



June 11, 2014, 8:30 a.m.
864 Collins Road, Room 12, Jefferson

JCEDC BOARD AGENDA

Board Members

Chairman: John David – City of Watertown

Timothy Freitag – City of Jefferson, Steve Wilke – City of Lake Mills, Mark Johnsrud - Village of Johnson Creek, Mo Hanson – City of Waterloo, Cameron Clapper – City of Whitewater, Matt Trebatoski – City of Fort Atkinson, Augie Tietz – County Supervisor, Jim Mode – County Supervisor, Glen Borland – County Supervisor

- I. Call to Order
- II. Roll Call (Establish a quorum)
 - A. Introduction of New JCEDC Board Members
- III. Certification of Compliance with Open Meeting Laws
- IV. Approval of Minutes – May, 2014 *#
- V. Citizens' Comments
- VI. JCEDC Finance Report – May, 2014 *#
- VII. General Orders
 - A. External Committee Reports
 - 1. Glacial Heritage Area
 - 2. Inter-county Coordinating Committee: Rail
 - 3. Wisconsin River Rail Transit Commission
 - B. Director's Report #
 - 1. LOIS' EcoDev Platform *#
 - C. Homebuyer Program Reports
- VIII. Special Orders
 - A. Presentation on Brownfields Assessment and Grant Update #
 - B. IGA Review: Non-Voting Board Member Policy *#
 - C. IGA Review: Annual Review Policy *#
 - D. IGA Review: Citizen Comment Policy *#
- IX. Citizens' Comments
- X. New Business
 - A. Future Agenda Items
 - B. Upcoming Meetings/Seminars
- XI. Adjournment

The JCEDC Board of Directors may discuss and/or take action on any item specifically listed on the agenda.

* Individuals requiring special accommodations for attendance at the meeting should contact the County Administrator at 920-674-7101 24-hours prior to the meeting so appropriate arrangements can be made.

**Indicates a vote will be taken. # Indicates a document is enclosed.*



Board Action Form

Action

Presentation

Future Review

Date: June 11, 2014

Point of Contact: Watertown Mayor John David
JCEDC Board Chairman

Agenda Item: IV

Respective Issue: Motion to approve May, 2014 Minutes.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



Jefferson County Economic Development Consortium BOARD MINUTES

May 14, 2014

Meeting called to order at 8:30 am.

Board members present: Supervisors Augie Tietz, Glen Borland; John David – City of Watertown; Steve Wilke – City of Lake Mills; Mark Johnsrud – Village of Johnson Creek; Tim Freitag – City of Jefferson; Mo Hansen – City of Waterloo; Matt Trebatoski – City of Fort Atkinson; Christopher McDonald – City of Whitewater

Others Present: County Board Chairperson Jim Schroeder, County Administrator Ben Wehmeier, Professor Steve Grabow, Steve Cline, Catherine Kleiber, Leigh Price, Lynn Forseth, Jennifer Bakke, Executive Director Genevieve Borich, Administrative Assistant RoxAnne Witte

Introduction of JCEDC Board Members

Certification of compliance with Open Meeting Law Requirements

G Borich certified compliance for the agenda dated May 14, 2014.

Minutes

Tietz/Wilke moved to approve minutes of the March 12, 2014 JCEDC Board of Directors as submitted. Motion Carried.

Citizen Comments

L Forseth informed the board that Madison College is putting together free training classes for summer session to train individuals in the manufacturing sector.

Election of Officers

Motion by Tietz/Freitag to nominate John David as chairperson. Motion by Tietz/Wilke to close nominations and cast unanimous ballot for John David as chairperson. Motion carried.

Motion by Tietz/David to nominate Steve Wilke as vice chairperson. Motion by Tietz/David to close nominations and cast a unanimous vote for Steve Wilke as chairperson. Motion carried.

Motion by Tietz/Wilke to nominate Mo Hansen as secretary/treasurer. Motion by Tietz/David to close nominations and cast a unanimous ballot for Mo Hansen as secretary/treasurer. Motion carried.

