



July 09, 2014, 8:30 a.m.

864 Collins Road, Room 12, Jefferson

JCEDC BOARD AGENDA

Board Members

Chairman: John David – City of Watertown

Timothy Freitag – City of Jefferson, Steve Wilke – City of Lake Mills, Mark Johnsrud - Village of Johnson Creek, Mo Hanson – City of Waterloo, Cameron Clapper – City of Whitewater, Matt Trebatoski – City of Fort Atkinson, Augie Tietz – County Supervisor, Jim Mode – County Supervisor, Glen Borland – County Supervisor

- I. Call to Order
- II. Roll Call (Establish a quorum)
- III. Certification of Compliance with Open Meeting Laws
- IV. Approval of Minutes - June, 2014 *#
- V. Citizens' Comments
- VI. JCEDC Finance Report - June, 2014 *#
- VII. General Orders
 - A. External Committee Reports
 - 1. Glacial Heritage Area
 - 2. Jefferson County Tourism Council
 - 3. Wisconsin River Rail Transit Commission
 - B. Director's Report #
 - 1. Synchronist Business Retention Platform *#
- VIII. Special Orders
 - A. Approve 2015 JCEDC Budget *#
- IX. Citizens' Comments
- X. New Business
 - A. Long-term Strategic Discussion for JCEDC #
 - B. Future Agenda Items
 - C. Upcoming Meetings/Seminars
- XI. Adjournment

The JCEDC Board of Directors may discuss and/or take action on any item specifically listed on the agenda.

**** Indicates a vote will be taken. # Indicates a document is enclosed.***

***** Individuals requiring special accommodations for attendance at the meeting should contact the County Administrator at 920-674-7101 24-hours prior to the meeting so appropriate arrangements can be made.***



Board Action Form

Action

Presentation

Future Review

Date:

July 9, 2014

Point of Contact:

Watertown Mayor John David
JCEDC Board Chairman

Agenda Item:

IV

Respective Issue:

Motion to approve June, 2014 Minutes.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



Jefferson County Economic Development Consortium BOARD MINUTES

June 11, 2014

Meeting called to order at 8:30 am.

Board members present: Supervisors Augie Tietz, Glen Borland, Jim Mode; John David – City of Watertown; Steve Wilke – City of Lake Mills; Mo Hansen – City of Waterloo; Mark Johnsrud – Village of Johnson Creek

Others Present: County Administrator Ben Wehmeier, Tina Reese – AEG, Leigh Price -JCTC, Lynn Forseth - Madison College, Rob Klotz - Jefferson County Zoning, Andy Erdmann - Jefferson County Land Information, Jennifer Bakke - Madison College, Jeanette Petts - Community Action Coalition, Mary Gage - WEDC, Professor Steve Grabow - UW Extension, Catherine Kleiber –Agricultural representative, Executive Director Genevieve Borich, Administrative Assistant RoxAnne Witte

Certification of compliance with Open Meeting Law Requirements

R. Witte certified compliance for the agenda dated June 11, 2014.

Minutes

Johnsrud/Hansen moved to approve minutes of the May 14, 2014 JCEDC Board of Directors as submitted. Motion Carried.

Citizen Comments

Request for all to turn off cell phones and tablets.

JCEDC Finance Report

Tietz/Wilke moved to approve the May 31, 2014 JCEDC Finance Report as submitted. Motion Carried.

External Committee Reports

1. Glacial Heritage Area –
 - A.Tietz updated the board on the status of:
 - a. Watertown – Waterloo trail – looks like this will be a 2015 project.
 - b. Holzhueter property and the Watertown Outboarders property – currently working with DNR.
2. Inter-county Coordinating Committee: Rail
G.Borich updated the board on the presentation by Steve Dillar on rail/highways and how we relate to the areas around us. A Transportation Workgroup meeting will be scheduled for sometime in July to work on these issues.
3. Wisconsin River Rail Transit Commission –
M. Hansen updated the board on the recent commission meeting they attended.
Jefferson County needs to formulate county wide strategies that can be presented to the commission to make sure that Jefferson County is included in future projects.

Director's Report

1. G. Borich submitted her directors' report on projects/activities that she has been working on the past month.

2. LOIS EcoDev Platform – Motion by Tietz/Wilke to subscribe to the EcoDev software platform through Lois for a cost of \$1,165.00 per year for the next three years. Motion Carried.
3. R. Witte reported that program is on track for 2014. Through May 57 families have attending the introduction seminar and 15 families have closed on their homes.

