

# JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC) BOARD AGENDA

8:30 am - Thursday, August 26, 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/tJctfu6upj0rEtAs35lK-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 August 26, 2021
- V. Approval of Minutes June 24, 2021
- VI. Public Comment Members of the Public who which to address the JCEDC on specific agenda items must register their request at the time.
- VII. Education Session Using TIF to Incentivize Single-Family Housing Development Guest Presenters: Steve DeCleene-President Neuman Developments, Brian Depies-Client Service Manager SEH, Inc., Brea Grace-Senior Community Development Specialist SEH, Inc.
- VIII. JCEDC Reports
  - a. Finance ED & HBP
  - b. 2022 Budget ED & HBP
  - c. Pipeline Report
  - d. JCEDC Services
- IX. Upcoming Meetings
  - JCEDC Board of Directors September 23, 2021, 8:30 am.
  - ThriveED Investor Council Annual Meeting October 13, 2021 at MBU 7:00-9:00 am
- X. Adjournment

# Jefferson County Economic Development Consortium (JCEDC) Board of Directors Meeting

June 24, 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, Steve Wilke-City of Lake Mills, Cameron Clapper-City of Whitewater, Rebecca LeMire – City of Fort Atkinson, Lisa Moen-Village of Cambridge, Brad Calder-Village of Johnson Creek, Karl Zarling-County Supervisor, Russell Kottke – Dodge County
- Absent: Tim Freitag-City of Jefferson, David Drayna-County Supervisor, Amy Rinard-County Supervisor
- 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, Gene Dalhoff, Vanessa Ineza, Russ Kashian

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

Staff certified compliance for the agenda dated June 24, 2021.

#### IV. Approval of Agenda

June 24, 2021 JCEDC agenda approved as printed by consensus of the board.

#### V. Approval of Minutes

Kottke/McFarland moved to approve May 27, 2021 JCEDC minutes as printed. Motion passed.

#### VI. Public Comments

None

#### VII. June Education Session

Dr. Russ Kashian, Director of Fiscal & Economic Research Center (FERC) at UW-Whitewater presented the preliminary results from the Wage by Occupation Code by County Study. Discussion followed on next steps. Presentations of the complete study will be scheduled in both Dodge and Jefferson County in coming months.

#### VIII. JCEDC Reports

- **A.** Finance Report –Clapper/Moen moved to approve May 31, 2021 JCEDC and Homebuyer Program finance reports as presented. Motion passed.
- **B. Draft 2022 Budget** Preliminary budgets for 2022 for JCEDC and the Homebuyer Program were presented to the board for discussion. Final budgets will be presented at the July board of directors meeting.

#### IX. General Orders

- **A. Opportunity Pipeline Update** Pratt/Reinbold gave update on recruitment/retention/expansion projects that have been active in 2021.
- **B.** Pipeline Reporting Metrics Discussion was held on report content and the suggestion of having monthly individual meetings with each municipality.

#### C. Directors Report

- **Revolving Loan Fund** Pratt updated the board on the status of the program. Launch date for the program is proposed for August 1, 2021.
- Rural Housing Initiative Pratt informed the board that the application for housing consulting services for municipalities has been submitted to WEDC for funding.
- 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 Spring of 2022 in Lake Mills School
  District.
- **D.** Capital Campaign Update Staff shared slide from RDG on the progress of the campaign.

#### X. Upcoming Meeting/Seminars

- JCEDC Board of Directors Meeting July 29, 2021, 8:30 am.
- ThriveED Investor Council Annual Meeting October 12, 2021, 7:00 9:00 am, Maranatha Baptist University, Watertown WI

## XI. Adjournment

There being no further business for consideration meeting adjourned at 9:59 am with consensus of the board.

