



JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC) BOARD  
AGENDA

**8:30 am - Thursday, February 17, 2022**

**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/tJctfu6upj0rEtAs35IK-2LyNH59bhIJNGTO>

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

**Board Members**

Rebecca LeMire - City of Fort Atkinson, Greg Waters– City of Lake Mills, Timothy Freitag – City of Jefferson, Everett Butzine– 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 Zaring – 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 – February 17, 2022
- V. Approval of Minutes – January 27, 2022
- 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. Update and Discussion: Next Steps for JCEDC/Strategic Planning Process
- VIII. Upcoming Meetings
  - JCEDC Board of Directors/Education Session – March 24, 2022, 8:30 am.
- IX. Adjournment



## **Jefferson County Economic Development Consortium & ThriveED**

### **Joint Boards of Directors Meeting Minutes**

**January 27, 2022**

**Meeting called to order at 8:30 by JCEDC Vice Chairman Emily McFarland and ThriveED Chairman David Schroeder.**

JCEDC Board members present - Rebecca Lemire – City of Fort Atkinson, Greg Waters, City of Lake Mills, Everett Butzine – City of Waterloo, Emily McFarland – City of Watertown, Cameron Clapper – City of Whitewater, Brad Calder – Village of Johnson Creek, Karl Zarling– County Supervisor, Amy Rinard – County Supervisor, David Drayna – County Supervisor, Russell Kottke, Dodge County Board of Supervisors

JCEDC Board members Absent - Tim Freitag – City of Jefferson, Lisa Moen – Village of Cambridge

ThriveED Board members present - Tina Crave, Bill Kehl, Brian Knox, Nate Salas, David Schroeder, Michael Wallace, Steward Wangard, Danielle Frawley, Karie Martin, Casey Malevich, Andy Nelson, Kevin Kaufman, Maria McClellan, Kelli Karpinski, Don Lunak

Others Present –Tom Dehnert, Vanessa Ineza, Gene Dalhoff, Ben Wehmeier Jefferson County Administrator, James Mielke Dodge County Administrator, Victoria Pratt – JCEDC Executive Director/ThriveED President, Deborah Reinbold–Business Development Manager, Julie Olver – Marketing Manager, RoxAnne Witte – Program Specialist

**Roll Call – Quorum Established**

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

Staff certified compliance for the agenda dated January 27, 2022.

**Approval of Agenda**

January 27, 2022 agenda approved as printed by consensus of the boards.

**Approval of Minutes**

**JCEDC Minutes**

Kottke/Drayna moved to approve JCEDC December 16, 2021 minutes as printed. Motion Carried.

**ThriveED Minutes**

Knox/Salas moved to approve ThriveED December 15, 2021 minutes as printed. Motion Carried.

**Public Comments**

None.

**Discussion and possible action on electing successors for JCEDC Officers**

Due to Chairman Hansen's departure from the city of Waterloo and Secretary/Treasurer Wilke's pending retirement from the city of Lake Mills, discussion was held on whether new officers should be elected now or wait until the general elections in May. Drayna/Lemire moved to have current Vice Chair Emily McFarland, city of Watertown, serve as chairperson until May when new officers will be elected. Motion Carried.

**Discussion and possible action filling vacant seat on ThriveED board**

Schroeder informed the board that a vacancy has been created due to newly elected member Tom Pasch leaving the area. Current bylaws state that such vacancy can be filled by a vote of the current board of directors. Kaufmann/Salas moved to appoint Tom Dehnert, VP Badger Bank, to fill the unexpired term of director Pasch. Motion Carried.

**Review of Financials**

**JCEDC Report -**

Pratt presented the December 31, 2022 JCEDC and Home Buyer Program Finance reports. Copies of these reports will be placed on file. Pratt informed the board that Grant Program regulation and HUD certification changes will require a change in how homebuyer education and counseling may be delivered to Jefferson County residents. Staff and administration are reviewing options, including the potential to work with other agencies to provide expanded homebuyer-related more services for income-qualified residents.

**ThriveED Report –**

Wallace/Knox moved to approve the GHDP/ThriveED December 31, 2021 Balance Sheet, GHDP/ThriveED December 31, 2021 Profit and Loss Statement, GHDP/ThriveED December 31, 2021 Accounts Receivable Statement as presented. Motion Carried.

**Staff Report**

**Pipeline Report –** Reinbold/Pratt gave a report on recruitment/retention/expansion projects that have been active in the last month. They also gave update on the meetings they have been having regarding the Main Street Bounce Back Program and the individual meetings with each community.

**Review of meetings re: Strategic Plan Revision & Metrics**

Pratt/Salas/Schroeder updated the board on the committee meetings that have been held to gather information to finalize the 2022 Plan of Work. This review continued in Chair Reports.

