



**September 10, 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 - August, 2014 \*#**

#### **V. Citizens' Comments**

#### **VI. JCEDC Reports**

##### **A. Finance Report - August, 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 #**

#### **VIII. Special Orders**

##### **A. Establishment of JCEDC Committee - Branding/Marketing \*#**

##### **B. Discussion of Non-Compete Agreement #**

#### **IX. Citizens' Comments**

#### **X. New Business**

##### **A. Future Agenda Items**

##### **B. 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

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Action

Presentation

Future Review

Date: September 10, 2014

Point of Contact: Watertown Mayor John David  
JCEDC Board Chairman

Agenda Item: IV

Respective Issue: Motion to approve August, 2014 Minutes.

### Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



# Jefferson County Economic Development Consortium BOARD MINUTES

August 13, 2014

Meeting called to order at 8:34 am.

**Board members present:** Supervisors Augie Tietz, Glen Borland; Jim Mode; John David – City of Watertown; Mark Johnsrud – Village of Johnson Creek; Mo Hansen – City of Waterloo; Matt Trebatoski – City of Fort Atkinson;

**Others Present:** County Administrator Ben Wehmeier, Leigh Price- JCTC, Joe Nehmer- Parks, Lynn Forseth – Jefferson Literacy Council, Professor Grabow, Kim Erdmann – WEDO, Gene Dalhoff – Mad Rep, Amy Smith – Daily Union, Benjamin Juarez – Tammy Baldwin’s Office, and LaVern Georgson – Jefferson County, Executive Director Genevieve Borich, and Administrative Assistant RoxAnne Witte

## **Certification of compliance with Open Meeting Law Requirements**

R Witte certified compliance for the agenda dated 8/13/2014

## **Minutes**

Johnsrud/Wilke moved to approve minutes of the July 9, 2014, 2014 JCEDC Board of Directors as submitted.  
Motion Carried.

## **Citizen Comments**

None

## **JCEDC Finance Report June 2014**

Johnsrud/Tietz moved to approve the July 2014 Finance Report as printed. Motion Carried.

## **Special Orders –**

- A. **Resolution for Application for an FY 2015 EPA Brownfields Area-Wide Planning Grant**  
Wilke/Johnsrud to authorize the preparation and filing of an application for EPA FY 2015 Brownfields Area-Wide Planning Grant Application for Jefferson County. Motion Carried Unanimously.
  
- B. **Presentation on Osteopathic Medical College Update**  
Jennifer Kidon DeKrey and Mark Lefebvre updated the board on the progress of the proposed osteopathic college in the City of Jefferson. G Borich gave powerpoint presentation on the preliminary local economic impact analysis.

## **General Orders -**

- A. **External Committee Reports**
  1. **Glacial Heritage Area**

J Nehmer updated the board on the following:

    - Watertown Outboarders Property- looking into options on what the county will do with the site, as funds become available.
    - Bike Paths –The Watertown – Oconomowoc Project and the Watertown – Waterloo project were not funded this year, but will be applied for again next year.
    - Acquisition – Jefferson County has been granted Stewardship funds to park acquisition in Jefferson County.

**DISCLAIMER:** These minutes are uncorrected and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

JCEDC-August 13, 2014

2. **Jefferson County Tourism Council** – L Price reported that the council is currently working on the 2015 guide and looking at ways to promote county wide events and work on developing the county wide branding image.
3. **Wisconsin River Rail Transit Commission** - A Tietz updated the board on the recent meeting they attended and the projects that are being funded by the commission.

**B. Director's Report**

1. G Borich distributed her August 13, 2014 report updating the board on her current activities and projects the staff are currently working on.
2. Eco-Dev Platform Demonstration – G Borich gave a brief demonstration on the program and will be contacting each municipality to set up training on the software.

**Citizens Comments**

Benjamin Juarez – offered the help of Tammy Baldwin's office to help with any issues that may be of concern to the JCEDC board.

**New Business**

**A. Future Agenda Items –**

1. Non Compete Clause between communities
2. Define roles between Cities, Counties and Map Rep.

**B. Upcoming Meetings/Seminars –**

1. JCEDC Board of Directors, September 10, 2014 8:30 am, 864 Collins Rd, Rm 12, Jefferson, WI
2. GHA Committee, October 20, 2014 4:00 – 6:00 pm, Watertown Senior Center

**Adjournment**

There being no further business for consideration, motion by Johnsrud/Mode to adjourn. Motion carried.  
Meeting adjourned at 9:37 a.m.

