



JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC) BOARD AGENDA

8:30 am - Thursday, December 16, 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/join/zoom/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 – December 16, 2021
- V. Approval of Minutes – October 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. Approval of Finance Reports for Economic Development and Homebuyer Program
 - b. Discussion on Pipeline Report – past month
 - c. Non-transaction Updates
- VIII. Upcoming Meetings
 - Joint JCEDC/ThriveED Board of Directors Meeting – January 17, 2021, 8:30 am.
- IX. Adjournment

**Jefferson County Economic Development Consortium (JCEDC)
Board of Directors Meeting
October 28, 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 8:33 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 Amy Rinard-County Supervisor, Karl Zarling-County Supervisor
- Excused: Russell Kottke – Dodge County
- Absent: Tim Freitag-City of Jefferson, Steve Wilke-City of Lake Mills, Lisa Moen-Village of Cambridge
- 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: Brian Dennis, Sue Johnson, Todd Streicher, Jeff Caine, Steve Draeger, Alex Allon, Dani Sherman, Jim Romlein, Vanessa Inez, Jason Scott

III. Certification of compliance with Open Meeting Law Requirements

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

IV. Approval of Agenda

October 28, 2021, agenda approved as printed by consensus of the board.

V. Approval of Minutes

LeMire/Drayna moved to approve August 26, 2021, JCEDC minutes as printed. Motion passed 8-0

VI. Public Comments - None

VII. October Education Session

Brian Dennis, Director of the Cybersecurity Center for Business (CCB) at UW-Whitewater gave a PowerPoint presentation titled “Cybersecurity & Your Business: the Biggest Threats and What to Do About Them”

VIII. JCEDC Reports

- A. Finance Report** –LeMire/Drayna moved to approve September 30, 2021, JCEDC and Homebuyer Program finance reports as presented. Motion passed 8-0
- B. Opportunity Pipeline Update** – Reinbold/Pratt gave update on recruitment/retention/expansion projects that have been active since September 20, 2021. Discussion was held on the data that is captured in the report. LeMire/Drayna moved to approve the Pipeline Activity Report as submitted. Motion passed 5-2
Calder left meeting before vote was taken.

Pratt informed the board that when we close the meeting today, we will be having the signing ceremony to officially launch the Jefferson County RLF program.

IX. Upcoming Meeting/Seminars

- Jefferson County RLF MOU signing – October 28, 2021 – 10:00 am.
- Conversations with ThriveED - November 1, 2021, 4:00 – 5:30pm – Ooga Brewing, Beaver Dam, WI.
- JCEDC Board of Directors Meeting – November 18, 2021 – 8:30 am.
- JCEDC Board of Directors Meeting/Education Session – December 16, 2021 – 8:30 am. Approval of 2022-2026 Strategic Plan.

XI. Adjournment

There being no further business to come before the board for consideration at this time, Zarling/Rinard motioned to adjourn. Meeting adjourned 9:55 am.

Minutes prepared by:
RoxAnne L. Witte, Program Specialist
Jefferson County Economic Development Consortium

Jefferson County Economic Development Consortium

November 30, 2021

	November Estimate	October Finals	Year to Date	2021 Budget	
Revenue					
JCEDC GHDP Service fees	-	-	67,500.00	135,000.00	50.0%
GHDP Reimbursable Expenses	1,000.00	-	1,000.00	-	
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	1,000.00	-	395,555.30	\$ 462,493.30	85.5%

	November Estimates	October Finals	Year to Date	2021 Budget	
Expenditures					
Personnel	33,500.00	33,265.20	356,904.74	389,577.51	92%
Professional Services	-	500.00	37,748.00	60,000.00	63%
Web Page Development	-	-	2,375.34	2,125.00	112%
Office Expense	277.50	402.88	5,223.43	10,336.00	51%
Membership	-	806.00	2,950.00	3,300.00	89%
Professional Development	2,298.05	1,692.92	8,297.99	4,800.00	173%
Meeting Expenses	75.00	-	165.69	1,500.00	11%
Training Materials	287.00	-	287.00	500.00	57%
Subscriptions	161.48	86.97	3,583.06	6,000.00	60%
Internet/Phones/Mis	1,000.90	925.42	10,146.89	12,140.00	84%
Other Operating	-	-	-	1,000.00	0%
Travel Related	1,062.00	741.47	4,012.44	5,800.00	69%
Other Insurance	250.64	250.64	2,757.04	2,068.26	133%
Vehicle Repair	-	-	429.00	-	0%
Railroad Consortium	-	-	14,000.00	14,000.00	100%
Operating Reserve	-	-	-	-	
Total	38,912.57	38,671.50	\$ 448,880.62	\$ 513,146.77	87%

