



## JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC) BOARD AGENDA

**8:30 am - Thursday, June 24, 2021**

**Jefferson County Courthouse, 311 S. Center Ave, 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/tJctfu6upj0rEtAs351K-2LyNH59bhIJNGTO>

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

### Board Members

Rebecca 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, Amy Rinard – Jefferson County Supervisor, Karl Zarling – Jefferson County Supervisor Russell Kottke - Dodge County Board Chair.

- I. Call to order
- II. Roll (Establish a quorum)
- III. Certification of Compliance with Open Meeting Laws
- IV. Approval of Agenda – June 24, 2021
- V. Approval of Minutes – May 27, 2021
- VI. Public Comment – Members of the Public who wish to address the JCEDC on specific agenda items must register their request at the time.
- VII. June Education Session – Wage by Occupation Code by County Study Results – Dr. Russ Kashian – Fiscal & Economic Research Center, UW Whitewater
- VIII. JCEDC Reports
  - A. Finance Reports – ED & HBP
  - B. Draft 2022 Budget – Revenue/Expenses discussion (hearing August 2021)
- IX. General Orders
  - A. Pipeline Report
  - B. Pipeline Reporting Metrics: Municipal leaders/Staff
  - C. Directors Report
    1. RLF Program – Review and Recommendations to the Jefferson County Board of Supervisors (Action Required)
  - D. Capital Campaign Update
- X. Upcoming Meetings
  - \***JUNE 28, 2021:** Conversations with ThriveED – hosted by Crave Brothers Farmstead Cheese, W11555 Torpy Road, Waterloo, WI 4:00 – 5:30 pm
  - \*JCEDC Board of Directors August 26, 2021, 8:30 am. (no July Meeting)
  - \*ThriveED Investor Council Annual Meeting: October 13, 2021; MBU 7:30-9:30 am
- XI. 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. Anyone requiring special accommodations should contact the County Administrator 24 hours prior to the meeting at 920-674-7171 to make appropriate arrangements.

**Jefferson County Economic Development Consortium (JCEDC)  
Board of Directors Meeting  
May 27, 2021 – Meeting held in person and via Zoom.**

Board members –Rebecca 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 Capper - City of Whitewater, Russ Kottke - Dodge County, Lisa Moen - Village of Cambridge, Brad Calder of Johnson Creek, David Drayna - Jefferson County Supervisor, Karl Zarling - Jefferson County Supervisor, Amy Rinard - Jefferson County Supervisor.

**I. Call to Order** - Meeting called to order by Chairman Hansen at 8:30 am.

**II. Roll Call – Quorum Established**

- JCEDC Board Members Present: Mo Hansen-City of Waterloo, Emily McFarland-City of Watertown, Cameron Clapper-City of Whitewater, Rebecca LeMire – City of Fort Atkinson, Brad Calder-Village of Johnson Creek, David Drayna-County Supervisor, Karl Zarling-County Supervisor, Amy Rinard-County Supervisor, Russell Kottke – Dodge County
- Absent: Lisa Moen-Village of Cambridge, Steve Wilke-City of Lake Mills, Tim Freitag-City of Jefferson,
- Staff Present: Ben Wehmeier-Jefferson County Administrator, Victoria Pratt-JCEDC Executive Director, Julie Olver-Marketing Manager, Deb Reinbold-Business Development Manager, RoxAnne Witte-Program Specialist
- Members of the Public Attending: Alex Allon, Nate Olson, Cathy Anderson

**III. Certification of compliance with Open Meeting Law Requirements**

Staff certified compliance for the agenda dated May 27, 2021.

**IV. Approval of Agenda**

May 27, 2021 JCEDC agenda approved as printed by consensus of the board.

**V. Approval of Minutes**

Drayna/Rinard moved to approve April 22, 2021 JCEDC minutes as printed. Motion passed.

**VI. Public Comments**

None

**VII. Annual Meeting/Elections of Officers**

**A. Introduction of Board Members/Election of Officers**

- Karl Zarling was introduced to the board as the new county supervisor representative replacing Richard Jones.
- Mo Hansen nominated to be chairperson. There being no other nominations Mo Hansen was appointed chairperson by consensus of the board.
- Emily McFarland nominated to be vice chairperson. There being no other nominations Emily McFarland was appointed vice chairperson by consensus of the board.
- Steve Wilke nominated to be secretary/treasurer. There being no other nominations Steve Wilke was appointed secretary/treasurer by consensus of the board.

