

AGENDA
JOINT MEETING OF THE BOARDS OF
JCEDC AND THRIVE ED
THURSDAY, JANUARY 27, 2022
8:30 am – 10:00 am

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://us06web.zoom.us/meeting/register/tJctfu6upj0rEtAs35IK-2LyNH59bhIJNGTO>

Once registered, you will receive a confirmation email with information about joining the meeting.

Call to Order & Introductions: Emily McFarland, Vice-Chair, JCEDC and David Schroeder, Chair, ThriveED

- I. Certification of Compliance with Open Meeting Laws
- II. Approval of Agenda: McFarland/Schroeder
- III. Approval of Meeting Minutes:
 - a) JCEDC 12/15/2021 McFarland
 - b) ThriveED 12/16/2021 Schroeder
- IV. Public Meeting Compliance McFarland
 - a) Three minutes for Registered Speakers
- V. Discussion and possible action on electing successors for JCEDC officers-McFarland*
- VI. Discussion and possible action on filling vacant seats on ThriveED board - Schroeder
- VII. Review of Financials:
 - a) JCEDC Pratt
 - b) ThriveED Wallace
- VIII. Staff Report
 - a) Pipeline Report
 - b) Review of meetings re: Strategic Plan Revision & Metrics – Pratt/Salas/Schroeder
- IX. Chair Reports:
 - a) JCEDC McFarland
 - b) ThriveED Schroeder
- X. Adjourn

*JCEDC Chair left job; Secretary/Treasurer is preparing for retirement.

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 (JCEDC)
Board of Directors Meeting
December 16, 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 8:31 am.

II. Roll Call – Quorum Established

- JCEDC Board Members Present: Mo Hansen-City of Waterloo, Steve Wilke-City of Lake Mills, Brad Calder-Village of Johnson Creek, David Drayna-County Supervisor Amy Rinard-County Supervisor, Karl Zarling-County Supervisor, Russell Kottke – Dodge County
- Absent: Tim Freitag-City of Jefferson, Lisa Moen-Village of Cambridge, Cameron Clapper-City of Whitewater
- 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 Dahloff

III. Certification of compliance with Open Meeting Law Requirements

Staff certified compliance for the agenda dated December 16, 2021.

IV. Approval of Agenda

December 16, 2021, agenda approved as printed by consensus of the board.

V. Approval of Minutes

Drayna/Kottke moved to approve October 28, 2021, JCEDC minutes as printed. Motion passed 7-0

VI. Public Comments - None

McFarland-City of Watertown joined meeting at 8:38 am

VIII. JCEDC Reports

- A. Finance Report** –LeMire/Drayna moved to approve November 30, 2021, JCEDC and Homebuyer Program finance reports as presented. Motion passed 8-0

Lemire-City of Fort Atkinson joined meeting at 8:45

- B. Opportunity Pipeline Update** – Reinbold/Pratt gave update on recruitment/retention/expansion projects that have been active since October 26, 2021. Activity Report approved as submitted by consensus of the board.
- C. Non-transaction Update:**
- **2022-2026 Strategic Plan** – Pratt informed the board that an ad-hoc committee will be formed to determine how we will measure the success of the work in the Strategic Plan, and these metrics will be used to inform and edit the plan for future additions.
 - Pratt updated the board on Dodge County’s decision in November to give 6 months’ notice to terminate the contact for services with Jefferson County.
 - Pratt reminded the board to complete the JCEDC meeting education session survey.

IX. Upcoming Meeting/Seminars

- JCEDC/ThriveED Joint Board of Directors Meeting – January 27, 2021, 8:30 am.

XI. Future Agenda Items

- Jefferson County RLF Program Update

XII. Adjournment

There being no further business to come before the board for consideration at this time, Wilke/Drayna motioned to adjourn. Meeting adjourned 8:58 am.