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 July 31, 2021

	July Estimates	June Final	Year to Date	2021 Budget	
Revenue					
JCEDC GHDP Service fees	-	67,500.00	67,500.00	135,000.00	50.0%
<b>GHDP Reimburseable Espenses</b>	-	-	-	-	
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	100.0%
Dodge County	-	-	135,007.50	135,445.50	99.7%
Contra Account	-	-	(13,717.70)	(13,717.70)	100.0%
Total	-	67,500.00	394,555.30	\$ 462,493.30	85.3%

Expenditures	July Estimates	June Final	Year to Date	2021 Budget	
Personnel	31,468.91	32,610.04	224,098.73	389,577.51	58%
Professional Services	-	-	37,248.00	60,000.00	62%
Web Page Development	-	500.00	1,541.34	2,125.00	73%
Office Expense	683.23	1,391.96	2,951.20	10,336.00	29%
Membership	455.00	540.00	1,994.00	3,300.00	60%
<b>Professional Development</b>	135.00	277.00	2,735.07	4,800.00	57%
Meeting Expenses	-	-	84.91	1,500.00	6%
Training Materials	-	-	-	500.00	0%
Subscriptions	86.97	706.97	2,356.67	6,000.00	39%
Internet/Phones/Mis	910.65	911.34	6,348.49	12,140.00	52%
Other Operating	-	-	-	1,000.00	0%
Travel Related	1,132.22	160.87	1,970.43	5,800.00	34%
Other Insurance	250.64	250.64	1,754.48	2,068.26	85%
Railroad Consortium	-	-	14,000.00	14,000.00	100%
Operating Reserve	-		-	-	
Total	35,122.62	37,348.82	\$ 297,083.32	\$ 513,146.77	58%

	S	UMMARY		
		July 31, 2021		
	July Estimates	June Final	Year to Date	2021 Budget
Revenues	-	67,500.00	\$394,555.30	\$462,493.30
Expenses	35,122.62	37,348.82	\$297,083.32	\$513,146.77
Total Profit/Loss			\$97,471.98	
1/1/2021 JCEDC Operating Reserve Carryforwa	ard Balance Total \$347,	694.74		
Vested Benefits Balance	(34,125.50)			

# **Breakdown By Goals**

Goal 1	July Estimates	June Final	Year to Date	2021 Budget	
Personnel	10,699.43	11,087.41	76,374.75	134,982.70	57%
<b>Professional Services</b>	-	-	12,414.76	20,000.00	62%
Web Page Development	-	166.65	513.73	708.33	73%
Office Expense	227.72	463.94	983.64	3,445.33	29%
Membership	151.65	179.98	664.60	1,100.00	60%
<b>Professional Development</b>	45.00	92.32	911.61	1,600.00	57%
Meeting Expenses	-	-	28.30	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	28.99	235.63	785.48	2,000.00	39%
Internet/Phones/Mis	303.53	303.76	2,116.05	4,046.67	52%
Other Operating	-	-	-	333.33	0%
Travel Related	377.37	53.62	656.74	1,933.33	34%
Other Insurance	83.54	83.54	584.77	689.42	85%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
*Total	11,917.23	12,666.86	100,700.63	\$ 176,172.45	57%