**JCEDC Board of Directors - Terms of Office**

<b>Name</b>	<b>Community Representing</b>	<b>Term Expires</b>
Steve Wilke	City of Lake Mills	May 2022
David Drayna	County Supervisor	May 2022
Rebecca LeMire	City Fort Atkinson	May 2022
Cameron Clapper	City of Whitewater	May 2022
Emily McFarland	City of Watertown	May 2023
Amy Rinard	County Supervisor	May 2023
Mo Hansen	City of Waterloo	May 2023
Lisa Moen	Village of Cambridge	May 2023
Tim Freitag	City of Jefferson County	May 2024
Karl Zarling	County Supervisor	May 2024
Brad Calder	Village of Johnson Creek	May 2024
Ross Kottke	Dodge County	May 2024

**VIII. JCEDC Reports**

**A. Finance Report** –Dryna/Renard moved to approve April 30, 2021 JCEDC and Homebuyer Program finance reports as presented. Motion passed.

**B. Homebuyer Program Report for 2020** – McFarland/Rinard moved to approve the Jefferson County Homebuyer Statistics Report for 2020 as presented. Motion passed.

**IX. General Orders**

**A. Opportunity Pipeline Update** – Pratt/Reinbold gave update on recruitment/retention/expansion projects that have been active in 2021. Discussion was held on report content.

**B. Directors Report**

- **Revolving Loan Fund** – Pratt updated the board on the status of the program/investors. Launch date for the program is proposed to be July 1, 2021.
- **Rural Housing Initiative** – Pratt updated the board that a proposal for housing consulting services for municipalities, has been submitted to WEDC.
- **Wages by Occupation Code by County Study** – UW Whitewater finalizing study. Presentations will be scheduled in both Dodge and Jefferson County once study is complete.
- **Heartland Talent Initiative** – Pratt updated the board on the work that UW Whitewater is doing to collect information from employers (career opportunities, education required, pay scale) to finalize the initiative. Program to launch in Fall of 2021 in Lake Mills School District.

**C. Capital Campaign Update** – RDG reported that the campaign is on track to reach the goal by the end of June.

**X. Upcoming Meeting/Seminars**

- JCEDC Board of Directors/Education Session – June 24, 2021, 8:30 am, Jefferson County Courthouse, Room 205 and via Zoom.
- ThriveED Investor Council Annual Meeting – October 12, 2021, 7:30 – 9:30 am, Maranatha Baptist University, Watertown WI

**XI. Adjournment**

There being no further business for consideration, motion by Dryna/Rinard to adjourn. Motion passed. adjourned at 9:43 am.

Minutes prepared by:

RoxAnne L. Witte, Program Specialist

Jefferson County Economic Development Consortium

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

## Jefferson County Economic Development Consortium

May 31, 2021

	May Estimates	April Final	Year to Date	2021 Budget	
<b>Revenue</b>					
JCEDC GHDP Service fees	-	-	-	135,000.00	0.0%
GHDP Reimbursable Expenses	-	-	-	-	
V-Cambridge	-	-	160.50	160.50	100.0%
V-Johnson Creek	-	-	4,524.00	4,524.00	100.0%
C-Fort Atkinson	-	-	18,712.50	18,712.50	100.0%
C-Jefferson	-	-	12,156.00	12,156.00	100.0%
C-Lake Mills	-	-	9,228.00	9,228.00	100.0%
C-Waterloo	-	-	4,977.00	4,977.00	100.0%
C-Watertown	-	-	22,851.00	22,851.00	100.0%
C-Whitewater	-	-	4,588.50	4,588.50	100.0%
Jefferson County	-	128,568.00	128,568.00	128,568.00	100.0%
Dodge County	135,007.50	-	135,007.50	135,445.50	99.7%
Contra Account	-	-	(13,717.70)	(13,717.70)	100.0%
<b>Total</b>	<b>135,007.50</b>	<b>128,568.00</b>	<b>327,055.30</b>	<b>\$ 462,493.30</b>	<b>70.7%</b>