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

Jefferson County Economic Development Consortium

December 31, 2021

Revenue	December Estimates	November Finals	Year to Date	2021 Budget	
JCEDC GHDP Service fees	68,500.00	-	136,000.00	135,000.00	100.7%
GHDP Reimbursable Expenses	-	1,000.000	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	68,500.00	1,000.000	464,055.30	\$ 462,493.30	100.3%

Expenditures	December Estimates	November Finals	Year to Date	2021 Budget	
Personnel	33,000.00	32,432.570	388,837.31	389,577.51	100%
Professional Services	-	2,900.000	40,648.00	60,000.00	68%
Web Page Development	122.68	-	2,498.02	2,125.00	118%
Office Expense	352.50	228.440	5,526.87	10,336.00	53%
Membership	590.00	-	3,540.00	3,300.00	107%
Professional Development	7.65	988.290	6,995.88	4,800.00	146%
Meeting Expenses	50.00	53.020	193.71	1,500.00	13%
Training Materials	-	287.000	287.00	500.00	57%
Subscriptions	505.48	161.480	4,088.54	6,000.00	68%
Internet/Phones/Mis	935.79	1,004.360	11,086.14	12,140.00	91%
Other Operating	-	-	-	1,000.00	0%
Travel Related	525.00	1,014.060	4,489.50	5,800.00	77%
Other Insurance	250.64	250.640	3,007.68	2,068.26	145%
Vehicle Repair	-	-	429.00	-	0%
Railroad Consortium	-	-	14,000.00	14,000.00	100%
Operating Reserve	-	-	-	-	
Total	36,339.74	# 39,319.860	\$ 485,627.65	\$ 513,146.77	95%

SUMMARY OF BUDGET

December 31, 2021

	<u>December Estimates</u>	<u>November Finals</u>	<u>Year to Date</u>	<u>2021 Budget</u>
Revenues	68,500.00	1,000.000	\$464,055.30	\$462,493.30
Expenses	<u>36,339.74</u>	<u>39,319.860</u>	<u>\$485,627.65</u>	<u>\$513,146.77</u>
Total Profit/Loss			-\$21,572.35	
1/1/2021 JCEDC Operating Reserve Carryforward Balance Tot: \$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 12/31/2021 \$36,782.76				

Breakdown By Goals

Goal 1	December	November	Year to Date	2021 Budget	
	Estimates	Final			
Personnel	11,220.00	11,027.074	132,385.86	134,982.70	98%
Professional Services	-	966.570	13,547.98	20,000.00	68%
Web Page Development	40.89	-	832.59	708.33	118%
Office Expense	117.49	76.139	1,842.11	3,445.33	53%
Membership	196.65	-	1,179.88	1,100.00	107%
Professional Development	2.55	329.397	2,331.73	1,600.00	146%
Meeting Expenses	16.67	17.672	64.56	500.00	13%
Training Materials	-	95.657	95.66	166.67	57%
Subscriptions	168.48	53.821	1,362.71	2,000.00	68%
Internet/Phones/Mis	311.91	334.767	3,695.18	4,046.67	91%
Other Operating	-	-	-	333.33	0%
Travel Related	174.98	337.986	1,496.35	1,933.33	77%
Other Insurance	83.54	83.538	1,002.46	689.42	145%
Vehicle Repair	-	-	142.99	-	0%
Railroad Consortium	-	-	4,666.20	4,666.67	100%
*Total	12,333.15	13,322.621	164,646.26	\$ 176,172.45	93%

Goal 2	December	November	Year to Date	2021 Budget	
	Estimates	Final			
Personnel	8,910.00	8,756.794	104,204.74	102,665.18	101%
Professional Services	-	966.570	13,547.98	20,000.00	68%
Web Page Development	40.89	-	832.59	708.33	118%
Office Expense	117.49	76.139	1,842.11	3,445.33	53%
Membership	196.65	-	1,179.88	1,100.00	107%
Professional Development	2.55	329.397	2,331.73	1,600.00	146%
Meeting Expenses	16.67	17.672	64.56	500.00	13%
Training Materials	-	95.657	95.66	166.67	57%
Subscriptions	168.48	53.821	1,362.71	2,000.00	68%
Internet/Phones/Mis	311.91	334.767	3,695.18	4,046.67	91%
Other Operating	-	-	-	333.33	0%
Travel Related	174.98	337.986	1,496.35	1,933.33	77%
Other Insurance	83.54	83.538	1,002.46	689.42	145%
Vehicle Repair	-	-	142.98	-	
Railroad Consortium	-	-	4,666.20	4,666.67	100%
*Total	10,023.15	11,052.341	136,465.13	\$ 143,854.93	95%