Terms of Office

<u>Name</u>	<u>Community Representing</u>	<u>Term Expires</u>
Tim Freitag	City of Jefferson	May 2015
Augie Tietz	County Supervisor	May 2015
Mark Johnsrud	Village of Johnson Creek	May 2015
Steve Wilke	City of Lake Mills	May 2016
Jim Mode	County Supervisor	May 2016
Matt Trebatoski	City of Fort Atkinson	May 2016
Cameron Clapper	City of Whitewater	May 2016
John David	City of Watertown	May 2017
Glen Borland	County Supervisor	May 2017
Mo Hansen	City of Waterloo	May 2017

DISCLAIMER: These minutes are uncorrected and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

JCEDC Reports

- A. Communications/Correspondence – none
- B. Finance Report -
Hansen/Wilke moved to approve the April 30, 2013 JCEDC Finance Report as submitted. Motion Carried.

Director's Report

- 1. G. Borich submitted her directors' report outlining key goals for the balance of 2014 that will continue to grow collaborations with economic development partners and the County's communities.
- 2. Information on the Synchronist Suite Program's PRIME and CRTS platforms was distributed to board members. Staff will explore interest in the program within the County as well as potential funding partners.

External Committee Reports

- A. Tourism –
S. Cline introduced Leigh Price as the new President of the Jefferson County Tourism Council. L. Price gave a short presentation on how the tourism guide is being marketed this year and the plans for the future of the organization
- B. Glacial Heritage Area –
A. Tietz updated the board on the status of grant applications and events that have been held to promote the Glacial Heritage Area.
- C. Inter-county Coordinating Committee: Broadband –
Professor Grabow updated the board on a meeting he attending with regards to communities in Jefferson County trying to determine what the next step is to get broadband in their communities.
- D. Wisconsin River Rail Transit Commission –
M. Hansen and A. Tietz updated the board on the recent commission meeting they attended. The consensus of the board was that Jefferson County needs to formulate county wide strategies that can be presented to the commission.

General Orders –

- A. Homebuyers Program Report –
R. Witte reported that program is on track for 2014. Through April 40 families have attending the introduction seminar and 12 families have closed on their homes.

Special Orders –

- A. Discussion on Reviewing Intergovernmental Agreement –
J. David, S. Wilke, B. Wehmeier will work with staff to update the agreement and report back to the board.
- B. Discussion on JCEDC Broadband Committee Status –
Staff will set up meeting with interested parties to determine how JCEDC should proceed.
- C. Discussion on Intra-County Business Retention/Expansion Activities -
Discussion was held on how JCEDC should position themselves in the future to attract new business to the area and retain current business.

Citizens Comments –

None

New Business

- A. Future Agenda Items –
 - 1. Review – Intergovernmental Governmental Agreement
 - 2. Synchronist Interview Program
 - 3. Discussion on role of working groups
- B. Upcoming Meetings/Seminars –
 - 1. JCEDC Board of Directors, June 11, 2014 8:30 am, 864 Collins Rd, Rm 12, Jefferson, WI

Adjournment

There being no further business for consideration, motion by S. Wilke/A. Tietz to adjourn. Motion carried.
Meeting adjourned at 10:00 a.m.

Respectfully submitted,
RoxAnne Witte, Recording Secretary



Board Action Form

Action

Presentation

Future Review

Date:

June 11, 2014

Point of Contact:

Genevieve Borich
JCEDC Executive Director

Agenda Item:

VI

Respective Issue:

Motion to approve May, 2014 Finance Report.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

