



JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC) BOARD AGENDA

8:30 am - Thursday, March 24, 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/tJctfu6upj0rEtAs351K-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 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 – March 24, 2022
- V. Approval of Minutes – February 17, 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 – Pratt/Reinbold
 - a. Discussion and Approval of Finance Reports for Economic Development and Homebuyer Program
 - b. Opportunity Pipeline Report – past month
 - c. Non-Transaction Updates:
 - i. Social Media/Website analytics - Olver
 - ii. Community Activities/touches – 1/1/2022 – 3/18/2022
 - iii. Update on Housing Development Services Program
 - iv. Update on next steps re: 2022-2026 Strategic Plan
 - v. Update on Home Buyer Program – service delivery options
- VIII. Intergovernmental Agreements JCEDC-Municipality discussion – Chair McFarland
- IX. Upcoming Meetings
 - JCEDC Board of Directors/Education Session – April 28, 2022, 8:30 am. – The Relationship Between Community Development and Economic Development - Errin Welty, Wisconsin Economic Development Corporation
- X. Adjournment

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. Anyone requiring special accommodations should contact the County Administrator 24 hours prior to the meeting at 920-674-7171 to make appropriate arrangements.

**Jefferson County Economic Development Consortium (JCEDC)
Board of Directors Meeting
February 17, 2022 – Meeting held in person and via Zoom.**

Board members - Rebecca LeMire - City of Fort Atkinson, Timothy Freitag - City of Jefferson, Greg Waters - City of Lake Mills, Everett Butzine – City of Waterloo, Emily McFarland - City of Watertown, 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 McFarland at 8:30 am.

II. Roll Call – Quorum Established

- JCEDC Board Members Present: Tim Freitag-City of Jefferson, Everett Butzine-City of Waterloo, Emily McFarland-City of Watertown, Lisa Moen-Village of Cambridge, Brad Calder-Village of Johnson Creek, David Drayna-County Supervisor, Amy Rinard-County Supervisor, Karl Zarling-County Supervisor, Russell Kottke – Dodge County
- Absent: Greg Waters -City of Lake Mills, Cameron Clapper-City of Whitewater
- Staff Present: Ben Wehmeier-Jefferson County Administrator, Victoria Pratt-JCEDC Executive Director, RoxAnne Witte-Program Specialist
- Members of the Public Attending: Joan Callen, Nate Salas

III. Certification of compliance with Open Meeting Law Requirements

Staff certified compliance for the agenda dated February 17, 2022.

IV. Approval of Agenda

Drayna/Moen moved to approve February 17, 2022 agenda as printed. Motion passed.

V. Approval of Minutes

Kottke/Drayna moved to approve January 27, 2022 JCEDC/ThriveED minutes as printed. Motion passed.

LeMire-City of Fort Atkinson joined meeting at 8:37 am.

VI. Public Comments - None

VIII. JCEDC Reports

- A. Finance Report** –Zarling/Drayna moved to approve January 31, 2022, JCEDC and Homebuyer Program finance reports as presented. Motion passed.
- B. Opportunity Pipeline Update** – Pratt gave update on recruitment/retention/expansion projects that have been active for the last 30 days.

Freitag-City of Jefferson left meeting at 8:40 am.

C. Update and Discussion: Next Steps for JCEDC/Strategic Planning Process

Wehmeier/Pratt/Salas updated the board on the proposed next steps for the strategic planning process. As a result of the joint board meeting held in January, a retreat is being planned. The goal is to find the intersect between the needs of the public and private sectors as it relates to the mission and vision of both organizations. The hoped for outcome is to identify 3-4 initiatives that can be addressed by the JCEDC/ThriveED, identify the resources necessary to address these needs and determine what a 'measure of success' for each would be. Once this happens, staff will revise the 2022-2026 Strategic Plan and bring it to the boards of both organizations, for discussion and approval. Greater Watertown Community Health Foundation has agreed to underwrite the cost of the retreat. Since this is envisioned as a retreat for up to 15 folks to include representatives from both boards, a doodle poll will go out soon to identify attendees. It is imperative that all attendees agree to attend the full retreat, which is designed as an afternoon – OVERNIGHT – and next full morning session. Karl Zarling and Everett Butzine from the JCEDC board volunteered to attend.

IX. Upcoming Meeting/Seminars

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

XI. Future Agenda Items

- Jefferson County IGA Agreement

XII. Adjournment

There being no further business to come before the board for consideration at this time, LeMire/Zarling moved to adjourn. Meeting adjourned 8:59 am.

