

**JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM (JCEDC)  
& THRIVE ED BOARD AGENDA**

**Thursday, April 27, 2023**

**8:00 a.m. - Continental Breakfast / Networking**

**8:30 a.m. - Meeting**

**UW Extension/Workforce Development, 864 Collins Road, Room 8, Jefferson, WI 53549**

**AND VIA Zoom**

Zoom Link: <https://us06web.zoom.us/j/86431259008?pwd=U2FveTM4TTUyTDF1dzJUcGp2SGpZZz09>

Meeting ID: 864 3125 9008

Passcode: 417932

Dial by your location: 1-309-205-3325

**Board Members** – Jefferson County Economic Development Consortium (JCEDC)

Rebecca Houseman - 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, Village of Johnson Creek, Kathy Weiss – Village of Palmyra, County Supervisor Bruce Degner, County Supervisor Mark Groose, County Supervisor Karl Zarling

**Board Members** – ThriveED

David Schroeder, Brian Knox. Casey Malesevich, Tom Dehnert, Scott Lausten, Don Lunak, Sr., Karie Martin, Matt Mauthe, Andy Nelson, Joshua Patterson, Kevin Paynter, Nate Salas, Stewart Wangard, Rebecca Houseman, Everett Butzine, Paul Ambrose, Tina Crave, Kellie Karpinski, Richard Keddington, Shawna Marquardt, James Nelson, Ben Wehmeier

- I. Call To Order
- II. Roll (Establish a quorum)
- III. Certificate of Compliance with Open Meeting Laws
- IV. Approval of Agenda – April 27, 2023
- V. Approval of JCEDC/ThriveED Minutes – February 23, 2023
- VI. Public Comment – Members of the public who wish to address the board on specific agenda items must register their request at this time.
- VII. JCEDC/ThriveED Reports
  - a. **Staffing Update**
    - i. Director of Community Development
    - ii. Limited Term Employee
  - b. **Discussion and Approval of Finance Reports for Economic Development and Homebuyer Program**
  - c. **Discussion and Approval of Finance Reports for ThriveED**
  - d. **Thriving Business**
    - i. Presentation of Opportunity Pipeline
  - e. **Diverse Housing**
    - i. Update to Heartland Housing Initiative
      1. Kekoskee
    - ii. Awareness: Watertown Housing Rehab Pilot
    - iii. Discussion regarding Jefferson County Housing Revolving Loan Fund
      1. Concept Document

- 2. Project Scorecard
- iv. Discussion regarding Jefferson County Housing Summit
  - 1. Business Registrations
- f. Activated Workforce**
  - i. Discussion regarding engaging Nicaraguan Refugees as part of our workforce
  - ii. Awareness: Latino Academy Career Fair
- g. Trust & Partnerships**
  - i. Community Discussion
    - 1. JCEDC board members are encouraged to share a brief update about their community, initiatives and/or challenges
  - ii. Thrive Board Discussion
    - 1. Thrive board members are encouraged to share a brief update about their company, initiatives and/or challenges
  - iii. Discussion regarding Capacity Building & Lead Generation
  - iv. Awareness: Partner engagements
    - 1. 5/2 – Fort Healthcare Presentation
    - 2. 5/9 – Jefferson County Presentation
    - 3. 5/16 – Fort Atkinson City Council Presentation
    - 4. 6/20, 8/15, 12/5 – Watertown City Council Presentation
    - 5. 5/11 – Latino Academy Career Fair
    - 6. 5/18 – Jefferson County Housing Summit – Lake Mills
- h. General Updates**
  - i. Upcoming Events
    - 1. 5/11 – Latino Academy Career Fair – Watertown
    - 2. 5/18 – Jefferson County Housing Summit – Lake Mills
    - 3. 5/25 – Executive Committee Meeting
    - 4. 7/27 - JCEDC/ThriveED Education Session - Jefferson
    - 5. 8/23 – ThriveED Event - DOCKHOUNDS Baseball Game - Oconomowoc

## VIII. Adjournment

**Our Vision Statement is:** JCEDC / ThriveED will lead change necessary to support economic growth in Greater Jefferson County that results in healthy, thriving, and growing communities.

**Our Mission Statement is:** JCEDC / ThriveED will engage the public and private sectors in actions focused on attracting and supporting business growth that benefits the residents and communities in the Greater Jefferson County area.

