



**JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC)
BOARD AGENDA**

8:30 a.m. - Thursday, October 27, 2022

VIA Zoom ONLY

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 Houseman-LeMire - City of Fort Atkinson, Drake Daily – City of Lake Mills, Timothy Freitag – City of Jefferson, Everett Butzine– City of Waterloo, Emily McFarland – City of Watertown, John Weidl– City of Whitewater, Lisa Moen – Village of Cambridge, Brad Calder - Village of Johnson Creek, Kathy Weiss – Village of Palmyra, County Supervisor Bruce Degner, County Supervisor Mark Groose, County Supervisor Karl Zarling

- I. Call To Order
- II. Roll (Establish a quorum)
- III. Certificate of Compliance with Open Meeting Laws
- IV. Approval of Agenda – October 27, 2022
- V. Approval of Minutes – September 22, 2022
- VI. Public Comment – Members of the public who wish to address the JCEDC board on specific agenda items must register their request at this time.
- VII. Election of Vice Chairperson
- VIII. JCEDC Reports – Reinbold
 - a. Discussion and Approval of Finance Reports for JCEDC and Homebuyer Program
 - b. 2023 JCEDC and Homebuyer Program Budget Approval
- IX. Executive Director Search Update
- X. Upcoming Meetings
 - a. Economic Development 101, November 2, 2022, 5:00 – 8:30 pm., UW Extension, 864 Collins Rd, Rooms 8 & 9, Jefferson, WI
 - b. JCEDC Board of Directors Meeting – November 17, 2022, 8:30 a.m., 864 Collins Road, Jefferson, WI and via Zoom
- XI. 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. 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
September 22, 2022 – Meeting held in person and via Zoom.**

Board members - Rebecca Houseman-LeMire - City of Fort Atkinson, Timothy Freitag - City of Jefferson, Drake Daily - City of Lake Mills, Everett Butzine – City of Waterloo, Emily McFarland - City of Watertown, John Weidl - City of Whitewater, Lisa Moen - Village of Cambridge, Brad Calder -Village of Johnson Creek, Kathy Weiss – Village of Palmyra, County Supervisor Bruce Degner, County Supervisor Mike Groose, County Supervisor Karl Zarling

I. Call to Order - Meeting called to order by at 8:32 am.

II. Roll Call – Quorum Established

- JCEDC Board Members Present: Rebecca Houseman-Lemire, Greg Waters, Brad Calder, Mike Groose, Karl Zarling, Tim Freitag, Emily McFarland, Brad Marquardt, Evert Butzine, Drake Dailey
- Absent: Lisa Moen, Kathy Weiss, Bruce Degner
- Staff Present: Ben Wehmeier, Julie Olver, Deb Reinbold, RoxAnne Witte
- Members of the Public Attending: Nate Salas, Leslie Pelikan, Chris Scherer, Anna Jensen

III. Certification of compliance with Open Meeting Law Requirements

Staff certified compliance for the agenda dated September 22, 2022.

IV. Approval of Agenda

Waters/Zarling moved to discuss VII. –JCEDC-Municipality Intergovernmental Agreements, IX. – Resolution to support Madison Regional Economic Partnership and X.–ThriveED/JCEDC 2022-2026 Strategic Plan after item VI. –Public Comment. Motion passed.

V. Approval of Minutes

Waters/Gross moved to approve July 28, 2022 JCEDC minutes as printed. Motion passed.

VI. Public Comments – None

Everett Butzine arrived at 8:35 am.

Drake Dailey arrived at 8:37 am.

VIII. JCEDC-Municipality Intergovernmental Agreements – County Administrator Wehmeier updated the board on the changes that are being proposed to the Intergovernmental Agreement continuing the Jefferson County Economic Development Consortium. Zarling/Butzine motions to approve the Intergovernmental Agreement continuing the Jefferson County Economic Development Consortium as presented and to forward to the Jefferson County Board of Supervisors for approval. All municipalities were asked to get the proper approvals and to return the signed documents to RoxAnne.

IX. Resolution to support Madison Regional Economic Partnership (MadREP) seeking Economic Development Designation for the region – MadREP is applying to have the Madison Region Economic Partnership consisting of the following six counties - Columbia, Dane, Dodge, Jefferson, Rock and Sauk – federally designated as an Economic Development District and would like Jefferson County support. Zarling/Butzine moved to support MadREP’s application to the United States Economic Development Administration and recommend forwarding the resolution to the Jefferson County Board of Supervisors for approval. Motion passed.

X. ThriveED/JCEDC 2022-2026 Strategic Plan – Lemire, Reinbold and Salas shared documents that were the result of the strategic planning session and discussed next steps.