Jefferson County Economic Development Consortium
May 31, 2014

	<u>*May</u>	<u>Year to Date</u>	<u>2014 Budget</u>
2013 Home Buyer Counseling	-	650.00	-
2014 Home Buyer Counseling	650.00	3,750.00	10,000.00
Jefferson County	-	83,857.00	83,940.00
Fort Atkinson	-	12,367.00	12,367.00
Jefferson	-	7,926.00	7,926.00
Johnson Creek	-	2,818.00	2,818.00
Lake Mills	-	5,748.00	5,748.00
Waterloo	-	3,321.00	3,321.00
Watertown	-	15,428.00	15,428.00
Whitewater	-	1,593.00	1,593.00
Transfer from Reserve	-	14,000.00	24,000.00
Transfers & Other Financing Sources	-	-	214.00
TOTAL INCOME	\$ 650.00	151,458.00	\$ 167,355.00
Expenses			
Wages/Benefits	10,658.50	34,347.06	127,902.00
Professional Services	-	2,411.56	-
Furniture & Fixtures	-	-	-
Office Equipment	-	148.72	200.00
Computer Equipment	1,011.62	2,856.85	100.00
Office Equipment Lease	-	-	-
Postage	10.00	39.27	260.00
Office Supplies	373.67	560.34	600.00
Printing	-	-	30.00
Subscription	-	99.75	400.00
Membership Dues	-	815.00	425.00
Advertising	-	331.20	-
Tourism Development	-	-	-
Registration	-	-	400.00
Mileage	166.32	378.90	2,715.00
Meals	37.11	165.90	746.00
Lodging	-	25.00	300.00
Other Travel	-	401.49	650.00
Telephone/IP Telephone	77.72	291.48	766.00
Wireless Internet	22.73	122.29	-
MIS	524.25	2,621.25	6,291.00
Other Insurance	39.02	195.10	560.00
ED workshop/materials	100.00	100.00	200.00
Homebuyers education materials	-	210.00	300.00
Web Page	-	11.26	10,000.00
Repair & Maintenance	-	-	510.00
Wisconsin River Rail Transit Comm	-	14,000.00	14,000.00
Transfer to Reserve	-	-	-
TOTAL EXPENSES	\$ 13,020.94	\$ 60,132.42	\$ 167,355.00

*Note these numbers are estimates



Board Action Form

Action

Presentation

Future Review

Date: June 11, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VII.B

Respective Issue: Presentation of May, 2014 Director's Report.



JCEDC DIRECTOR'S REPORT

June 11th, 2014

JCEDC ADMINISTRATIVE SUMMARY

Enclosed is the JCEDC Director's Report for June, 2014. Included within this document are a summary of JCEDC's work centered around the five areas of the organization's focus: Communication, Marketing, Workforce Development, Supporting a Positive Business Climate, and Facilitation and Coordination. For the remainder of 2014, the JCEDC Board and its staff look to continue to grow collaborations with economic development partners and the County's communities focused on work within these five core areas.

Jefferson County Awarded \$200k to Develop Comprehensive Brownfields Assessment

EPA has selected Jefferson County for a brownfields assessment grant in the amount of \$200,000. Community-wide hazardous substances grant funds will be used to conduct five Phase I and four Phase II environmental site assessments. Grant funds also will be used to develop a comprehensive GIS-based inventory of existing and potential brownfield sites, prepare approximately four sampling and analysis plans, and conduct community outreach activities.

EPA's Brownfields Program empowers states, communities, and other stakeholders to work together to prevent, assess, safely clean up, and sustainably reuse brownfields. A brownfield site is real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. In 2002, the Small Business Liability Relief and Brownfields Revitalization Act was passed to help states and communities around the country cleanup and revitalize brownfields sites. Under this law, EPA provides financial assistance to eligible applicants through four competitive grant programs: assessment grants, revolving loan fund grants, cleanup grants, and job training grants.

Additionally, funding support is provided to state and tribal response programs through a separate mechanism.

Key Recommendation: Implement LOIS' EcoDev Program

It is recommended the JCEDC subscribe to the EcoDev software platform through LOIS. This package, an economic development industry standard, is a project management software platform for business attraction, expansion, and retention amongst local and regional economic development partners. The overall goal of the EcoDev program is to confidentially manage communications with companies in a centralized, secure, online space. See attached supplement on more details about the platform - including a quote for the service.

Upcoming Focus

Staff will begin attending meetings with local municipalities and partners to share the 2013 Annual Report and resources at hand for economic development. In addition, in the coming months the first meetings of the new JCEDC Work Groups will commence. A top priority will continue to be assembling an efficient, centralized list of available properties in the County. And, staff will continue to grow the housing assistance programs. Finally, staff will work to develop a research agenda and align this with the eventual online data commons.