	May Estimates	April Final	Year to Date	2021 Budget	
<b>Expenditures</b>					
Personnel	32,152.29	31,741.57	159,227.55	389,577.51	41%
Professional Services	14,070.00	21,428.00	37,248.00	60,000.00	62%
Web Page Development	-	21.17	1,041.34	2,125.00	49%
Office Expense	242.00	85.50	869.91	10,336.00	8%
Membership	-	149.00	999.00	3,300.00	30%
Professional Development	849.00	12.60	2,323.07	4,800.00	48%
Meeting Expenses	-	79.79	84.91	1,500.00	6%
Training Materials	-	-	-	500.00	0%
Subscriptions	626.65	86.97	1,982.53	6,000.00	33%
Internet/Phones/Mis	935.95	886.05	4,576.36	12,140.00	38%
Other Operating	-	-	-	1,000.00	0%
Travel Related	300.00	210.03	977.34	5,800.00	17%
Other Insurance	250.64	250.64	1,253.20	2,068.26	61%
Railroad Consortium	-	-	14,000.00	14,000.00	100%
Operating Reserve	-	-	-	-	
<b>Total</b>	<b>49,426.53</b>	<b>54,951.32</b>	<b>\$ 224,583.21</b>	<b>\$ 513,146.77</b>	<b>44%</b>

## SUMMARY

May 31, 2021

	May Estimates	April Final	Year to Date	2021 Budget
Revenues	135,007.50	128,568.00	\$327,055.30	\$462,493.30
Expenses	49,426.53	54,951.32	\$224,583.21	\$513,146.77
Total Profit/Loss			\$102,472.09	

1/1/2021 JCEDC Operating Reserve Carryforward Balance Total \$347,694.74

Vested Benefits Balance	(34,125.50)
JCEDC Operating Reserve Balance	313,569.24

5/17/2021 Estimated Loan Receivable due from ThriveED on 12/31/2022 \$36,746.00

### Breakdown By Goals

Goal 1	May Estimates	April Final	Year to Date	2021 Budget	
Personnel	10,967.02	10,830.13	54,323.85	134,982.70	40%
Professional Services	4,689.53	7,141.95	12,414.76	20,000.00	62%
Web Page Development	-	7.06	347.08	708.33	49%
Office Expense	80.66	28.50	289.94	3,445.33	8%
Membership	-	49.66	332.97	1,100.00	30%
Professional Development	282.97	4.20	774.28	1,600.00	48%
Meeting Expenses	-	26.60	28.30	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	208.86	28.99	660.78	2,000.00	33%
Internet/Phones/Mis	311.97	295.33	1,525.38	4,046.67	38%
Other Operating	-	-	-	333.33	0%
Travel Related	99.99	70.00	325.75	1,933.33	17%
Other Insurance	83.54	83.54	417.69	689.42	61%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
<b>Total</b>	<b>16,724.54</b>	<b>18,565.96</b>	<b>76,106.98</b>	<b>\$ 176,172.45</b>	<b>43%</b>

<b>Goal 2</b>	<b>May Estimates</b>	<b>April Final</b>	<b>Year to Date</b>	<b>2021 Budget</b>	
Personnel	8,534.24	8,397.35	42,159.95	102,665.18	41%
Professional Services	4,689.53	7,141.95	12,414.76	20,000.00	62%
Web Page Development	-	7.06	347.08	708.33	49%
Office Expense	80.66	28.50	289.94	3,445.33	8%
Membership	-	49.66	332.97	1,100.00	30%
Professional Development	282.97	4.20	774.28	1,600.00	48%
Meeting Expenses	-	26.60	28.30	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	208.86	28.99	660.78	2,000.00	33%
Internet/Phones/Mis	311.97	295.33	1,525.38	4,046.67	38%
Other Operating	-	-	-	333.33	0%
Travel Related	99.99	70.00	325.75	1,933.33	17%
Other Insurance	83.54	83.54	417.70	689.42	61%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
<b>Total</b>	<b>14,291.76</b>	<b>16,133.18</b>	<b>\$ 63,943.09</b>	<b>\$ 143,854.93</b>	<b>44%</b>

