



June 25, 2015, 8:30 a.m.

864 Collins Road, Room 12, Jefferson, WI 53549

JCEDC BOARD AGENDA

Board Members

Chairman: John David – City of Watertown

Timothy Freitag – City of Jefferson, Linda Bagley-Korth – Cambridge, Steve Wilke – City of Lake Mills, Mark Johnsrud - Village of Johnson Creek, Mike Strasser – City of Waterloo, Pat Cannon – 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 – May, 2015 *#
- V. Citizens' Comments. *Members of the Public who wish to address the JCEDC on specific agenda items must register their request at this time.*
- VI. Election of Officers: Chair, Vice Chair, Secretary/Treasurer *
- VII. JCEDC Reports
 - A. Finance Report – May, 2015 *#
- VIII. General Orders
 - A. External Committee Reports
 - 1. Glacial Heritage Area
 - 2. Wisconsin River Rail Transit Commission
 - B. Director's Report #
 - 1. Presentation on Jefferson County Agricultural Economy #
 - C. Homebuyer Counseling Report
- IX. Citizens' Comments
- X. New Business
 - A. Discussion on Housing Program Partnership Opportunities
 - 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: June 25th, 2015

Point of Contact: Watertown Mayor John David
JCEDC Board Chairman

Agenda Item: IV

Respective Issue: Motion to approve May, 2015 Minutes.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



Jefferson County Economic Development Consortium BOARD MINUTES

May 28, 2015

Meeting called to order at 8:30 am.

Board members present: Supervisors Augie Tietz, Jim Mode; Mark Johnsrud – Village of Johnson Creek; Mike Strasser – City of Waterloo; Patrick Cannon – City of Whitewater; Linda Bagley Korth – Village of Cambridge; Steve Wilke – City of Lake Mills; Matt Trebatoski – City of Fort Atkinson

Others Present: Julie Olver-WEDO, Joe Nehmer- Parks Dept, Professor Steve Grabow, Agriculture Agent LaVern Georgson, Jennifer Bakke – MATC, Ken Luckt, Executive Director Genevieve Borich, and Program Specialist RoxAnne Witte

Certification of compliance with Open Meeting Law Requirements

R Witte certified compliance for the agenda dated 5/28/2015

Minutes

Tietz/mode moved to approve minutes of the April 23, 2015. Motion Carried.

Citizen Comments

None.

Election of Officers

Motion by Tietz/Cannon to nominate John David as chairperson. Motion by Tietz/Mode to close nominations and cast unanimous ballot for John David as chairperson. Motion carried.

Motion by Tietz/Trebatoski to nominate Mark Johnsrud as vice chairperson. Motion by Mode/Tietz to close nominations and cast a unanimous vote for Mark Johnsrud as vice chairperson. Motion carried.

Motion by Trebatoski/Mode to nominate Steve Wilke secretary/treasurer. Motion by Tietz/Mode to close nominations and cast a unanimous vote for Steve Wilke as vice chairperson. Motion carried.

Terms of Office

Name	Community Representing	Term Expires
Steve Wilke	City of Lake Mills	May 2016
Jim Mode	County Supervisor	May 2016
Matt Trebatoski	City of Fort Atkinson	May 2016
Patrick Cannon	City of Whitewater	May 2016
John David	City of Watertown	May 2017
Glen Borland	County Supervisor	May 2017
Mike Strasser	City of Waterloo	May 2017
Tim Freitag	City of Jefferson	May 2018
Augie Tietz	County Supervisor	May 2018
Mark Johnsrud	Village of Johnson Creek	May 2018

JCEDC Reports

Wilke/Mode moved to approve JCEDC April 23, 2015, 2015 Finance Report as presented, Motion Carried.

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

General Orders –

A. External Committee Reports

1. Glacial Heritage Area -

J Nehmer updated the board on the current activities:

- Watertown Outboarders property – moving along – targeting mid July for opening date.
- Watertown/Oconomowoc Bike Trail – continues on seeking funding for this project which will be done in phases
- Friends of Glacial Heritage Area will be doing paddles and bike rides throughout the summer
- Watertown Outboarders will be donating another \$2,500.00 to the parks department.

2. Wisconsin River Rail Transit Commission –

- a. K Lucht updated the board on the projects that are being considered for 2015 and 2016.

B. Directors Report

Community Meetings Summary Presentation

G Borich gave a presentation on the summary report that was handed out at the April meeting.

C. Homebuyer Counseling Report

R.Witte gave a update report on the program activities for 2015.

Citizens Comments

J.Bakke updated the board on the new programs that will be offered at Madison College and how they will be looking to expand programs in Jefferson County.

Professor Grabow updated the board on the health indicators for Jefferson County and how the county rates compared to others in the state.

New Business

A. Discussion/Support of WRRTC's TIGER Grant Application

Tietz/Wilke moved to have JCEDC send a letter of support for WRRTC's TIGER grant application.
Motion carried.

B. Future Agenda Items

C. Upcoming Meetings/Seminars –

JCEDC Board of Directors, May 25, 2015 8:30 am, 864 Collins Rd, Rm 12, Jefferson WI
Open Records Presentation, June 30, 2015 9:00 am, 864 Collins Rd, Rm 12, Jefferson, WI

Adjournment

There being no further business for consideration, motion by Cannon/Trebatoski to adjourn. Motion carried.
Meeting adjourned at 9:27 am

Respectfully submitted,

RoxAnne Witte, Recording Secretary

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JCEDC-May 28, 2015



Board Action Form

Action

Presentation

Future Review

Date: June 25th, 2015

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VII.A

Respective Issue: Motion to approve May, 2015 Finance Report.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



Board Action Form

Action

Presentation

Future Review

Date: June 25th, 2015

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VIII.B

Respective Issue: Directors Report



JCEDC DIRECTOR'S REPORT

June 25th, 2015

JCEDC ADMINISTRATIVE SUMMARY

Enclosed is the JCEDC Director's Report for June, 2015. 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. Looking ahead to the remainder of 2015, 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.

JCEDC Website Traffic

See included website traffic report. Continuing trends with new user growth and which webpages the users are visiting. Trends seem to reinforce direction of JCEDC programming focus. Will be working on mobile coding of site and mobile tracking later in 2015.

Eco-Dev Tracker Platform

Staff have been working with Steve Grabow and Phil Freeberg, legal attorney from U-W Extension's Local Government Center on developing an educational session on best practices in managing business expansion, attraction, and retention project information. This session, to be hosted later this month, will also include best practice information on open records requests in economic development. The aim of the session will be to:

- Why tracking success helps promote "we're open for business" & impacts growth goals
- Confidentiality nuances in business attraction, retention, and expansion projects
- Open records requests – which agencies, what info, and when is ED work/negotiations subject
- Best practices: managing ED project info between local public and private partners
- Proposed process to manage ED project info among local partners
- Scenarios/Q&A session to clear any topical misconceptions

Brownfields Grant

Staff, in conjunction with the consultants, are working on finalizing the county-wide brownfields

inventory. Staff request JCEDC member communities review the draft community brownfield site maps and add any missing sites that should be preliminarily investigated as an additional site for the inventory database. This information is being compiled into GIS and the consultants will help staff work with JCEDC members to prioritize catalytic properties in the coming months for assessment as a part of this EPA grant program.

GHA Partnership

Staff have continued to communicate about work with GHA and outdoor recreation partners in three different areas:

- Business Engagement Marketing Plan
- Outdoor Recreation Data Library
- Area-wide Economic Development and Tourism Branding Initiative

Retail Market Analysis & Marketing Commercial and Industrial Properties

Staff are expanding the focus of this session to area-wide property owners and community leaders and continue to send out invitations to area commercial and industrial realtors for an event this summer to help develop more intensive partnerships to activate available properties. This event will be for brokerage branch managers, brokerage commercial and industrial corporate staff, chamber leaders, and other local leaders; goals are to:

- 1) Educate on the opportunity for marketing these properties through LOIS and Locate in Wisconsin
- 2) Receive permission from brokerage firms to aggregate an automated data-dump of commercial and industrial properties listed in MLS and outside of MLS
- 3) Work with local chambers to amass listings of commercial and industrial properties not listed through MLS
- 4) Educate on the opportunities of retail market analysis and proactively seeking out potential retail establishments from Hoovers contact database
- 5) Seek commitments from realtors and chambers in developing a retail market analysis and marketing program

Upcoming Focus

JCEDC staff, with the County, will continue to explore regional collaboration opportunities through grants, programmatic alignments, etc. Several communities have requested targeted programming support from JCEDC staff and those projects will get underway in the coming months. Another large focus will be on developing programming for announcement/launch at the State of the County's economy address in the fall.