FOCUS AREA 1: COMMUNICATION

Work Accomplished

- Set up meetings with local communities to present 2013 JCEDC Annual Report
- Set up numerous meetings with other local leaders

- Released first edition of Quarterly Economic E-Newsletter (trends, data, resources, announcements, success stories, etc)
- Provided announcements of key events, data releases, grants, and other funding opportunities

- Wisconsin as well as local agencies websites'
- Continuing to explore establishing a business retention interview program for primary and small business employers (Synchronist)

FOCUS AREA 2: MARKETING OF JEFFERSON COUNTY

Work Accomplished

- Continue to serve in an ex-officio capacity on the Jefferson County Tourism Council; explored options for implementing Tourism Strategic Branding Plan
- Released new JCEDC website with the following components:
 - Site selector-friendly information such as key commercial and industrial properties available, industry and laborshed data, incentives available, and quality of life information
 - Information on key programs and resources available for small businesses and entrepreneurs
 - Community development information on existing programs (i.e. homebuyer assistance)
 - A comprehensive Data Commons for local community and economic data (One-Stop-Shop for Local Data) - forthcoming

FOCUS AREA 4: FACILITATION AND COORDINATION

Work Accomplished

- Engaged several communities with business attraction/expansion requests
- Attended the Inter-county Coordinating Committee
- Continue to assist with implementation of AdvanceNow, the Greater Madison Region's Comprehensive Economic Development Strategy (CEDS) and partner with MADREP on various activities
- Continue to grow partnership with M-7, Milwaukee's regional economic development organization
- Serve as support and as a liaison to local planning and economic development staff and local leaders

FOCUS AREA 3: SUPPORTING A POSITIVE BUSINESS CLIMATE & WORKFORCE DEVELOPMENT

Work Accomplished

- Invite local partners to serve on workforce development, housing, primary employment, small business/downtown/entrepreneurship, and transportation/infrastructure work groups
- Met with several local Chambers, WEDO, regional economic development partners, WEDC, MadREP
- Attended HOME Consortium meeting
- Working to build a continuously up-to-date database of commercial and industrial properties available (both buildings and sites) to market through both LOIS and Locate in



Board Action Form

Action

Presentation

Future Review

Date:

June 11, 2014

Point of Contact:

Genevieve Borich
JCEDC Executive Director

Agenda Item:

VII.B.1

Respective Issue:

It is recommended the JCEDC subscribe to LOIS's EcoDev Platform for a one-year commitment.

This package, an economic development industry standard, is a project management software platform for business attraction, expansion, and retention amongst local and regional economic development partners. The overall goal of the EcoDev program is to confidentially manage communications with companies in a centralized, secure, online space for the Jefferson County region's economic development partners.

Due to savings in staffing expenditures and creating the new JCEDC website in-house, purchasing the EcoDev program would keep the JCEDC 2014 budget under total approved expenditures for the year. Monies for the purchase of EcoDev will be reallocated from the "Website" line item to "Subscriptions".

May 28, 2014

Genevieve Borich, PhD, AICP
Executive Director
Jefferson County (WI) Economic Development Consortium
311 S. Center Avenue
Jefferson, WI 53549

Dear Genevieve:

I have enclosed a proposal for the EcoDev Tracker that outlines the many features of the system.

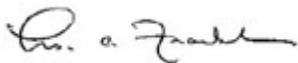
The EcoDev Project Tracker is an internet-based project tracking system designed for the collection, tracking and reporting of community economic development activities. The system allows economic development organizations the capability to keep up-to-date project details; therefore information reporting can be done in real-time with a professional reporting system. Most importantly, this system was designed with the end-user in mind; it is simple to manage with only the necessary data inputs to maintain.

In regards to pricing, there is a one-time fee of \$1,995 to activate the system along with a \$500 annual maintenance fee. The Jefferson County Economic Development Consortium's out of pocket expense in the initial year of service would be \$2,495 and then \$500 each year thereafter for maintenance.

Please let me know if you are interested in the EcoDev Tracker. We can have your system ready in a very short turn-around period, of 2 to 3 business days.

Again, thank you.

