



JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC) BOARD AGENDA

8:30 am - Thursday, October 28, 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

Mo Hansen – City of Waterloo, Emily McFarland – City of Watertown, Steve Wilke – City of Lake Mills, Rebecca LeMire - City of Fort Atkinson, Timothy Freitag – City of Jefferson, 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 – October 28, 2021
- V. Approval of Minutes – September 23, 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. Education Session – **Cybersecurity & Your Business: The biggest threats and what to do about them.** Guest presenter: Brian Dennis, Director of the Cybersecurity Center for Business (CCB) at UW-Whitewater
- VIII. JCEDC Reports
 - a. Finance – Economic Development & Homebuyer Program
 - b. Pipeline Report – past month
- IX. Upcoming Meetings
 - Conversations With ThriveED – November 1, 2021, 4:00 – 5:30 pm, sponsored by National Exchange Bank & Trust at Ooga Brewing, 301 S Spring Street, Beaver Dam, WI. 53916
 - JCEDC Board of Directors November 18, 2021, 8:30 am.
- X. Adjournment

**Jefferson County Economic Development Consortium (JCEDC)
Board of Directors Meeting
September 23, 2021 – Meeting held in person and via Zoom.**

Board members – Mo Hansen - City of Waterloo, Emily McFarland - City of Watertown, Steve Wilke - City of Lake Mills, Rebecca LeMire - City of Fort Atkinson, Timothy Freitag - City of Jefferson, Cameron Capper - City of Whitewater, 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, Russ Kottke - Dodge County

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, Brad Calder-Village of Johnson Creek, Lisa Moen-Village of Cambridge, David Drayna-County, Supervisor Amy Rinard-County Supervisor, Karl Zarling-County Supervisor, Russell Kottke – Dodge County
- Excused: 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: Anita Martin-County Supervisor, Cathy Anderson, Alex Allon, Gene Dalhoff, Nate Olson, Maria McClellan, Vanessa Ineza, Jeff Westra

III. Certification of compliance with Open Meeting Law Requirements

Staff certified compliance for the agenda dated September 23, 2021.

IV. Approval of Agenda

September 23, 2021 agenda approved as printed by consensus of the board.

V. Approval of Minutes

Rinard/Kottke moved to approve August 26, 2021 JCEDC minutes as printed. Motion passed 11-0.

VI. Public Comments - None

VII. JCEDC Reports

- Finance Report** –Clapper/Drayna moved to approve August 31, 2021 JCEDC and Homebuyer Program finance reports as presented. Motion passed 11-0.
- 2022 JCEDC and HB Program Budgets** – Discussion was held on the 2022 budgets for JCEDC and the Homebuyer Program that were submitted to Jefferson County for approval. No action taken.
- Opportunity Pipeline Update** – Reinbold/Pratt gave update on recruitment/retention/expansion projects that have been active since August 21, 2021. No action taken.
- JCEDC Services draft document review** - This document will be used as staff and JCEDC/ThriveED boards work on the 2022-2026 Strategic Plan. ThriveED Ad Hoc committee will be meeting on November 16, 2021, 1 – 3pm to work on the 2022-2026 Strategic Plan. All JCEDC board members are invited to attend this meeting. No action taken.

VIII. Upcoming Meeting/Seminars

- ThriveED Investor Council Annual Meeting – October 13, 2021, 7:00 – 9:00 am, Maranatha Baptist University, Watertown WI
- JCEDC Board of Directors Meeting/Education Session – October 28, 2021, 8:30 am.

XI. Adjournment

There being no further business to come before the board for consideration at this time, Zarling/Rinard motioned to adjourn. Meeting adjourned 8:42 am.

Minutes prepared by:

RoxAnne L. Witte, Program Specialist

Jefferson County Economic Development Consortium

Jefferson County Economic Development Consortium

September 30, 2021

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

	September Estimates	August Final	Year to Date	2021 Budget	
Expenditures					
Personnel	32,500.00	33,772.64	290,371.37	389,577.51	75%
Professional Services	-	-	37,248.00	60,000.00	62%
Web Page Development	834.00	-	2,375.34	2,125.00	112%
Office Expense	277.50	483.35	4,668.05	10,336.00	45%
Membership	150.00	-	2,144.00	3,300.00	65%
Professional Development	573.87	998.08	4,307.02	4,800.00	90%
Meeting Expenses	-	5.78	90.69	1,500.00	6%
Training Materials	-	-	-	500.00	0%
Subscriptions	890.97	86.97	3,334.61	6,000.00	56%
Internet/Phones/Mis	960.62	911.28	8,220.57	12,140.00	68%
Other Operating	-	-	-	1,000.00	0%
Travel Related	994.40	254.21	2,465.04	5,800.00	43%
Other Insurance	250.64	250.64	2,255.76	2,068.26	109%
Railroad Consortium	-	-	14,000.00	14,000.00	100%
Vehicle Repair	-	-	429.00	0.00	
Operating Reserve	-	-	-	-	
Total	37,432.00	36,762.95	\$ 371,909.45	\$ 513,146.77	72%

SUMMARY OF BUDGET

September 30, 2021

	September Estimates	August Final	Year to Date	2021 Budget
Revenues	-	-	\$394,555.30	\$462,493.30
Expenses	37,432.00	36,762.95	\$371,909.45	\$513,146.77
Total Profit/Loss			\$22,645.85	
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 Loan Receivable due from ThriveED on 12/31/2022		\$36,782.76		