- Developed a marketing piece for Fam Tour that can be used as a general development marketing piece for Jefferson County
- Prepared for meeting with Rock River National Waterway partners to work together on branding and marketing initiatives

FOCUS AREA 1: COMMUNICATION

Work Accomplished

- Revised open records session content
- Presented Ag Economic Analysis of Jefferson County to Jefferson County Task Force
- Further communicated to JCEDC partners developments in WEDC audit and Governor Walker's budgetary recommendations for restructuring economic development incentive programs for the State
- Presented to Waterloo Council on RFP draft authored for Waterloo for economic development strategic planning services
- Attended several meetings to further support for the osteopathic medical college initiative as well as to share findings and story of the statewide economic impact analysis completed for the initiative
- Continuing to build contact database for both the JCEDC quarterly e-newsletter as well as other announcements, etc
- Developing white paper on regionalism options. Overviews options for everything from grant applications to formal partnerships in planning, economic development, marketing, tourism, and alternative revenue streams, etc.
- Prepared presentation of 2014 JCEDC Annual Report for community partners

FOCUS AREA 2: MARKETING OF JEFFERSON COUNTY

Work Accomplished

- Updated JCEDC marketing website
- Reached out to local partners for content for JCEDC Summer E-Newsletter
- Met with area community leaders to discuss partnerships to launch area-wide branding initiative
- Participated in MadREP familiarization tour with site selectors to help promote development opportunities in Jefferson Counties

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

Work Accomplished

- Finishing work on developing county-wide brownfields inventory
- Developing a retail market analysis program for Watertown
- Wrote a draft RFP for Waterloo for hiring a consulting firm for economic development strategic planning services
- Met with county staff to develop an intensive growth analysis and presentation for both the County's Task Force as well as communities in the area
- Met with several business executives in area for preliminary business retention/expansion interviews
- Developed an analysis for business park development and marketing program opportunities for JCEDC communities, including a proposal to aid Fort Atkinson with a targeted program
- Began research to identify targeted industrial development expansion opportunities for Watertown
- 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'
- Continuing to work with area realtors to plan event for commercial and industrial brokers to help aggregate and automate marketing of available properties, explore retail market analysis
- Working on updating community snapshot indicators on new website with American Community Survey 5-Year Estimate data as well as newly released County Business Patterns

FOCUS AREA 4: FACILITATION AND COORDINATION

Work Accomplished

- Attended ICC group and shared insights into public-private partnerships

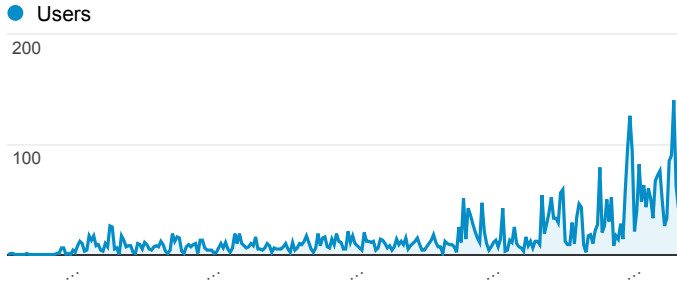
- Attended RDA meeting for Jefferson
- Attended HOME Consortium meetings
- Attended several meetings with business expansion/retention/relocation interests
- Continue to assist with implementation of AdvanceNow, the Greater Madison Region's Comprehensive Economic Development Strategy (CEDS) and partner with MADREP on various activities
- Serve as support and as a liaison to local planning and economic development staff and local leaders

JCEDC Dashboard

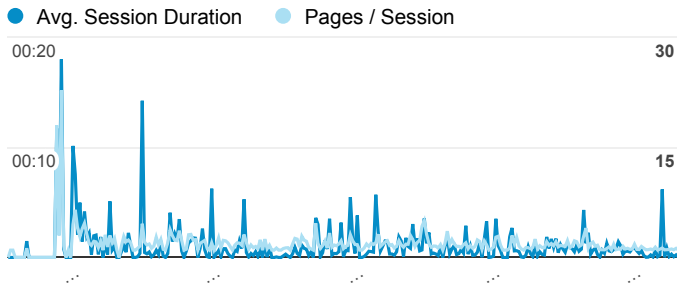
Sep 1, 2014 - Jun 18, 2015



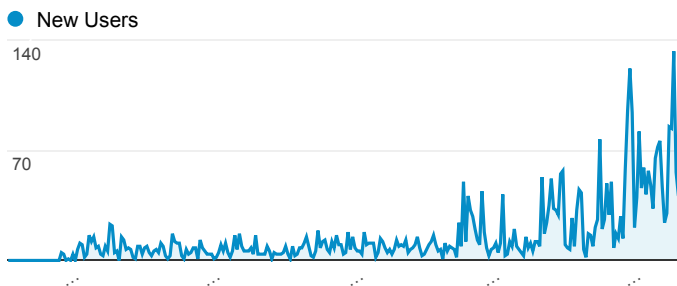
Users



Avg. Session Duration and Pages / Session



New Users



Sessions and % New Sessions by City

City	Sessions	% New Sessions
(not set)	687	99.27%
Madison	241	80.08%
Jefferson	215	69.77%
Janesville	169	78.11%
Moscow	136	55.88%
Chicago	113	84.07%
Watertown	112	67.86%
Fort Atkinson	111	71.17%
Milwaukee	93	81.72%
New York	73	100.00%

Hits by Page

Page	Hits
/	4,590
/businesssolutions/keyproperties.php	484
/communitydevelopment.php	321
/businesssolutions/entrepreneurs.php	242
/businesssolutions/incentives.php	215
/resources/aboutus.php	183
/resources.php	161
/communitydevelopment/homebuyer.php	137
/resources/aboutus/meetourleadership.php	113
/businesssolutions.php	107



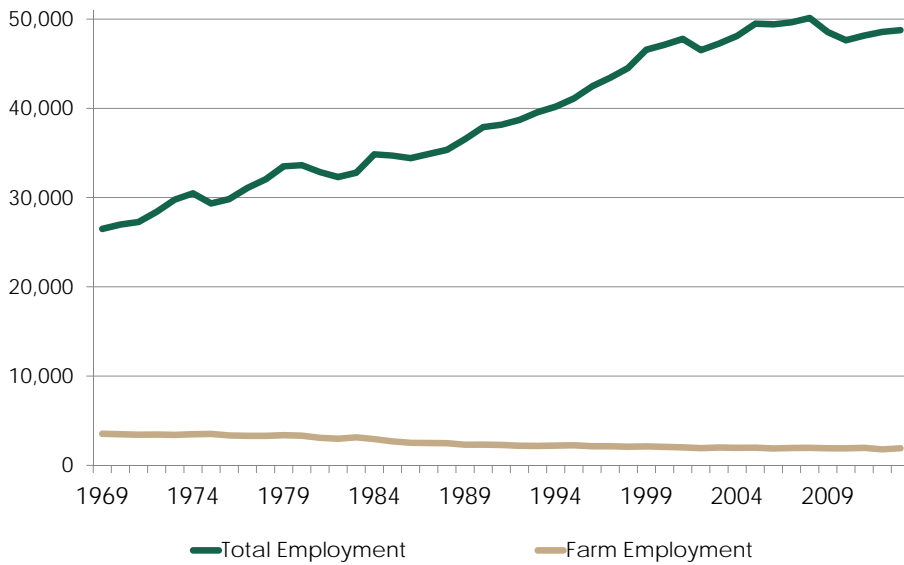
Agricultural Analysis:

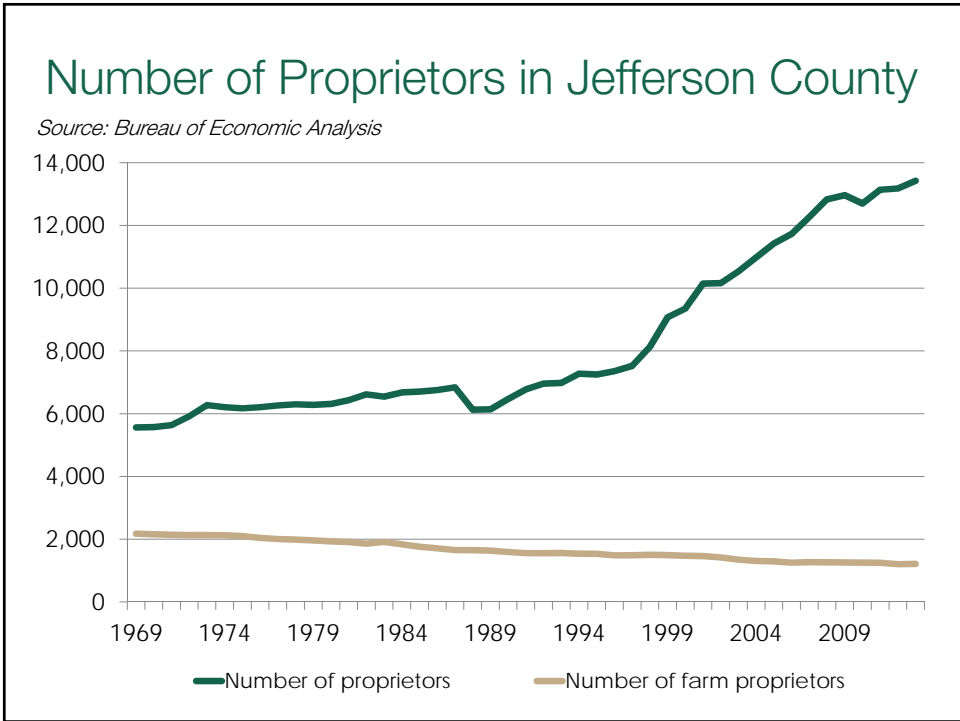
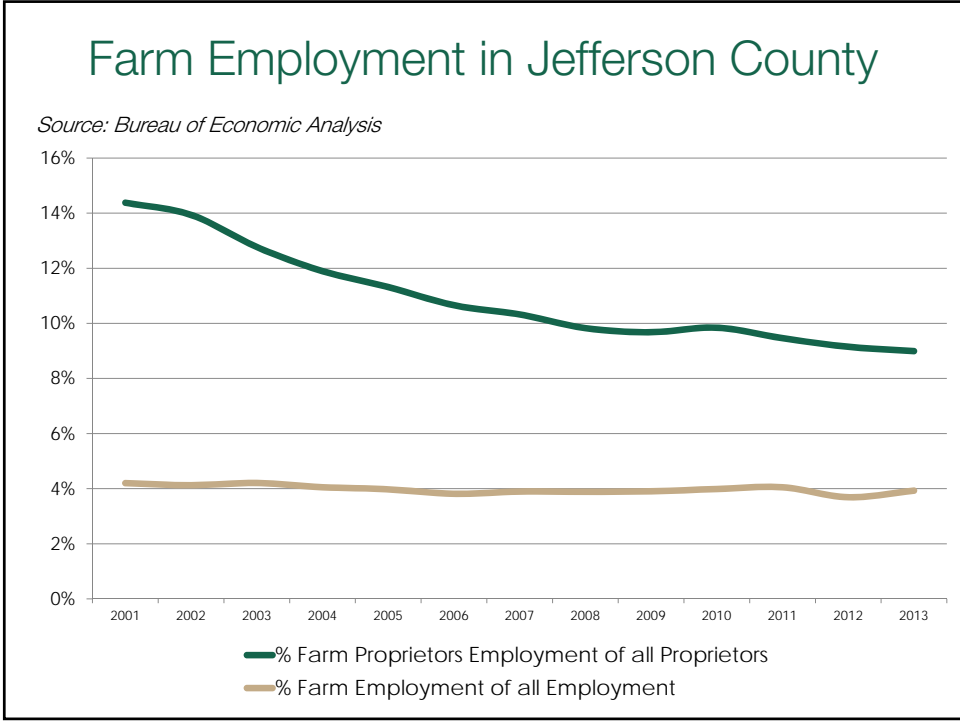
Historical Context within Jefferson County's Larger Economy

