

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

Thursday, June 12, 2025

8:30 a.m. – 10:00

**Jefferson County Courthouse, 311 S Center Avenue, Room C2063, Jefferson, WI 53549
and via Teams**

[Join the meeting now](#)

Meeting ID: 259 404 359 435 3

Passcode: r9KR64bF

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, Jeanne Ritter – City of Waterloo, Mason Becker – City of Watertown, Emily McFarland– City of Whitewater, Brian Kreklau– Village of Cambridge, Kyle Ellefson - Village of Johnson Creek, Angela Petruska – Village of Palmyra, County Supervisor Bruce Degner, County Supervisor Amanda Truax, County Supervisor Karl Zarling

Board Members – ThriveED

David Schroeder, Kevin Kaufman, Casey Malesevich, Tom Dehnert, Scott Lausten, Don Lunak, Sr., Matt Mauthe, Andy Nelson, Kevin Paynter, Nate Salas, Stewart Wangard, Rebecca Houseman, Everett Butzine, Elizabeth Thelen, Ben Wehmeier, Kellie Karpinski, Richard Keddington, Shawna Marquardt, James Nelson, Michael Luckey

- I. Call To Order
- II. Roll (Establish a quorum)
- III. Certificate of Compliance with Open Meeting Laws
- IV. Approval of Agenda – June 12, 2025
- V. Approval of JCEDC/ThriveED Minutes – April 24, 2025
- 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. Administration
 - i. Finances
 1. Discussion and Approval of Finance Reports for JCEDC
 - a. HUD NOFO update
 - b. WHEDA RFQ
 2. Discussion and Approval of Finance Reports for ThriveED
 - b. Thriving Business
 - i. Presentation: Opportunity Pipeline
 - c. Placemaking
 - i. Report: Housing Committee
 - ii. Discussion: Housing Summit
 - iii. Report: Live Local Development Fund (LLDF)
 1. Investors
 2. Loan Closings

- d. Workforce Participation
 - i. Discussion: Supply Chain Workforce / Madison College
- e. Strategic Support, Awareness & Advancement
 - i. Discussion: Jefferson County Awards
 - ii. Report: Madwaukee 2050 in 2026
 - iii. Report: Recent Presentations / Community Involvement
 - 1. Bioforward Blast
 - 2. Habitat for Humanity Board Meeting
 - 3. Wisconsin Rural Partners Annual Summit
 - 4. Sauk County EDC
 - 5. Waukesha County Business Alliance Housing Summit
 - 6. Biz Times Publisher's Roundtable Event
 - 7. Elevate Your Leadership – BizExpo with Ixonia Bank
 - 8. Watertown Regional Medical Center Award Celebration
 - 9. FEC Launch Event
 - 10. CarW Data Center Event
 - 11. UW-Whitewater Enactus USA Expo team Welcome
 - 12. Jefferson County Realtors Meeting
 - 13. Upswing Radio Show
 - 14. UW-Whitewater Community Solar Forum
 - 15. Charter Communications – Importance of Broadband
 - 16. Jefferson County Annual Board Presentation
 - iv. Community Discussion
 - 1. JCEDC board members are encouraged to share a brief update about their community, initiatives and/or challenges
 - v. Thrive Board Discussion
 - 1. Thrive board members are encouraged to share a brief update about their company, initiatives and/or challenges
- f. General Updates
 - i. Upcoming Events
 - 1. June 13, 2025, 6pm – Habitat for Humanity Gala
 - 2. June 17, 2025, 7pm – Presentation to Watertown Common Council
 - 3. July 23, 2025, 3pm – MadREP Adaptive Reuse Event
 - 4. July 24, 2025, 8:30-9:30am – Education Session - State of the County, Michael Luckey
 - 5. August 13, 2025, 4-5:30pm – Conversations with ThriveED at Ixonia Bank, Sponsored by Ixonia Bank
 - 6. August 28, 2025, 8:30-10am – JCEDC & ThriveED Board Meeting
 - 7. November 5, 2025, 4-5:30pm – Conversations with ThriveED at Milford Hills, Sponsored by WDS Construction

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.