Goal 3	December	November	Year to Date	2021 Budget	
	Estimates	Final			
Personnel	12,870.00	12,648.702	152,246.72	151,929.70	100%
Professional Services	-	966.860	13,552.04	20,000.00	68%
Web Page Development	40.90	-	832.84	708.33	118%
Office Expense	117.52	76.162	1,842.66	3,445.33	53%
Membership	196.71	-	1,180.24	1,100.00	107%
Professional Development	2.55	329.496	2,332.43	1,600.00	146%

Goal 3 continued	December Estimates	November Final	Year to Date	2021 Budget	
Meeting Expenses	16.67	17.677	64.58	500.00	13%
Training Materials	-	95.686	95.69	166.67	57%
Subscriptions	168.53	53.837	1,363.12	2,000.00	68%
Internet/Phones/Mis	311.97	334.827	3,695.79	4,046.67	91%
Other Operating	-	-	-	333.33	0%
Travel Related	175.04	338.088	1,496.79	1,933.33	77%
Other Insurance	83.56	83.563	1,002.76	689.42	145%
Vehicle Repair	-	-	143.03		
Railroad Consortium	-	-	4,667.60	4,666.67	100%
*Total	13,983.44	14,944.898	\$ 184,516.29	\$ 193,119.45	96%

SUMMARY OF EXPENSES BY GOALS

December 31, 2021				
			<u>Year to Date</u>	<u>2020 Budget</u>
Revenues				
Income			464,055.30	\$ 462,493.30
	<u>December Estimates</u>	<u>November Final</u>	<u>Year to Date</u>	<u>2021 Budget</u>
Expenses				
Goal 1	12,333.15	13,322.621	164,646.26	\$ 176,172.45
Goal 2	10,023.15	11,052.341	136,465.13	\$ 143,854.93
Goal 3	13,983.44	14,944.898	184,516.29	\$ 193,119.45
*Totals	36,339.74	39,319.860	\$ 485,627.68	\$ 513,146.83
1/1/2021 JCEDC Operating Reserve Carryforward Balance Tot \$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 12/31/2021 \$36,782.76				
*Note breakout differences due to percent rounding				

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

Income	December Estimates	November 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	4,000.00	10,000.00	99%
DPA Home Buyer Program	650.00	-	5,850.00	-	-
Additional HBC Inc. Contract Restricted	-	-	14,072.00	-	0%
Applied Operating Reserve	-	-	-	27,389.20	0%
TOTALS	\$ 650.00	\$ 600.00	\$ 37,639.70	\$ 51,106.90	74%

Expenses	December Estimates	November Final	Year to Date	Budget	
Personnel	3,188.68	3,292.43	37,465.69	36,335.84	103%
Web Page Development	-	-	114.00	150.00	76%
Office Expense	64.06	64.06	903.25	3,420.00	26%
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	1,968.96	2,048.00	96%
Travel Related	-	-	73.92	930.00	8%
Other Insurance	20.04	20.04	240.48	227.06	106%
Recording Fees	-	-	-	-	-
TOTALS	\$ 3,460.10	\$ 3,513.45	\$ 41,891.78	\$ 51,060.90	82%