Special Orders –

- A. Presentation on Brownfields Assessment and Grant Update –
Tina Reese from Avanti Environmental Group gave a presentation on the Brownfield award that Jefferson County has received and what our next steps need to be.
- B. IGA Review: Non-Voting Board Member Policy.
Motion by Wilke/Hansen to approve JCEDC Policy –Section 1.1 Non-Voting Board Member Policy of the Jefferson County Economic Development Consortium. Motion Carried
- C. IGA Review: Annual Review Policy
Motion by Tietz/Mode to approve JCEDC Policy – Section 1.2 Review of JCEDC Intergovernmental Agreement. Motion Carried.
- D. IGA Review: Citizen Comment
Motion by Wilke/Borland to approve JCEDC Policy – Section 1.3 Citizen Comment Policy. Motion Carried.

Citizens Comments –

Katherine Kleiber requested that the board reconsider the Non-Voting Member Policy.

New Business

- A. Future Agenda Items –
 1. Budget
 2. Synchronist Interview Program
- B. Upcoming Meetings/Seminars –
 1. JCEDC Board of Directors, July 9, 2014 8:30 am, 864 Collins Rd, Rm 12, Jefferson, WI

Adjournment

There being no further business for consideration, motion by Hansen/Mode to adjourn. Motion carried.
Meeting adjourned at 9:30 am.

Respectfully submitted,
RoxAnne Witte, Recording Secretary



Board Action Form

Action

Presentation

Future Review

Date: July 9, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VI

Respective Issue: Motion to approve June, 2014 Finance Report.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

Jefferson County Economic Development Consortium
Financial Statement: June 30, 2014

	*June	YTD Estimated	YTD Budget	Pct YTD Budget	Adjusted 2014 Budget
Income					
2013 Home Buyer Counseling	-	1,300.00	-	-	-
2014 Home Buyer Counseling	6,500.00	9,600.00	10,000.00	96%	10,000.00
Jefferson County	-	83,857.00	83,857.00	100%	83,857.00
Fort Atkinson	-	12,367.00	12,367.00	100%	12,367.00
Jefferson	-	7,926.00	7,926.00	100%	7,926.00
Johnson Creek	-	2,818.00	2,818.00	100%	2,818.00
Lake Mills	-	5,748.00	5,748.00	100%	5,748.00
Waterloo	-	3,321.00	3,321.00	100%	3,321.00
Watertown	-	15,428.00	15,428.00	100%	15,428.00
Whitewater	-	1,593.00	1,593.00	100%	1,593.00
Transfer from Reserve - Rail & Econ Services	-	24,000.00	24,000.00	100%	24,000.00
Transfers & Other Financing Sources	-	-	214.00	0%	214.00
TOTAL INCOME	\$ 6,500.00	167,958.00	\$ 167,272.00	100%	\$ 167,272.00
Expenses					
511110 Salary-Permanent Regular	5,830.60	23262.86	38,893.50	60%	77,787.00
511210 Wages-Regular	1,977.65	10440.80	8,674.00	120%	17,348.00
511330 Wages-Longevity Pay	0.00	0.00	75.00	0%	150.00
512141 Social Security	696.48	2860.31	3,620.50	79%	7,241.00
512142 Retirement (Employer)	617.40	2547.39	3,335.00	76%	6,670.00
512144 Health Insurance	1,443.64	8991.27	8,770.50	103%	17,541.00
512145 Life Insurance	2.16	10.06	42.50	24%	85.00
512173 Dental Insurance	13.58	291.89	540.00	54%	1,080.00
521229 Recruitment Related	-	2411.56	-	-	-
529305 Web Page	-	11.26	-	-	-
531298 United Parcel Service UPS	-	0.00	25.00	0%	50.00
531301 Office Equipment	-	148.72	200.00	74%	200.00
531303 Computer Equipment/Software	162.93	3028.42	100.00	3028%	100.00
531311 Postage	5.00	34.74	210.00	17%	210.00
531312 Office Supplies	103.63	637.46	600.00	106%	600.00
531313 Printing & Duplicating	10.00	10.00	30.00	33%	30.00
531322 Subscription	154.20	253.95	10,400.00	2%	10,400.00
531324 Membership Dues	-	815.00	425.00	192%	425.00
531326 Advertising	-	331.20	-	-	-
532325 Registration	-	0.00	400.00	0%	400.00
532332 Mileage	150.00	491.38	2,715.00	18%	2,715.00
532334 Commercial Travel	-	401.49	550.00	73%	550.00
532335 Meals	37.11	174.51	746.00	23%	746.00
532336 Lodging	-	0.00	300.00	0%	300.00
532339 Other Travel & Tolls	-	0.00	100.00	0%	100.00
532350 Training Materials	100.00	398.38	500.00	80%	500.00
533225 Telephone/IP Telephone	27.22	152.88	210.00	73%	420.00
533236 Wireless Internet	82.75	265.06	-	-	-
535242 Maintain Machinery & Equipment	-	0.00	510.00	0%	510.00
571004 IP Telephony Allocation	28.83	172.98	173.00	100%	346.00
571007 MIS Direct Charge	2,097.08	2097.08	-	-	-
571009 MIS PC Group Allocation	436.50	2619.00	2,619.00	100%	5,238.00
571010 MIS Systems Group Allocation	87.75	526.50	526.50	100%	1,053.00
591519 Other Insurance	39.02	234.12	280.00	84%	560.00
593413 Wisconsin River Rail Transit Comm	-	14000.00	14,000.00	100%	14,000.00
TOTAL EXPENSES	\$ 14,103.53	\$ 77,620.27	\$ 99,570.50	78%	\$ 167,355.00