**Jefferson County Economic Development Consortium (JCEDC) and ThriveED
Board of Directors Meeting
April 24, 2025 – Meeting held in person and via Zoom.**

Meeting ID: 227 981 626 369 6
Passcode: uU3qU7UL

Board Members - JCEDC

Rebecca Houseman - City of Fort Atkinson, Drake Daily– City of Lake Mills, Timothy Freitag – City of Jefferson, Jeanne Ritter– City of Waterloo, Mason Becker – City of Watertown, Emily McFarland– City of Whitewater, Lisa Moen – Village of Cambridge, Kyle Ellefson - Village of Johnson Creek, Kathy Weiss – Village of Palmyra, County Supervisor Bruce Degner, County Supervisor Amanda Truaz, County Supervisor Karl Zaring

Board Members – ThriveED

Kevin Kaufman, Nate Salas, Tom Dehnert, Everett Butzine, Matt Krogman, Scott Lausten, Don Lunak, Casey Malesevich, Matt Mauthe, Kyle Neitzel, Andy Nelson, Jim Nelson, Kevin Paynter, David Schroeder, Stewart Wangard, Rebecca Houseman, Elizabeth Thelen, Kelly Karpinski, Richard Keddington, Shawana Marquardt, Ben Wehmeier, Michael Luckey

I. Call to Order - Meeting called to order at 8:35 am

II. Roll Call – Quorum Established

- JCEDC Board Members Present:
Rebecca Houseman - City of Fort Atkinson, Jeanne Ritter– City of Waterloo, Mason Becker – City of Watertown, Emily McFarland – City of Whitewater, Kyle Ellefson – Village of Johnson Creek, County Supervisor Bruce Degner, County Supervisor Amanda Truaz, County Supervisor Karl Zaring
- ThriveED Board Members Present
Kevin Kaufman, Tom Dehnert, Matt Krogman, Scott Lausten, Don Lunak, Casey Malesevich, Matt Mauthe, Kyle Neitzel, Jim Nelson, Kevin Paynter, Matt Moroney, Rebecca Houseman, Elizabeth Thelen, Shawna Marquardt, Ben Wehmeier, Michael Luckey
- Staff Present: Emily Clavette, Julie Olver, Deb Reinbold, RoxAnne Witte
- Others Present: Chief Deputy Hunter, Brian Udovich, Greg Loos, David Werning, Chris Siepmann, Chris Tiedeman, Erick Burns, Jason Scott, John Siepmann

III. Certification of compliance with Open Meeting Law Requirements

Staff certified compliance with the Open Meetings Law Requirements.

IV. Approval of Agenda

Opportunity Pipeline Presentation was removed from the agenda.

V. Approval of Minutes

Wehmeier/McFarland moved to approve February 27, 2025 JCEDC & ThriveED minutes as printed. Motion passed.

VI. Public Comments – None

VII. Election of JCEDC Vice Chair

McFarland/Wehmeier moved to nominate Mason Becke to serve as the JCEDC Vice Chairman. Nominations closed. Unanimous vote was cast for Mason Becker as Vice Chairman of JCEDC.

VIII. Presentation – Greater Jefferson County Housing Market Study – Erik Doesching, Tracy Cross & Associates.

Doesching have a slide presentation on the preliminary results of the study. Discussion was held on the findings. The final result will be sent to Reinbold once it is complete.

IX. JCEDC/ThriveED Reports

a. Administration

i. Finances

1. Discussion and Approval of Finance Reports for JCEDC

Becker/McFarland moved to approve the JCEDC Finance Report as presented. Motion passed.

2. Discussion and Approve of Finance Reports for Thrive ED

March 31, 2025 Glacial Heritage Development Partnership dba ThriveED Finance Reports will be placed on file as presented.

ii. Report – Policies & Procedures

Discussion was held on the need to have a Policies & Procedures Manual for the Live Local Development Fund (LLDF). Policy will be presented to the finance committee once complete and forward to executive committee for final approval. No action taken.

iii. Report: InVantage Session

Reinbold updated the board on their last session with InVantage. No action taken.