Jefferson County Economic Development Consortium (JCEDC) and ThriveED  
Board of Directors Meeting  
February 23, 2023 – Meeting held in person and via Zoom.

**Board Members - JCEDC**

Rebecca Houseman - 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, Vacant - Village of Johnson Creek, Kathy Weiss – Village of Palmyra, County Supervisor Bruce Degner, County Supervisor Mark Goose, County Supervisor Karl Zarling

**Board Members – ThriveED**

David Schroeder, Brian Knox. Casey Malesevich, Tom Dehnert, Scott Lausten, Don Lunak, Sr., Karie Martin, Matt Mauthe, Andy Nelson, Joshua Patterson, Kevin Paynter, Nate Salas, Stewart Wangard, Rebecca Houseman, Everett Butzine, Paul Ambrose, Tina Crave, Kellie Karpinski, Richard Keddington, Maria McClellan, James Nelson, Ben Wehmeier

- I. **Call to Order** - Meeting called to order by at 8:32 am.
- II. **Roll Call – Quorum Established**
  - JCEDC Board Members Present: Rebecca Houseman, Drake Daily, Everett Butzine, Emily McFarland, John Weidl, Kathy Weiss, Bruce Degner, Mike Goose, Karl Zarling
  - ThriveED Board Members Present – Tina Carve, Tom Dehnert, Kevin Kaufmann, Brian Knox, Scott Lausten, Casey Malesevich, Karie Martin, Matt Mauthe, Maria McClellan, Andy Nelson, Jim Nelson, Josh Patterson, Kevin Paynter, Nate Salas, Stewart Wangard, Ben Wehmeier
  - Staff Present: Julie Olver, Deb Reinbold, RoxAnne Witte
  - Others Present: Mason Becker, Vanessa Ineza, Kim Brotz
- III. **Certification of compliance with Open Meeting Law Requirements**

Staff certified compliance for the agenda dated February 23, 2023.
- IV. **Approval of Agenda**

Dehnert/Houseman moved to approve agenda as presented. Motion passed.
- V. **Approval of Minutes**

Houseman/Weiss moved to approve December 15, 2022 JCEDC minutes as printed. Motion passed.  
Kaufmann/Patterson moved to approved December 14, 2022 ThriveED minutes as printed. Motion passed
- VI. **Public Comments – None**
- VII. **JCEDC/ThriveED Reports**
  - A. **Finance - JCEDC**

Drake/Zarling moved to approve the December 31, 2022 and January 31, 2023 JCEDC and Homebuyer Program finance reports as printed. Motion passed.
  - B. **Finance - ThriveED**

Dehnert/Kaufmann moved to approve the December 31, 2022 and January 31, 2023 GHDP/ThriveED Profit & Loss Statements; December 31, 2022 and January 31, 2023 Balance Sheets; and January 31, 2023 Accounts Receivable statement as printed. Motion passed.
  - C. **Thriving Business**

**Opportunity Pipeline** – Reinbold gave an update on recruitment/retention/expansion projects that have been active since December 13, 2022.
  - D. **Diverse Housing**
    - i. **Heartland Housing Initiative** – Update was given on V–Palmyra’s project and the results of their market study. Round 2 applicants have been working on their scope of work and a couple have decided to move forward with a market study.
    - ii. **Jefferson County Housing Committee** – Update was given on the work of the committee.
      - They are in the process of applying for a Capital Catalyst Grant to create an RLF program for Jefferson County.
      - The Housing Summit is scheduled for May 18, 2023.
    - iii. **Be Bold** – A statewide initiative to accelerate workforce housing in the state will be holding an event on Workforce Housing at Moraine Park Technical College – February 27, 2023.
  - E. **Activated Workforce**
    - i. **Jefferson County Manufacturing Round Table** – Reinbold updated the board on the round table activities. All Jefferson County employers are encouraged to attend.
    - ii. **Jefferson High School Career Fair Day** – The high school will be holding a career fair sometime in May.

All interested employers can contact Reinbold for more information.

- iii. **Career Videos**- Reinbold/McFarland updated the board on a program they are working on to create career path videos with local employers.
- iv. **MadREP Transportation Initiative** – Reinbold updated the board on a partnership that MadREP has with Enterprise Rent-a-car to assist companies with employee transportation issues.
- v. **Latino Academy Workforce Development Career Fair** – Plans are to have two such events in 2023 – May 11, 2023 in Watertown at the library and one in September in Whitewater. All business that participated in the career fair in 2022 will be invited to participate in the event in Watertown at no charge.