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 12-7-2021

Active Date	Project Name	Project Stage	Locations Considered	Opportunity Type	Pipeline Description (Public)
1/5/2022	Bubbly	ACTIVE - HIGH	Watertown (J)	Existing Business	Acquisition-poss. Employment changes
12/17/2021	Campus	Preliminary - 50/50	Juneau (D)	Existing Business - Expansion	Exploring options for business expansion
11/29/2021	Dine In	PRELIMINARY - Too new to know!	Watertown (J)	Existing Business	Assistance to business owners looking to sell
12/06/2021	Edge	Preliminary - 50/50	Jefferson (J)	Existing Business	Business for sale; Assisting with potential incentives for new owners
11/12/2021	Elemental	ACTIVE - HIGH	Watertown (J)	Existing Business	FAB company looking to invest in new equipment. Potential Mainstreet Bounceback Grant applicant.
04/09/2021	FFA	Preliminary - 50/50	Randolph (D)	New Business	Creation of an agribusiness/FAB innovation center; discussing possible funding streams
04/09/2021	Hoagy	Preliminary - 50/50	Randolph (D)	Existing Business - Expansion	Competitive expansion opportunity for existing manufacturer; possible multi-faceted re-development opportunity for community. Assisting with incentives.
01/28/2021	Hope	ACTIVE - HIGH	Jefferson County	Existing Business - Expansion	Assisting with proposed expansion and incentives; temp & long term space needs.
4/7/2021	Kitchen	ACTIVE - HIGH	Watertown (J)	Existing Business	Owner intersted in selling; providing assistance
09/08/2021	Necessities	ACTIVE - HIGH	Johnson Creek (J),Watertown (J),Emmet (D),Watertown (D)	Existing Business - Expansion	Nonprofit, assisted with facility search; and with financing/possible incentives
10/24/2016	Pipe	ACTIVE - HIGH	Jefferson (J),	Existing Business	Heavy manufacturing; seeking possible relocation. Assisting w/financing & incentives
1/19/2022	Sentry	ACTIVE - 50/50	Lake Mills (J)	New Business	Upscale multi-family housing development; working with developers
11/02/2021	Spring board	Preliminary - LOW	Palmyra (J)	Residential Development	Poss. mixed-use development, assisting muni

2022 Meeting & Events for JCEDC and ThriveED

DATE	TIME	EVENT	LOCATION
January 27, 2022	8:30 - 10:30 am	Joint JCEDC/ThriveED BOD	Jefferson County Courthouse & Zoom
February 17, 2022	8:30 - 9:30 am	JCEDC BOD	Jefferson County Courthouse & Zoom
March 7, 2022	4:00 - 5:30 pm	Conversations with ThriveED	TBD
March 9, 2022	8:30 - 10:30 am	ThriveED BOD	Jefferson County Courthouse & Zoom
March 24, 2022	8:30 - 9:30 am	JCEDC BOD/Education Session	Jefferson County Courthouse & Zoom
April 28, 2022	8:30 - 9:30 am	JCEDC BOD	Jefferson County Courthouse & Zoom
May 26, 2022	8:30 - 9:30 am	JCEDC BOD	Jefferson County Courthouse & Zoom
June 6, 2022	4:00 - 5:30 pm	Conversations with ThriveED	TBD
June 8, 2022	8:30 - 10:30 am	ThriveED BOD	Jefferson County Courthouse & Zoom
June 23, 2022	8:30 - 9:30 am	JCEDC BOD/Education Session	Jefferson County Courthouse & Zoom
July 28, 2022	8:30 - 9:30 am	JCEDC BOD	Jefferson County Courthouse & Zoom
August 25, 2022	8:30 - 9:30 am	JCEDC BOD/Education Session	Jefferson County Courthouse & Zoom
September 12, 2022	4:00 - 5:30 pm	Conversations with ThriveED	TBD
September 14, 2022	8:30 - 10:30 am	ThriveED BOD	TBD
September 22, 2022	8:30 - 9:30 am	JCEDC BOD	Jefferson County Courthouse & Zoom
October 12, 2022	8:30 - 10:30 am	Annual Meeting ThriveED Investor Council	TBD
October 27, 2022	8:30 - 9:30 am	JCEDC BOD/Education Session	Jefferson County Courthouse & Zoom
November 17, 2022	8:30 - 9:30 am	JCEDC BOD	Jefferson County Courthouse & Zoom
December 5, 2022	4:00 - 5:30 pm	Conversations with ThriveED	TBD
December 14, 2022	8:30 - 10:30 am	Annual Meeting ThriveED BOD	Jefferson County Courthouse & Zoom
December 15, 2022	8:30 - 9:30 am	JCEDC BOD/Education Session	Jefferson County Courthouse & Zoom

LEGEND:

JCEDC BOD	ThriveED BOD	Conversations with ThriveED
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ALL JCEDC MEETINGS ARE PUBLIC MEETINGS

ANYONE ON THRIVE ED BOARD IS WELCOME TO ATTEND ANY JCEDC MEETING

MEMBERS OF BOTH BOARDS ARE ENCOURAGED TO ATTEND ALL CWT EVENTS

MEMBERS OF BOTH BOARDS ARE ENCOURAGED TO ATTEND ANNUAL MEETING (AND BRING FRIENDS!)