<b>Goal 3</b>	<b>May Estimates</b>	<b>April Final</b>	<b>Year to Date</b>	<b>2021 Budget</b>	
Personnel	12,651.03	12,514.10	62,743.75	151,929.70	41%
Professional Services	4,690.94	7,144.10	12,418.48	20,000.00	62%
Web Page Development	-	7.06	347.18	708.33	49%
Office Expense	80.68	28.51	290.03	3,445.33	8%
Membership	-	49.68	333.07	1,100.00	30%
Professional Development	283.06	4.20	774.51	1,600.00	48%
Meeting Expenses	-	26.60	28.31	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	208.93	29.00	660.98	2,000.00	33%
Internet/Phones/Mis	312.02	295.38	1,525.62	4,046.67	38%
Other Operating	-	-	-	333.33	0%
Travel Related	100.02	70.02	325.85	1,933.33	17%
Other Insurance	83.56	83.56	417.82	689.42	61%
Railroad Consortium	-	-	4,666.60	4,666.67	100%
<b>Total</b>	<b>18,410.24</b>	<b>20,252.20</b>	<b>\$ 84,533.20</b>	<b>\$ 193,119.45</b>	<b>44%</b>

## SUMMARY

May 31, 2021

			Year to Date	2020 Budget
<b>Revenues</b>				
<b>Income</b>			<b>327,055.30</b>	<b>\$ 462,493.30</b>
	<b>April Estimates</b>	<b>March Actual</b>	<b>Year to Date</b>	<b>2021 Budget</b>
<b>Expenses</b>				
<b>Goal 1</b>	16,724.54	18,565.96	76,106.98	\$ 176,172.45
<b>Goal 2</b>	14,291.76	16,133.18	63,943.09	\$ 143,854.93
<b>Goal 3</b>	18,410.24	20,252.20	84,533.20	\$ 193,119.45
<b>*Totals</b>	<b>49,426.53</b>	<b>54,951.34</b>	<b>\$ 224,583.27</b>	<b>\$ 513,146.83</b>

1/1/2021 JCEDC Operating Reserve Carryforward Balance Total **\$347,694.74**

Vested Benefits Balance **(34,125.50)**

JCEDC Operating Reserve Balance **313,569.24**

5/17/2021 Estimated Loan Receivable due from ThriveED on 12/31/2022 **\$36,746.00**

\*Note breakout differences due to percent rounding

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

<b>Income</b>	<b>May Estimates</b>	<b>April Actual</b>	<b>Year to Date</b>	<b>Budget</b>	
V- Cambridge	-	-	10.70	10.70	100%
V-Johnson Creek	-	-	301.60	301.60	100%
C- Fort Atkinson	-	-	1,247.50	1,247.50	100%
C-Jefferson	-	-	810.40	810.40	100%
C-Lake Mills	-	-	615.20	615.20	100%
C-Waterloo	-	-	331.80	331.80	100%
C-Watertown	-	-	1,523.40	1,523.40	100%
C-Whitewater	-	-	305.90	305.90	100%
Jefferson County	-	-	8,571.20	8,571.20	100%
DPP Home Buyer Program	600.00	300.00	1,800.00	10,000.00	38%
DPA Home Buyer Program	-	-	1,950.00	-	-
Additional HBC Inc. Contract Restricted	4,872.00	-	4,872.00	-	0%
Applied Operating Reserve	-	-	-	27,389.20	0%
<b>TOTALS</b>	<b>\$ 5,472.00</b>	<b>\$ 300.00</b>	<b>\$ 22,339.70</b>	<b>\$ 51,106.90</b>	<b>44%</b>

<b>Expenses</b>	<b>May Estimates</b>	<b>April Actual</b>	<b>Year to Date</b>	<b>Budget</b>	
Personnel	3,185.04	3,081.75	15,331.10	36,335.84	42%
Web Page Development	-	-	114.00	150.00	76%
Office Expense	64.06	132.24	433.87	3,420.00	13%
Membership	-	-	-	250.00	0%
Professional Development	-	-	-	3,700.00	0%
Legal Notices - Southern Housing	-	-	-	-	-
Training Materials	-	211.68	245.80	3,000.00	8%
Subscriptions	-	-	595.00	1,000.00	60%
Internet/Phones/Mis	162.16	162.16	808.75	2,048.00	39%
Travel Related	-	-	-	930.00	0%
Other Insurance	20.04	20.04	100.20	227.06	44%
Recording Fees	-	-	-	-	-
<b>TOTALS</b>	<b>\$ 3,431.30</b>	<b>\$ 3,607.87</b>	<b>\$ 17,628.72</b>	<b>\$ 51,060.90</b>	<b>35%</b>

<b>1/1/2021 Operating Reserve Carryforward Balance</b>	<b>\$132,911.42</b>
<b>Vested Benefits Balance</b>	<b>-\$6,855.23</b>
<b>Homebuyer Program Operating Reserve Balance</b>	<b>\$126,056.19</b>