



**JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC) BOARD AGENDA
8:30 am - Thursday, February 25, 2021**

**Jefferson County Courthouse, 311 S. Center St. Room 205, Jefferson, WI 53549
AND VIA Zoom**

EVERYONE who intends to attend this meeting via Zoom, including board members, staff, and members of the public, must register in advance.

REGISTRATION LINK:

<https://zoom.us/meeting/register/tJctfu6upj0rEtAs35IK-2LyNH59bhIJNGTO>

After registering, you will receive a confirmation email containing information about joining the meeting.

Board Members

Rebecca Houseman-LeMire- City of Fort Atkinson, Steve Wilke – City of Lake Mills, Timothy Freitag – City of Jefferson, Mo Hansen – City of Waterloo, Emily McFarland – City of Watertown, Cameron Clapper – City of Whitewater, Lisa Moen – Village of Cambridge, Brad Calder - Village of Johnson Creek, David Drayna – Jefferson County Supervisor, Richard Jones – Jefferson County Supervisor, Amy Rinard – Jefferson County Supervisor, Russell Kottke - Dodge County Board Chair.

- I.** Call to Order –
- II.** Roll Call (Establish a quorum)
- III.** Certification of Compliance with Open Meeting Laws
- IV.** Approval of February 25, 2021 Agenda
- V.** Approval of Minutes –January 28, 2021
- VI.** Public Comment - Members of the Public who wish to address the JCEDC on specific agenda items must register their request at this time.
- VII.** JCEDC Reports
 - A.** Finance Reports – ED and HBP
- VIII.** February Education Session – Jefferson County Housing Study Preliminary Results – Dr. Russ Kashian – Director of the Fiscal & Economic Research Center (FERC) at UW-Whitewater
- IX.** Upcoming Meetings
- X.** Adjournment

A quorum of any Jefferson County Committee, Board, Commission, or other body, including the Jefferson County Board of Supervisors, may be present at this meeting.

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



Jefferson County Economic Development Consortium & ThriveED

Joint Boards of Directors Meeting Minutes

January 28, 2021

Meeting called to order at 8:31 by JCEDC Chairman Mo Hansen and ThriveED Chairman David Schroeder.

JCEDC Board members present - Steve Wilke, City of Lake Mills, Mo Hansen – City of Waterloo, Emily McFarland – City of Watertown, Cameron Clapper – City of Whitewater, Lisa Moen – Village of Cambridge, Brad Calder – Village of Johnson Creek, Richard Jones– County Supervisor, Amy Rinard – County Supervisor, David Drayna – County Supervisor

JCEDC Board members Absent - Tim Freitag – City of Jefferson, Russell Kottke - Dodge County

ThriveED Board members present - Tina Crave, Matt Mauthe, David Schroeder, Bill Kehl, Mike Wallace, Stewart Wangard, Jim Falco, Beau Gellings Kevin Kaufman

Others Present – Supervisor Anita Martin, Frankie Fuller, Jen Pinnow – Jefferson Chamber of Commerce, Gene Dahloff – MadRep, Jim Grabowski – We Energies, Rob Radcliff – RDG, Matthew Chambers – RDG, Beth Pullian-RDG, Mike Trubiano-RDG. Vanessa Ineza-WEDC, Ben Wehmeier – Jefferson County Administrator, Blair Ward – Corporation Counsel, James Mielke – Dodge County Administrator, Victoria Pratt – JCEDC Executive Director/ThriveED President, Julie Olver – Marketing Manager, Deborah Reinbold– BRE Consultant, RoxAnne Witte – Program Specialist

Roll Call – Quorum Established

Certification of compliance with Open Meeting Law Requirements

Staff certified compliance for the agenda dated January 28, 2021.

Approval of Agenda

2021 Plan of Work will be discussed under Review of Financials and not under Staff Report.

Approval of Minutes

JCEDC Minutes

Wilke/McFarland moved to approve JCEDC December 17, 2020 minutes as printed. Motion Carried.

ThriveED Minutes

Falco/Kehl moved to approve ThriveED December 9, 2020 minutes as printed. Motion Carried.

Public Comments

Question was asked as to whether ThriveED has taken a stance on immigration reform considering one of our goals is Workforce Development. Pratt responded that as a 501(c)(3) ThriveED does not engage in lobbying, nor has the board decided to take a position.

Review of Financials

1. JCEDC Report -

Drayna/Clapper moved to approve the December 31, 2020 Finance Reports for JCEDC, and the Homebuyer Program as presented. Motion Carried.

2. ThriveED Report –

Crave/ Wallace moved to write off current accounts receivable totaling \$ 260.00 and approve the December 31, 2020 Profit & Loss, Balance Sheet as presented. Motion amended to write off current

accounts receivable total of \$60.00 and approve the December 31, 2020 Profit & Loss, Balance Sheet as presented. Motion Carried.

3. Review of 2021 Plan of Work

Pratt presented the ThriveED/JCEDC 2021 Plan of Work. She explained the goals and the strategies under each goal.

