

Zoom Link <https://us06web.zoom.us/j/87171937419?pwd=n00k87NLJJzdgJPVc2JbmS3ejrtMVM>
Meeting ID: 871 7193 7419
Passcode: 826702

Board Members - JCEDC

Rebecca Houseman - City of Fort Atkinson, Drake Daily– City of Lake Mills, Timothy Freitag – City of Jefferson, Jeanne Ritter– City of Waterloo, Mason Becker – City of Watertown, Taylor Zinert– 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 Goose, County Supervisor Karl Zarling

Board Members – ThriveED

Kevin Kaufman, Nate Salas, Tom Dehnert, Matt Krogman, Scott Lausten, Don Lunak, Casey Malesevich, Matt Mauthe, Kyle Neitzel, Andy Nelson, Jim Nelson, Kevin Paynter, David Schroeder, Stewart Wangard, Josiah Gamroth, Rebecca Houseman, Elizabeth Thelen, Kelly Karpinski, Richard Keddington, Shawana Marquardt, Ben Wehmeier, Michael Luckey

- I. **Call to Order** - Meeting called to order at 8:45 am
- II. **Roll Call – Quorum Established**
 - JCEDC Board Members Present:
Rebecca Houseman - City of Fort Atkinson, Jeanne Ritter– City of Waterloo, Mason Becker – City of Watertown, Taylor Zinert – City of Whitewater, Village of Palmyra – Kathy Weis, Supervisor Bruce Degner, County Supervisor Karl Zarling
 - ThriveED Board Members Present
Kevin Kaufman, Nate Salas, Tom Dehnert, Josiah Gamroth, Matt Krogman, Scott Lausten, Casey Malesevich, Andy Nelson, Jim Nelson, Kevin Paynter, Stewart Wangard, Rebecca Houseman, Elizabeth Thelen, Shawna Marquardt, Ben Wehmeier, Everett Butzine, Michael Luckey
 - Staff Present: Emily Clavette, Julie Olver, Deb Reinbold, RoxAnne Witte
 - Others Present: Mayor McFarland, May Quimby, John Donahue, Chief Deputy Hunter, Brian Udovich
- III. **Certification of compliance with Open Meeting Law Requirements**
Staff certified compliance for the agenda dated February 27, 2025.
- IV. **Approval of Agenda**
Wehmeier/Salas moved to approve the agenda as presented. Motion passed.
- V. **Approval of Minutes**
Wehmeier/Thelen moved to approve December 19, 2025 JCEDC & ThriveED minutes as printed. Motion passed.
- VI. **Public Comments – None**
- VII. **Election of JCEDC Vice Chair**
Postponed to April 24, 2025 JCEDC/ThriveED Board of Directors Meeting. No action taken.
- VIII. **Discussion and Possible action – Create a ThriveED Board Seat for MadREP**
Wehmeier/Salas moved to create a board seat for MadREP on the ThriveED board of directors. Motion passed.
- IX. **JCEDC/ThriveED Reports**
 - a. **Staffing Update**
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 and Approval of Finance Reports for JCEDC**
January 31, 2025 JCEDC Finance Reports will be placed on file as presented.
 - c. **Discussion and Approve of Finance Reports for Thrive ED**
Discussion was held on the need to switch from cash-based accounting to an accrual-based method. A. Nelson/Salas moved to approve the January 31, 2025 ThriveED Finance Reports as presented. Motion passed.
 - d. **Discussion Regarding Strategic Plan Update**
Reinbold shared the results of the update on the Strategic Plan for 2025. No action taken.
 - e. **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. No action taken.
 - f. **Waukesha County Center for Growth**
A discussion was held regarding potential collaboration with the Waukesha County Center for Growth to support and expand

housing initiatives in Jefferson County. Reinbold informed the board that representatives from the Center will be providing a presentation at the next Housing Committee meeting. The presentation will focus on their housing-related activities and initiatives in Waukesha County, with the goal of identifying potential opportunities for partnership and knowledge sharing. No action taken.

g. Report: Michael Best Strategies

Reinbold and Luckey provided the board with an update on ongoing activities and engagements with Michael Best Strategies. No action taken.

h. Thriving Business

i. Presentation: Opportunity Pipeline

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

ii. Report: Wetland Permitting

Reinbold updated the board on the contract with Sigma regarding wetland permitting. No action taken.

i. Diverse Housing

i. Report: Housing Committee

Zarling reported that Waukesha County Center for Growth will be giving a presentation at the March 7, 2025 Housing Committee meeting. No action taken.

ii. Report: Tracy Cross Market Study

Reinbold reported that they are completing the study and we should have a report by mid- March. No action taken.

iii. Report: Live Local development Fund (LLDF)

Clavette updated the board on the LLDF program, noting that two active projects have been approved, others are currently under negotiation, and efforts to recruit additional investors are ongoing. No action taken.

j Activated Workforce

i. Kikkoman Recruiting

Reinbold updated the board on the Kikkoman recruiting activities with Madison College and the Workforce Development. No action taken.

k. Trust & Partnership

i. Discussion: Biz Times Media – Jefferson County “Ovation” Awards

A discussion was held regarding hosting an Ovation Awards event for Jefferson County and the details involved. Further discussions will continue, and Reinbold will provide an update to the board. No action taken.

ii. Report – Jefferson County Administrator Search

Reinbold reported that four candidates are moving forward for final interviews. No action taken.

iii. Report: Recent Presentations /Community Involvement

Staff attended the following meetings and gave presentations as requested – NAIOP Wisconsin Public Policy Committee, Fort Atkinson Chamber Annual Dinner, Chambers – Business Over Breakfast, Jefferson Chamber Annual Dinner, Whitewater City Council Presentation, Maranatha Leadership Breakfast Presentation, visit Legislators at the Capital. No action was taken.

iv. 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.

v. 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.

l. General Updates

i. Upcoming Events

- March 12, 2025 Rescheduled Conversations with ThriveED
- April 3, 2025 – Education Session – Legislative Update with Bill McCoshen of Michael Best Strategies
- April 16, 2025 – Biz Times – Madwaukee 2050
- April 29 – May 17, 2025 (Tuesday, Wednesday, Thursday, Saturday) Habitat for Humanity Women Build
- 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 Thelen/Salas moved to adjourn. The meeting adjourned at 10:02 am.

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