VII. JCEDC Reports

A. Finance Report

1. Freitag/Zarling moved to approve the August 31, 2022 JCEDC and Homebuyer Program finance reports as presented. Motion passed
2. 2023 Proposed Budget – Discussion was held on the proposed 2023 JCEDC and Homebuyer Program budgets.

B. Thriving Business

1. **Opportunity Pipeline Update** – Reinbold gave an update on recruitment/retention/expansion projects that have been active for the last 30 days.
2. **Jefferson County Manufacturing Roundtable** – Reinbold updated the board on discussions she has had with Jeff Westra, Department of Workforce Development. The goal of the roundtable is to connect manufacturers within the County and learn about common challenges.

C. Diverse Housing

1. **Heartland Housing Initiative** – Village of Palmyra is working on a market study to determine needs. Round 2 of the initiative will be opening in the next few weeks.
2. **Jefferson County Housing RLF** – Discussions continue on creating a revolving loan fund that would benefit both developers and homebuyers in Jefferson County.
3. **Smart Growth Greater Madison Event** – Reinbold updated the board on discussions she has had with representatives of the organization and the event that she and County Administrator Wehmeier will be attending to promote properties available for development in Jefferson County.
4. **Housing Summit** – Discussions continue on the planning of a Housing Summit to be held in Spring 2023.
5. **HUD Certification** – Staff will be applying to HUD to get Jefferson County certified as a HUD approved agency.

D. Activated Workforce

1. **Latino Academy Workforce Development Career Fair** – Reinbold updated the board on the event that was held in June in Dane county and how the Latino Academy will be replicating this event for Jefferson County. The event will be held at the YMCA in Watertown, November 17th, 3:00 – 7:00 pm.
2. **Hessen Partnership** – Reinbold updated the board on discussions she has had with representatives from the organization and partnership opportunities.
3. **Marine for Life** – Reinbold updated the board on discussions she has had with the members of the Marine for Life program. The program connects transitioning Marines, Veteran Marines and Marine family members to employment resources and to other associations that aid in career and life goals outside of military services.

E. Trust & Partnership

1. **ED 101** – JCEDC/ThriveED will be sponsoring ED 101-Economic Development for Local Leaders on November 2, 2022 5:00 – 8:30 pm. The program will be delivered by Wisconsin Economic Development Association (WEDA).
2. **Jefferson County Superintendents** – Reinbold will be attending the Jefferson County School Superintendents meetings to build/strengthen our partnerships within Jefferson County.

F. General Updates

1. **JCEDC Staffing** – Funding has been allocated for 2023 and 2024 to create the position of Director of Community Development within the organization.
2. **REsimplifi** – JCEDC/ThriveED has contracted with REsimplifi to collect and manage our sites and buildings database for the website.

XI. Upcoming Meetings

- Conversations with ThriveED – October 5, 2023, 4:00 – 5:30 pm, The Franciscan Preserve, 1414 Vino Lane, Jefferson, WI
- GHDP/ThriveED Investors Council Annual Meeting – October 12, 2022, 7:30 am, Madison College – Watertown Campus
- JCEDC Board of Directors – October 27, 2022, 8:30 am, 864 Collins Road, Jefferson, WI and via Zoom

XII. Future Agenda Items

1. Election of Vice Chairperson
2. Approval of 2023 Budget

XIII. Adjournment

There being no further business to come before the board for consideration at this time, Zarling/Freitag moved to adjourn. The meeting adjourned at 9:38 am.

Minutes prepared by:

RoxAnne L. Witte, Program Specialist
Jefferson County Economic Development Consortium

Jefferson County Economic Development Consortium

September 30, 2022

	September Estimates	August Final	Year to Date Actual	2022 Budget*	
Revenue					
JCEDC GHDP Service fees	-	-	67,500.00	135,000.00	50.0%
GHDP Reimbursable Expenses	-	-	3,653.44	1,000.00	
GHDP Loan	36,458.00	-	36,458.00		
Municipality Reimbursable Expenses	675.00		675.00		
V-Cambridge	-	-	160.50	160.50	100.0%
V-Johnson Creek	-	-	4,546.50	4,546.50	100.0%
V-Palmyra			1,804.00	-	
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	100.0%
Jefferson County	-	-	128,433.00	128,433.00	100.0%
Dodge County	-	-	48,730.34	48,730.34	100.0%
Contra Account	-	-	(13,690.50)	(13,690.50)	100.0%
Total	37,133.00	-	350,487.78	\$ 376,397.34	93.1%