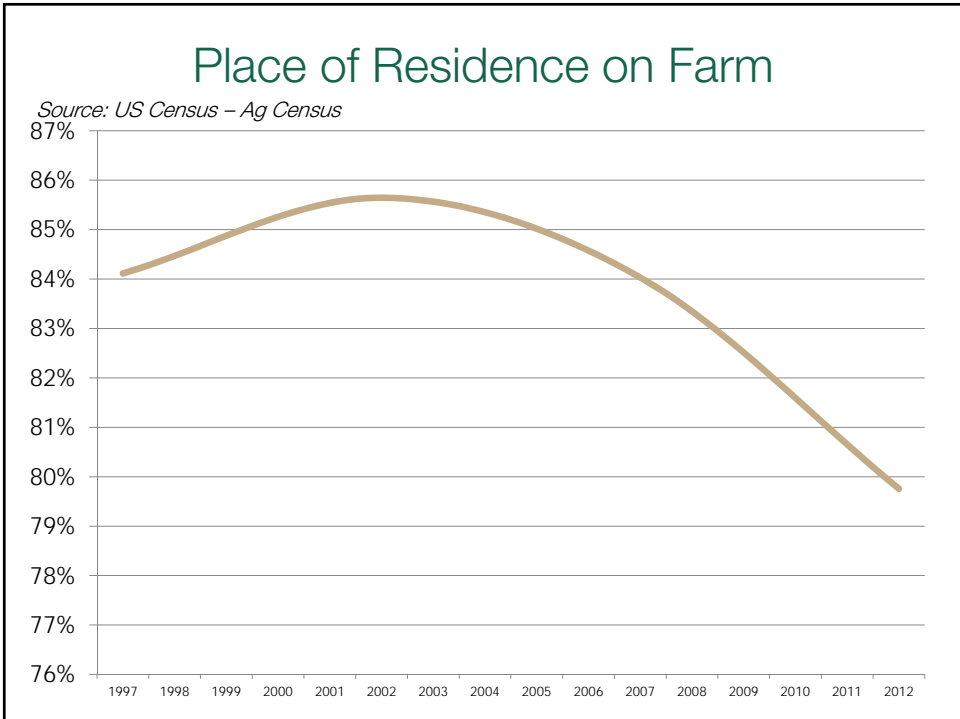
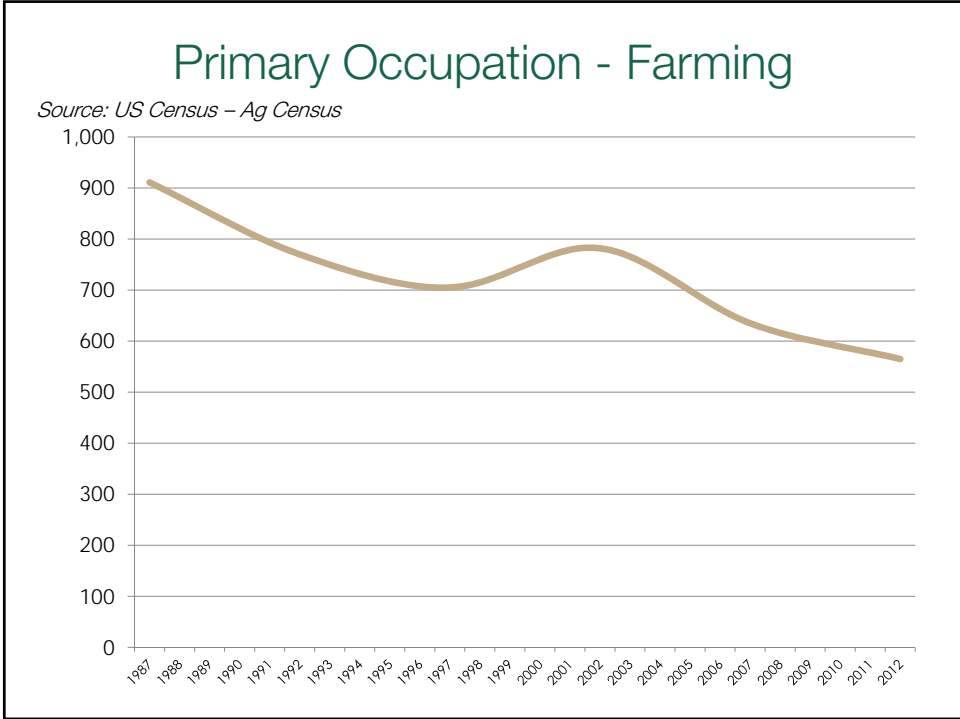


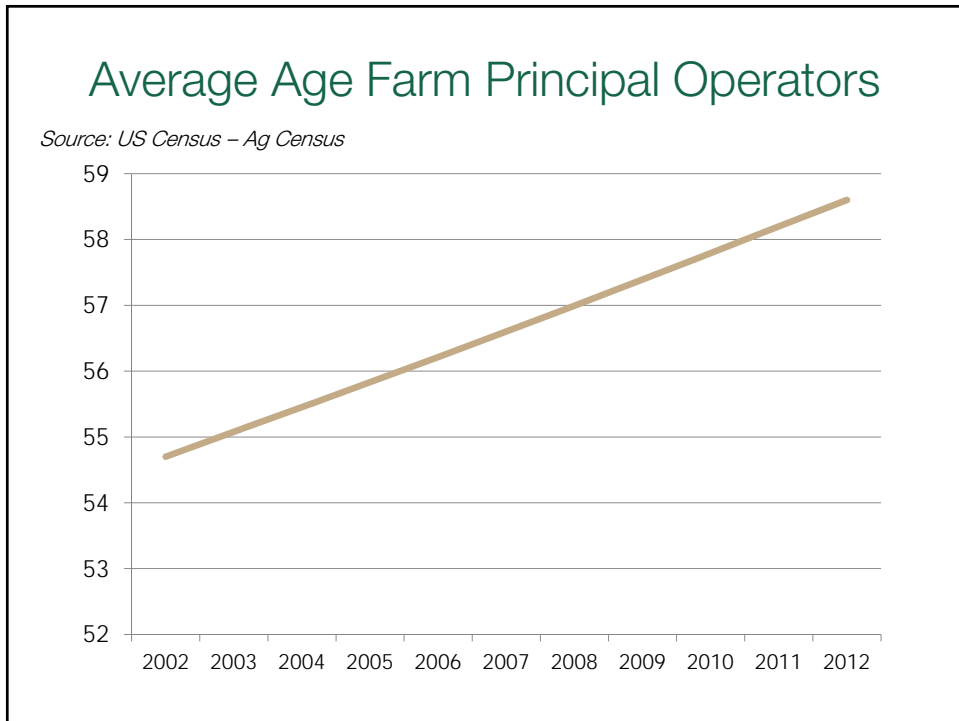
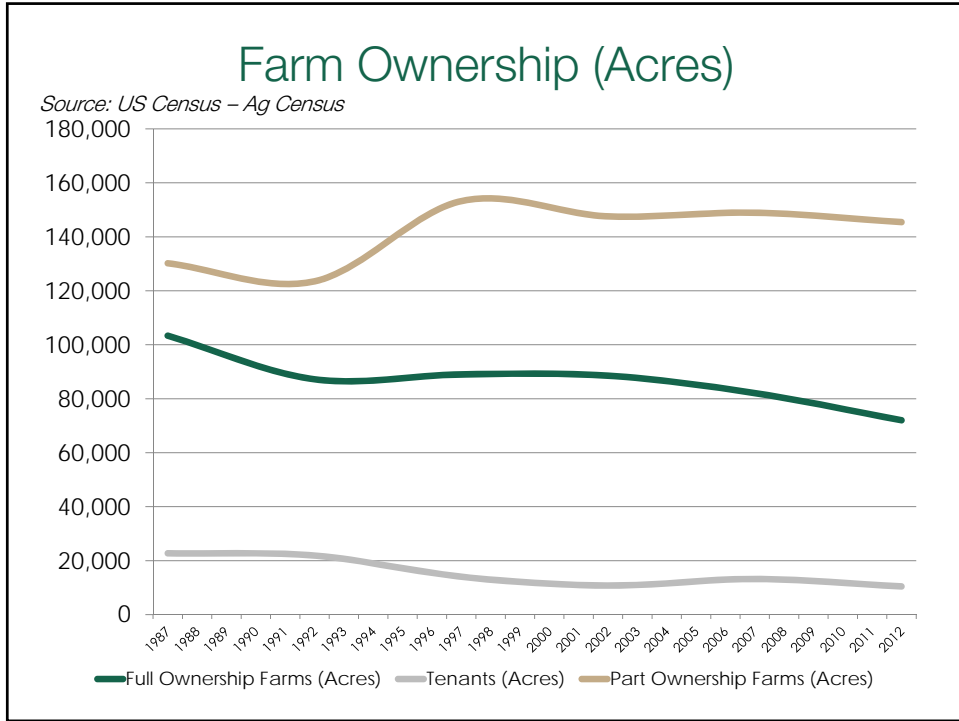
Employment in Jefferson County