SUMMARY OF BUDGET

November 30, 2021

	November Estimates	October Finals	Year to Date	2021 Budget
Revenues	1,000.00	-	\$395,555.30	\$462,493.30
Expenses	38,912.57	38,671.50	\$448,880.62	\$513,146.77
Total Profit/Loss			-\$53,325.32	
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	November Estimates	October Final	Year to Date	2021 Budget	
Personnel	11,390.00	11,310.17	121,528.79	134,982.70	90%
Professional Services	-	166.65	12,581.41	20,000.00	63%
Web Page Development	-	-	791.70	708.33	112%
Office Expense	92.49	134.28	1,740.97	3,445.33	51%
Membership	-	268.64	983.24	1,100.00	89%
Professional Development	765.94	564.25	2,765.72	1,600.00	173%
Meeting Expenses	25.00	-	55.22	500.00	11%
Training Materials	95.66	-	95.66	166.67	57%
Subscriptions	53.82	28.99	1,194.23	2,000.00	60%
Internet/Phones/Mis	333.61	308.46	3,382.11	4,046.67	84%
Other Operating	-	-	-	333.33	0%
Travel Related	353.97	247.13	1,337.34	1,933.33	69%
Other Insurance	83.54	83.54	918.92	689.42	133%
Vehicle Repair	-	-	142.99	-	0%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
*Total	13,194.02	13,112.10	152,184.50	\$ 176,172.45	86%

Goal 2	November Estimates	October Final	Year to Date	2021 Budget	
Personnel	9,045.00	8,981.60	95,582.94	102,665.18	93%
Professional Services	-	166.65	12,581.41	20,000.00	63%
Web Page Development	-	-	791.70	708.33	112%
Office Expense	92.49	134.28	1,740.97	3,445.33	51%
Membership	-	268.64	983.24	1,100.00	89%
Professional Development	765.94	564.25	2,765.72	1,600.00	173%
Meeting Expenses	25.00	-	55.22	500.00	11%
Training Materials	95.66	-	95.66	166.67	57%
Subscriptions	53.82	28.99	1,194.23	2,000.00	60%
Internet/Phones/Mis	333.61	308.46	3,382.11	4,046.67	84%
Other Operating	-	-	-	333.33	0%
Travel Related	353.97	247.13	1,337.35	1,933.33	69%
Other Insurance	83.54	83.54	918.92	689.42	133%
Vehicle Repair	-	-	142.98		
Railroad Consortium	-	-	4,666.20	4,666.67	100%
*Total	10,849.02	10,783.54	126,238.65	\$ 143,854.93	88%

Goal 3	November Estimates	October Final	Year to Date	2021 Budget	
Personnel	13,065.00	12,973.43	139,793.02	151,929.70	92%
Professional Services	-	166.70	12,585.18	20,000.00	63%
Web Page Development	-	-	791.94	708.33	112%
Office Expense	92.52	134.32	1,741.49	3,445.33	51%
Membership	-	268.72	983.53	1,100.00	89%
Professional Development	766.17	564.42	2,766.55	1,600.00	173%
Meeting Expenses	25.01	-	55.24	500.00	11%
Training Materials	95.69	-	95.69	166.67	57%
Subscriptions	53.84	29.00	1,194.59	2,000.00	60%
Internet/Phones/Mis	333.67	308.51	3,382.67	4,046.67	84%
Other Operating	-	-	-	333.33	0%
Travel Related	354.07	247.21	1,337.74	1,933.33	69%
Other Insurance	83.56	83.56	919.19	689.42	133%
Vehicle Repair	-	-	143.03		
Railroad Consortium	-	-	4,667.60	4,666.67	100%
*Total	14,869.52	14,775.86	\$ 170,457.46	\$ 193,119.45	88%

SUMMARY OF EXPENSES BY GOALS

		November 30, 2021		<u>Year to Date</u>	<u>2020 Budget</u>
Revenues					
Income				395,555.30	\$ 462,493.30
		<u>November</u>	<u>October Final</u>	<u>Year to Date</u>	<u>2021 Budget</u>
Expenses					
Goal 1		13,194.02	13,112.10	152,184.50	\$ 176,172.45
Goal 2		10,849.02	10,783.54	126,238.65	\$ 143,854.93
Goal 3		14,869.52	14,775.86	170,457.46	\$ 193,119.45
*Totals		38,912.57	38,671.50	\$ 448,880.61	\$ 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
November 30, 2021

Income	November Estimates	October Final	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	600.00	600.00	4,000.00	10,000.00	92%
DPA Home Buyer Program	-	1,300.00	5,200.00		
Additional HBC Inc. Contract Restricted	-	1,500.00	14,072.00		0%
Applied Operating Reserve	-	-	-	27,389.20	0%
TOTALS	\$ 600.00	\$ 3,400.00	\$ 36,989.70	\$ 51,106.90	72%