Minutes prepared by:

RoxAnne L. Witte, Program Specialist

Jefferson County Economic Development Consortium

Jefferson County Economic Development Consortium

| | | February 2022 | | | |
|---------------------|----------------------------|------------------|---------------------|----------------------|--------------|
| | | February | Year to Date | | |
| | | Estimates | Actual | 2022 Budget* | |
| Revenue | | | | | |
| | JCEDC GHDP Service fees | - | - | 135,000.00 | 0.0% |
| | GHDP Reimbursable Expenses | - | - | - | |
| | V-Cambridge | | 160.50 | 160.50 | 100.0% |
| | V-Johnson Creek | | 4,546.50 | 4,546.00 | 100.0% |
| | C-Fort Atkinson | | 18,702.00 | 18,702.00 | 100.0% |
| | C-Jefferson | | 12,165.00 | 12,165.00 | 100.0% |
| | C-Lake Mills | | 9,226.50 | 9,226.50 | 100.0% |
| | C-Waterloo | | 5,043.00 | 5,043.00 | 100.0% |
| | C-Watertown | | 23,199.00 | 23,199.00 | 100.0% |
| | C-Whitewater | 3,882.00 | 3,882.00 | 3,882.00 | 100.0% |
| | Jefferson County | | 128,433.00 | 128,433.00 | 100.0% |
| | Dodge County | - | - | 56,270.65 | 0.0% |
| | Contra Account | | (13,690.50) | (13,690.50) | 100.0% |
| | Total | 3,882.00 | 191,667.00 | \$ 382,937.15 | 50.1% |
| Expenditures | | | | | |
| | | February | Year to Date | 2022 Budget | |
| | | Estimates | Estimates | | |
| | Personnel | 28,712.36 | 61,961.17 | 414,347.00 | 15% |
| | Professional Services | - | - | 25,000.00 | 0% |
| | Web Page Development | - | 290.68 | 2,125.00 | 14% |
| | Office Expense | 277.28 | 745.67 | 9,500.00 | 8% |
| | Membership | - | 590.00 | 3,500.00 | 17% |
| | Professional Development | 302.24 | 1,915.13 | 10,500.00 | 18% |
| | Meeting Expenses | - | - | 1,000.00 | 0% |
| | Training Materials | - | - | 500.00 | 0% |
| | Subscriptions | 284.88 | 882.85 | 6,000.00 | 15% |
| | Internet/Phones/Mis | 1,216.93 | 2,457.26 | 14,884.00 | 17% |
| | Other Operating | - | - | 1,000.00 | 0% |
| | Travel Related | 486.25 | 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 | 100% |
| | Operating Reserve | - | - | - | |
| | Total | 31,551.69 | \$ 83,531.18 | \$ 512,417.00 | 16% |

*Budget Adjusted to reflect change in billing to Dodge County

SUMMARY OF BUDGET

| | <u>February Estimates</u> | <u>Year to Date Estimates</u> | <u>2022 Budget</u> |
|---|-------------------------------|-----------------------------------|----------------------|
| Revenues | 3,882.00 | \$191,667.00 | \$382,937.15 |
| Expenses | <u>31,551.69</u> | <u>\$83,531.18</u> | <u>\$512,417.00</u> |
| Total Profit/Loss | | \$108,135.82 | -\$129,479.85 |
| Proposed use of Reserves | | | <u>\$129,479.85</u> |
| | | | \$0.00 |
| | | | |
| 1/1/2022 JCEDC Operating Reserve Carryforward Balance | | | \$318,600.27 |
| Vested Benefits Balance | | (\$32,927.50) | |
| JCEDC Operating Reserve Balance | | \$285,672.77 | |
| | | | |
| 5/17/2021 Loan Receivable due from ThriveED on 12/31/2022 | | | \$36,782.76 |

Jefferson County Economic Development Consortium
Home Buyer Program
February 28, 2022

| Income | February | Year to Date | Budget | |
|---|-----------------|---------------------|---------------------|------------|
| V- Cambridge | - | 10.70 | 10.70 | 100% |
| V-Johnson Creek | - | 303.10 | 303.10 | 100% |
| C- Fort Atkinson | - | 1,246.80 | 1,246.80 | 100% |
| C-Jefferson | - | 811.00 | 811.00 | 100% |
| C-Lake Mills | - | 615.10 | 615.10 | 100% |
| C-Waterloo | - | 336.20 | 336.20 | 100% |
| C-Watertown | - | 1,546.60 | 1,546.60 | 100% |
| C-Whitewater | - | 258.80 | 258.80 | 100% |
| Jefferson County | - | 8,562.20 | 8,562.20 | 100% |
| DPP Home Buyer Program | - | - | 10,000.00 | 7% |
| DPA Home Buyer Program | 650.00 | 650.00 | | |
| Additional HBC Inc. Contract Restricted | - | 1,500.00 | | 0% |
| Applied Operating Reserve | - | - | 29,565.50 | 0% |
| TOTALS | 650.00 | \$ 15,840.50 | \$ 53,256.00 | 30% |

| Expenses | February Estimates | Year to Date Estimates | Budget | |
|----------------------------------|-------------------------------|-----------------------------------|---------------------|------------|
| Personnel | 3,348.86 | 6,475.46 | 39,449.00 | 16% |
| Web Page Development | 114.00 | 114.00 | 150.00 | 76% |
| Office Expense | 64.06 | 128.12 | 2,670.00 | 5% |
| 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 | 166.52 | 333.04 | 2,096.00 | 16% |
| Travel Related | - | - | 930.00 | 0% |
| Other Insurance | 21.73 | 43.46 | 261.00 | 17% |
| Recording Fees | - | - | - | - |
| TOTALS | 3,715.17 | \$ 7,094.08 | \$ 53,256.00 | 13% |

| | | |
|--|---------------------|---------------------|
| 1/1/2022 Operating Reserve Carryforward balance | | \$137,965.06 |
| Vested Benefits Balance | (\$7,985.62) | |
| Homebuyer Program Operating Reserve Balance | \$129,979.44 | |