – Chairman McFarland reminded all board members to give their feedback regarding the agreements to Ben or Vicki as soon as possible. This item will be added to the April agenda for further discussion.

**XI. Future Agenda Items**

- Home Buyer Program – service delivery options
- Jefferson County IGA Agreement – proposed changes

**XII. Upcoming Meetings**

- JCEDC Board of Directors, April 28, 2022, 8:30 am.
- Winning the War on Talent Workshop, May 3, 2022 8:00 am – 12:00 noon, Madison College, 1300 W Main Street, Watertown
- Conversations with ThriveED, May 18, 2022, 4:00 – 5:30 pm, Twice Baked Pottery, 235 S Main Street, Jefferson.

**XIII. Adjournment**

There being no further business to come before the board for consideration at this time, Zarling/Clapper moved to adjourn. Meeting adjourned 9:33 am.

Minutes prepared by:

RoxAnne L. Witte, Program Specialist  
Jefferson County Economic Development Consortium