

**Jefferson County Economic Development Consortium (JCEDC) and ThriveED
Board of Directors Meeting
August 22, 2024 – Meeting held in person and via Zoom.**

Zoom Link: <https://us06web.zoom.us/j/86431259008?pwd=U2FveTM4TTUyTDF1dzJUcGp2SGpZZz09>

Meeting ID: 864 3125 9008

Passcode: 417932

Board Members - JCEDC

Rebecca Houseman - City of Fort Atkinson, Drake Daily – City of Lake Mills, Timothy Freitag – City of Jefferson, Everett Butzine – City of Waterloo, Emily McFarland – City of Watertown, John Weidl – City of Whitewater, Lisa Moen – Village of Cambridge, Kyle Ellefson - Village of Johnson Creek, Kathy Weiss – Village of Palmyra, County Supervisor Bruce Degner, County Supervisor Amanda Truax, County Supervisor Karl Zarling

Board Members – ThriveED

David Schroeder, Kevin Kaufman, Casey Malesevich, Tom Dehnert, Scott Lausten, Don Lunak, Sr., Matt Mauthe, Andy Nelson, Kevin Paynter, Nate Salas, Stewart Wangard, Rebecca Houseman, Everett Butzine, Paul Ambrose, Tina Crave, Kellie Karpinski, Richard Keddington, Shawna Marquardt, James Nelson, Ben Wehmeier

- I. **Call to Order** - Meeting called to order at 8:30 am.
- II. **Roll Call – Quorum Established**
 - JCEDC Board Members Present:
Rebecca Houseman - City of Fort Atkinson, Drake Daily – City of Lake Mills, Everett Butzine – City of Waterloo, Emily McFarland – City of Watertown, Taylor Zeinert – City of Whitewater, Tammy Jordan – Village of Cambridge, Kyle Ellefson - Village of Johnson Creek, Kathy Weiss – Village of Palmyra, County Supervisor Bruce Degner, County Supervisor Amanda Truax, County Supervisor Karl Zarling
 - ThriveED Board Members Present
Tina Crave, David Schroeder, Tom Dehnert, Kevin Kaufman, Elizabeth Thelen, Kellie Karpinski, Casey Malesevich, Matt Mauthe, Andy Nelson, Kevin Paynter, Nate Salas, Rebecca Houseman, Everett Butzine, Shawna Marquardt, Ben Wehmeier
 - Staff Present: Julie Olver, Deb Reinbold, RoxAnne Witte
 - Others Present: Mason Becker
- III. **Certification of compliance with Open Meeting Law Requirements**
Staff certified compliance for the agenda dated August 22, 2024.
- IV. **Approval of Agenda**
Zeinert/Salas moved to approve agenda as presented. Motion passed.
- V. **Approval of Minutes**
Crave/Zeinert moved to approve July 27, 2024 JCEDC & ThriveED minutes as printed. Motion passed.
- VI. **Public Comments – None**
- VII. **Discussion Regarding Updating Strategic Plan**
Reinbold is working on interviewing facilitators for our ½ day retreat to update the current plan.
- VIII. **JCEDC/ThriveED Reports**
 - a. **Discussion and Approval of Finance Reports for JCEDC**
Salas/Ellefson moved to approve the Finance Reports for Jefferson County Economic Development as printed. Motion passed.
 - b. **Discussion – JCEDC 2025 Budget**
Reinbold presented the JCEDC 2025 budget that will be presented to the county finance committee for approval.
 - c. **Discussion and Approval of Finance Reports for ThriveED**
Schroeder/Thelen moved to approve the Finance Reports for ThriveED as printed. Motion passed.
 - d. **Board – Committee Updates**
 - i. **Discussion: Board Meeting Dates**
Reinbold will send out a survey to determine what day works best for our JCEDC/ThriveED board meetings.
 - Update: Committees**
 - Finance, Audit & Compliance** – no report.
 - Ad Hoc Committee – Housing** – Zarling lead an open discussion on what the board felt this committee should be working on.
 - e. **Staffing Updates.**

Reinbold reported that there were two applicants that will be contacted for in person interviews. No action taken.

f. Thriving Business

i. Presentation: Opportunity Pipeline

Reinbold gave an update on projects in the Opportunity Pipeline. No action taken.

ii. Report - Media

Reinbold updated the board on the articles that will be appearing in the Site Selectors Magazine and Biz Times. No action taken.

iii. Update: Michael Best Strategies

The contract has been signed and work will start in September. No action taken.

iv. Update: Utilities

Reinbold updated the board on the conversations/meetings that she has been having with the utility companies in Jefferson County. No action taken.

g. Diverse Housing

i. Report: Jefferson County Housing Counseling

Prepurchase – Witte updated the board on the homebuyer activity for the year. No action taken.

Rehab – Witte updated the board on the City of Watertown's rehab program. No action taken.

ii. Report: Live Local Development Fund (LLDF)

Reinbold updated the board on meetings that are being held with potential investors and commitments that have been received to date. No action taken.

h. Activated Workforce

i. Update: Jefferson County SHRM: Employer- "How to Hire" International Workers Conference

Reinbold updated the board on the event that was held on August 6, 2024. No action taken.

ii. Report: WDBSCW & Madison College

Update was received on programs that they are looking to put together for businesses to train their current and future workforce. No action taken.

i. Trust & Partnership

i. Report: Recent Presentations

Presentations given to WEDC – Rural Housing Community, Jefferson School District, Wisconsin Power Partners, and Edgerton Chamber of Commerce. Staff also participated in podcasts for Fort Healthcare and Discover Wisconsin. Future presentations included the WEDA Best Practices Conference and the UW Madison Graaskamp Center for Real Estate – 2024 Wisconsin Real Estate & Economic Outlook Conference. No action taken.

ii. Community Discussion

JCEDC board members are encouraged to share a brief update about their community, initiatives, and/or challenges.

Updates were given on community initiatives, current projects, and challenges. No action taken.

iii. Thrive Board Discussion

THRIVE board members are encouraged to share a brief update about their company, initiatives and/or challenges.

Updates were given on business activity, initiatives, and challenges. No action taken.

j. General Updates

i. Upcoming Events

- September 26, 2024 – 8:30 am - JCEDC/ThriveED Executive Committee Meeting
- October 10, 2024, 8:00 am – ThriveED Annual Meeting
- November 6, 2024 – Conversations with ThriveED – Location TBD
- April 30-May 1, 2025 – Wisconsin Rural Partners Annual Summit -Fort Atkinson

IX. Adjournment

There being no further business to come before the JCEDC or ThriveED board for consideration at this time Schroeder/Salas moved to adjourn. The meeting adjourned at 9:51 am.

Minutes prepared by:

RoxAnne L. Witte

Program Specialist, Jefferson County Economic Development Consortium