Breakdown By Goals

Goal 1	September Estimates	August Final	Year to Date	2021 Budget	
Personnel	11,050.00	11,482.70	98,907.44	134,982.70	73%
Professional Services	-	-	12,414.76	20,000.00	62%
Web Page Development	277.97	-	791.70	708.33	112%
Office Expense	92.49	161.10	1,555.86	3,445.33	45%
Membership	50.00	-	714.60	1,100.00	65%
Professional Development	191.27	332.66	1,435.53	1,600.00	90%
Meeting Expenses	-	1.93	30.23	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	296.96	28.99	1,111.43	2,000.00	56%
Internet/Phones/Mis	320.19	303.74	2,740.04	4,046.67	68%
Other Operating	-	-	-	333.33	0%
Travel Related	331.43	84.73	821.60	1,933.33	42%
Other Insurance	83.54	83.54	751.84	689.42	109%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
Vehicle Repair	-	-	142.99	0.00	
*Total	12,693.85	12,479.38	126,084.22	\$ 176,172.45	72%

Goal 2	September			2021 Budget	
	Estimates	August Final	Year to Date		
Personnel	8,775.00	9,118.61	77,618.93	102,665.18	76%
Professional Services	-	-	12,414.76	20,000.00	62%
Web Page Development	277.97	-	791.70	708.33	112%
Office Expense	92.49	161.10	1,555.86	3,445.33	45%
Membership	50.00	-	714.60	1,100.00	65%
Professional Development	191.27	332.66	1,435.53	1,600.00	90%
Meeting Expenses	-	1.93	30.23	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	296.96	28.99	1,111.43	2,000.00	56%
Internet/Phones/Mis	320.19	303.74	2,740.04	4,046.67	68%
Other Operating	-	-	-	333.33	0%
Travel Related	331.43	84.73	821.60	1,933.33	42%
Other Insurance	83.54	83.54	751.84	689.42	109%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
Vehicle Repair	-	-	142.98	0.00	
*Total	10,418.85	10,115.30	104,795.70	\$ 143,854.93	73%

Goal 3	September			2021 Budget	
	Estimates	August Final	Year to Date		
Personnel	12,675.00	13,171.33	113,845.00	151,929.70	75%
Professional Services	-	-	12,418.48	20,000.00	62%
Web Page Development	278.06	-	791.94	708.33	112%
Office Expense	92.52	161.15	1,556.33	3,445.33	45%
Membership	50.01	-	714.81	1,100.00	65%
Professional Development	191.33	332.76	1,435.96	1,600.00	90%
Meeting Expenses	-	1.93	30.24	500.00	6%
Training Materials	-	-	-	166.67	0%
Subscriptions	297.05	29.00	1,111.76	2,000.00	56%
Internet/Phones/Mis	320.24	303.79	2,740.49	4,046.67	68%
Other Operating	-	-	-	333.33	0%
Travel Related	331.53	84.75	821.85	1,933.33	43%
Other Insurance	83.56	83.56	752.07	689.42	109%
Railroad Consortium	-	-	4,667.60	4,666.67	100%
Vehicle Repair	-	-	143.03	0.00	
*Total	14,319.30	14,168.27	\$ 141,029.56	\$ 193,119.45	73%

SUMMARY OF EXPENSES BY GOALS

		September 30, 2021		Year to Date	2020 Budget
Revenues					
Income				394,555.30	\$ 462,493.30
		September			
		Estimates	August Final	Year to Date	2021 Budget
Expenses					
Goal 1		12,693.85	12,479.38	126,084.22	\$ 176,172.45
Goal 2		10,418.85	10,115.30	104,795.70	\$ 143,854.93
Goal 3		14,319.30	14,168.27	141,029.56	\$ 193,119.45
*Totals		37,432.00	36,762.95	\$ 371,909.48	\$ 513,146.83
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 Loan Receivable due from ThriveED on 12/31/2022					\$36,782.76

*Note breakout differences due to percent rounding

Jefferson County Economic Development Consortium
Home Buyer Program
September 30, 2021

Income	September Estimates	August 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	700.00	-	2,800.00	10,000.00	67%
DPA Home Buyer Program	-	650.00	3,900.00		
Additional HBC Inc. Contract Restricted	-	-	12,572.00		0%
Applied Operating Reserve	-		-	27,389.20	0%
TOTALS	\$ 700.00	\$ 650.00	\$ 32,989.70	\$ 51,106.90	65%

Expenses	September Estimates	August Actual	Year to Date	Budget	
Personnel	3,131.38	3,237.29	27,747.28	36,335.84	76%
Web Page Development	-	-	114.00	150.00	76%
Office Expense	64.06	68.50	711.07	3,420.00	21%
Membership	-	-	-	250.00	0%
Professional Development	-	-	-	3,700.00	0%
Legal Notices - Southern Housing	-	-	-	-	
Training Materials	211.68	-	530.48	3,000.00	18%
Subscriptions	-	-	595.00	1,000.00	60%
Internet/Phones/Mis	187.38	136.92	1,457.40	2,048.00	71%
Travel Related	36.96	36.96	73.92	930.00	8%
Other Insurance	20.04	20.04	180.36	227.06	79%
Recording Fees	-	-	-	-	-
TOTALS	\$ 3,651.50	\$ 3,499.71	\$ 31,409.51	\$ 51,060.90	62%

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