**Note these numbers are estimates*

**Jefferson County Economic Development Consortium
Projected End-of-Year Budgetary Estimates**

	<u>2014 Projected*</u> <u>Close</u>	<u>Pct YTD</u> <u>Budget</u>	<u>2014 Adjusted</u> <u>Budget</u>
<i>Income</i>			
EAP Flood Recovery Admin	8,400.00	-	-
2014 Home Buyer Counseling	11,000.00	110%	10,000.00
Jefferson County	83,857.00	100%	83,857.00
Fort Atkinson	12,367.00	100%	12,367.00
Jefferson	7,926.00	100%	7,926.00
Johnson Creek	2,818.00	100%	2,818.00
Lake Mills	5,748.00	100%	5,748.00
Waterloo	3,321.00	100%	3,321.00
Watertown	15,428.00	100%	15,428.00
Whitewater	1,593.00	100%	1,593.00
Transfer from Reserve - Rail & Econ Services	24,000.00	100%	24,000.00
Transfers & Other Financing Sources	2,214.00	1035%	214.00
	<hr/>		<hr/>
TOTAL INCOME	\$ 178,672.00	107%	\$ 167,272.00
<i>Expenses</i>			
511110 Salary-Permanent Regular	63,790.30	82%	77,787.00
511210 Wages-Regular	17,348.00	100%	17,348.00
511330 Wages-Longevity Pay	150.00	100%	150.00
512141 Social Security	7,428.66	103%	7,241.00
512142 Retirement (Employer)	6,670.00	100%	6,670.00
512144 Health Insurance	11,694.24	67%	17,541.00
512145 Life Insurance	85.00	100%	85.00
512173 Dental Insurance	336.00	31%	1,080.00
521229 Recruitment Related	2,411.56	-	-
529305 Web Page	11.26	-	-
531298 United Parcel Service UPS	50.00	100%	50.00
531301 Office Equipment	200.00	100%	200.00
531303 Computer Equipment/Software	3,028.42	3028%	100.00
531311 Postage	150.00	71%	210.00
531312 Office Supplies	1,000.00	167%	600.00
531313 Printing & Duplicating	30.00	100%	30.00
531322 Subscription	9,082.00	87%	10,400.00
531324 Membership Dues	815.00	192%	425.00
531326 Advertising	-	-	-
532325 Registration	400.00	100%	400.00
532332 Mileage	1,500.00	55%	2,715.00
532334 Commercial Travel	550.00	100%	550.00
532335 Meals	500.00	67%	746.00
532336 Lodging	300.00	100%	300.00
532339 Other Travel & Tolls	100.00	100%	100.00
532350 Training Materials	500.00	100%	500.00
533225 Telephone/IP Telephone	420.00	100%	420.00
533236 Wireless Internet	993.00	-	-
535242 Maintain Machinery & Equipment	600.00	118%	510.00
571004 IP Telephony Allocation	346.00	100%	346.00
571007 MIS Direct Charge	2,097.08	-	-
571009 MIS PC Group Allocation	5,238.00	100%	5,238.00
571010 MIS Systems Group Allocation	1,053.00	100%	1,053.00
591519 Other Insurance	560.00	100%	560.00
593413 Wisconsin River Rail Transit Comm	14,000.00	100%	14,000.00
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TOTAL EXPENSES	\$ 153,437.52	92%	\$ 167,355.00

**Note these numbers are estimates*



Board Action Form

Action

Presentation

Future Review

Date: July 9, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VII.B

Respective Issue: Presentation of July, 2014 Director's Report.



JCEDC DIRECTOR'S REPORT

July 9th, 2014

JCEDC ADMINISTRATIVE SUMMARY

Enclosed is the JCEDC Director's Report for July, 2014. Included within this document are a summary of JCEDC's work centered around the five areas of the organization's focus: Communication, Marketing, Workforce Development, Supporting a Positive Business Climate, and Facilitation and Coordination. For the remainder of 2014, the JCEDC Board and its staff look to continue to grow collaborations with economic development partners and the County's communities focused on work within these five core areas.

Key Recommendation: Implement Synchronist Business Retention Program

After review of options available for platforms and programs for the implementation of a county-wide business retention interview program, it is recommended the JCEDC subscribe to the Synchronist Suite Program and Software package.