**F. Trust & Partnership**

**Partner engagements** – Reinbold updated the board on the meeting/events/speaking engagements she has attending or will be attending in the next 60 days.

**G. General Updates**

- i. **Director of Community Development Position** – Reinbold updated the board on the search for a Director of Community Development person.
- ii. **MadREP Board Representation** – They are looking for a representative from Jefferson County that would serve on their board of directors.
- iii. **HOME Consortium Downpayment Assistance Program** – Witte shared the updated HOME Consortium Loan Portfolio Report 1998-2022 with the board.
- iv. **Coming Events**
  - 3/15/2023 - Conversations with ThriveED – Playa Vallarta - Jefferson
  - 3/23/2023 - Education Session – 2023 Wisconsin Rural Economic Summit
  - 4/27/2023 - JCEDC/ThriveED Board of Directors Meeting
  - 5/11/2023 – Latino Academy Career Fair – Watertown Public Library
  - 5/18/2023 – Jefferson County Housing Summit – Lake Mills
  - 5/25/2023 – Executive Committee Meeting

There being no further business to come before the JCEDC board for consideration at this time, Zarling/Houseman moved to adjourn.  
There being no further business to come before the ThriveED board for consideration at this time, Kaufmann/Dehnert moved to adjourn.

Meeting adjourned at 9:29 am.

Minutes prepared by:

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

# Jefferson County Economic Development Consortium

**March 31, 2023**

	<u>3/31/2023</u>	<u>2/28/2023</u>	<u>3/31/2023</u>	<u>3/31/2023</u>	<u>2023 Budget</u>	<u></u>
Revenue	Actual	Actual	Year to Date Actual	Year to Date Budget	2023 Budget	%
JCEDC GHDP Service fees	-	-	-	-	135,000.00	0.0%
GHDP Reimbursable Expenses	-	-	-	-	1,000.00	0.0%
Federal Grant	-	-	-	30,706.50	122,826.00	0.0%
Contract for LTE	-	-	-	-	31,000.00	0.0%
V-Cambridge	-	148.50	148.50	148.50	148.50	100.0%
V-Johnson Creek	-	-	5,103.00	5,103.00	5,103.00	100.0%
V-Palmyra	-	-	2,581.50	2,581.58	2,581.50	100.0%
C-Fort Atkinson	-	-	18,874.50	18,874.50	18,874.50	100.0%
C-Jefferson	-	-	11,620.50	11,620.50	11,620.50	100.0%
C-Lake Mills	-	-	9,678.00	9,678.00	9,678.00	100.0%
C-Waterloo	-	-	5,446.50	5,446.50	5,446.50	100.0%
C-Watertown	-	-	22,137.00	22,137.00	22,137.00	100.0%
C-Whitewater	-	-	6,300.00	6,300.00	6,300.00	100.0%
Jefferson County	-	129,864.00	129,864.00	129,864.00	129,864.00	100.0%
Contra Account	-	(14,177.00)	(14,177.00)	(14,177.00)	(14,177.00)	100.0%
<b>TOTAL</b>	<b>-</b>	<b>\$115,835.50</b>	<b>\$197,576.50</b>	<b>\$228,283.08</b>	<b>\$487,402.50</b>	<b>40.5%</b>

	<u>3/31/2023</u>	<u>2/28/2023</u>	<u>3/31/2023</u>	<u>3/31/2023</u>	<u>2023 Budget</u>	<u></u>
Expenditures	Estimates	Actual	Year to Date Actual	Year to Date Budget	2023 Budget	%
Personnel	21,415.03	21,419.75	66,557.49	106,846.86	427,420.00	16%
Professional Services	-	-	-	-	31,000.00	0%
Web Page Development	505.07	115.00	1,036.57	650.00	2,471.00	42%
Office Expense	140.96	428.96	1,074.56	1,493.08	9,913.00	11%
Membership	-	-	49.00	49.00	3,960.00	1%