Sincerely,



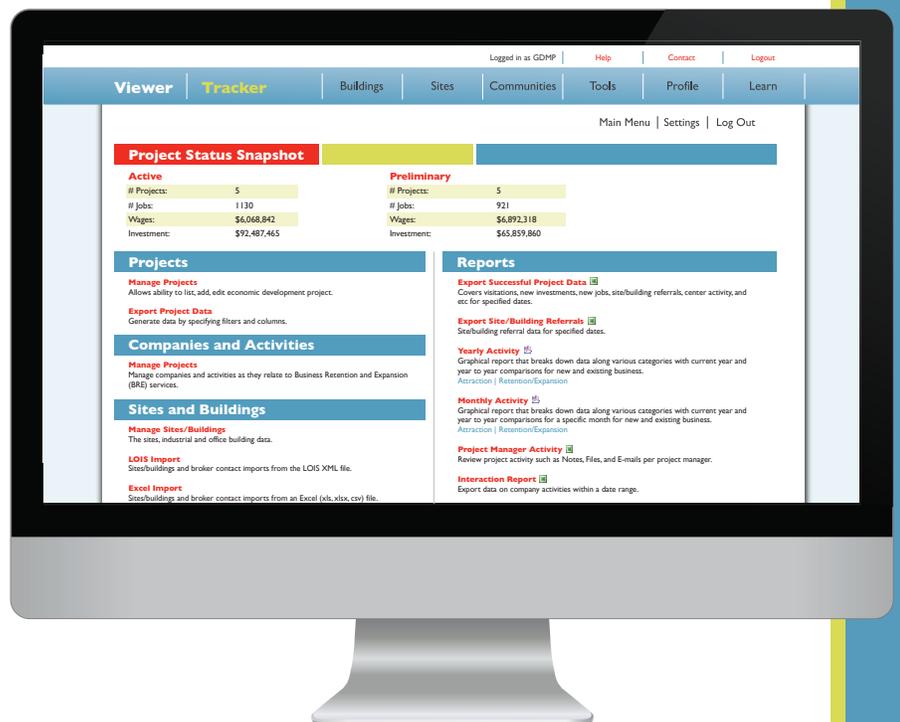
Lisa Franklin, CEcD, EDFP
Manager, Economic Development
KCP&L/LocationOne
1200 Main Street
Kansas City, MO 64138

LOCATION ONE ECODEV TRACKER

LOIS Has a New Companion

Introducing LocationOne EcoDev Tracker – a new companion product to LOIS. It's like your personal Little Black Book where LOIS users and site selectors can track projects in real-time, run reports comparing current and past activity and export complete project data for customized reports.

LocationOne EcoDev Tracker is a web-based system designed for the collection, tracking and reporting of community economic development project activity. The system allows economic development organizations to keep project information up-to-date. Flexible reports can be generated in real-time so you consistently get the most recent information.



Benefits of the System:

- **Ease of Use** – A simple web-based interface allows users to quickly view, add and edit project data.
- **Real-time Updates** – The system is a password protected online system that allows users access to data that is updated in real-time.
- **One Click Report Generation** – With a few simple steps, any user can create professional and compelling reports for directors and management that provide charts and graphs including comparisons of current activity vs. past activity. In addition, the system has the ability to easily export complete project data for the creation of customized reports using Microsoft Excel.
- **System Customization** – The system is built with flexible expansion in mind. The system can be customized to integrate individual community or organizational criteria for projects. Items such as project type, community/county, service provided, competition, source and reason for elimination can be customized by the organization.
- **Increased Flexibility** – The system does not require any software or a particular operating system. The intended users can access it from any computer that has an internet connection and modern browser, thus allowing traveling staff to access project data and files at any time. The system also enables the attachment and management of all electronic documents within the individual project. For instance, the organization can access all of the email, proposals, correspondence, etc. associated within the individual project.
- **Customized Look and Feel** – The system's look and feel can be customized to integrate the organization's branding – this includes logo, font style and organization colors.