*Budget Adjusted to reflect change in billing for Dodge County

	September Estimates	August Final	Year to Date Estimates	2022 Budget	
Expenditures					
Personnel	21,199.00	21,743.83	268,631.03	414,347.00	65%
Professional Services	1,125.00	-	1,125.00	25,000.00	5%
Web Page Development	416.50	-	1,627.84	2,125.00	77%
Office Expense	361.53	209.47	2,932.16	9,500.00	31%
Membership	300.00	-	1,779.00	3,500.00	51%
Professional Development	1,298.00	100.00	5,666.89	10,500.00	54%
Meeting Expenses	-	-	325.41	1,000.00	33%
Training Materials	-	-	-	500.00	0%

Expenditures	September Estimates	August Final	Year to Date Estimates	2022 Budget	
Subscriptions	489.99	69.99	5,233.94	6,000.00	87%
Internet/Phones/Mis	1,185.11	1,124.93	10,467.14	14,884.00	70%
Other Operating	-	-	-	1,000.00	0%
Travel Related	159.72	131.31	1,554.29	6,800.00	23%
Other Insurance	286.92	286.92	2,582.28	3,261.00	79%
Vehicle Repair			-	-	0%
Railroad Consortium			14,000.00	14,000.00	100%
Total	<u>\$26,821.77</u>	<u>23,666.45</u>	<u>\$ 315,924.98</u>	<u>\$ 512,417.00</u>	<u>62%</u>

SUMMARY OF BUDGET

	September Estimates	August Final	Year to Date Estimates	2022 Budget*
Revenues	<u>37,133.00</u>	-	<u>\$350,487.78</u>	<u>\$376,397.34</u>
Expenses	<u>\$26,821.77</u>	<u>23,666.45</u>	<u>\$315,924.98</u>	<u>\$512,417.00</u>
Total Profit/Loss			\$34,562.80	-\$136,019.66
Proposed use of Reserves				\$136,020.16

*Budget Adjusted to reflect change in billing for Dodge County

01/01/22 JCEDC Operating Reserve Carryforward Balance			\$318,600.27
Vested Benefits Balance		(32,927.50)	
JCEDC Operating Reserve Balance		285,672.77	

Jefferson County Economic Development Consortium
Home Buyer Program
September 30, 2022

Income	September	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	13%
DPA Home Buyer Program	-	1,300.00	-	
Additional HBC Inc. Contract Restricted	-	1,500.00	-	
Applied Operating Reserve	-	-	29,565.50	
TOTALS	-	\$ 16,490.50	\$ 53,256.00	31%

Expenses	September Estimates	Year to Date Estimates	Budget	
Personnel	3,303.92	29,732.77	39,449.00	75%
Web Page Development	-	114.00	150.00	76%
Office Expense	64.06	576.54	2,670.00	22%
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	141.34	1,455.06	2,096.00	69%
Travel Related	-	-	930.00	0%
Other Insurance	23.39	210.51	261.00	81%
Recording Fees	-	-	-	
TOTALS	\$ 3,532.71	\$ 32,088.88	\$ 53,256.00	60%

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

Jefferson County Economic Development Consortium

2023 Proposed Operating Budget - Draft

10/20/2022

	2022 Total Projected Revenue	2022 Adopted Budget	2023 Proposed Budget
Revenue			
JCEDC GHDP Service fees	135,000.00	135,000.00	135,000.00
GHDP Reimbursable Expenses	5,653.44	1,000.00	1,000.00
Municipality Reimbursable Expenses	675.00	-	-
V-Cambridge	160.50	160.50	148.50
V-Johnson Creek	4,546.50	4,546.50	5,103.00
V-Palmyra	1,804.00	-	2,581.50
C-Fort Atkinson	18,702.00	18,702.00	18,874.50
C-Jefferson	12,165.00	12,165.00	11,620.50
C-Lake Mills	9,226.50	9,226.50	9,678.00
C-Waterloo	5,043.00	5,043.00	5,446.50
C-Watertown	23,199.00	23,199.00	22,137.00
C-Whitewater	3,882.00	3,882.00	6,300.00
Jefferson County	128,433.00	128,433.00	129,864.00
Dodge County	48,730.34	48,730.34	-
Contra Account	(13,690.50)	(13,690.50)	(14,177.00)
 Repayment of GHDP Loan	 36,458.00	 -	 -
 Total	 \$ 419,987.78	 \$ 376,397.34	 \$ 333,576.50