b. Thriving Business

- i. Report – Meeting with Office of Commission of Railroads
Reinbold updated the board on the meetings that are being set up with the Commissioner. No action taken.
- c. **Diverse Housing**
 - i. **Report – Housing Committee**
Zarling updated the board on the presentation that the committee received from Waukesha County Business Alliance.
 - ii. **Report – Housing Survey**
Reinbold updated the board on a survey that that is being developed in partnership with the Greater Watertown Community Health Foundation on housing. No action taken.
 - iii. **Report Live Local Development Fund (LLDF)**
Clavette reported that all lines of credit and contracts have been set up; the committee continues to see new investors; and they hope to close on the first loan in the next 30 days. No action taken.
- d. **Activated Workforce**
Staff recently toured the Jefferson High School facilities. No action taken.
- e. **Trust & Partnerships**
 - i. Staff attended the following meetings and gave presentations as requested – Watertown Chamber Annual Dinner, Walworth Count EDC, Waukesha County Business Alliance WEDA Legislative Day, Habitat for Humanity groundbreaking in Fort Atkinson, Madwaukee 2050, Upswing Radio Show, MadRep event. No action taken.
 - ii. **Community Discussion.**
JCEDC board members are encouraged to share a brief update about their community, initiatives, and/or challenges. Updates were given on community initiatives, current projects, and challenges. No action was taken.
 - iii. **Thrive Board Discussion**
THRIVE board members are encouraged to share a brief update about their company, initiatives and/or challenges. Updates were given on business activity, initiatives, and challenges. No action was taken.
- f. **General Updates**
 - i. **Upcoming Events**
April 29 – May 17, 2025 (Tuesday, Wednesday, Thursday, Saturday) Habitat for Humanity Women Build
April 30-May 1, 2025 – Wisconsin Rural Partners Annual Summit -Fort Atkinson
May 7, 2024 – Waukesha County Business Alliance Housing Summit
May 14, 2025 – Conversations with ThriveED, 4 – 5:30pm – Location to be determined
June 12, 2025 – JCEDC/ThriveED Boad of Directors Meeting
June 13, 2025 – Habitat for Humanity Gala, 6-8pm – Domenica Park, Waukesha
June 17, 2025 – Presentation to Watertown Common Council
- g. **Adjournment**
There being no further business to come before the JCEDC or ThriveED board for consideration at this time Thelen/Salas moved to adjourn. The meeting adjourned at 10:02 am.

Minutes prepared by:
RoxAnne L. Witte

Jefferson County Economic Development Consortium

June 12, 2025

	April 30, 2025	Year to Date	December 31, 2025		
	Actuals	Actuals	Revenue/Expense	2025 Budget	% of Budget
Revenue	Actuals	through April 30, 2025	Forecast		
JCEDC GHDP Service fees	-	-	175,000.00	175,000.00	0.00%
JCEDC Service Fees - LLDF	7,221.92	29,142.26	100,000.00	100,000.00	29.14%
GHDP Reimbursable Expenses	-	99.64	1,500.00	1,500.00	6.64%
Municipal Other Charges	600.00	600.00	9,000.00	9,000.00	6.67%
JCEDC Service Fees - Homebuyer Program	2,327.00	3,504.00	7,500.00	7,500.00	46.72%
V-Cambridge	-	153.00	153.00	153.00	100.00%
V-Johnson Creek	-	5,130.00	5,130.00	5,130.00	100.00%
V-Palmyra	-	2,569.50	2,569.50	2,569.50	100.00%
C-Fort Atkinson	-	18,699.00	18,699.00	18,699.00	100.00%
C-Jefferson	-	11,659.50	11,659.50	11,659.50	100.00%
C-Lake Mills	-	10,204.50	10,204.50	10,204.50	100.00%
C-Waterloo	-	5,466.00	5,466.00	5,466.00	100.00%
C-Watertown	-	21,924.00	21,924.00	21,924.00	100.00%
C-Whitewater	-	6,664.50	6,664.50	6,664.50	100.00%
Jefferson County	-	130,282.50	130,282.50	130,282.50	100.00%
Homebuyer Donation/Repayments Restricted	-	3,200.00	3,200.00	-	
TOTAL	10,148.92	\$249,298.40	\$508,952.50	\$505,752.50	49.29%

	April 30, 2025	Year to Date	December 31, 2025		
Expenditures	Actuals	Actuals	Revenue/Expense	2025 Budget	% of Budget
	Actuals	through April 30, 2025	Forecast		
Personnel	39,348.47	155,968.89	462,607.85	463,368.20	34%
Professional Services	8,686.50	31,049.80	37,363.30	45,000.00	69%
Advertising	-	175.00	3,000.00	3,000.00	6%
Web Page Development	23.17	1,904.51	1,904.51	3,000.00	63%
Office Expense	588.00	3,347.19	9,166.65	9,256.00	36%
Instructional Materials - Homebuyer Program	-	73.06	500.00	500.00	15%
Subscriptions	-	8,236.19	11,010.19	9,000.00	92%
Membership	-	2,846.16	4,204.00	4,000.00	71%