Goal 2		July Estimates	June Final	Year to Date	2021 Budget	
	Personnel	8,496.61	8,804.71	59,725.32	102,665.18	58%
	Professional Services	-	-	12,414.76	20,000.00	62%
	Web Page Development	-	166.65	513.73	708.33	73%
	Office Expense	227.72	463.94	983.64	3,445.33	29%
	Membership	151.65	179.98	664.60	1,100.00	60%
	Professional Development	45.00	92.32	911.61	1,600.00	57%
	Meeting Expenses	-	-	28.30	500.00	6%
	Training Materials	-	-	-	166.67	0%
	Subscriptions	28.99	235.63	785.48	2,000.00	39%
	Internet/Phones/Mis	303.53	303.76	2,116.05	4,046.67	52%
	Other Operating	-	-	-	333.33	0%
	Travel Related	376.67	53.62	656.04	1,933.33	34%
	Other Insurance	83.54	83.54	584.77	689.42	85%
	Railroad Consortium	-	-	4,666.20	4,666.67	100%
	*Total	9,713.71	10,384.16	84,050.50	\$ 143,854.93	58%
Goal 3		July Estimates	June Final	Year to Date	2021 Budget	
	Personnel	12,272.88	12,717.92	87,998.67	151,929.70	58%
	Professional Services	-	-	12,418.48	20,000.00	62%
	Web Page Development	-	166.70	513.88	708.33	73%
	Office Expense	227.79	464.08	983.93	3,445.33	29%
	Membership	151.70	180.04	664.80	1,100.00	60%
	<b>Professional Development</b>	45.01	92.35	911.87	1,600.00	57%
	Meeting Expenses	-	-	28.31	500.00	6%
	Training Materials	-	-	-	166.67	0%
	Subscriptions	29.00	235.70	785.72	2,000.00	39%
	Internet/Phones/Mis	303.58	303.81	2,116.39	4,046.67	52%
	Other Operating	-	-	-	333.33	0%
	Travel Related	377.48	53.63	656.94	1,933.33	34%
	Other Insurance	83.56	83.56	584.94	689.42	85%
	Railroad Consortium	-	-	4,667.60	4,666.67	100%
	*Total	13,491.00	14,297.80	\$ 112,331.53	\$ 193,119.45	58%

		July 31, 2021				
		•	Υ	ear to Date	2	2020 Budget
Revenues						
Income				394,555.30	\$	462,493.30
	July Estimates	June Final		Year to Date		2021 Budget
Expenses						
Goal 1	11,917.23	12,666.86		100,700.63	\$	176,172.45
Goal 2	9,713.71	10,384.16		84,050.50	\$	143,854.93
Goal 3	13,491.00	14,297.80		112,331.53	\$	193,119.45
*Totals	35,121.93	37,348.82	\$	297,082.65	\$	513,146.83
1/1/2021 JCEDC Operating Reserve Carryforward	Balance Total \$347	7,694.74				
Vested Benefits Balance	(34,125.50)					
JCEDC Operating Reserve Balance	313,569.24					

\*Note breatkout differences due to percent rounding

## Jefferson County Economic Development Consortium Home Buyer Program July 31, 2021

Income	July	y Estimates	Ju	ne Actual	Year to Date	Budget	
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		-		300.00	2,100.00	10 000 00	F20/
DPA Home Buyer Program		1,300.00		-	3,200.00	10,000.00	53%
Additional HBC Inc. Contract Restricted		_		5,200.00	10,072.00		0%
Applied Operating Reserve		-				27,389.20	0%
TOTALS	\$	1,300.00	\$	5,500.00	\$ 29,089.70	\$ 51,106.90	57%
Expenses	July	y Estimates	Ju	ne Actual	Year to Date	Budget	
Personnel		3,206.20		3,198.44	21,735.97	36,335.84	60%
Web Page Development		-		-	114.00	150.00	76%
Office Expense		64.06		80.58	578.51	3,420.00	17%
Membership		-		-	-	250.00	0%
Professional Development		-		-	-	3,700.00	0%
Legal Notices - Southern Housing		-		-	-	-	
Training Materials		73.00		-	318.80	3,000.00	11%
Subscriptions		-		-	595.00	1,000.00	60%
Internet/Phones/Mis		187.42		136.92	1,133.10	2,048.00	55%
Travel Related		36.96		-	36.96	930.00	4%
Other Insurance		20.04		20.04	140.28	227.06	62%
Recording Fees		-		-			
TOTALS	\$	3,587.68	\$	3,435.98	\$ 24,652.62	\$ 51,060.90	48%
1/1/2021 Operating Reserve Carryforwar	d Bala	nce				\$132,911.42	