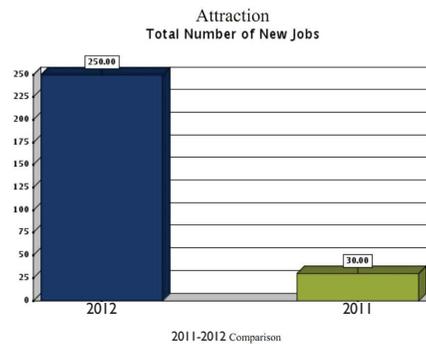
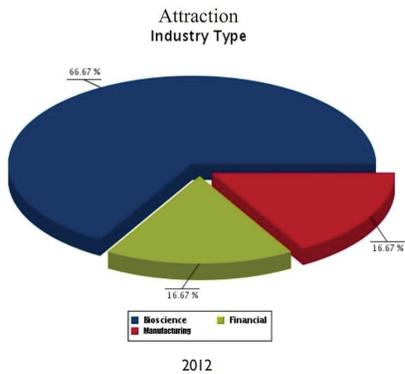
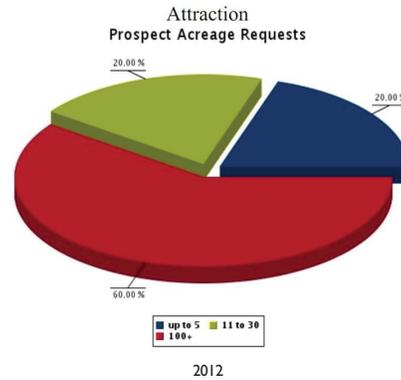
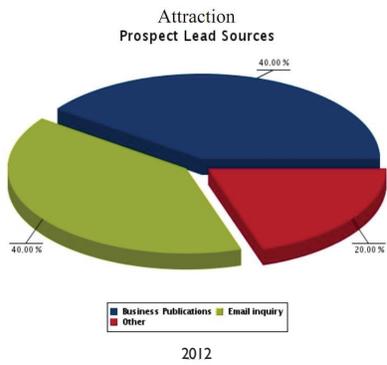
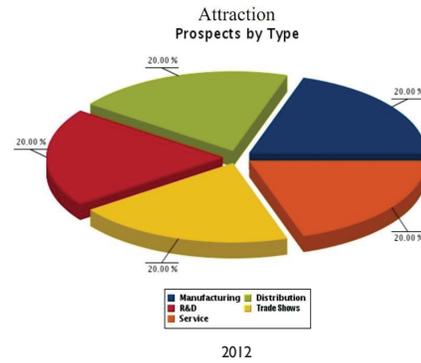
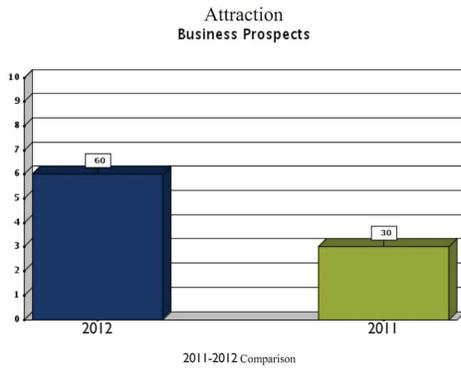
Sampling of EcoDev Tracker Users



Sample EcoDev Tracker Reports

Attraction Report

Total number of new jobs: 250 **Total new investment: \$7,500,000**



LocationOne EcoDev Tracker- Proposal Number: 2014-173
Proposal for the Jefferson County Economic Development Consortium

May 28, 2014

LocationOne, a service of KCP&L, offers the following investment option for:

Jefferson County (WI) Economic Development Consortium
311 S. Center Avenue
Jefferson, WI 53549

The Enterprise Edition of LocationOne EcoDev Tracker™

Investment Schedule

- \$1,995 Enterprise Edition of EcoDev Tracker (one-time activation fee).
- \$500 Annual Maintenance/Hosting Fee:
 - The Annual Fee will be billed upon deployment of the EcoDev Project Tracker and then annually on the agreement anniversary date each year.
 - This **includes** hosting, phone support and system-wide upgrades for the EcoDev Tracker.
 - 4 hours of web online training of system.

The maintenance fee rate may increase up to 3% each year for which this agreement is in place.

Name: _____
Title: _____
Jefferson County Economic Development Consortium

Lisa A. Franklin, CEcD, EDFP
Manager, LocationOne
KCP&L

Date

Date



Board Action Form

Action

Presentation

Future Review

Date: June 11, 2014

Point of Contact: Tina Reese
Consultant to JCEDC

Agenda Item: VIII.B

Respective Issue: Presentation on Brownfields, an overview of EPA \$200k Brownfields Assessment Grant awarded to Jefferson County, and "Next Steps" in funding remediation projects.



Board Action Form

Action

Presentation

Future Review

Date:

June 11, 2014

Point of Contact:

Watertown Mayor John David
JCEDC Board Chairman

Agenda Item:

VIII.B

Respective Issue:

Non-Voting Board Member Policy

Upon review of the JCEDC Intergovernmental Agreement, the enclosed JCEDC policy with respect for non-voting board members is presented for approval. The goal of the policy is to ensure IGA item #4.06 is being addressed (ensuring for a cross-representation on the board) while further clarifying the role of non-voting board members in item #4.07.