This package, an economic development industry standard, is an interview program and software package for surveying local primary employers as well as convention/retail/tourism/local service employers. MadREP and M7 both use this service and several local economic development partners (WEDO, Chambers) have either expressed a need and interest in partaking or expressed their intent to work with this program.

The overall goal of the Synchronist program is to find out what challenges face our existing businesses in Jefferson County as well as streamline JCEDC's efforts to most effectively aid our local employers. See attached supplement on more details about the platform - including a quote for the service.

The Synchronist platform aids EDO's to effectively:

1. Manage an EDO's business relationships (including red and green flags to their operations and growth goals) via conducting business retention visits
2. Evaluate business impacts (value, growth, risk, and satisfaction) and trends among local industry sectors and the economy overall
3. Track prospects, existing firm expansions,

and/or startup business projects each with project specific teams

4. Coordinate service delivery to existing firms
5. Report findings, status, activity preformatted reports

Upcoming Focus

Staff have scheduled community visits in July and August with local municipalities to:

1. Share the 2013 JCEDC Annual Report
2. Share economic development resources at hand for JCEDC's partners
3. Meet with city staff to discuss key economic development challenges and opportunities for community, touch base on setting up quarterly presentations to the Council with a JCEDC update (ie success stories, local municipal data update, etc), and talk about resources at hand (ie state of TIF, RLF) for economic development
4. Tour of community by driving by key businesses, industrial sites, and properties and infrastructure needed development
5. Meet with Chamber staff to tour the office, have an introduction to their programs, discuss health of local retail and business climate, overview current activities to network with local business leaders, and set up a quarterly meetings with community leaders on the state of the economy and networking with the business community

In addition, staff are looking to finish and launch the new JCEDC website and announce the new site with the first edition of the JCEDC e-newsletter. Staff are also working to schedule in August the first meetings of the new JCEDC Primary Employment and Small Business/Entrepreneurship/Downtown Working Groups. The primary focus of the initial meeting is discussing goals and coordination of both the primary employer and retail/downtown business retention interview programs. Invitations will be extended to the newly appointed non-voting JCEDC board members to the August JCEDC

board meeting. A meeting has been set to explore the development of a county-wide transportation and infrastructure strategic plan for later in July. Finally, staff are meeting in July with U-W Extension research staff to develop a research agenda and align this with the eventual online data commons.

FOCUS AREA 1: COMMUNICATION

Work Accomplished

- Set up meetings with local communities (see above detail)
- Set up numerous meetings with other local leaders including workforce
- Provided announcements of key events, data releases, grants, and other funding opportunities
- Spent day with the State of Wisconsin's government legislative affairs presenting key initiatives for Jefferson County including an introduction to a major business attraction project underway, regionalism, the growth of the Glacial Heritage Area as an economic asset, strengths of local programs at Madison College, and the challenges of the region with broadband development
- Attended event at the U-W Whitewater's Innovation Center announcing investment in key startup businesses

FOCUS AREA 2: MARKETING OF JEFFERSON COUNTY

Work Accomplished

- Continue to serve in an ex-officio capacity on the Jefferson County Tourism Council
- Working with an ad-hoc tourism committee to develop a plan to implement the JEM county-wide branding strategy as well as analyze data on where visitors are coming from to the county through website analytics and hotel patronage. Goals of group are:
 - Coordinating a committee of key local representatives finalize a county-wide branding positioning statement
 - Assist the committee in overseeing a competition to develop a brand around the positioning statement (i.e. logo, graphics, tag lines, etc)
 - Ask key tourism partners in the county to work together on planning a county-wide event to celebrate the launch of the new brand
- Working on finalizing JCEDC website

- Working with a local group to develop advanced research for a marketing campaign on the benefits of the group's business attraction project

FOCUS AREA 3: SUPPORTING A POSITIVE BUSINESS CLIMATE & WORKFORCE DEVELOPMENT

Work Accomplished

- Finalizing work plan and contract with the EPA for the recently awarded brownfields grant
- Working to build a continuously up-to-date database of commercial and industrial properties available (both buildings and sites) to market through both LOIS and Locate in Wisconsin as well as local agencies websites'
- Setting up Eco-Dev platform for local economic development partners to project manage business retention/expansion/attraction projects in a confidential online space
- Begun developing a GIS database with the NETS dataset - this is a geocoded database of each business within the county with 20-year history on ownership, sales, employee count, etc by industry. Initial assessment is to build a comprehensive, accurate database of the largest businesses in the county so that we may initially target these companies for the business retention interview program.
- Started utilizing IMPlan software that affords staff to do detailed economic modeling for business attraction, expansion, and other key economic events. Software uses Jefferson County-centric data and is customizable based on events desired to be modeled. Economic impact analysis reports available for JCEDC partners as well.