**Vested Benefits Balance** 

**Homebuyer Program Operating Reserve Balance** 

-\$6,855.23

\$126,056.19

# Jefferson County Economic Development Consortium 2021 YE Projections/2022 Projected Budget DRAFT

Income	2020 Actual	2021 YE Projected	2021 Budget	% of 2021 Budget		2022 Projected Budget
GHDP - Reimbursed Expenses	136,705.00	135,000.00	135,000.00	100.0%		135,000.00
V- Cambridge	156.00	160.50	160.50	100.0%		162.00
V-Johnson Creek	4,473.00	4,524.00	4,524.00	100.0%		4,524.00
C- Fort Atkinson	18,585.00	18,712.50	18,712.50	100.0%		18,712.50
C-Jefferson	12,196.50	12,156.00	12,156.00	100.0%		12,156.00
C-Lake Mills	9,145.50	9,228.00	9,228.00	100.0%		9,228.00
C-Waterloo	4,984.50	4,977.00	4,977.00	100.0%		4,977.00
C-Watertown	36,556.50	22,851.00	22,851.00	100.0%		22,851.00
C-Whitewater	4,473.00	4,588.50	4,588.50	100.0%		4,588.50
Jefferson County	127,894.50	128,568.00	128,568.00	100.0%		128,568.00
Dodge County	135,048.00	135,007.50	135,445.50	99.7%		135,007.50
Contra Account - Homebuyer	(14,564.30)	(13,717.70)	(13,717.70)	100.0%		(13,717.70)
TOTAL	\$ 475,653.20	\$ 462,055.30	\$ 462,493.30		•	\$ 462,056.80

<sup>\*</sup>Population estimates July 2021 ESRI and Census - WILL CHANGE!

Loan Receivable: Due 12/31/2022

\$ 36,782.76

(\$34,998 Principal + 3% simple interest)

## **Projected Revenues for YE 2022**

**Expenses** 

**Personnel** 

**Professional Services** 

**Web Page Development** 

2020 Actual	2021 YE Projected	2021 Budget
333,830.17	388,174.78	389,577.51
27,077.94	47,500.00	60,000.00
2,041.34	2,125.00	2,125.00

### \$ 498,839.56

2022 Projected

**Budget** 

407,795.76

25,000.00

2,125.00

	2020	2021	2021
Expenses	Actual	YE Projected	Budget
Office Expense		-	
Office Equipment		-	1,000.00
Computer Equip/Software <sup>1</sup>	2,370.00	1,700.00	1,500.00
Postage	-	400.00	400.00
Supplies	431.10	1,100.00	1,200.00
Printing/Duplicating <sup>6</sup>	130.75	550.00	550.00
Small Items of Equipment	-	115.00	150.00
Maint Machine&Equip-Copies <sup>2</sup>	355.31	2,000.00	3,500.00
Equipment Rent/Lease	1,807.08	2,000.00	2,000.00
Duplication Allocation <sup>5</sup>	3.63	36.00	36.00
Membership <sup>7</sup>	2,729.00	3,100.00	3,300.00
Professional Development		-	·
Registrations	3,421.99	2,800.00	2,800.00
Commercial Travel	628.94	600.00	1,000.00
Lodging	1,560.79	1,500.00	1,000.00
Meeting Expenses		-	
Food & Others	136.85	500.00	1,500.00
Training Materials		-	500.00
Subscriptions <sup>3</sup>	4,332.10	5,200.00	6,000.00
Internet/Phones/Mis <sup>5</sup>		-	
Telephone & Fax	445.32	400.00	800.00
Wireless Internet	1,142.64	1,300.00	1,875.00
IP Telephone Allocation	314.08	471.00	474.00
MIS PC Group Allocation	6,417.78	7,247.04	7,146.00
MIS System Grp Alloc(ISIS)	1,763.32	1,842.00	1,845.00

2022 Projected
Budget
1,000.00
1,500.00
400.00
1,200.00
550.00
150.00
2,700.00
2,000.00
36.00
4,500.00
5,000.00
2,500.00
3,000.00
1,000.00
500.00
6,000.00
500.00
1,500.00
177.00
10,000.00
2,707.00