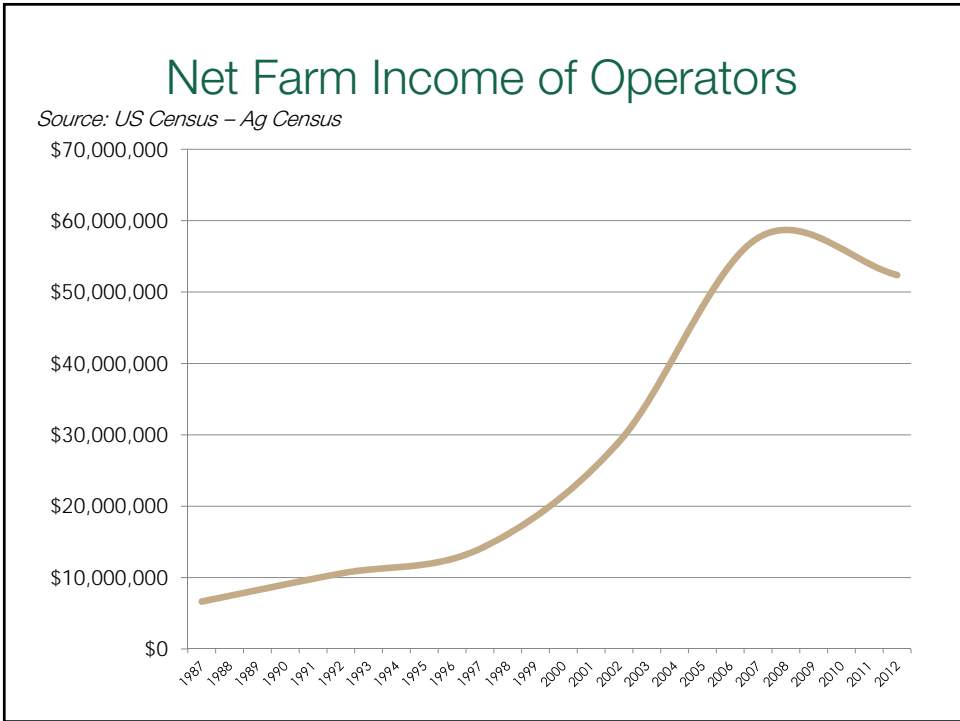
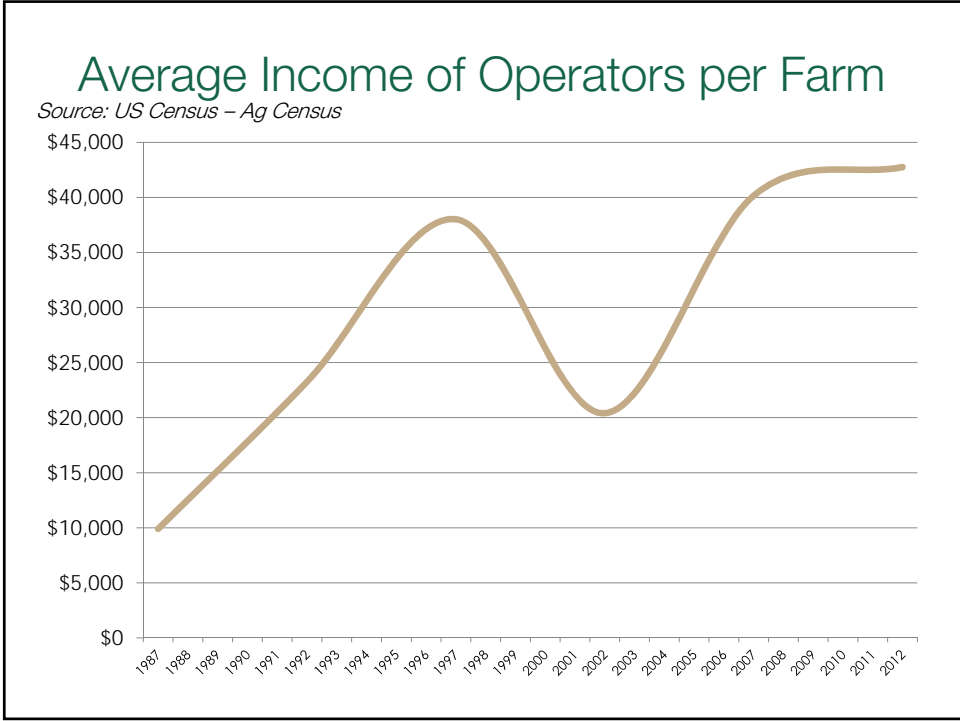
Source: Bureau of Economic Analysis

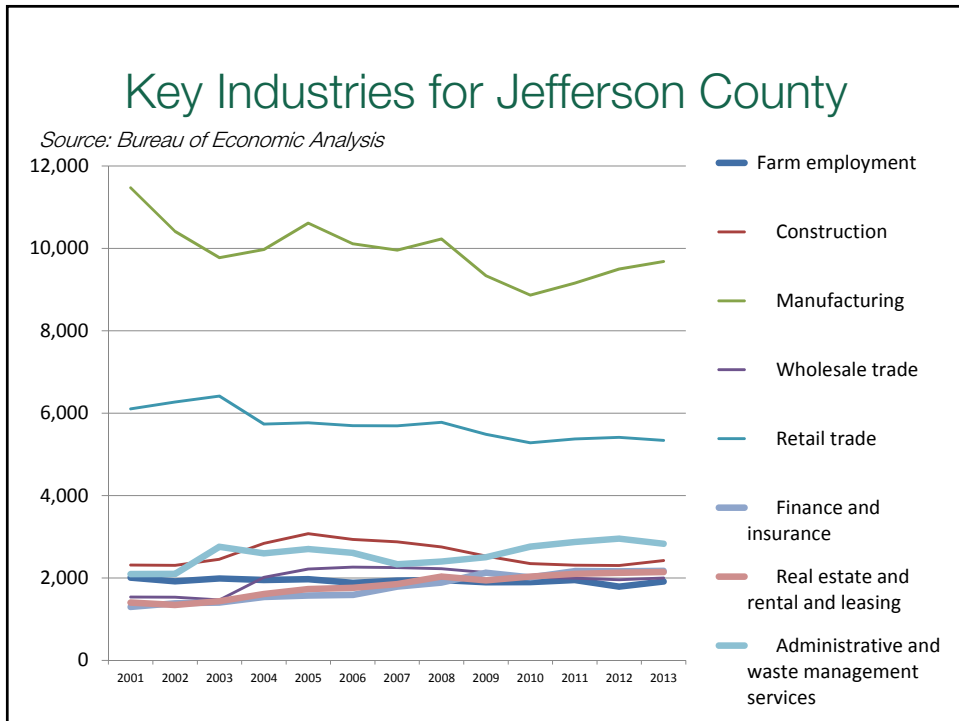
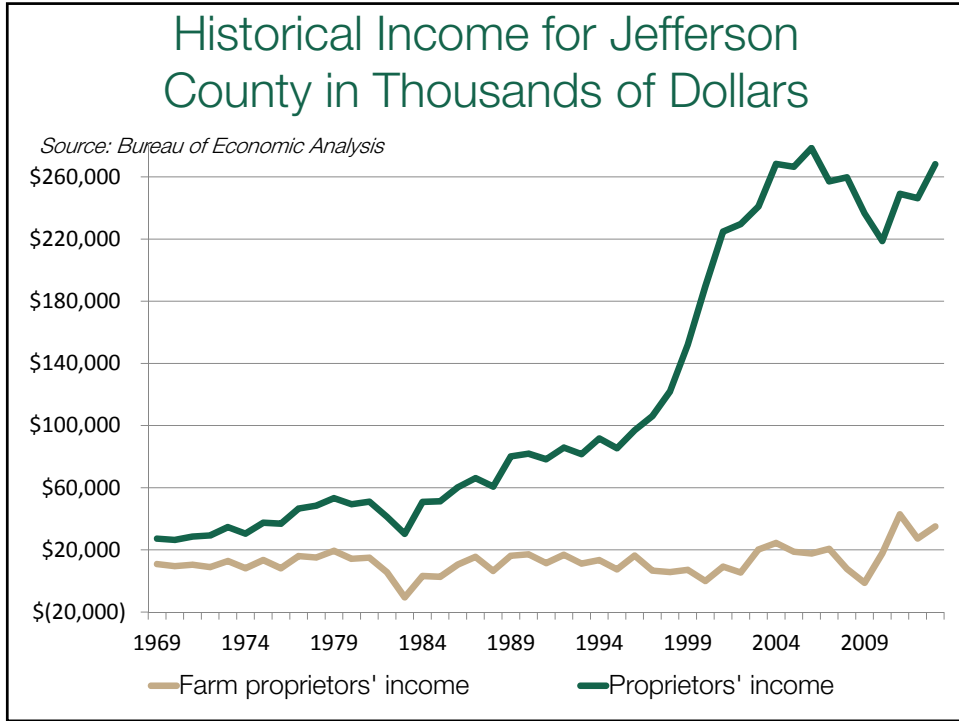