	2022 Total Projected Expenses	2022 Adopted Budget	2023 Proposed Budget
Expenditures			
Personnel	325,670.00	414,347.00	427,420.00
Professional Services	1,150.00	25,000.00	-
Web Page Development	2,127.84	2,125.00	2,471.00
Office Expense	4,128.62	9,500.00	9,913.00
Membership	2,412.00	3,500.00	3,960.00
Professional Development	6,455.82	10,500.00	8,000.00
Meeting Expenses	325.41	1,000.00	1,000.00
Training Materials	-	500.00	500.00
Subscriptions	6,253.91	6,000.00	9,000.00
Internet/Phones/Mis	13,870.67	14,884.00	18,141.00
Other Operating	-	1,000.00	1,000.00
Travel Related	2,396.29	6,800.00	5,300.00
Other Insurance	3,443.04	3,261.00	4,427.00
Railroad Consortium	14,000.00	14,000.00	14,000.00
Operating Reserve	-	-	-
Total	\$ 382,233.60	\$ 512,417.00	\$ 505,132.00

Jefferson County Economic Development Consortium- Homebuyer Program

2023 Proposed Operating Budget - Draft

10/20/2022

<u>Revenue</u>	2022 Total Projected Revenue	2022 Adopted Budget	2023 Proposed Budget
V- Cambridge	10.70	10.70	9.90
V-Johnson Creek	303.10	303.10	340.20
V-Palmyra	-	-	172.10
C- Fort Atkinson	1,246.80	1,246.80	1,258.30
C-Jefferson	811.00	811.00	774.70
C-Lake Mills	615.10	615.10	645.20
C-Waterloo	336.20	336.20	363.10
C-Watertown	1,546.60	1,546.60	1,475.80
C-Whitewater	258.80	258.80	420.00
Jefferson County	8,562.20	8,562.20	8,657.50
DPP Home Buyer Program	-	10,000.00	15,000.00
DPA Home Buyer Program	1,300.00		
Additional HBC Inc. Restricted	1,500.00		1,500.00
Applied Operating Reserve	-	29,565.50	34,738.20
TOTALS	\$ 16,490.50	\$ 53,256.00	\$ 65,355.00

<u>Expenses</u>	2022 Total Projected Expenses	2022 Adoped Budget	2023 Proposed Budget
Personnel	39,311.08	39,449.00	65,355.00
Web Page Development	114.00	150.00	-
Office Expense	768.72	2,670.00	-
Professional Development	-	3,700.00	-
Legal Notices - Southern Housing	-	-	-
Training Materials	-	3,000.00	-
Subscriptions	-	750.00	-
Internet/Phones/Mis	1,971.58	2,096.00	-
Travel Related	-	930.00	-
Other Insurance	280.68	261.00	-
Recording Fees	-	-	-
TOTALS	\$ 42,446.06	\$ 53,006.00	\$ 65,355.00

Pipeline Activity Between 9/19-10/20

Active Date	Project Name	Project Stage	Locations Considered	Opportunity Type	Pipeline Description (Public)
05/11/2022	Accelerate	PRELIMINARY - Too new to know!	Jefferson	New Business	Vacant building - looking for tenant
1/14/2020	Corner	ACTIVE - Low	Jefferson	Residential Development	Mixed-use development; assisting county / municipality.
06/12/2022	Crete	ACTIVE - Low	Ft Atkinson, Jefferson	Existing Business - Expansion	Property search for 15,000 sf of office space
8/15/2022	Kick	Eliminated	Jefferson	Business Attraction	Search for 80,000-120,000 sf food grade facility to lease or build. Prefer access to rail.
10/19/2022	Lemon	ACTIVE - Low	Jefferson	Business Attraction	Business start-up looking for incentives
9/19/2022	Middle	ACTIVE - Low	Palmyra, Sullivan	Existing Business - Expansion	Site selection. Assist with incentives and possible suppliers.
6/24/2020	Trellis	ACTIVE - Low	Watertown	Existing Business	Owner selling his business
05/02/2022	Levee	ACTIVE - Low	Jefferson	Existing Business	Working with property owner
9/26/2022	Roar	PRELIMINARY - Too new to know!	Jefferson County	Residential Development	Countywide Development Tour
9/23/2022	Matt	ACTIVE - 50/50	Jefferson	Residential Development	Developer looking for assistance with financing gap
1/28/2022	Minister	ACTIVE - 50/50	Watertown	Existing Business - Expansion	Growing business looking for building for expansion
9/6/2022	Pink	ACTIVE - 50/50	Jefferson	Mixed-Use Development	Interested in mixed-use development
9/14/2022	Plan	ACTIVE - Low	Palmyra	Existing Business	Assist w/ succession planning
10/5/2022	Shoe	Active - 50/50	Watertown	New Business	New business - assist with land acquisition and financing
10/14/2022	Sticks	PRELIMINARY - Too new to know!	Fort Atkinson	Existing Business - Expansion	Business looking for a new facility
10/10/2022	Chance	Preliminary - Low	Lake Mills, Watertown	New Business	New business - assist with site selection
11/02/2021	Spring board	Preliminary - LOW	Palmyra	Residential Development	Mixed-use development; assisting municipality.