**Chair Reports**

Discussion focused on how best to use the 2022 draft plan of work as we move forward in these changing times. Mayor McFarland advised the group of municipal budget constraints. Discussion continued on next steps to address the needs of the public and private sector as they related to regional and local economic development issues, community development needs, and the need to clarify the role of the staff providing services to JCEDC and ThriveED. Both boards express a desired to create a community approach to better serve municipal governments, residents, and businesses in the Jefferson County Region. A committee consisting of members of both boards will continue to work to bring forth a revised Strategic Plan for review and approval by both boards.

**Upcoming Meetings**

February 17, 2022 – JCEDC Board of Directors Meeting, 8:30 – 9:30 am. Jefferson County Courthouse

March 7, 2022 – Conversations with ThriveED – 4:00 – 5:30 pm, Location to be determined

March 9, 2022 – ThriveED Board of Directors meeting, 8:30 – 10:30 am, Jefferson County Courthouse

March 24, 2022 – JCEDC Board of Directors Meeting / Education Session, 8:30 am. Jefferson County Courthouse

There being no further business to be come before the JCEDC Board of Directors motion by Clapper/Lemire to adjourn the January 27, 2022 JCEDC Board of Directors meeting. Meeting adjourned at 9:29 am

There being no further business to come before the ThriveED Board of Directors motion by Knox/Salas to adjourn the January 27, 2022 ThriveED Board of Directors meeting. Meeting adjourned at 9:30 am.

Recorded by:

RoxAnne L. Witte  
Jefferson County Economic Development Consortium

# Jefferson County Economic Development Consortium

January 31, 2022

	January Estimates	Year to Date	2022 Budget*	
<b>Revenue</b>				
JCEDC GHDP Service fees	-	-	135,000.00	0.0%
GHDP Reimbursable Expenses	-	-	-	
V-Cambridge	160.50	160.50	160.50	100.0%
V-Johnson Creek	4,546.50	4,546.50	4,546.00	100.0%
C-Fort Atkinson	18,702.00	18,702.00	18,702.00	100.0%
C-Jefferson	12,165.00	12,165.00	12,165.00	100.0%
C-Lake Mills	9,226.50	9,226.50	9,226.50	100.0%
C-Waterloo	5,043.00	5,043.00	5,043.00	100.0%
C-Watertown	23,199.00	23,199.00	23,199.00	100.0%
C-Whitewater	-	-	3,882.00	0.0%
Jefferson County	128,433.00	128,433.00	128,433.00	100.0%
Dodge County	-	-	56,270.65	0.0%
Contra Account	(13,431.70)	(13,431.70)	(13,690.50)	98.1%
<b>Total</b>	<b>188,043.80</b>	<b>188,043.80</b>	<b>\$ 382,937.15</b>	<b>49.1%</b>

	January Estimates	Year to Date	2021 Budget	
<b>Expenditures</b>				
Personnel	33,248.81	33,248.81	414,347.00	8%
Professional Services	-	-	25,000.00	0%
Web Page Development	290.68	290.68	2,125.00	14%
Office Expense	468.39	468.39	9,500.00	5%
Membership	590.00	590.00	3,500.00	17%
Professional Development	1,612.89	1,612.89	10,500.00	15%
Meeting Expenses	-	-	1,000.00	0%
Training Materials	-	-	500.00	0%
Subscriptions	597.98	597.97	6,000.00	10%
Internet/Phones/Mis	1,240.33	1,240.33	14,884.00	8%
Other Operating	-	-	1,000.00	0%
Travel Related	416.67	416.67	6,800.00	6%
Other Insurance	271.75	271.75	3,261.00	8%
Vehicle Repair	-	-	-	0%
Railroad Consortium	14,000.00	14,000.00	14,000.00	100%
Operating Reserve	-	-	-	
<b>Total</b>	<b>52,737.50</b>	<b>\$ 52,737.49</b>	<b>\$ 512,417.00</b>	<b>10%</b>

\*Budget Adjusted to reflect change in billing to Dodge County

<b>SUMMARY OF BUDGET</b>			
	January Estimates	Year to Date	2022 Budget
Revenues	188,043.80	\$188,043.80	\$382,937.15
Expenses	52,737.50	\$52,737.49	\$512,417.00
<b>Total Profit/Loss</b>		<b>\$135,306.31</b>	<b>\$129,479.85</b>
Proposed use of Reserves			<u>\$129,479.85</u>
			\$0
5/17/2021 Loan Receivable due from ThriveED on 12/31/2022		\$36,782.76	