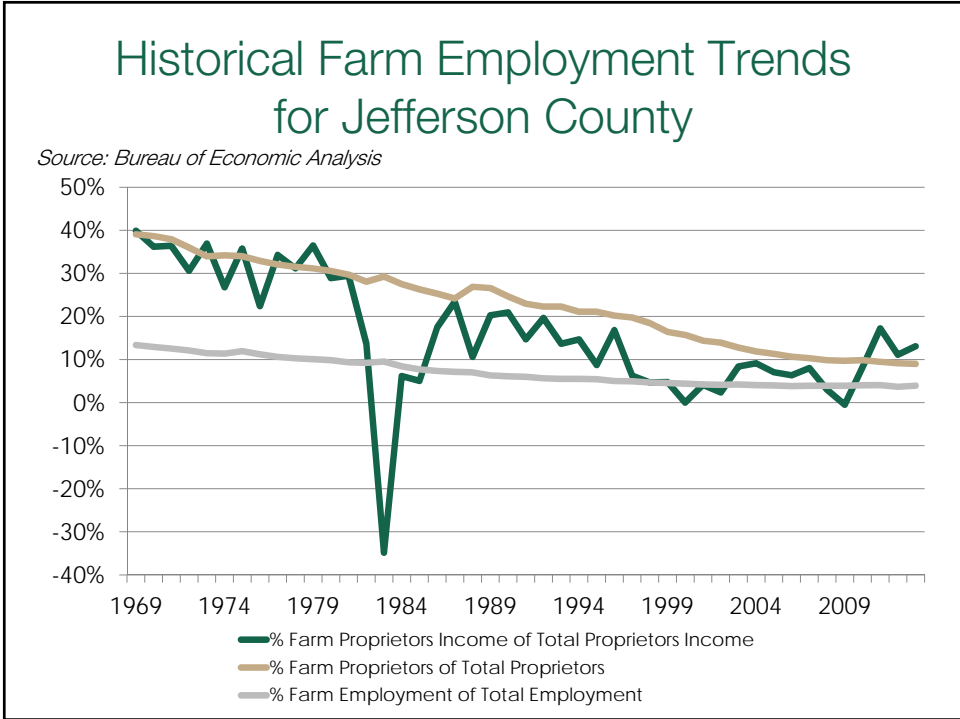
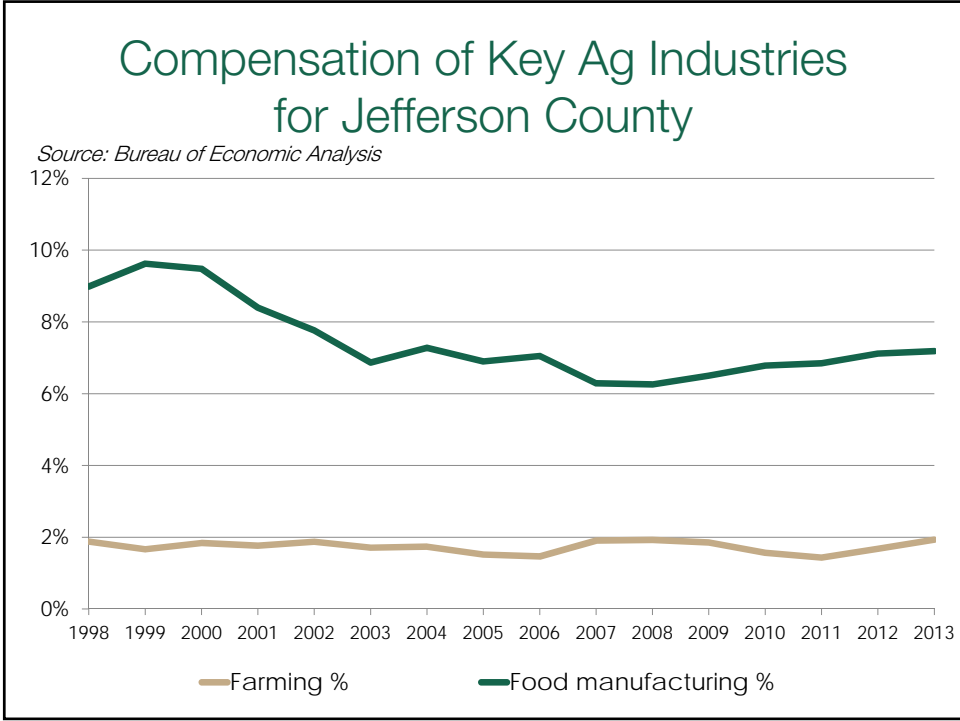


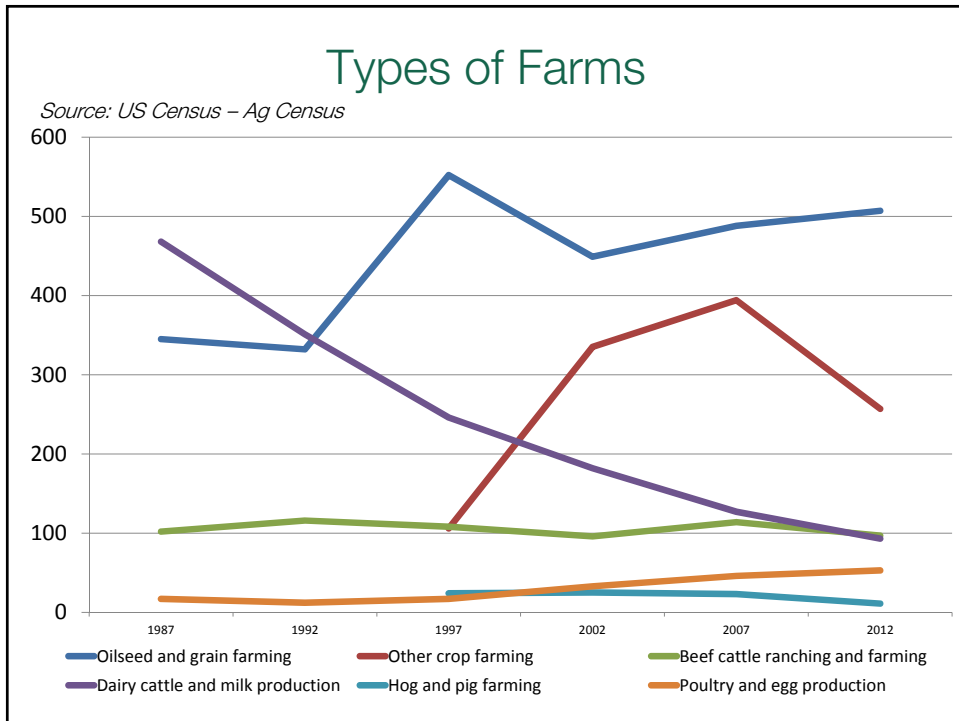
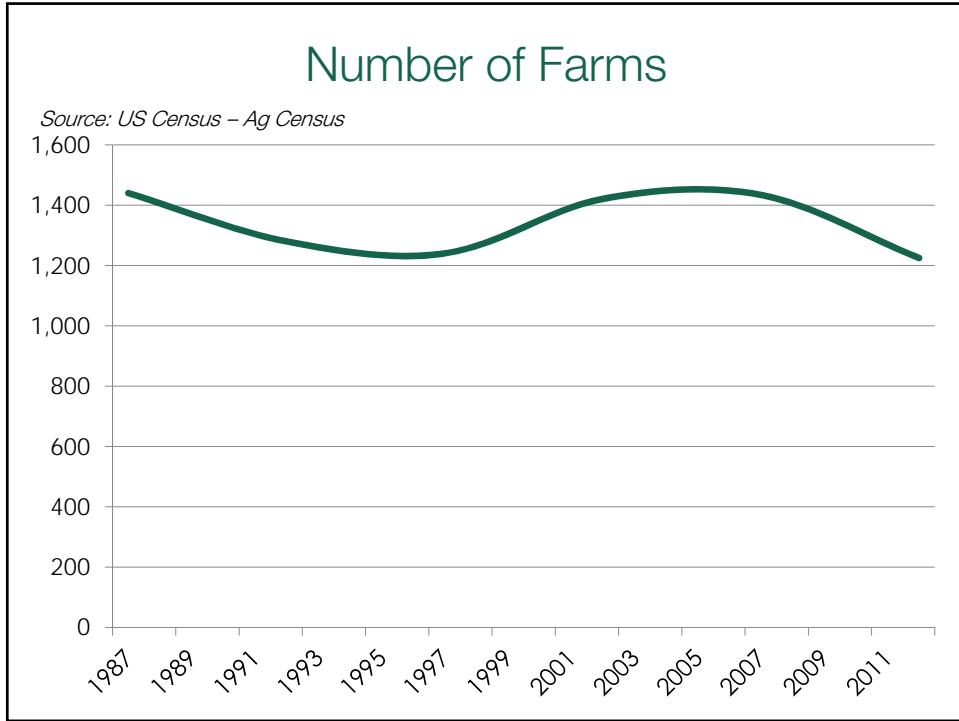