Expenditures	3/31/2023	2/28/2023	3/31/2023	3/31/2023		
	Estimates	Actual	Year to Date	Year to Date	Budget	2023 Budget
Professional Development	-	(111.81)	635.00	1,100.00	8,000.00	8%
Meeting Expenses	176.98	-	176.98	250.00	1,000.00	18%
Training Materials	-	-	-	-	500.00	0%
Subscriptions	5,467.00	47.00	5,843.39	6,430.00	9,000.00	65%
Internet/Phones/Mis	1,304.14	1,204.32	3,776.33	4,530.19	18,141.00	21%
Other Operating	-	-	-	-	1,000.00	0%
Travel Related	103.00	72.00	307.77	1,200.00	5,300.00	6%
Other Insurance	310.01	310.01	930.03	1,106.75	4,427.00	21%
Railroad Consortium	-	-	14,000.00	14,000.00	14,000.00	100%
Repair & Maintenance - Office	952.46	-	952.46	-	-	
<b>TOTAL</b>	<b>\$30,374.65</b>	<b>\$23,485.23</b>	<b>\$95,339.58</b>	<b>\$137,655.88</b>	<b>\$536,132.00</b>	<b>18%</b>

## 2023 SUMMARY

	3/31/2023	2/28/2023	3/31/2023	3/31/2023	
	Estimates	Actual	Year to Date	Year to Date	2023 Budget
Revenues	\$0.00	\$115,835.50	\$197,576.50	\$228,283.08	\$487,402.50
Expenses	\$30,374.65	\$23,485.23	\$95,339.58	\$137,655.88	\$536,132.00
Total Profit/Loss	(\$30,374.65)	\$92,350.27	\$102,236.92	\$90,627.20	(\$48,729.50)

1/1/2023 JCEDC Operating Reserve Carryforward Balance \$346,887.78

Vested Benefits Balance (\$20,386.48)

JCEDC Operating Reserve Balance \$326,501.30

**Jefferson County Economic Development Consortium  
Home Buyer Program  
March 31, 2023**

<b>Income</b>	<b>March Actual</b>	<b>Year to Date Actual</b>	<b>2023 Budget</b>	
V- Cambridge	-	9.90	9.90	100%
V-Johnson Creek	-	340.20	340.20	100%
V-Palmyra	-	172.10	172.10	
C- Fort Atkinson	-	1,258.30	1,258.30	100%
C-Jefferson	-	774.70	774.70	100%
C-Lake Mills	-	645.20	645.20	100%
C-Waterloo	-	363.10	363.10	100%
C-Watertown	-	1,475.80	1,475.80	100%
C-Whitewater	-	420.00	420.00	100%
Jefferson County	-	8,657.60	8,657.50	100%
DPP Home Buyer Program	-	-	15,000.00	0%
DPA Home Buyer Program	-	-	1,500.00	
Repayment of HBC Inc. Homebuyer Loans	-	-	34,738.20	
Applied Operating Reserve	-	-	34,738.20	
<b>TOTALS</b>	-	<b>14,116.90</b>	<b>\$ 65,355.00</b>	<b>22%</b>

  

<b>Expenses</b>	<b>March Estimates</b>	<b>Year to Date Estimates</b>	<b>Budget</b>	
Personnel	3,497.03	10,887.88	65,355.00	17%
<b>TOTALS</b>	<b>\$3,497.03</b>	<b>\$10,887.88</b>	<b>\$65,355.00</b>	<b>17%</b>

**2023 Summary**

	<b>Year To Date</b>	<b>Budget</b>
<b>Revenues</b>	<b>\$ 14,116.90</b>	<b>\$ 65,355.00</b>
<b>Expenses</b>	<b>\$ 10,887.88</b>	<b>\$ 65,355.00</b>
<b>Total Profit/Loss</b>	<b>\$ 3,229.02</b>	<b>\$ -</b>

  

<b>1/1/2023 Operating Reserve Carryforward balance</b>		<b>\$116,955.05</b>
<b>Vested Benefits Balance</b>	<b>(\$8,148.49)</b>	
<b>Homebuyer Program Operating Reserve Balance</b>	<b>\$108,806.56</b>	