FOCUS AREA 4: FACILITATION AND COORDINATION

Work Accomplished

- Engaged several communities with business attraction/expansion requests
- Continue to assist with implementation of AdvanceNow, the Greater Madison Region's Comprehensive Economic Development Strategy (CEDS) and partner with MADREP on various activities
- Serve as support and as a liaison to local planning and economic development staff and local leaders



Board Action Form

Action Presentation Future Review

Date: July 9, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VII.B.1

Respective Issue: It is recommended the JCEDC subscribe to the Synchronist Suite Program's PRIME and CRTS platforms for a three-year contract of \$ \$4,867/yr. Staff will explore interest in the program within the County as well as potential funding partners.

This package, an economic development industry standard, is an interview program and software package for surveying local primary employers as well as convention/retail/tourism/local service employers. MadREP and M7 both use this service and several local economic development partners (WEDO, Chambers) have either expressed a need and interest in partaking or expressed their intent to work with this program. The overall goal of the Synchronist program is to find out what challenges face our existing businesses in Jefferson County as well as streamline JCEDC's efforts to most effectively aid our local employers.

Due to savings in staffing expenditures and creating the website in-house, purchasing the Synchronist program would still keep the JCEDC 2014 budget under total approved expenditures for the year.

Action Taken:

- Motion Carried
- Not Carried / Denied
- Amended As Follows:

Synchronist licenses are one-time fees. There are no seat licenses to add additional operating costs. After the initial investment, an annual update fee covers software upgrades, maintenance, training, support, and data back-up. Update fee begins in year 2.

The following schedule shows the 3-year operating cost as well as license/update fees for licenses discussed. This is the maximum cost if all licenses are acquired immediately. Consolidation of businesses processes in Synchronist will frequently allow savings over multiple, independent platforms.

License Fees	Year 1	Year 2	Year 3	Average Annual Cost 3-Year
CRM (Integrated with 1st license)	NA	NA	NA	
PRIME License (1st license)	\$5,900	0	0	
CRTS License (2nd license)	3,600			
Total License Fees*	\$9,500	0	0	\$3,167
Annual Update, Maintenance, Support				
CRM	NA	NA	NA	
1st License (PRIME)	NA	\$1,750	\$1,750	
2nd License (CRTS)	NA	800	800	
Total Annual Operating Cost		\$2,550	\$2,550	\$1,700
Total Average 3 Year Purchase/Operating Cost				\$4,867

Licensing Notes
<ul style="list-style-type: none"> ▪ Full Synchronist functionality ▪ * All Synchronist license fees are one-time license fees ▪ No seat licenses and no limit on the number of operators/ users ▪ License and update fees include: all software updates, R&D, maintenance, data management, training, and support. ▪ Operators can be given access to one or more modules by the administrator ▪ Launch includes loading data provided in MS Excel format ▪ The Synchronist System does not require multi-year contracts ▪ This quote is effective for 90 days from the cover date ▪ Additional modules can be added at any time. After the first license, additional license is discounted by 25%. (reflected in quote above)



Board Action Form

Action

Presentation

Future Review

Date: July 9, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VIII.A

Respective Issue: It is recommended the JCEDC Board approve the proposed 2015 organizational annual budget. Items of note in the proposed budget:

- Membership rates will be revised when official population figures from the Census are released in October.
- Income in the amount of \$4,000 is included from the brownfields grant awarded for grant administration and supplies.
- Health care costs increase 160% due to the addition of the Administrative Assistant's newly covered benefits as well as an overall increase of an estimated 8% in costs.
- No new expenditures are included in the budget beyond existing commitments.
- Due to increase personnel costs this year and the \$14,000 membership commitment the Rail Consortium a transfer of \$48,068 is included from the JCEDC reserve.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