4. Review of 2021 Budgets

Pratt presented the 2021 JCEDC Budget and the ThriveED 2021 Budget, which show financial support for execution of the 2021 Plan of Work. Wallace/Mauthe moved to approve the Thrive 2021 Budget as presented. Motion Carried.

Meeting Schedules for 2021

JCEDC – board meetings will be held on the 4th Thursday of the month except for months of November and December, which will be held the 3rd Thursday due to holidays. Six of the meetings are targeted to deliver educational programs. Meetings will continue to be held in person at the courthouse and via zoom until further notice.

ThriveED - board meetings will be held on March 10, 2021, June 9, 2021 September 8, 2021, and December 8, 2021. Meetings will continue to be held in person at the courthouse and via zoom until further notice. The Annual Meeting of the Investor Council will be held on October 6, 2021; time and location to be determined.

JCEDC/ThriveED Staff Report

Pratt reported that the 2022-2026 Strategic Plan Draft has been sent to all board members. She stated that the plan will remain in draft form until such time that both Boards of Directors adopt it later this year.

Preparing for Campaign

RDG gave a presentation on the results of the feasibility study and their recommendations for the 2022-2026 Capital Campaign. Discussion was held on the recommendations presented, the plan that will be used, leadership involved, and the timeline of the campaign.

Chairman's Report

JCEDC - Hansen stated that JCEDC members need to step up and assist with the campaign process so that we can all achieve our goal of promoting economic development in Jefferson/Dodge Counties. He asked that all members be engaged and assist where they are able.

ThriveED – Schroeder stated that our organization was not much different than any other organization due to the pandemic and has had to adjust how they are doing business. All things considered we had a good 2020 but need to continue to make the public aware of who we are and our goal to promote economic development in Jefferson/Dodge Counties. The Executive Committee will be meeting to finalize the campaign cabinet, the investor prospect list, and the plan to move the campaign forward.

There being no further business to be come before the JCEDC Board of Directors or the ThriveED Board of Directors, motion by McFarland/Wangard to adjourn the Joint JCEDC/ThriveED Board of directors Meeting.

Meeting adjourned at 10:20 am.

Recorded by:

RoxAnne L. Witte
Jefferson County Economic Development Consortium

Jefferson County Economic Development Consortium

January 31, 2021

Revenue	January Estimates	Year to Date	2021 Budget	
JCEDC GHDP Service fees	-	-	135,000.00	0.0%
GHDP Reimbursable Expenses	-	-	-	
V-Cambridge	160.50	160.50	160.50	100.0%
V-Johnson Creek	4,524.00	4,524.00	4,524.00	100.0%
C-Fort Atkinson	18,712.50	18,712.50	18,712.50	100.0%
C-Jefferson	12,156.00	12,156.00	12,156.00	100.0%
C-Lake Mills	9,228.00	9,228.00	9,228.00	100.0%
C-Waterloo	4,977.00	4,977.00	4,977.00	100.0%
C-Watertown	22,851.00	22,851.00	22,851.00	100.0%
C-Whitewater	4,588.50	4,588.50	4,588.50	100.0%
Jefferson County	-	-	128,568.00	0.0%
Dodge County	-	-	135,445.50	0.0%
Contra Account	-	-	(13,717.70)	0.0%
Total	77,197.50	77,197.50	\$ 462,493.30	16.7%

Expenditures	January Estimates	Year to Date	2021 Budget	
Personnel	34,027.29	34,027.29	389,577.51	9%
Professional Services	-	-	60,000.00	0%
Web Page Development	500.00	500.00	2,125.00	24%
Office Expense	1,153.03	1,153.03	10,336.00	11%
Membership	-	-	3,300.00	0%
Professional Development	505.00	505.00	4,800.00	11%
Meeting Expenses	5.12	5.12	1,500.00	0%
Training Materials	-	-	500.00	0%
Subscriptions	506.97	506.97	6,000.00	8%
Internet/Phones/Mis	936.15	936.15	12,140.00	8%
Other Operating	-	-	1,000.00	0%
Travel Related	458.33	458.33	5,800.00	8%

Expenditures	January Estimates	Year to Date	2021 Budget	
Other Insurance	172.33	172.33	2,068.26	8%
Railroad Consortium	14,000.00	14,000.00	14,000.00	100%
Operating Reserve	-	-	-	
Total	52,264.22	52,264.22	\$ 513,146.77	10%

SUMMARY

January 31, 2021

	January Estimates	Year to Date	2021 Budget
Revenues	\$77,197.50	\$77,197.50	\$462,493.30
Expenses	<u>\$52,264.22</u>	<u>\$52,264.22</u>	<u>\$513,146.77</u>
1/1/2021 Vested Benefits Carryforward	34,125.50		
1/1/2021 JCEDC Carryforward Balance	\$313,569.24		

Breakdown By Goals

Goal 1	January Estimates	Year to Date	2021 Budget	
Personnel	11,648.25	11,648.25	134,982.70	9%
Professional Services	-	-	20,000.00	0%
Web Page Development	166.65	166.65	708.33	24%
Office Expense	384.31	384.31	3,445.33	11%
Membership	-	-	1,100.00	0%
Professional Development	168.32	168.32	1,600.00	11%
Meeting Expenses	1.71	1.71	500.00	0%

