

**Jefferson County Economic Development Consortium (JCEDC) and ThriveED**

**Board of Directors Meeting**

**April 24, 2025 – Meeting held in person and via Zoom.**

**Approved 6/12/2025**

Meeting ID: 227 981 626 369 6

Passcode: uU3qU7UL

**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, Emily McFarland-- 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 Truaz, County Supervisor Karl Zarling

**Board Members – ThriveED**

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

- I. **Call to Order** - Meeting called to order at 8:35 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, Emily McFarland – City of Whitewater, Kyle Ellefson – Village of Johnson Creek, County Supervisor Bruce Degner, County Supervisor Amanda Truaz, County Supervisor Karl Zarling
  - ThriveED Board Members Present  
Kevin Kaufman, Tom Dehnert, Matt Krogman, Scott Lausten, Don Lunak, Casey Malesevich, Matt Mauthe, Kyle Neitzel, Jim Nelson, Kevin Paynter, Matt Moroney, Rebecca Houseman, Elizabeth Thelen, Shawna Marquardt, Ben Wehmeier, Michael Luckey
  - Staff Present: Emily Clavette, Julie Olver, Deb Reinbold, RoxAnne Witte
  - Others Present: Chief Deputy Hunter, Brian Udovich, Greg Loos, David Werning, Chris Siepmann, Chris Tiedeman, Erick Burns, Jason Scott, John Siepmann
- III. **Certification of compliance with Open Meeting Law Requirements**  
Staff certified compliance with the Open Meetings Law Requirements.
- IV. **Approval of Agenda**  
Opportunity Pipeline Presentation was removed from the agenda.
- V. **Approval of Minutes**  
Wehmeier/McFarland moved to approve February 27, 2025 JCEDC & ThriveED minutes as printed. Motion passed.
- VI. **Public Comments – None**
- VII. **Election of JCEDC Vice Chair**  
McFarland/Wehmeier moved to nominate Mason Becke to serve as the JCEDC Vice Chairman. Nominations closed. Unanimous vote was cast for Mason Becker as Vice Chairman of JCEDC.
- VIII. **Presentation – Greater Jefferson County Housing Market Study – Erik Doesching, Tracy Cross & Associates.**  
Doesching have a slide presentation on the preliminary results of the study. Discussion was held on the findings. The final result will be sent to Reinbold once it is complete.
- IX. **JCEDC/ThriveED Reports**
  - a. **Administration**
    - i. **Finances**
      1. Discussion and Approval of Finance Reports for JCEDC  
Becker/McFarland moved to approve the JCEDC Finance Report as presented. Motion passed.
      2. Discussion and Approve of Finance Reports for Thrive ED  
March 31, 2025 Glacial Heritage Development Partnership dba ThriveED Finance Reports will be placed on file as presented.
    - ii. **Report – Policies & Procedures**  
Discussion was held on the need to have a Policies & Procedures Manual for the Live Local Development Fund (LLDF). Policy will be presented to the finance committee once complete and forward to executive committee for final approval. No action taken.
    - iii. **Report: InVantage Session**  
Reinbold updated the board on their last session with InVantage. No action taken.
  - b. **Thriving Business**

- i. Report – Meeting with Office of Commission of Railroads  
Reinbold updated the board on the meetings that are being set up with the Commissioner. No action taken.
- c. **Diverse Housing**
  - i. **Report – Housing Committee**  
Zarling updated the board on the presentation that the committee received from Waukesha County Business Alliance.
  - ii. **Report – Housing Survey**  
Reinbold updated the board on a survey that that is being developed in partnership with the Greater Watertown Community Health Foundation on housing. No action taken.
  - iii. **Report Live Local Development Fund (LLDF)**  
Clavette reported that all lines of credit and contracts have been set up; the committee continues to see new investors; and they hope to close on the first loan in the next 30 days. No action taken.
- d. **Activated Workforce**  
Staff recently toured the Jefferson High School facilities. No action taken.
- e. **Trust & Partnerships**
  - i. Staff attended the following meetings and gave presentations as requested – Watertown Chamber Annual Dinner, Walworth Count EDC, Waukesha County Business Alliance WEDA Legislative Day, Habitat for Humanity groundbreaking in Fort Atkinson, Madwaukee 2050, Upswing Radio Show, MadRep event. 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 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.
- f. **General Updates**
  - i. **Upcoming Events**  
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  
May 7, 2024 – Waukesha County Business Alliance Housing Summit  
May 14, 2025 – Conversations with ThriveED, 4 – 5:30pm – Location to be determined  
June 12, 2025 – JCEDC/ThriveED Board of Directors Meeting  
June 13, 2025 – Habitat for Humanity Gala, 6-8pm – Domenica Park, Waukesha  
June 17, 2025 – Presentation to Watertown Common Council
- g. **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