Jefferson County Economic Development Consortium
Proposed 2015 Budget

	2014 Projected* Close	2014 Adjusted Budget	2015 Proposed Budget	Percent Difference 2014-2015
Income				
Brownfield Grant Administration	-	-	4,000.00	-
EAP Flood Recovery Admin	8,400.00	-	-	-
2014 Home Buyer Counseling	11,000.00	10,000.00	10,000.00	100.00%
Jefferson County	83,857.00	83,857.00	83,857.00	100.00%
Fort Atkinson	12,367.00	12,367.00	12,367.00	100.00%
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Watertown	15,428.00	15,428.00	15,428.00	100.00%
Whitewater	1,593.00	1,593.00	1,593.00	100.00%
Transfer from Reserve - Rail & Econ Services	24,000.00	24,000.00	48,068.00	200.28%
Transfers & Other Financing Sources	2,214.00	214.00	-	0.00%
TOTAL INCOME	\$ 178,672.00	\$ 167,272.00	\$ 195,126.00	116.65%
Expenses				
511110 Salary-Permanent Regular	63,790.30	77,787.00	85,167.00	109.49%
511210 Wages-Regular	17,348.00	17,348.00	19,159.00	110.44%
511330 Wages-Longevity Pay	150.00	150.00	59.00	39.33%
512141 Social Security	7,428.66	7,241.00	7,922.00	109.40%
512142 Retirement (Employer)	6,670.00	6,670.00	7,203.00	107.99%
512144 Health Insurance	11,694.24	17,541.00	28,138.00	160.41%
512145 Life Insurance	85.00	85.00	29.00	34.12%
512173 Dental Insurance	336.00	1,080.00	1,044.00	96.67%
521229 Recruitment Related	2,411.56	-	-	-
529305 Web Page	11.26	-	200.00	-
531298 United Parcel Service UPS	50.00	50.00	-	0.00%
531301 Office Equipment	200.00	200.00	200.00	100.00%
531303 Computer Equipment/Software	3,028.42	100.00	840.00	840.00%
531311 Postage	150.00	210.00	260.00	123.81%
531312 Office Supplies	1,000.00	600.00	4,000.00	666.67%
531313 Printing & Duplicating	30.00	30.00	30.00	100.00%
531322 Subscription	9,082.00	10,400.00	10,820.00	104.04%
531324 Membership Dues	815.00	425.00	815.00	191.76%
531326 Advertising	-	-	-	-
532325 Registration	400.00	400.00	400.00	100.00%
532332 Mileage	1,500.00	2,715.00	2,000.00	73.66%
532334 Commercial Travel	550.00	550.00	550.00	100.00%
532335 Meals	500.00	746.00	750.00	100.54%
532336 Lodging	300.00	300.00	300.00	100.00%
532339 Other Travel & Tolls	100.00	100.00	100.00	100.00%
532350 Training Materials	500.00	500.00	500.00	100.00%
533225 Telephone/IP Telephone	420.00	420.00	420.00	100.00%
533236 Wireless Internet	993.00	-	1,020.00	-
535242 Maintain Machinery & Equipment	510.00	510.00	850.00	166.67%
571004 IP Telephony Allocation	346.00	346.00	346.00	100.00%
571007 MIS Direct Charge	2097.08	-	-	-
571009 MIS PC Group Allocation	5,238.00	5,238.00	6,359.00	121.40%
571010 MIS Systems Group Allocation	1,053.00	1,053.00	1,162.00	110.35%
591519 Other Insurance	560.00	560.00	483.00	86.25%
593413 Wisconsin River Rail Transit Comm	14,000.00	14,000.00	14,000.00	100.00%
TOTAL EXPENSES	\$ 153,347.52	\$ 167,355.00	\$ 195,126.00	116.59%

**Note these numbers are estimates*



Board Action Form

Action

Presentation

Future Review

Date:

July 9, 2014

Point of Contact:

Genevieve Borich
JCEDC Executive Director

Agenda Item:

X.A

Respective Issue:

Long-term Strategic Discussion for JCEDC

A presentation will be made overviewing JCEDC's financial position through 2018. This will include a summary of a projection of existing income and expenditure commitments and also options for future diversified income and programming.

JCEDC Budget Projection - Retain Status Quo Programming, Resources

Description	Adjusted 2014 Budget	Proposed 2015 Budget	Projected 2016 Budget	Projected 2017 Budget	Projected 2018 Budget
Reserve Transfer	(24,000.00)	(39,464.00)	(41,037.63)	(49,316.11)	(54,049.45)
Grant Administration	(8,400.00)	(14,000.00)	(16,700.00)		
2014 Home Buyer Counseling	(10,000.00)	(10,000.00)	(10,000.00)	(10,000.00)	(10,000.00)
Jefferson County	(83,857.00)	(83,857.00)	(83,857.00)	(83,857.00)	(83,857.00)
Fort Atkinson	(12,367.00)	(12,367.00)	(12,367.00)	(12,367.00)	(12,367.00)
Jefferson	(7,926.00)	(7,926.00)	(7,926.00)	(7,926.00)	(7,926.00)
Johnson Creek	(2,818.00)	(2,818.00)	(2,818.00)	(2,818.00)	(2,818.00)
Lake Mills	(5,748.00)	(5,748.00)	(5,748.00)	(5,748.00)	(5,748.00)
Waterloo	(3,321.00)	(3,321.00)	(3,321.00)	(3,321.00)	(3,321.00)
Watertown	(15,428.00)	(15,428.00)	(15,428.00)	(15,428.00)	(15,428.00)
Whitewater	(1,593.00)	(1,593.00)	(1,593.00)	(1,593.00)	(1,593.00)
Transfers & Other Financing Sources	(2,214.00)				
Revenue Totals	(177,672.00)	(196,522.00)	(200,795.63)	(192,374.11)	(197,107.45)