Respectfully submitted,  
RoxAnne Witte, Recording Secretary

**DISCLAIMER:** These minutes are uncorrected and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

JCEDC-August 13, 2014



## Board Action Form

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Action

Presentation

Future Review

Date: September 10, 2014

Point of Contact: Genevieve Borich  
JCEDC Executive Director

Agenda Item: VI.A

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

### Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

**Jefferson County Economic Development Consortium  
Financial Statement: August 30, 2014**

|  | <u>*August</u>   | <u>YTD Estimated</u> | <u>YTD Budget</u>    | <u>Pct YTD<br/>Budget</u> | <u>Adjusted 2014<br/>Budget</u> |
|--|------------------|----------------------|----------------------|---------------------------|---------------------------------|
| <b>Income</b>                                |                  |                      |                      |                           |                                 |
| 2013 Home Buyer Counseling                   | -                | 1,300.00             | -                    | -                         | -                               |
| 2014 Home Buyer Counseling                   | 650.00           | 13,500.00            | 10,000.00            | 148%                      | 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                          |
| <b>TOTAL INCOME</b>                          | <b>\$ 650.00</b> | <b>171,858.00</b>    | <b>\$ 167,272.00</b> | <b>102.74%</b>            | <b>\$ 167,272.00</b>            |

**Expenses**

|  |                     |                      |                      |            |                      |
|--|---------------------|----------------------|----------------------|------------|----------------------|
| 511110 Salary-Permanent Regular          | 6,482.25            | 36606.96             | 51,858.00            | 71%        | 77,787.00            |
| 511210 Wages-Regular                     | 1,445.67            | 13108.62             | 11,565.33            | 113%       | 17,348.00            |
| 511320 Wages-Vacation Pay                | -                   | 793.28               | -                    |            |                      |
| 511330 Wages-Longevity Pay               | 0.00                | 0.00                 | 100.00               | 0%         | 150.00               |
| 511340 Wages-Holiday Pay                 | 0.00                | 1410.78              | -                    |            |                      |
| 511350 Wages-Miscellaneous(Comp)         | 0.00                | 971.78               | -                    |            |                      |
| 512141 Social Security                   | 603.42              | 4137.90              | 4,827.33             | 86%        | 7,241.00             |
| 512142 Retirement (Employer)             | 555.83              | 3702.83              | 4,446.67             | 83%        | 6,670.00             |
| 512144 Health Insurance                  | 1,443.64            | 7215.64              | 11,694.00            | 62%        | 17,541.00            |
| 512145 Life Insurance                    | 2.16                | 4.71                 | 56.67                | 8%         | 85.00                |
| 512173 Dental Insurance                  | 35.34               | 262.18               | 720.00               | 36%        | 1,080.00             |
| 521229 Recruitment Related               | -                   | 2411.56              | -                    | -          | -                    |
| 529305 Web Page                          | -                   | 11.26                | -                    | -          | -                    |
| 531298 United Parcel Service UPS         | -                   | 4.17                 | 50.00                | 8%         | 50.00                |
| 531301 Office Equipment                  | -                   | 185.79               | 200.00               | 93%        | 200.00               |
| 531303 Computer Equipment/Software       | 10.54               | 3492.84              | 100.00               | 3493%      | 100.00               |
| 531311 Postage                           | 5.00                | 91.76                | 140.00               | 66%        | 210.00               |
| 531312 Office Supplies                   | -                   | 742.16               | 600.00               | 124%       | 600.00               |
| 531313 Printing & Duplicating            | -                   | 10.00                | 30.00                | 33%        | 30.00                |
| 531322 Subscription                      | -                   | 3918.95              | 10,400.00            | 38%        | 10,400.00            |
| 531324 Membership Dues                   | -                   | 860.00               | 425.00               | 202%       | 425.00               |
| 531326 Advertising                       | -                   | 331.20               | -                    | -          | -                    |
| 532325 Registration                      | -                   | 0.00                 | 400.00               | 0%         | 400.00               |
| 532332 Mileage                           | 150.00              | 1045.22              | 2,715.00             | 38%        | 2,715.00             |
| 532334 Commercial Travel                 | -                   | 401.49               | 550.00               | 73%        | 550.00               |
| 532335 Meals                             | 10.00               | 314.39               | 746.00               | 42%        | 746.00               |
| 532336 Lodging                           | 138.08              | 138.08               | 300.00               | 46%        | 300.00               |
| 532339 Other Travel & Tolls              | -                   | 172.00               | 100.00               | 172%       | 100.00               |
| 532350 Training Materials                | -                   | 298.38               | 500.00               | 60%        | 500.00               |
| 533225 Telephone/IP Telephone            | 26.00               | 199.15               | 280.00               | 71%        | 420.00               |
| 533236 Wireless Internet                 | 82.75               | 430.23               | -                    | -          | -                    |
| 535242 Maintain Machinery & Equipment    | 661.73              | 661.73               | 510.00               | 130%       | 510.00               |
| 571004 IP Telephony Allocation           | 28.83               | 201.81               | 230.67               | 87%        | 346.00               |
| 571007 MIS Direct Charge                 | -                   | 2097.08              | -                    | -          | -                    |
| 571009 MIS PC Group Allocation           | 436.50              | 3491.50              | 3,492.00             | 100%       | 5,238.00             |
| 571010 MIS Systems Group Allocation      | 87.75               | 702.00               | 702.00               | 100%       | 1,053.00             |
| 591519 Other Insurance                   | 39.02               | 312.16               | 373.33               | 84%        | 560.00               |
| 593413 Wisconsin River Rail Transit Comm | -                   | 14000.00             | 14,000.00            | 100%       | 14,000.00            |
| <b>TOTAL EXPENSES</b>                    | <b>\$ 12,244.51</b> | <b>\$ 104,739.59</b> | <b>\$ 122,112.00</b> | <b>86%</b> | <b>\$ 167,355.00</b> |