Jefferson County Economic Development Consortium  
Home Buyer Program

<b>Income</b>	<b>January</b>	<b>Year to Date</b>	<b>Budget</b>	
V- Cambridge	10.70	10.70	10.70	100%
V-Johnson Creek	303.10	303.10	303.10	100%
C- Fort Atkinson	1,246.80	1,246.80	1,246.80	100%
C-Jefferson	811.00	811.00	811.00	100%
C-Lake Mills	615.10	615.10	615.10	100%
C-Waterloo	336.20	336.20	336.20	100%
C-Watertown	1,546.60	1,546.60	1,546.60	100%
C-Whitewater	-	-	258.80	0%
Jefferson County	8,562.20	8,562.20	8,562.20	100%
DPP Home Buyer Program	-	-	10,000.00	0%
DPA Home Buyer Program	-	-		
Additional HBC Inc. Contract Restricted	1,500.00	1,500.00		0%
Applied Operating Reserve		-	29,565.50	0%
<b>TOTALS</b>	<b>14,931.70</b>	<b>\$ 14,931.70</b>	<b>\$ 53,256.00</b>	<b>28%</b>

<b>Expenses</b>	<b>January</b>	<b>Year to Date</b>	<b>Budget</b>	
Personnel	3,126.60	3,126.60	39,449.00	8%
Salary - Permanent Regular	-			
Web Page Development	-	-	150.00	0%
Office Expense	64.06	64.06	2,670.00	2%
Membership	-	-	250.00	0%
Professional Development	-	-	3,700.00	0%
Legal Notices - Southern Housing	-	-	-	
Training Materials	-	-	3,000.00	0%
Subscriptions	-	-	750.00	0%
Internet/Phones/Mis	166.51	166.51	2,096.00	8%
Travel Related	-	-	930.00	0%
Other Insurance	21.73	21.73	261.00	8%
Recording Fees	-	-	-	-
<b>TOTALS</b>	<b>3,378.90</b>	<b>\$ 3,378.90</b>	<b>\$ 53,256.00</b>	<b>6%</b>

Pipeline Activity Since 1-20-2022

Active Date	Project Name	Project Stage	Locations Considered	Opportunity Type	Pipeline Description (Public)
1/5/2022	Bubbly	ACTIVE - HIGH	Watertown (J)	Existing Business	Acquisition-employment changes - company unresponsive
12/06/2021	Edge	Preliminary - 50/50	Jefferson (J)	Existing Business	Business for sale; current use doesn't have enough labor to attract buyer. Discussing alternate uses.
11/12/2021	Elemental	ACTIVE - HIGH	Watertown (J)	Existing Business	FAB company looking to invest in new equipment. Mainstreet Bounceback Grant - assisted with application.
04/09/2021	FFA	Preliminary - 50/50	Randolph (D)	New Business	Creation of an agribusiness/FAB innovation center. Discussed possible funding streams
1/31/2022	Healthy	Preliminary - LOW	Jefferson County	New Business	Alternate healthcare model considering clinics
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. 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
2/6/2022	Huron	Eliminated	Dodge County, Jefferson County	Business Attraction	Manufacturer looking for 880,000 sf existing facility to lease for June 2022 - no site:
4/7/2021	Kitchen	ACTIVE - HIGH	Watertown (J)	Existing Business	Owner group changing. Possible expansion, providing assistance
1/28/2022	Multiple	Preliminary - LOW	Cambridge (J), Ft Atkinson (J), Johnson Creek (J), Watertown (J), Whitewater (J)	Business Attraction	Multi-family developer interested in familiarization tour
10/24/2016	Pipe	ACTIVE - HIGH	Jefferson (J),	Existing Business	Heavy manufacturing; finalizing purchase; possible expansion. Assisting with financing & incentives
2/8/2022	Pulse	Preliminary - LOW	Dodge County, Jefferson County	Business Attraction	15-20 acres for 150,000sf new construction FAB production and distribution
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	Mixed-use development; assisting municipality
1/28/2021	Stamp	ACTIVE - 50/50	Hustisford (D)	New Business	Start-up looking to rent/buy a 5,000-15,000 sf facility
6/14/2019	Tees	ACTIVE - HIGH	Jefferson (J)	Existing Business	Assisting owner; possible sale
2/22/2022	Training	Preliminary - HIGH	Theresa (D)	New Business	CDL Training Campus; Assist with incentives
11/2/2021	Shoe	Preliminary - 50/50	Watertown (J)	Existing-expansion	Owner seeking assistance re: permitting and process; may need financing assistance for proposed expansion and siting of new business
2/7/2022	Handle	Preliminary - 50/50	Jefferson	Existing-investment	New president seeking assistance with possible automation investment
1/4/2022	Curly	Preliminary - 50/50	Jefferson County	New?	Assisting interested party with purchase of business