Description	Adjusted 2014 Budget	Proposed 2015 Budget	Projected 2016 Budget	Projected 2017 Budget	Projected 2018 Budget
Salary-Permanent Regular	63,790.30	85,167.00	87,722.01	90,353.67	93,064.28
Wages-Regular	17,348.00	19,159.00	19,733.77	20,325.78	20,935.56
Wages-Longevity Pay	150.00	59.00	60.77	62.59	64.47
Social Security	7,428.66	7,922.00	8,159.66	8,404.45	8,656.58
Retirement (Employer)	6,670.00	7,203.00	7,419.09	7,641.66	7,870.91
Health Insurance	11,694.24	28,138.00	28,982.14	29,851.60	30,747.15
Life Insurance	85.00	29.00	29.87	30.77	31.69
Dental Insurance	336.00	1,044.00	1,075.32	1,107.58	1,140.81
Recruitment Related	2,411.56	-	-	-	-
Web Page	11.26	-	-	-	-
United Parcel Service UPS	50.00	50.00	50.00	50.00	50.00
Office Equipment	200.00	200.00	200.00	200.00	200.00
Computer Equipment/Software	3,028.42	840.00	840.00	840.00	840.00
Postage	150.00	210.00	210.00	210.00	210.00
Office Supplies	1,000.00	5,500.00	3,400.00	1,500.00	1,500.00
Printing & Duplicating	30.00	30.00	30.00	30.00	30.00
Subscription	9,082.00	10,820.00	7,017.00	900.00	900.00
Membership Dues	425.00	915.00	915.00	915.00	915.00
Advertising	-	-	-	-	-
Registration	400.00	400.00	400.00	400.00	400.00
Mileage	1,500.00	2,000.00	2,715.00	2,715.00	2,715.00
Commercial Travel	550.00	550.00	5,550.00	550.00	550.00
Meals	500.00	746.00	746.00	746.00	746.00
Lodging	300.00	300.00	300.00	300.00	300.00
Other Travel & Tolls	100.00	100.00	100.00	100.00	100.00
Training Materials	500.00	500.00	500.00	500.00	500.00
Telephone/IP Telephone	420.00	420.00	420.00	420.00	420.00
Wireless Internet	993.00	1,020.00	1,020.00	1,020.00	1,020.00
Maintain Machinery & Equipment	510.00	850.00	850.00	850.00	850.00
IP Telephony Allocation	346.00	346.00	346.00	346.00	346.00
MIS Direct Charge	2,097.00	-	-	-	-
MIS PC Group Allocation	5,238.00	6,359.00	6,359.00	6,359.00	6,359.00
MIS Systems Group Allocation	1,053.00	1,162.00	1,162.00	1,162.00	1,162.00
Other Insurance	560.00	483.00	483.00	483.00	483.00
Wisconsin River Rail Transit Comm	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00
Expenditure Totals	152,957.44	196,522.00	200,795.63	192,374.11	197,107.45

Net Operating Cost without Reserve or Rail	(14,714.56)	25,464.00	27,037.63	35,316.11	40,049.45
Adjusted Net Cost with Reserve	(24,714.56)	0.00	0.00	(0.00)	-
OPERATING RESERVE	223,660.00	220,374.56	176,910.56	131,872.93	78,556.83
OPERATING RESERVE SPENT	(24,000.00)	(39,464.00)	(41,037.63)	(49,316.11)	(54,049.45)
COMMITTED VACATION	(4,000.00)	(4,000.00)	(4,000.00)	(4,000.00)	(4,000.00)
Total Business Unit with Remaining Reserve	\$220,374.56	\$176,910.56	\$131,872.93	\$78,556.83	\$20,507.37

JCEDC Budget Projection - \$1.25 Membership Rate and Private Sector Economic Development Fund

**Expanded financial resources will allow for: 2 full-time staff and part-time intern, ability to write more grants, and conduct a professional economic development marketing campaign and outreach program*