*\*Note these numbers are estimates*



## Board Action Form

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Action

Presentation

Future Review

Date: September 10, 2014

Point of Contact: Genevieve Borich  
JCEDC Executive Director

Agenda Item: VII.B

Respective Issue: Directors Report



# JCEDC DIRECTOR'S REPORT

## September 10th, 2014

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### JCEDC ADMINISTRATIVE SUMMARY

Enclosed is the JCEDC Director's Report for September, 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.

#### Update: JCEDC Website Launch

Staff has launched the JCEDC website for public use. Staff is announcing the launch of the new JCEDC website with the first edition of the JCEDC e-newsletter later this month.

#### Update: Eco-Dev Platform Training

Staff is in the process of scheduling second visits to each community to work with local staff to set up their Eco-Dev business attraction/expansion/retention projects in this online confidential project management system from Location One Information Systems.

#### Upcoming Focus

A large focus in the coming months will be on establishing a county-wide business retention interview program for both primary employers and downtown/retail/lifestyle companies. With this, staff are working to schedule in October the first meetings of the new JCEDC Primary Employment and Small Business/Entrepreneurship/Downtown Working Groups. The primary focus of the initial meeting of these groups will be to discuss goals and coordination of both the primary employer and retail/downtown business retention interview programs. JCEDC will work with local staff and officials to develop the interview program as well as a strategic plan outlining a program to interviewing local companies. The results of this program will

empower the JCEDC, local community leaders, and regional community leaders on how to best support and grow our local economy.

Second, an upcoming focus will be in exploring applying to WEDC for a Capacity Building grant to receive funds to create a "Transportation and Infrastructure Strategic Plan with an Emphasis on Economic Development". Up to \$50,000 in grant funds are awarded within this program.

The EPA brownfields assessment grant has been officially awarded to the County. Staff are working to issue an RFQ/P for qualified consultants to help execute the program of work. In addition, staff are working to write an additional grant application to the EPA for a second brownfields assessment grant. This application is due September 22nd.

Finally, a large focus in the next month will be to continue to network with community organizations and leaders.

### FOCUS AREA 1: COMMUNICATION

#### Work Accomplished

- Attended visits with local communities
- Setting up meetings with communities to do semi-annual and quarterly updates on local economy
- Provided announcements of key events, data releases, grants, and other funding opportunities
- Continuing discussion on development of transportation strategic planning
- Continuing to build contact database for both the JCEDC quarterly e-newsletter as well as other announcements, etc.
- Visted Waterloo to discuss support through staff transition
- Developed a Non-Compete Agreement for JCEDC and its partners to discuss/explore
- Gave presentation to Watertown Chamber of state of economy
- Attended public hearing for HOME Consortium HUD Consolidated Plan 5-Year Update



## **FOCUS AREA 2: MARKETING OF JEFFERSON COUNTY**

### **Work Accomplished**

- Continue to serve in an ex-officio capacity on the Jefferson County Tourism Council
- Launched JCEDC marketing website
- Worked to explore establishing a JCEDC Committee to coordinate branding and marketing for the County in tourism and economic development

- focus of their facility and programming
- 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

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

### **Work Accomplished**

- EPA brownfields grant finalized and awarded. Working on issuing an RFP for consulting assistance.
- 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'
- Continued to explore 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.

