

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 Mark Groose, County Supervisor Karl Zaring

Board Members – ThriveED

David Schroeder, Kevin Kaufman, Casey Malesevich, Tom Dehnert, Scott Lausten, Don Lunak, Sr., Karie Martin, 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, Kyle Ellefson - Village of Johnson Creek, County Supervisor Bruce Degner, County Supervisor Amanda Truax, County Supervisor Karl Zaring
- ThriveED Board Members Present
Tina Crave, Tom Dehnert, Kevin Kaufman, Casey Malesevich, Andy Nelson, Kevin Paynter, Nate Salas, Rebecca Houseman, Everett Butzine, Shawna Marquardt, Ben Wehmeier, Scott Lausten, Don Lunak, Josiah Gamroth, James Nelson, Elizabeth Thelen, Matt Krogman, Stewart Wangard
- Staff Present: Julie Olver, Deb Reinbold, RoxAnne Witte
- Others Present: Mason Becker, John Donahue, Chief Deputy Hunter

III. Tina Crave and Brian Armstrong were thanked for their many years of service to the ThriveED Board of Directors.

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

Staff certified compliance for the agenda dated December 19, 2024.

V. **Approval of Agenda**

Dehnert/Salas moved to approve the agenda as presented. Motion passed.

VI. **Approval of Minutes**

Zarling/Nelson moved to approve August 22, 2024 JCEDC & ThriveED minutes as printed. Motion passed.

VII. **Public Comments – None**

VIII. **Election of ThriveED Officers for 2025.**

Paynter/Wehneier moved to approve the following slate of officers for ThriveED – Chairman – Kevin Kaufman, Vice Chairman – Nate Salas, Secretary/Treasurer – Tom Dehnert. Motion passed.

IX. **JCEDC/ThriveED Reports**

a. **Staffing Update**

Emily Clavette was introduced as the new Financial Partnership Manager.

With the addition of the Financial Empower Center to Jefferson County and the need to get additional county staff HUD certified Witte will be transitioning over to the Economic Support Department for Jefferson County and continue the homebuyer/rehab programs through that department.

b. **Discussion Regarding Strategic Plan Update**

Reinbold presented the results from the Strategic Plan Update Session. Discussion was held on the four general topics and how this work will impact JCEDC/ThriveED going forward.

c. **Discussion of Milwaukee 7 (M7) Partnership.**

Discussion was held on the partnership that JCEDC/ThriveED will be forming with M7. Going forward JCEDC/ThriveED will be working with both M7 and MadREP regarding economic development/support in Jefferson County.

d. **Discussion and Approval of continuation of Michael Best Strategies Contract**

Dehnert/Zarling to approve extending the contract with Michael Best Strategies for 6 months at a rate of \$5,000 per

month. Motion passed.

- e. **Discussion and Approval of Finance Reports for JCEDC**
Houseman/Zinert moved to approve the finance reports for Jefferson County Economic Development as printed. Motion passed.
- f. **Discussion and Approval of Finance Reports for ThriveED**
Wehmeier/Paynter moved to approve the finance reports for ThriveED as printed. Motion passed.
- g. **Discussion – JCEDC 2025 Budget**
An updated JCEDC 2025 budget which included final numbers for payroll and WI Department of Administration (DOA) population numbers for Jefferson County was distributed to the board. No action was taken.
- h. **Discussion and Approval of ThriveED 2025 Budget**
Dehnert/Wehmeier moved to approve the ThriveED 2025 Budget as presented. Motion passed.
- i. **Thriving Business**
 - i. **Presentation: Opportunity Pipeline**
Reinbold gave an update on projects in the Opportunity Pipeline. No action was taken.
- j. **Diverse Housing**
 - i. **Report: HUD Audit**
Reinbold reported that we passed the HUD audit, and our certification has been extended until January 28, 2028. No action was taken.
 - ii. **Report: Jefferson County Housing Counseling**
Prepurchase – Witte updated the board on the homebuyer activity for the year. No action was taken.
Rehab – Witte updated the board on the City of Watertown's rehab program. No action was taken.
 - iii. **Report: Live Local Development Fund (LLDF)**
Reinbold and Clavette updated the board on meetings that are being held with potential investors and applications that have been received to date. No action taken.
- h. **Activated Workforce**
 - i. **Report – JCHRNA Pinnacle Award**
Reinbold update the board on the award that Jefferson County recently received for the Kikkoman Project at the Mid-America EDC Competitive Conference in Ohio. No action was taken.
- i. **Trust & Partnership**
 - i. **Report: Recent Presentations**
Presentations given to Jefferson and Fort Atkinson Rotary Clubs, Cordia Energy, WEDA Best Practices Conference – Attraction Panel, WI Real Estate & Economic Outlook Conference – Housing Panel, and Watertown Plan Commission. No action was 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 was 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 was taken.
- j. **General Updates**
 - i. **Upcoming Events**
 - February 12, 2025 – Conversations with ThriveED
 - April 16, 2025 – Biz Times – Madwaukee 2050
 - April 30-May 1, 2025 – Wisconsin Rural Partners Annual Summit -Fort Atkinson

X. Adjournment

There being no further business to come before the JCEDC or ThriveED board for consideration at this time Dehnert/Salas moved to adjourn. The meeting adjourned at 10:10 am.

Minutes prepared by:
RoxAnne L. Witte
Program Specialist, Jefferson County Economic Development Consortium