JCEDC POLICY

1.1 Non-Voting Board Member Policy

The appointing bodies to the JCEDC Board shall endeavor to assemble a group of professionals who represent a cross-section of Jefferson County business and agricultural interests. Voting membership is outlined in Section 4 in the JCEDC Intergovernmental Agreement.

Non-Voting Members of the JCEDC Board are considered experienced and qualified in the field of economic development and should include representatives from agri-business, banking/finance, real estate, chamber of commerce, small business/retail, manufacturing, tourism, utilities, a person knowledgeable of sustainable development and municipal or county representatives. These non-voting experts advise JCEDC Voting Members on matters of economic development policy and practice and bring varying levels of economic expertise to their roles.

Non-Voting JCEDC Board Members will:

- Be invited (appointed) by JCEDC Voting Members to serve a two-year term, renewable at the discretion of the Voting Members. Additional Non-Voting Members may be appointed by the JCEDC Voting Members at any time.
- Be ex-officio in capacity; Non-Voting Board Members shall represent a key partner agency or organization to the JCEDC. (Ex-officio members are persons who are members by virtue of some other office or position that they hold.)
- Not be counted toward meeting voting requirements, quorum requirements, etc.
- Have some rights of membership that include speaking in debate.
- Regularly attend monthly JCEDC Board Meetings.
- Give reports when scheduled on the monthly JCEDC Board Meeting Agenda and when called upon by the JCEDC Board Chairperson to provide information.

Desired Non-Voting JCEDC Board Member Characteristics:

- Established business or economic development partner
- Well respected in industry and community
- Impeccable integrity
- No conflicts of interest
- Ability to give advice from a key partnership focus in a way the Board can receive it
- Strong interpersonal skills with a high level of acceptance, cooperation, and mutual regard: ability to build constructive working relationships with a diverse Board
- Displays balanced thinking that combines analysis, wisdom, experience, and perspective
- Time to serve, including adequate meeting preparation and meeting attendance at JCEDC meetings

Appointed Ex-officio JCEDC Non-Voting Board Member Positions:

- Jefferson County Administrator
- Jefferson County Board Chairman
- University of Wisconsin Extension Community and Economic Development Representative
- University of Wisconsin Extension Agricultural Representative
- Wisconsin Economic Development Corporation
- MadREP
- Jefferson County Tourism Council
- Watertown Economic Development Organization
- Madison College Campus Administrator
- University of Wisconsin - Whitewater
- Energy Representative
- Workforce Development Center
- Workforce Investment Board
- County Board of Realtors
- JCEDC Executive Director
- JCEDC Administrative Assistant



Board Action Form

Action

Presentation

Future Review

Date:

June 11, 2014

Point of Contact:

Watertown Mayor John David
JCEDC Board Chairman

Agenda Item:

VIII.C

Respective Issue:

IGA Annual Review Policy

Upon review of the JCEDC Intergovernmental Agreement, the enclosed JCEDC policy with respect for the annual review of the IGA is presented for approval.



JCEDC POLICY

1.2 Review of JCEDC Intergovernmental Agreement

The JCEDC Board of Directors shall, on an annual basis in May, appoint a group of Members to review the JCEDC Intergovernmental Agreement.



Board Action Form

Action

Presentation

Future Review

Date:

June 11, 2014

Point of Contact:

Watertown Mayor John David
JCEDC Board Chairman

Agenda Item:

VIII.D

Respective Issue:

Citizen Comment Policy

Upon review of the JCEDC Intergovernmental Agreement, the enclosed JCEDC policy with respect for the Citizen Comment period of the JCEDC Board Meetings is presented for approval.



JCEDC POLICY

1.3 Citizen Comment Policy

Community members are encouraged to attend JCEDC Board meetings. Interested parties wanting to provide information to the JCEDC Board are invited to speak during the Citizen Comment portions of the Board Agenda. Each individual speaking is encouraged to limit their comments to three minutes apiece.

To speak during the Citizen Comment portion of the meeting, interested parties are asked to do the following:

- Sign in on the Citizen Comment sheet and provide your personal information
- Wait for the JCEDC Board Chairperson to call upon you for your turn during the citizen comment period