## **FOCUS AREA 4: FACILITATION AND COORDINATION**

### **Work Accomplished**

- Met with SBDC Director to explore programs and services as well as potential collaborations
- Attended ICC meeting with focus on working with state agencies
- Met with WRRTC Rail Commission representatives from Jefferson County to develop program for coordination with local partners
- Met with Fair Park and Extension staff to learn about economic development and tourism



## Board Action Form

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Action

Presentation

Future Review

Date: September 10, 2014

Point of Contact: Watertown Mayor John David  
JCEDC Board Chairman

Agenda Item: VIII.A

Respective Issue: Motion to approve the establishment of a JCEDC Committee to develop a county-wide marketing brand that encompasses both tourism and economic development.

Representation from public and private key partners will be critical for the success of this initiative, both in terms of brand development but also in terms of ownership of brand implementation among key partners. It is recommended a Chair be appointed from the group and report on the group's progress back to the JCEDC Board. The JCEDC staff will provide technical support to the group and guidance when requested.

The Committee will first be presented with an overview of progress to-date from the various initiatives listed below before determining direction of the Committee's work. Overall, the Committee will be charged with finalizing the brand, procuring local support and ownership for the brand, and launching the brand both within the County and outside its borders. The Committee will also be charged with examining the strategic implementation plan from the JEM program to determine next steps post-brand launch.

### Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



## Proposal to Establish a JCEDC Committee on Branding and Marketing

### OVERVIEW:

It is proposed a formal JCEDC Committee be established to develop a county-wide marketing brand that encompasses both tourism and economic development.

Representation from public and private key partners will be critical for the success of this initiative, both in terms of brand development but also in terms of ownership of brand implementation among key partners. It is recommended a Chair be appointed from the group and report on the group's progress back to the JCEDC Board. The JCEDC staff will provide technical support to the group and guidance when requested.

The Committee will first be presented with an overview of progress to-date from the various initiatives listed below before determining direction of the Committee's work. Overall, the Committee will be charged with finalizing the brand, procuring local support and ownership for the brand, and launching the brand both within the County and outside its borders. The Committee will also be charged with examining the strategic implementation plan from the JEM program to determine next steps post-brand launch.

### PROPOSED KEY PARTNERS:

It is recommended several key partners be invited to participate in this Committee to reflect the wide-range of stakeholders working on promoting the county. Some preliminary suggestions of representation on the committee include: local directors of Chamber of Commerce/Main Street/Economic Development organizations, business leaders, Glacial Heritage Area leadership, County Parks, Jefferson County Tourism Council leadership, JCEDC leadership, U-W Extension staff, community leaders, and Wisconsin Tourism staff. This list is by no means final.

### BACKGROUND:

A number of initiatives in the last several years have developed circling around marketing, branding, and messaging for Jefferson County. Most notably, through a JEM grant from the State of Wisconsin the JCEDC and its tourism partners have centered on the core idea of branding the county with "outdoor recreation meets small town living". Several other initiatives have evolved with ancillary themes promoting small town quality of life, growing our businesses, and/or promoting the county's robust outdoor recreation amenities. Recent developments have indicated there may be an opportunity to align these initiatives (to whatever capacity possible) to bring forth a cohesive county-wide marketing brand to attract employers, employees, and tourists. This cohesive county marketing brand would likely have separate channels and messaging for targeting specific economic development and tourism audiences (ie key industry materials versus promoting a county-wide tourism event). However, the overall goal would be to attain consistency whenever possible.

After discussing with local partners it was suggested a committee be established to bring alignment among these initiatives. It was requested the committee be housed within the JCEDC, given the JCEDC's history as

a convener of partners, as a formally-organized entity with established resources, and as the former administrator of the JEM grant program process.

#### PRECEDENCE: MERGING ECONOMIC DEVELOPMENT AND TOURISM BRANDING AND MARKETING

Several other counties around the country have attempted to merge economic development and tourism branding. Oconto, Door, and Juneau Counties are just a few to name in close proximity. Jefferson County is simply too small to be on the radar of large companies and qualified employees as an economic hub; however, the county does have the potential to promote the amazing quality of life (and thus attract/retain employers and employees) through the abundance of outdoor recreation amenities, being a hub for healthcare, low cost of living, and proximity to urban areas.