Expenses	November Estimates	October Final	Year to Date	Budget	
Personnel	3,338.85	3,237.30	34,323.43	36,335.84	94%
Web Page Development	-	-	114.00	150.00	76%
Office Expense	64.06	64.06	839.19	3,420.00	25%
Membership	-	-	-	250.00	0%
Professional Development	-	-	-	3,700.00	0%
Legal Notices - Southern Housing	-	-	-	-	
Training Materials	-	-	530.48	3,000.00	18%
Subscriptions	-	-	595.00	1,000.00	60%
Internet/Phones/Mis	187.32	136.92	1,781.64	2,048.00	87%
Travel Related	-	-	73.92	930.00	8%
Other Insurance	20.04	20.04	220.44	227.06	97%
Recording Fees	-	-	-	-	-
TOTALS	\$ 3,610.27	\$ 3,458.32	\$ 38,478.10	\$ 51,060.90	75%

1/1/2021 Operating Reserve Carryforward Balance

\$132,911.42

Vested Benefits Balance

-\$6,855.23

Homebuyer Program Operating Reserve Balance

\$126,056.19

Pipeline Activity Since 10-26-2021

Active Date	Project Name	Project Stage	Locations Considered	Opportunity Type	Pipeline Description (Public)
07/19/2021	Capacity	ACTIVE - 50/50	Horicon (D)	Mixed-Use Development	Single-family developer has a/o on land and is looking for development partners
11/29/2021	Dine In	PRELIMINARY - Too new to know!	Watertown (J)	Existing Business	Business interested in selling. Potential buyer looking for finance assistance.
12/06/2021	Edge	Preliminary - 50/50	Jefferson (J)	Existing Business	Purchase of existing retail
11/12/2021	Elemental	ACTIVE - HIGH	Watertown (J)	Existing Business	FAB company looking to invest in new equipment. Potential Mainstreet Bounceback Grant applicant.
10/31/2021	Fabulous	Preliminary - 50/50	Beaver Dam (D)	Business Attraction	Potential retail/warehouse development
04/09/2021	FFA	Preliminary - 50/50	Randolph (D)	New Business	Creation of an agribusiness/FAB education program that includes onsite processing. Our assistance was requested to assist with financing.
10/20/2021	Food Grade	ACTIVE - 50/50	Reeseville (D),Watertown (D)	Existing Business	75k sf of food grade storage available
11/04/2021	Grainy	ACTIVE - 50/50	Waupun (D)	Existing Business - Expansion	Consolidate 2 existing facilities and add new capabilities
04/09/2021	Hoagy	Preliminary - 50/50	Randolph (D)	Existing Business - Expansion	Competitive expansion opportunity for existing manufacturer; multi-faceted development opportunity for entire community
01/28/2021	Hope	ACTIVE - HIGH	Jefferson County	Existing Business - Expansion	Assisting with proposed expansion and incentives. Solved temporary space needs; looking to solve long term needs.
12/07/2021	Marsh	PRELIMINARY - Too new to know!	Horicon (D),Mayville (D)	New Business	Hospitality/retail development opportunity
09/17/2021	Mustafa	Eliminated	Dodge County,Jefferson County	New Business	Would like to buy a strip mall
09/08/2021	Necessities	ACTIVE - LOW	Johnson Creek (J),Watertown (J),Emmet (D),Watertown (D)	Existing Business - Expansion	Nonprofit looking for facility to operate out of & identify incentives
10/24/2016	Pipe	ACTIVE - HIGH	Jefferson (J),Lake Mills (J)	Existing Business	Heavy manufacturer looking for a new facility in Jefferson County. Potentially purchasing another manufacturer to expand capabilities.
10/28/2021	Sharpe	PRELIMINARY - Too new to know!	Lake Mills (J)	Mixed-Use Development	Mixed-use development
11/02/2021	Spring board	Preliminary - LOW	Palmyra (J)	Residential Development	Potential mixed-use development
01/28/2021	Stamp	ACTIVE - HIGH	Dodge County	New Business	Start-up looking to rent/buy a 5,000-15,000 sf facility
07/27/2021	Target	WIN - Dodge County	Juneau (D)	Existing Business - Expansion	Adding warehouse space. Discussed incentives with state and local officials.
10/21/2021	Technical	Eliminated	Waterloo (J)	Business Attraction	Medical equipment company looking to expand. No
06/14/2019	Tees	ACTIVE - HIGH	Jefferson (J)	Existing Business	Assisting with TID, developers, some of property has already sold; more development planned.