2012 Jefferson County Agriculture Economic Impact

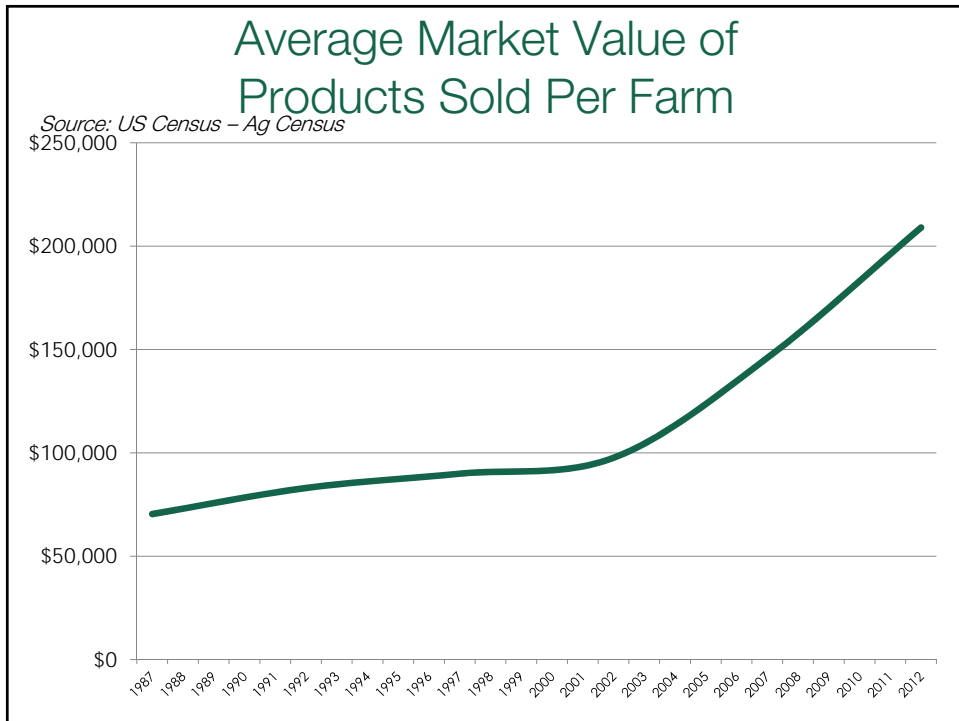
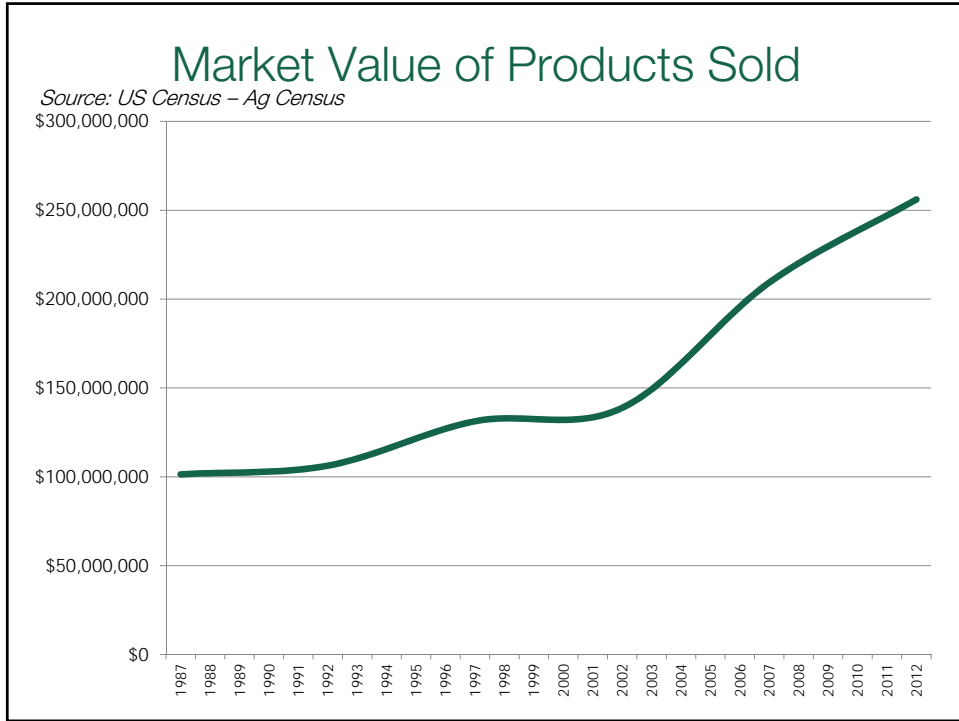
Source: Implan

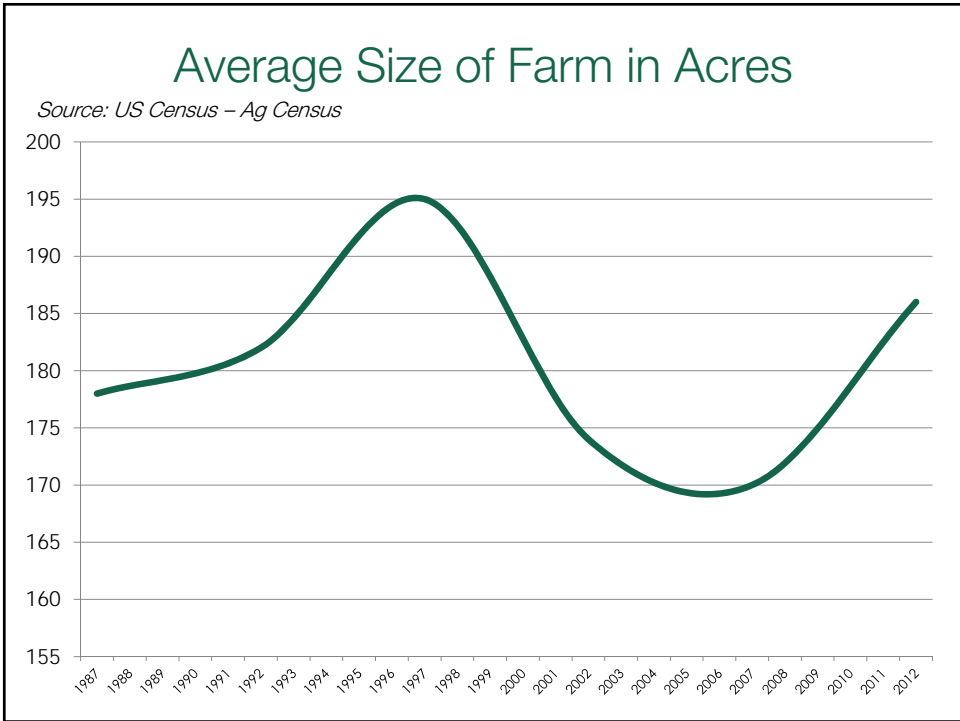
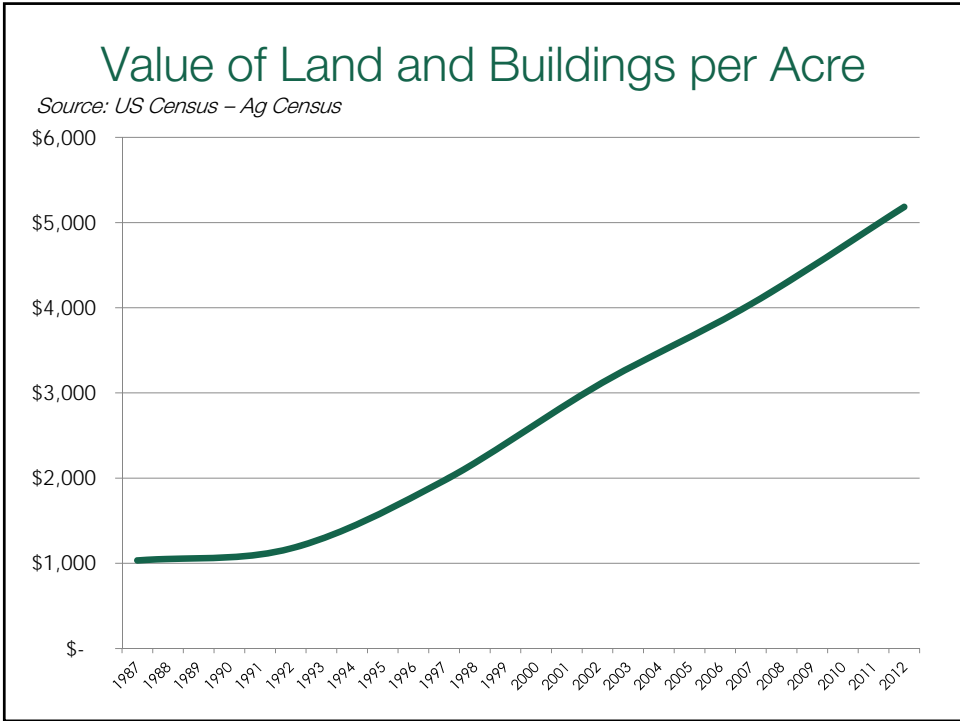
	Employment	Economic Activity	Employee Compensation
Total	48,431	\$8,524,953,720	\$1,636,654,942
Oilseed farming	234	\$26,921,576	\$251,470
Grain farming	978	\$70,296,410	\$2,685,771
Vegetable and melon farming	21	\$6,523,528	\$1,030,969
Fruit farming	1	\$434,354	\$58,367
Greenhouse, nursery, and floriculture production	145	\$29,004,259	\$10,685,602
All other crop farming	45	\$13,745,440	\$1,362,380
Cattle ranching and farming	84	\$16,746,086	\$1,298,064
Dairy cattle and milk production	283	\$61,392,876	\$3,677,441
Poultry and egg production	52	\$43,047,085	\$4,972,859
Animal production, except cattle and poultry and eggs	253	\$14,069,902	\$2,627,888
Support activities for agriculture and forestry	92	\$405,569	\$1,438,624
Total Agricultural Impact	2,189	\$282,587,085	\$30,089,437
Percentage Impact of Total	4.52%	3.31%	1.84%