#### INITIATIVE ONE: DEVELOPMENT OF A GLACIAL HERITAGE AREA PLAN TO ENGAGE PRIVATE SECTOR

Glacial Heritage Area (GHA) has identified a desire to increasingly engage the private sector in a coordinated manner to 1) grow local businesses as aligned with tourism and economic development efforts, 2) have local businesses take ownership in a county-wide marketing brand and its deployment, and 3) have the private sector invest in the development of Jefferson County's outdoor recreation tourism infrastructure. The JCEDC has supported the GHA by examining their google analytics to determine their current "reach" to potential visitors.

#### INITIATIVE TWO: DEVELOPMENT OF A COUNTY-WIDE JCEDC BRAND

Building off of 1) the Comprehensive Plan Update with the Economic Vision components and 2) and the JCEDC Board's desire to increasingly engage the private sector, the JCEDC is in the process of developing and deploying a more outward-facing presence to both the local private sector but to the economic development industry in the Midwest and beyond. This includes launching a new website and creating a set of new marketing materials focusing on targeted key industries. These new marketing materials aim to collect resources for existing and new businesses as well as promote Jefferson County as a premiere place to live and work. The nexus of the county's marketing strength is the ability to attract and retain employers and employees as a great place to work (living and working where you want to vacation).

#### INITIATIVE THREE: FINALIZE & IMPLEMENT A COUNTY-WIDE TOURISM BRAND (BUILDING OFF JEM GRANT)

Under the auspices of a State of Wisconsin JEM Grant, over the last several years several key partners (including U-W Extension Services, the County Parks Department, the Glacial Heritage Area, Jefferson County Tourism Council - among others) worked with the JCEDC and consultants to develop a county-wide tourism brand and strategic implementation plan. Deliverables of this project include 1) a detailed report and overview about the core brand best situated for the County to highlight and 2) a strategic implementation plan taking the brand concept from idea into practice. As mentioned above, the recommended brand centers on the core idea of "outdoor recreation meets small town living". This brand has yet to be finalized through a positioning statement, logo, taglines, and imagery. Once this occurs the new brand can then be released in a coordinated launch effort among key local partners.

#### INITIATIVE FOUR: JEFFERSON COUNTY TOURISM COUNCIL'S RE-TOOLING OF TOURISM MARKETING

Over the last several months the Jefferson County Tourism Council (JCTC) has been exploring alternative marketing efforts to better target their core visitor audience. The JCEDC has supported this effort by examining their google analytics to determine their current "reach" to potential tourists and cross-analyzing this information with distribution sites of the annual tourism guide and home-zip codes of local hotels' patrons. A JCTC marketing committee has been examining how different marketing technologies reach tourists (i.e. tourism promotion through web, app, or print) in an evolving era of tourism. Research is showing a "choose your own tourism adventure" by promoting activities is the way to go; as such the group is exploring how to promote activities to attract tourists instead of promoting the county's tourist attractions piecemeal. This group is employing the JEM grant's core areas of "outdoor recreation meets small town living" that include: small town events by season (not by community), hiking/biking trails, parks, swimming, biking, winter sports (skiing, snowboarding, snowmobiling), boating (own, rent – pontoon, fishing, canoe, kayak), fishing (summer, winter), hunting, small town retail by town, small town event planning, outdoor recreation/healthy vacations, and lodging (hotels, b&b, camping).

#### INITIATIVE FIVE: ATTRACTION OF THE OSTEOPATHIC MEDICAL COLLEGE OF WISCONSIN

Local leaders are working with consultants to establish the state's third medical college, to be named the Osteopathic Medical College of Wisconsin (OMCoW), in Jefferson, Wisconsin. At the equipoise of one of the most significant healthcare corridors in the country, Jefferson County has the potential to emerge as the State's Primary Care hub with the creation of the College. And, there is a superb network of regional hospitals with which to affiliate. What makes this initiative of particular note is our County's ability to serve as a living laboratory for the College. As a medical school focusing on osteopathic medicine it will aim to fill the shortfall of primary care doctors in Wisconsin (especially within more rural areas) while developing practitioners focusing on the osteopathic tradition (and increasingly the healthcare industry's focus) of preventative healthcare and well-being. The County's small-town setting with immense outdoor recreation fits this initiative at its core.