Expenditures	April 30, 2025	Year to Date	December 31, 2025		
	Actuals	Actuals through April 30, 2025	Revenue/Expense Forecast	2025 Budget	% of Budget
Meeting Expenses	19.77	115.06	322.29	1,000.00	36%
Professional Development	105.00	1,221.88	4,675.88	8,500.00	26%
Internet/Phones/Mis	1,658.65	6,579.01	19,889.82	20,375.00	33%
Travel Related	157.40	666.36	4,150.63	5,300.00	16%
Other Insurance	262.33	1,049.32	3,147.96	3,740.06	33%
Railroad Consortium	-	14,000.00	14,000.00	14,000.00	100%
Vehicle Repair	-	-	-	-	
Fleet Allocation**			1,900.00	1,900.00	0%
Repair & Maintenance - Office	-	-	-	500.00	
Other Operating	-	-	-	1,000.00	
TOTAL	\$50,849.29	227,232.43	577,843.08	593,439.26	38%

2025 SUMMARY

	April 30, 2025	April 30, 2025	December 31, 2025		
	Forecast	Year to Date Forecast	Revenue/Expense Forecast	2025 Budget	% of Budget
Revenues	10,148.92	249,298.40	508,952.50	505,752.50	49%
Expenses	50,849.29	227,232.43	577,843.08	593,439.26	38%
Total Profit/Loss	(40,700.37)	22,065.97	(68,890.58)	(87,686.76)	

1/1/2025 JCEDC Operating Reserve Carry Forward Balance

Vested Benefits Balance	\$50,028.58
JCEDC Operating Reserve Balance	\$293,356.70

** Fleet Allocation estimates have been removed from actuals. The County does this on an ad hoc basis and we will update these with the actuals when they are posted.

Glacial Heritage Development Partnership d/b/a Thrive ED
Statement of Financial Position Comparison
As of April 30, 2025

	Total	
	As of Apr 30, 2025	As of Apr 30, 2024 (PY)
ASSETS		
Current Assets		
Bank Accounts		
1000 Checking - Bank of Lake Mills	0.00	0.00
1001 Checking - Premier Bank	0.00	0.00
1002 Checking - Badger Bank	181,152.89	222,986.69
1003 Savings - FCCU	52,647.56	77,477.10
1004 Checking - FCCU	19,419.38	40,479.10
1005 CD - Ixonia Bank	15,000.00	
1006 CD - Premier Bank	15,000.00	
1007 CD -- First Citizens Bank	15,378.08	
1008 CD - Johnson Bank	15,000.00	
1009 CD - Bank First	15,226.85	
1010 CD - Badger Bank	12,815.83	
1011 CD - FCCU	12,774.79	
Total Bank Accounts	\$ 354,415.38	\$ 340,942.89
Accounts Receivable		
11000 *Accounts Receivable	0.00	
Total Accounts Receivable	\$ 0.00	\$ 0.00
Other Current Assets		
12000 Undeposited Funds	0.00	0.00
Total Other Current Assets	\$ 0.00	\$ 0.00
Total Current Assets	\$ 354,415.38	\$ 340,942.89
Other Assets		
1200 2017-2021 Campaign Receivables	0.00	0.00
1201 Allowance for pledge loss	0.00	0.00
Total Other Assets	\$ 0.00	\$ 0.00
TOTAL ASSETS	\$ 354,415.38	\$ 340,942.89
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2001 Management fee payable	0.00	0.00
2300 Notes Payable - JCEDC	0.00	0.00
Total Other Current Liabilities	\$ 0.00	\$ 0.00
Total Current Liabilities	\$ 0.00	\$ 0.00
Total Liabilities	\$ 0.00	\$ 0.00
Equity		
3200 Unrestricted Net Assets	286,269.40	202,900.65
3300 Temp restricted net assets	0.00	
Net Revenue	68,145.98	138,042.24
Total Equity	\$ 354,415.38	\$ 340,942.89
TOTAL LIABILITIES AND EQUITY	\$ 354,415.38	\$ 340,942.89

Note: As a reminder fiscal year 2024 was done on cash basis. January 1, 2025 we switched to accrual basis due to needing to comply with GAAP Standards

Glacial Heritage Development Partnership d/b/a Thrive ED
Statement of Activity
January - April, 2025

	Total	
	Jan - Apr, 2025	Jan - Apr, 2024 (PY YTD)
Revenue		
4100 Event revenue		30.00
4200 Investor Support 2022-2026 CC	94,350.00	104,250.00
4250 Housing Initiative		37,188.25
4300 Grants Received		500.00
Services	3,081.00	
Total Revenue	\$ 97,431.00	\$ 141,968.25
Gross Profit	\$ 97,431.00	\$ 141,968.25
Expenditures		
5100 Events	1,440.16	569.40
5400 Professional fees	7,500.00	
5800 Accounting Services	99.41	14.50
6700 Meals		55.95
6800 LLDF	21,466.50	3,393.00
Purchases	29.75	
Total Expenditures	\$ 30,535.82	\$ 4,032.85
Net Operating Revenue	\$ 66,895.18	\$ 137,935.40
Other Revenue		
9000 Interest income	1,250.80	106.84
Total Other Revenue	\$ 1,250.80	\$ 106.84
Net Other Revenue	\$ 1,250.80	\$ 106.84
Net Revenue	\$ 68,145.98	\$ 138,042.24