Description	Adujsted 2014 Budget	Proposed 2015 Budget	Revised 2016 Budget	Projected 2017 Budget	Projected 2018 Budget
Reserve Transfer	(24,000.00)	(39,464.00)	(11,044.63)		
Grant Administration	(8,400.00)	(14,000.00)	(16,700.00)		
2014 Home Buyer Counseling	(10,000.00)	(10,000.00)	(10,000.00)	(10,000.00)	(10,000.00)
Jefferson County	(83,857.00)	(83,857.00)	(104,821.25)	(104,821.25)	(104,821.25)
Fort Atkinson	(12,367.00)	(12,367.00)	(15,458.75)	(15,458.75)	(15,458.75)
Jefferson	(7,926.00)	(7,926.00)	(9,907.50)	(9,907.50)	(9,907.50)
Johnson Creek	(2,818.00)	(2,818.00)	(3,522.50)	(3,522.50)	(3,522.50)
Lake Mills	(5,748.00)	(5,748.00)	(7,185.00)	(7,185.00)	(7,185.00)
Waterloo	(3,321.00)	(3,321.00)	(4,151.25)	(4,151.25)	(4,151.25)
Watertown	(15,428.00)	(15,428.00)	(19,285.00)	(19,285.00)	(19,285.00)
Whitewater	(1,593.00)	(1,593.00)	(1,991.25)	(1,991.25)	(1,991.25)
Transfers & Other Financing Sources	(2,214.00)				
Private Sector Fund			(75,000.00)	(75,000.00)	(75,000.00)
Revenue Totals	(177,672.00)	(196,522.00)	(279,067.13)	(251,322.50)	(251,322.50)

Description	Adujsted 2014 Budget	Proposed 2015 Budget	Revised 2016 Budget	Projected 2017 Budget	Projected 2018 Budget
Salary-Permanent Regular	63,790.30	85,167.00	87,722.01	90,353.67	93,064.28
Wages-Regular	17,348.00	19,159.00	39,467.54	40,651.57	41,871.11
Wages-Intern			15,000.00	5,000.00	
Wages-Longevity Pay	150.00	59.00	60.77	62.59	64.47
Social Security	7,428.66	7,922.00	8,159.66	8,404.45	8,656.58
Retirement (Employer)	6,670.00	7,203.00	7,419.09	7,641.66	7,870.91
Health Insurance	11,694.24	28,138.00	43,473.21	44,777.41	46,120.73
Life Insurance	85.00	29.00	29.87	30.77	31.69
Dental Insurance	336.00	1,044.00	1,612.98	1,661.37	1,711.21
Recruitment Related	2,411.56	-	-	-	-
Web Page	11.26	-	-	-	-
United Parcel Service UPS	50.00	50.00	50.00	50.00	50.00
Office Equipment	200.00	200.00	5,000.00	200.00	200.00
Computer Equipment/Software	3,028.42	840.00	840.00	840.00	840.00
Professional Services			6,100.00		
Postage	150.00	210.00	210.00	210.00	210.00
Office Supplies	1,000.00	5,500.00	3,400.00	1,500.00	1,500.00
Printing & Duplicating	30.00	30.00	1,000.00	1,000.00	1,000.00
Subscription	9,082.00	10,820.00	7,017.00	900.00	900.00
Membership Dues	425.00	915.00	915.00	915.00	915.00
Advertising	-	-	4,000.00	5,000.00	4,000.00
Registration	400.00	400.00	4,900.00	5,000.00	4,000.00
Mileage	1,500.00	2,000.00	3,000.00	3,000.00	3,000.00
Commercial Travel	550.00	550.00	10,550.00	5,000.00	6,000.00
Meals	500.00	746.00	1,500.00	1,500.00	1,500.00
Lodging	300.00	300.00	1,500.00	1,500.00	1,500.00
Other Travel & Tolls	100.00	100.00	1,000.00	1,000.00	1,000.00
Training Materials	500.00	500.00	500.00	500.00	500.00
Telephone/IP Telephone	420.00	420.00	420.00	420.00	420.00
Wireless Internet	993.00	1,020.00	1,020.00	1,020.00	1,020.00
Maintain Machinery & Equipment	510.00	850.00	850.00	850.00	850.00
IP Telephony Allocation	346.00	346.00	346.00	346.00	346.00
MIS Direct Charge	2,097.00	-	-	-	-
MIS PC Group Allocation	5,238.00	6,359.00	6,359.00	6,359.00	6,359.00
MIS Systems Group Allocation	1,053.00	1,162.00	1,162.00	1,162.00	1,162.00
Other Insurance	560.00	483.00	483.00	483.00	483.00
Wisconsin River Rail Transit Comm	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00
Expenditure Totals	152,957.44	196,522.00	279,067.13	251,338.48	251,145.99

Net Operating Cost without Reserve or Rail	(14,714.56)	25,464.00	(2,955.37)	(13,984.02)	(14,176.51)
Adjusted Net Cost with Reserve	(24,714.56)	0.00	(0.00)	15.98	(176.51)
OPERATING RESERVE	223,660.00	220,374.56	176,910.56	161,865.93	157,881.92
OPERATING RESERVE SPENT	(24,000.00)	(39,464.00)	(11,044.63)	-	-
COMMITTED VACATION	(4,000.00)	(4,000.00)	(4,000.00)	(4,000.00)	(4,000.00)
Total Business Unit with Remaining Reserve	\$220,374.56	\$176,910.56	161,865.93	\$157,881.92	\$153,705.41