Goal 1 Cont.	January Estimates	Year to Date	2021 Budget	
Training Materials	-	-	166.67	0%
Subscriptions	168.97	168.97	2,000.00	8%
Internet/Phones/Mis	312.03	312.03	4,046.67	8%
Other Operating	-	-	333.33	0%
Travel Related	152.76	152.76	1,933.33	8%
Other Insurance	57.44	57.44	689.42	8%
Railroad Consortium	4,666.20	4,666.20	4,666.67	100%
Total	17,726.64	17,726.63	\$ 176,172.45	10%

Goal 2	January Estimates	Year to Date	2021 Budget	
Personnel	9,027.97	9,027.97	102,665.18	9%
Professional Services	-	-	20,000.00	0%
Web Page Development	166.65	166.65	708.33	24%
Office Expense	384.31	384.31	3,445.33	11%
Membership	-	-	1,100.00	0%
Professional Development	168.32	168.32	1,600.00	11%
Meeting Expenses	1.71	1.71	500.00	0%
Training Materials	-	-	166.67	0%
Subscriptions	168.97	168.97	2,000.00	8%
Internet/Phones/Mis	312.03	312.03	4,046.67	8%
Other Operating	-	-	333.33	0%
Travel Related	152.76	152.76	1,933.33	8%
Other Insurance	57.44	57.44	689.42	8%
Railroad Consortium	4,666.20	4,666.20	4,666.67	100%
Total	15,106.36	15,106.36	\$ 143,854.93	11%

Goal 3	January Estimates	Year to Date	2021 Budget	
Personnel	13,351.07	13,351.07	151,929.70	9%
Professional Services	-	-	20,000.00	0%
Web Page Development	166.70	166.70	708.33	24%
Office Expense	384.42	384.42	3,445.33	11%
Membership	-	-	1,100.00	0%

Goal 3 cont.

	January Estimates	Year to Date	2020 Budget	
Professional Development	168.37	168.37	1,600.00	11%
Meeting Expenses	1.71	1.71	500.00	0%
Training Materials	-	-	166.67	0%
Subscriptions	169.02	169.02	2,000.00	8%
Internet/Phones/Mis	312.08	312.08	4,046.67	8%
Other Operating	-	-	333.33	0%
Travel Related	152.81	152.81	1,933.33	8%
Other Insurance	57.46	57.46	689.42	8%
Railroad Consortium	4,667.60	4,667.60	4,666.67	100%
	19,431.24	19,431.24	\$ 193,119.45	10%

SUMMARY

January 31, 2021

	January Estimates	Year to Date	2020 Budget	
Revenues				
Income		77,197.50	\$	462,493.30
Expenses				
Goal 1	17,726.64	17,726.63	\$	176,172.45
Goal 2	15,106.36	15,106.36	\$	143,854.93
Goal 3	19,431.24	19,431.24	\$	193,119.45
*Totals	52,264.23	52,264.22	\$	513,146.83

1/1/2021 Vested Benefits Carryforward

34,125.50

1/1/2021 JCEDC Carryforward Balance

\$313,569.24

Jefferson County Economic Development Consortium
Home Buyer Program
January 31, 2021

Income	January Estimates	Year to Date	Budget	
V- Cambridge	10.60	10.60	10.70	99%
V-Johnson Creek	301.60	301.60	301.60	100%
C- Fort Atkinson	1,247.50	1,247.50	1,247.50	100%
C-Jefferson	810.40	810.40	810.40	100%
C-Lake Mills	615.20	615.20	615.20	100%
C-Waterloo	331.80	331.80	331.80	100%
C-Watertown	1,523.40	1,523.40	1,523.40	100%
C-Whitewater	305.90	305.90	305.90	100%
Jefferson County		-	8,571.20	0%
DPP Home Buyer Program	-	-	10,000.00	0%
DPA Home Buyer Program	-	-		0%
Additional HBC Inc. Contract Restricted	-	-		0%
Applied Operating Reserve	-	-	27,389.20	0%

TOTALS	\$ 5,146.40	\$ 5,146.40	\$ 51,106.90	10%
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Expenses	January Estimates	Year to Date	Budget	
Personnel	2,935.51	2,935.51	36,335.84	8%
Web Page Development	-	-	150.00	0%
Office Expense	173.36	173.36	3,420.00	5%
Membership	-	-	250.00	0%
Professional Development	-	-	3,700.00	0%
Legal Notices - Southern Housing	-	-	-	
Training Materials	34.12	34.12	3,000.00	1%
Subscriptions	595.00	595.00	1,000.00	60%
Internet/Phones/Mis	162.28	162.28	2,048.00	8%
Travel Related	-	-	930.00	0%
Other Insurance	18.92	18.92	227.06	8%
Recording Fees	-	-	-	-

TOTALS	\$ 3,919.19	\$ 3,919.19	\$ 51,060.90	8%
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1/1/2021 Vested Benefits Balance	\$ 6,855.23
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1/1/2021 Operating Reserve Carryforward Balance	\$ 132,911.42
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