Pipeline Activity Between 2/26/2025 - 6/11/2025

Active Date	Project Name	Project Stage	Locations	Opportunity Type	Pipeline Description (Public)
3/20/2025	Advantage	ACTIVE - 50/50	Jefferson County	Business Attraction	Assistance with site selection & incentives for a medical device company
2/7/2022	All Saints	ACTIVE - LOW	Jefferson (J)	Residential Development	Redevelopment project - assist with finding development
3/18/2024	Bio	Eliminated	Aztalan (J)	Business Expansion	Assist with site selection
2/26/2025	Canoli	Eliminated	Fort Atkinson (J)	New Business	Assist start-up
6/9/2025	Cookie	ACTIVE - LOW	Jefferson County	Existing Business - Expansion	Assist with site selection
1/14/2020	Corner	ACTIVE - 50/50	Jefferson (J)	Mixed-Use Development	Assist developer with mixed-use development, LLDF Applicant
12/5/2022	Envision	ACTIVE - HIGH	Jefferson County	Attraction	Assist medical company with site selection / introductions
4/24/2025	Global	ACTIVE - 50/50	Fort Atkinson (J)	Existing Business - Expansion	Assist w/ data & incentives
4/21/2025	Growth	ACTIVE - HIGH	Jefferson County	Residential Development	Assist w/ site selection
6/15/2023	Jam	ACTIVE - LOW	Watertown (J)	Residential Development	Housing developer assistance
3/14/2025	Kiddos	Preliminary - Too new to know!	Whitewater (W)	New Business	Assist with feasibility study & funding sources
3/10/2023	Label	ACTIVE - LOW	Jefferson (J)	Existing Business - Expansion	Assist with financing
1/25/2024	Laker	ACTIVE - LOW	Lake Mills (J)	Residential Development	Multi-family housing development
7/2/2024	Pepperoni	ACTIVE - HIGH	Jefferson (J)	Mixed-Use Development	Redevelopment project on former industrial site
12/19/2024	Preemie	ACTIVE - LOW	Jefferson County	Residential Development	Multifamily developer looking for sites
4/8/2025	Project AWB	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP response for a FAB manufacturer. High electric user.
3/11/2025	Project Butterfly	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP response for hydroponic farmer.
9/10/2024	Project Circle	ACTIVE - LOW	Jefferson (J)	Business Attraction	RFP response for a biomanufacturing facility. High electric user.
5/9/2024	Project Ettore	ACTIVE - HIGH	Johnson Creek (J)	Attraction	Assist company with site selection and funding assistance
4/10/2025	Project Farwell	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP response for a FAB manufacturer.
3/6/2025	Project Flower	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP response for pharmaceutical company.
3/26/2025	Project Kraken	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP response for a medical equipment company.
5/2/2025	Project	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP response for a FAB manufacturer.
3/3/2025	Project MIU	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP - manufacturer looking to purchase existing 75k sf building.
4/30/2025	Project Universe	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP response for a FAB manufacturer.
2/25/2025	Project USI	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP - existing 100-300k sf building for electronic design & manufacturing
2/17/2025	Project Yogi	Preliminary - Too new to know!	Jefferson County	Business Attraction	RFP response for a FAB manufacturer.
8/24/2023	Riverside	ACTIVE - HIGH	Watertown (J)	Residential Development	Multifamily housing development. LLDF Applicant
4/21/2025	Riverwalk	Preliminary - Too new to know!	Waterloo (J)	Existing Business	Assist w/ potential business acquisition
1/27/2025	Salty	ACTIVE - HIGH	Jefferson (J)	New Business	Assist company with funding sources / site selection
2/20/2023	Senior	ACTIVE - 50/50	Fort Atkinson (J)	Residential Development	Assistance with identifying a development partner
7/17/2024	Teepee	ACTIVE - HIGH	Whitewater (W)	Residential Development	Multifamily housing development. LLDF Applicant
4/4/2025	Wyoming	ACTIVE - HIGH	Watertown (J)	Residential Development	Assist w/ redevelopment opportunity