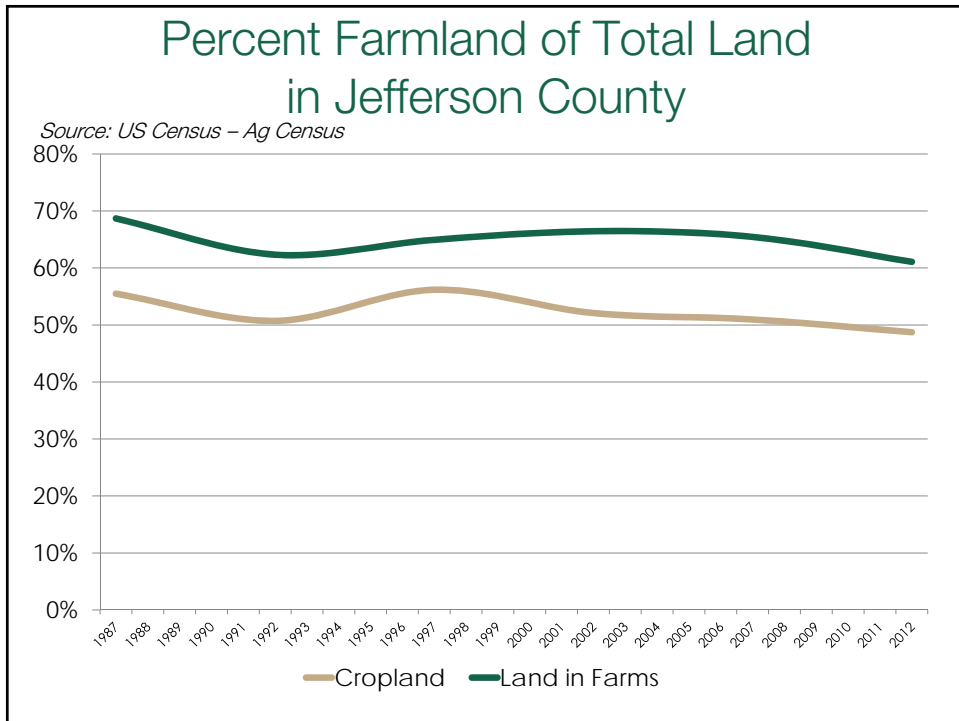
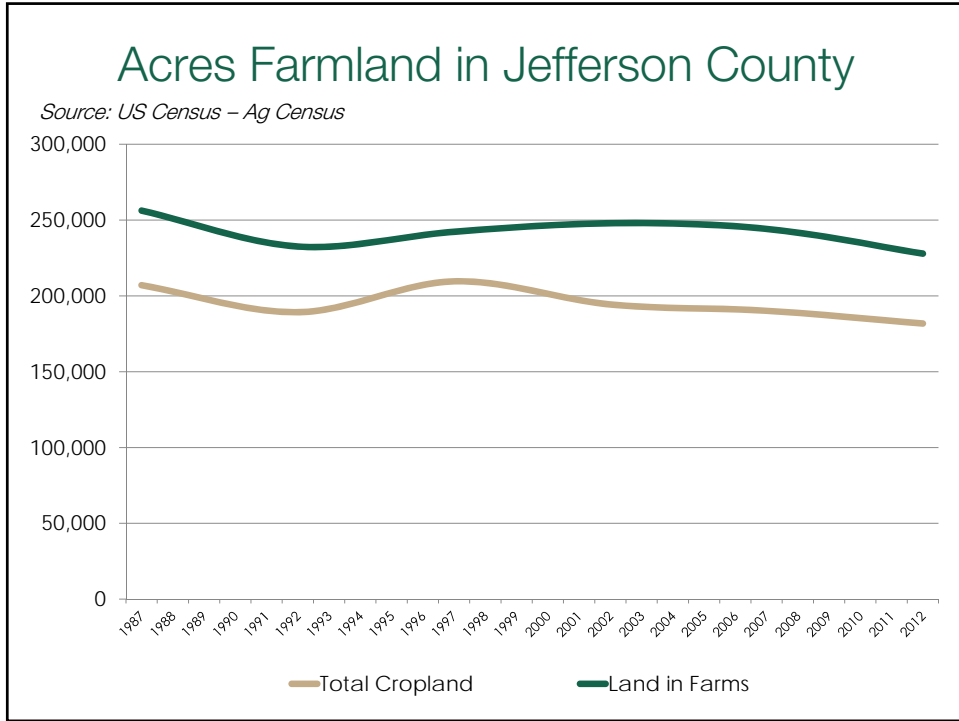
2012 Jefferson County Agriculture Industry Demand

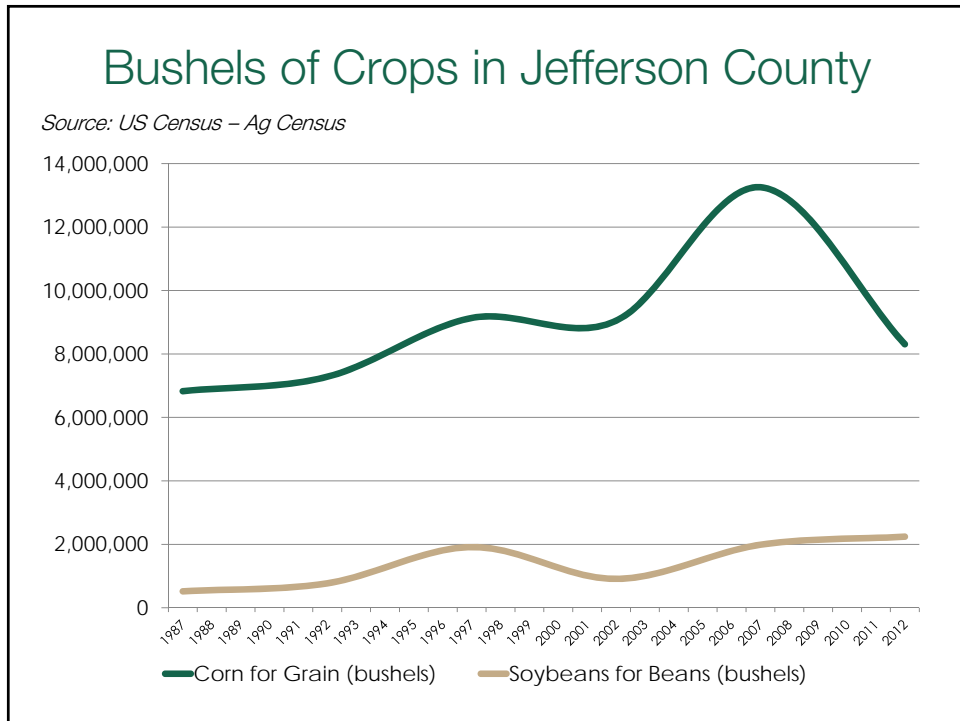
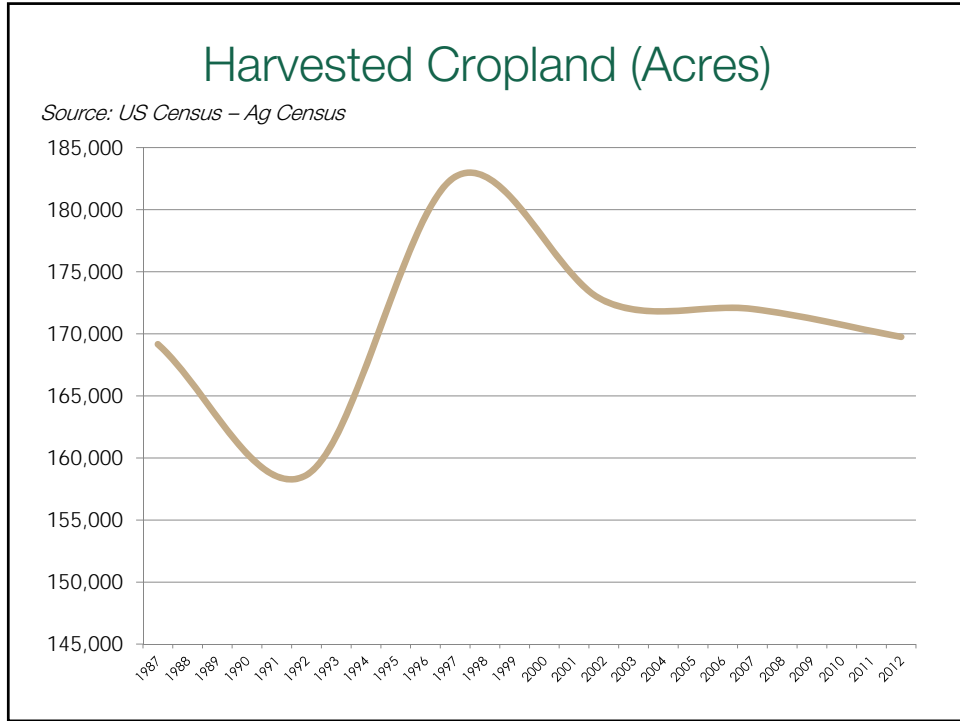
Source: Implan