## Board Action Form

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Action

Presentation

Future Review

Date: September 10, 2014

Point of Contact: Watertown Mayor John David  
JCEDC Board Chairman

Agenda Item: VIII.B

Respective Issue: Discussion of the adoption of a JCEDC Non-Compete Agreement. Enclosed is a draft proposed agreement based on Green Bay, Wisconsin's agreement.

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RESOLUTION NO. 2014-03

RESOLUTION SUPPORTING  
ECONOMIC DEVELOPMENT PRACTICES  
GUIDELINES FOR JEFFERSON COUNTY COMMUNITIES

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WHEREAS, the Jefferson County Economic Development Consortium, is an Intergovernmental Agreement and partnership committed to improving and diversifying the local economy by attracting and retaining businesses in the greater Jefferson County area; and

WHEREAS, the municipalities of Fort Atkinson, Jefferson, Johnson Creek, Lake Mills, Waterloo, Watertown, and Whitewater are all municipal contributors to the partnership; and services are extended throughout all of Jefferson County; and

WHEREAS, competition among Jefferson County communities for economic development can have regional benefit; however, when such competition results in unnecessary public infrastructure expenses, the region, as a whole, does not benefit; and

WHEREAS, representatives of Jefferson County communities and their economic development partners have met on a regular basis to discuss economic development issues of common concern in Jefferson County; and

WHEREAS, recognizing the benefits of regional cooperation in economic development are subscribing to a mission statement to guide individual municipalities in dealing with economic development competition in the future, such mission statement being:

... to develop and promote cooperative intergovernmental strategies that create and maintain regional economic development initiatives and improve the overall efficiency of municipal services throughout Jefferson County; and

WHEREAS, in order to achieve the goals of this mission statement, guidelines for implementation of such mission statement have also been developed.

NOW, THEREFORE, BE IT RESOLVED that the Jefferson County Economic Development Consortium adopts the following:

1. Competition Guidelines.
  - a. Municipalities should not initiate solicitation of businesses from another Jefferson County community unless the purpose of such solicitation is to encourage businesses to add additional locations in Jefferson County.

- b. Municipalities may compete for existing Jefferson County businesses which invite competition on the basis that without moving from its current location it would cease business operations, move out of Jefferson County, or relocation to another Jefferson County municipality would provide specific advantages for the business or business owner.
  - c. Municipalities that receive inquiries from a business currently located within a Jefferson County community about relocating their business should notify a community official in the business's current community to advise them of this contact, provided that the business has not requested confidentiality of the contact.
  - d. JCEDC shall create and update annually a list of contacts to be used for notifying community officials of possible business relocations.
  - e. Municipalities may solicit and compete for any business not located within a Jefferson County community.
2. Intergovernmental Support Guidelines.
- a. Municipalities that are no longer under consideration in a multi-site competition for a business should terminate continued solicitation efforts if the remaining preferred site(s) are within a Jefferson County municipality.
  - b. Jefferson County municipalities should work to cooperatively promote the selection of a Jefferson County preferred site to ensure the business in question selects Jefferson County as its development site.
3. Jefferson County Economic Development Promotion Guidelines.
- a. JCEDC shall coordinate with Jefferson County municipalities to promote achieved economic success through an annual media release.
  - b. Marketing strategies to retain existing business and promote economic development should be cooperatively developed, in conjunction with strategies and materials developed by individual municipalities, and utilized by Jefferson County municipalities.
  - c. JCEDC shall coordinate and cooperate with other Wisconsin economic development agencies to promote regional development in Wisconsin.
  - d. JCEDC shall increase efforts to recruit new companies to Jefferson County.
  - e. JCEDC shall coordinate municipal involvement in the Jefferson County branding initiative.

**BE IT FURTHER RESOLVED** that the Jefferson County Economic Development Consortium hereby agrees to implement and incorporate the above policies, strategies, and guidelines on a reciprocal basis with any other Jefferson County community that adopts this resolution and supports JCEDC's economic development promotion efforts listed above.



Adopted by the Jefferson County Economic Development Consortium this xxth day of xxxx, 2014.

Attest:

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Mark Johnsrud, Johnson Creek Village  
Administrator

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John David, JCEDEC Chairperson

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Steve Wilke, Lake Mills City Administrator

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Genevieve Borich, JCEDEC  
Executive Director

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Mo Hansen, Waterloo Village Administrator

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Matt Trebatoski, Fort Atkinson City  
Administrator

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John David, Watertown Mayor

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Timothy Freitag, Jefferson City Administrator

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Cameron Clapper, Whitewater City  
Administrator