**Thrive ED**  
**Balance Sheet Prev Year Comparison**  
**As of March 31, 2023**

	<u>Mar 31, 23</u>	<u>Mar 31, 22</u>	<u>\$ Change</u>	<u>% Change</u>
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1002 · Checking - Badger Bank	104,292.56	197,285.04	-92,992.48	-47.1%
1003 · Savings - FCCU	100,058.81	5.96	100,052.85	1,678,739.1%
1004 · Checking - FCCU	40,616.17	99,990.83	-59,374.66	-59.4%
<b>Total Checking/Savings</b>	<u>244,967.54</u>	<u>297,281.83</u>	<u>-52,314.29</u>	<u>-17.6%</u>
<b>Total Current Assets</b>	<u>244,967.54</u>	<u>297,281.83</u>	<u>-52,314.29</u>	<u>-17.6%</u>
<b>TOTAL ASSETS</b>	<b><u>244,967.54</u></b>	<b><u>297,281.83</u></b>	<b><u>-52,314.29</u></b>	<b><u>-17.6%</u></b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Other Current Liabilities</b>				
2300 · Notes Payable - JCEDC	0.00	34,998.00	-34,998.00	-100.0%
<b>Total Other Current Liabilities</b>	<u>0.00</u>	<u>34,998.00</u>	<u>-34,998.00</u>	<u>-100.0%</u>
<b>Total Current Liabilities</b>	<u>0.00</u>	<u>34,998.00</u>	<u>-34,998.00</u>	<u>-100.0%</u>
<b>Total Liabilities</b>	<u>0.00</u>	<u>34,998.00</u>	<u>-34,998.00</u>	<u>-100.0%</u>
<b>Equity</b>				
3200 · Unrestricted Net Assets	245,871.55	175,215.27	70,656.28	40.3%
Net Income	-904.01	87,068.56	-87,972.57	-101.0%
<b>Total Equity</b>	<u>244,967.54</u>	<u>262,283.83</u>	<u>-17,316.29</u>	<u>-6.6%</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>244,967.54</u></b>	<b><u>297,281.83</u></b>	<b><u>-52,314.29</u></b>	<b><u>-17.6%</u></b>



**Thrive ED**  
**Profit & Loss Prev Year Comparison**  
**January through March 2023**

	<u>Jan - Mar 23</u>	<u>Jan - Mar 22</u>	<u>\$ Change</u>	<u>% Change</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4200 · Investor Support 2022-2026 CC	10,000.00	87,450.00	-77,450.00	-88.6%
<b>Total Income</b>	10,000.00	87,450.00	-77,450.00	-88.6%
<b>Expense</b>				
5100 · Event expense	203.51	0.00	203.51	100.0%
5200 · Printing	0.00	16.00	-16.00	-100.0%
5800 · Accounting Services	0.00	110.00	-110.00	-100.0%
6100 · Void Checks/Transactions	0.00	0.00	0.00	0.0%
6200 · Membership	0.00	350.00	-350.00	-100.0%
6300 · Housing Initiatives	11,332.50	0.00	11,332.50	100.0%
6400 · Training	-500.00	0.00	-500.00	-100.0%
<b>Total Expense</b>	11,036.01	476.00	10,560.01	2,218.5%
<b>Net Ordinary Income</b>	-1,036.01	86,974.00	-88,010.01	-101.2%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9000 · Interest income	132.00	94.56	37.44	39.6%
<b>Total Other Income</b>	132.00	94.56	37.44	39.6%
<b>Net Other Income</b>	132.00	94.56	37.44	39.6%
<b>Net Income</b>	<b>-904.01</b>	<b>87,068.56</b>	<b>-87,972.57</b>	<b>-101.0%</b>

**Glacial Heritage Development Partnership  
ThriveED**

**Accounts Receivable  
March 31, 2023**

**2022-2026 CC Investor Pledges Invoiced and unpaid as 3/31/2023**

**2022 Pledges** **\$11,500.00**

Landmark Credit Union	\$1,500.00
Watertown Regional Medical Center	\$10,000.00

**2023 Pledges** **\$44,250.00**

R J Investments, LLC	\$5,000.00
Fort Healthcare, Inc.	\$5,000.00
Sure-Fire, Inc.	\$5,000.00
Caine Companies	\$3,000.00
WDS Construction	\$5,000.00
Whisker	\$5,000.00
* Crave Brother Farms	\$10,000.00
* Horicon Bank	\$5,000.00
* Thermo Tech	\$1,250.00

---

**TOTAL INVOICED** **\$116,450.00**

\* Note - these accounts are paid in full as of 4/21/2023