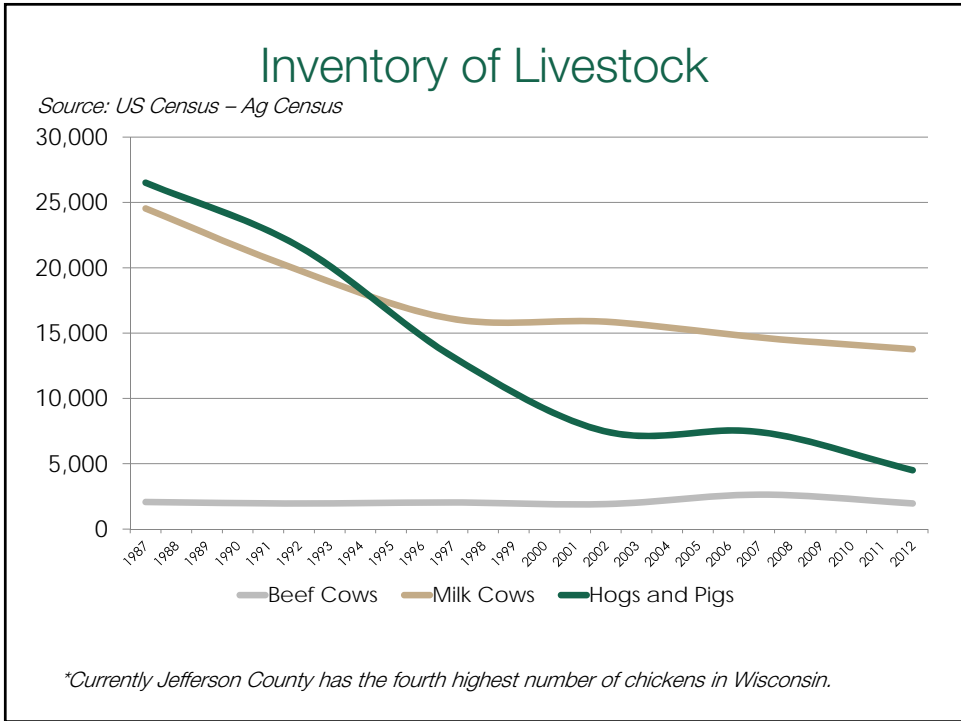
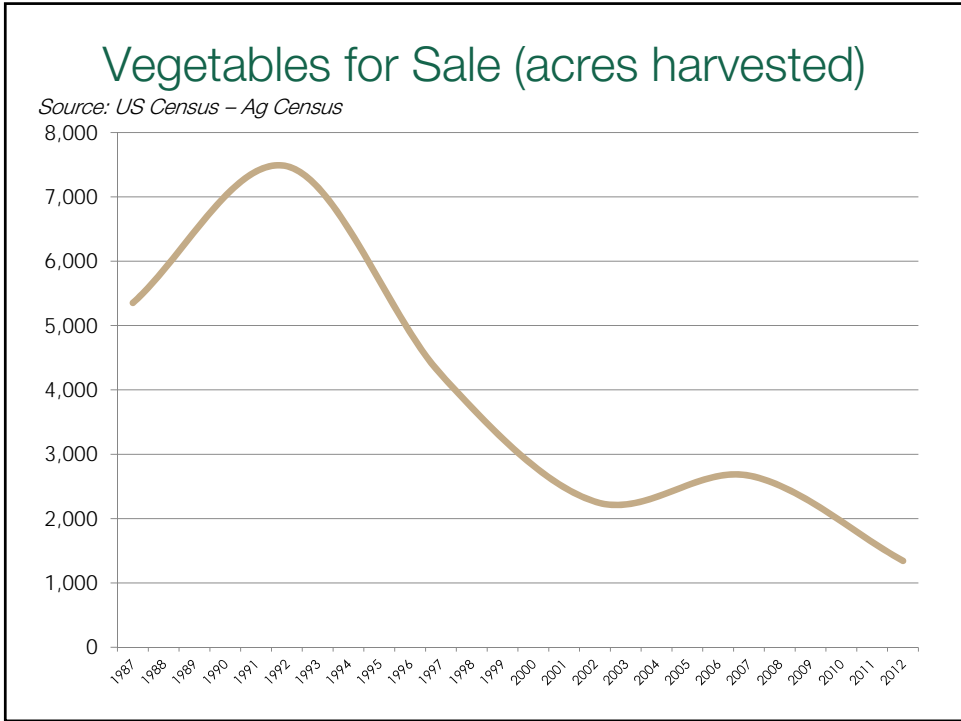
	Household Demand	State/Local Demand	Domestic Exports	Foreign Exports
Total	\$1,523,699,521	\$291,812,526	\$4,223,844,044	\$1,046,980,596
Oilseed farming	\$189,656	\$4,611	\$3,432,751	\$15,134,270
Grain farming	\$489,833	\$12,287	\$53,513,817	\$14,680,545
Vegetable and melon farming	\$2,123,433	\$32,025	\$133,108	\$913,030
Fruit farming	\$95,495	\$135	\$780	\$113,235
Greenhouse, nursery, and floriculture production	\$272,153	\$21,638	\$27,086,329	\$736,282
All other crop farming	\$65	\$27	\$12,274,129	\$949,450
Cattle ranching and farming	\$4,415	\$1,163	\$338,415	\$7,073
Dairy cattle and milk production	\$427,140	\$2,464	\$59,240,260	\$14,981
Poultry and egg production	\$106,854	\$2,451	\$41,951,669	\$598,058
Animal production, except cattle and poultry and eggs	\$271,903	\$4,886	\$726,606	\$640,380
Support activities for agriculture and forestry	\$5,225	\$3,210	\$2,113	\$19,512
Total Agricultural Demand	\$3,986,172	\$84,897	\$198,699,977	\$33,806,816
Percentage Impact of Total	0.26%	0.03%	4.70%	3.23%

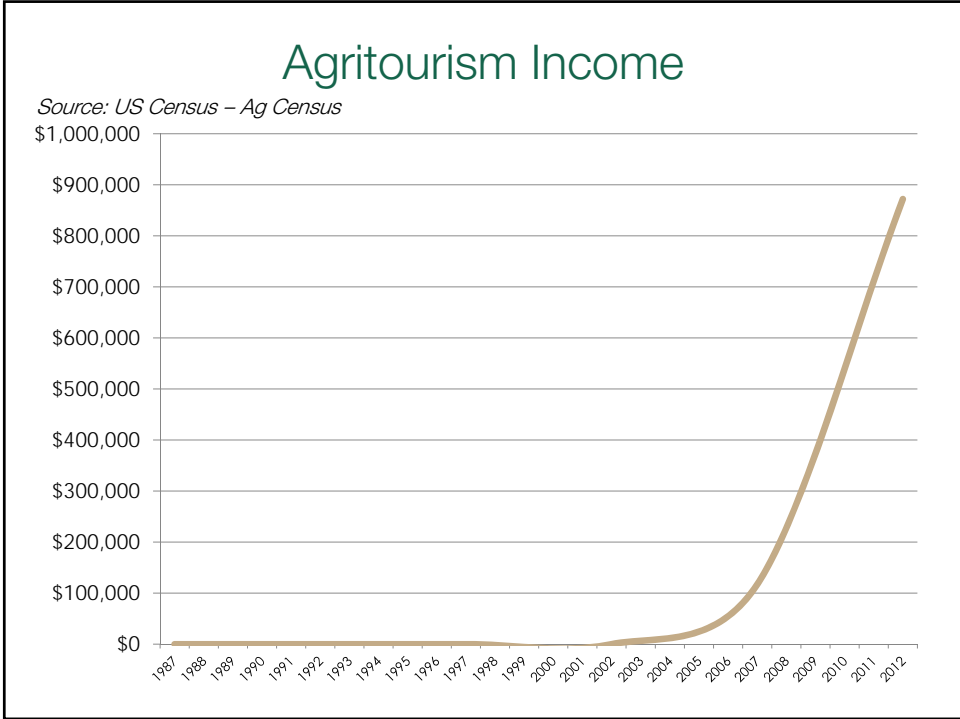












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[Facebook.com/jcedc](https://www.facebook.com/jcedc)