Evnances	2020	2021	2021 Budget
Expenses	Actual	YE Projected	Budget
Other Operating		-	1,000.00
Travel Related			
Mileage	4,071.23	2,400.00	5,000.00
Mileage County Vehicle	134.59	1,100.00	3,000.00
Meals	53.43	500.00	500.00
Other Travel/Tolls	62.90	300.00	300.00
Other Insurance <sup>4</sup>	2,398.67	3,007.68	2,068.26
Railroad Consortium	14,000.00	14,000.00	14,000.00
Operating Reserve		-	-
Total	\$ 411,660.95	\$ 491,968.50	\$ 513,146.77

2022 Projected
Budget
1,000.00
3,500.00
1,500.00
1,500.00
300.00
3,260.97
14,000.00
\$ 506,901.73

#### Notes

- 1 New laptop 2021 Witte; 2022 for Pratt
- 2 2022 New copier contract charges per copy; estimated average cost of printing \$225.00 per month
- 3 2021 Subscriptions to Redi Comp, Apptivo, Adobe, WSJ, MBJ, Local newspapers, etc. WSJ est.at \$40.00/month
- **4-2021** County Controlled: new rate approved after budget was approved
- **5 2022 -** County Controlled; Numbers for 2022 from MIS/Finance
- 6 2022 More marketing outreach
- 7 -2022 Memberships to IEDC, Mid America, CARW, WEDA, AMA, CDFA, CCIM, SHRM, NAIOP

## 2021 YE Projected/2022 Projected Budget

			2022	2020
	2021	2021	Projected	Population
Income	YE Projected	Budget	Budget	Estimates
V- Cambridge	10.70	10.70	10.80	108
V-Johnson Creek	301.60	301.60	301.60	3016
C- Fort Atkinson	1,247.50	1,247.50	1,247.50	12475
C-Jefferson	810.40	810.40	810.40	8104
C-Lake Mills	615.20	615.20	615.20	6152
C-Waterloo	331.80	331.80	331.80	3318
C-Watertown	1,523.40	1,523.40	1,523.40	15234
C-Whitewater	305.90	305.90	305.90	3059
Jefferson County	8,571.20	8,571.20	8,571.20	85712
DPP Home Buyer Program	4,150.00	10,000.00	10,000.00	
DPA Home Buyer Program	5,850.00	10,000.00	10,000.00	
Donations Restricted	10,072.00			
Applied Operating Reserve	10,070.58	27,373.20	29,054.41	
TOTALS	\$43,860.28	\$51,090.90	\$52,772.21	•

			2022
	2021	2021	Projected
Expenses	YE Projected	Budget	Budget
Personnel	37,362.76	36,355.84	38,965.46
Web Page Development	114.00	150.00	150.00
Office Expense			
Supplies	200.00	650.00	400.00
Maint Machine&Equip-Copies	500.00	2,000.00	1,500.00
Equipment Rent/Lease	770.00	750.00	770.00
Membership	250.00	250.00	250.00
Professional Development <sup>1</sup>			
Registrations	-	1,500.00	1,500.00
Commercial Travel	-	700.00	700.00
Lodging	-	1,500.00	1,500.00
Advertising		-	-
Southern Housing	-	-	
Training Materials <sup>2</sup>	1,100.00	3,000.00	3,000.00
Subscriptions	595.00	1,000.00	750.00
nternet/Phones/Mis <sup>3</sup>		-	
Telephone & Fax	100.00	150.00	100.00
Wireless Internet	275.00	300.00	300.00
IP Telephone Allocation	66.96	68.00	59.00
MIS PC Group Allocation	1,208.04	1,191.00	1,250.00
MIS System Grp Alloc(ISIS)	368.04	369.00	387.00
Travel Related <sup>1</sup>			
Mileage	210.00	500.00	500.00
Meals	-	300.00	300.00
Other Travel/Tolls	-	130.00	130.00
Other Insurance	240.48	227.06	260.75
Recording Fees	500.00		
Total	\$43,860.28	\$51,090.90	\$52,772.21

### Note:

- 1. 2021 training virtural with scholarships; anticipate return to live training in 2022
- 2. Lack of inventory reduced need for HB program training materials/supplies. Assume 2022 will ramp back to more normal levels.
- **3** 2022 County Controlled; Numbers for 2022 from MIS.