



October 8, 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, Vacant – 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)
- III. Certification of Compliance with Open Meeting Laws
- IV. Approval of Minutes - September, 2014 *#
- V. Citizens' Comments
- VI. JCEDC Reports
 - A. Finance Report - September, 2014 *#
- VII. General Orders
 - A. External Committee Reports
 - 1. Glacial Heritage Area
 - 2. Wisconsin River Rail Transit Commission
 - B. Director's Report #
- VIII. Special Orders
 - A. Election of a Replacement Board Secretary *
 - B. Discussion of Non-Compete Agreement *#
 - C. Presentation JCEDC Website, E-Newsletter
- 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.

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

***** 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.***



Board Action Form

Action

Presentation

Future Review

Date: October 8, 2014

Point of Contact: Watertown Mayor John David
JCEDC Board Chairman

Agenda Item: IV

Respective Issue: Motion to approve September, 2014 Minutes.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



Jefferson County Economic Development Consortium BOARD MINUTES

September 10, 2014

Meeting called to order at 8:30 am.

Board members present: Supervisors Augie Tietz, Glen Borland; Jim Mode; John David – City of Watertown; Mark Johnsrud – Village of Johnson Creek; Matt Trebatoski – City of Fort Atkinson; T-Freitag – City of Jefferson

Others Present: County Administrator Ben Wehmeier, Leigh Price- JCTC, Gene Dalhoff – Mad Rep, LaVern Georgson – Jefferson County, Mary Gage – WEDC, Jennifer Bakke, MATC, Jennifer Kilian, WE Energies, Jim Romlein Executive Director Genevieve Borich, and Administrative Assistant RoxAnne Witte

Certification of compliance with Open Meeting Law Requirements

R Witte certified compliance for the agenda dated 9/10/2014

Minutes

Tietz/Borland moved to approve minutes of the August 13, 2013 JCEDC Board of Directors with the correction of removing Matt Trebatoski as being present and adding Steve Wilke as being present. Motion Carried.

Citizen Comments

Mary Gage submitted a handout to the board with upcoming events that WEDC will be hosting.

JCEDC Finance Report June 2014

Mode/Borland moved to approve the July 2014 Finance Report as printed. Motion Carried.

Tietz/David moved to approve the Amended 2015 JCEDC Budget with new wage/benefits costs. Motion Carried.

General Orders -

A. External Committee Reports

1. Glacial Heritage Area

A Tietz updated the board on the following:

- Watertown Outboarders Property- application will be submitted to Brandt Quirk Foundation seeking funds to develop the property in to camping area.
- Watertown/Oconomowoc Bike Trail – working continues on seeking funding for this project.

1. **Wisconsin River Rail Transit Commission** - A Tietz updated the board on the recent meeting they attended and the projects that are being funded by the commission.

2. **Jefferson County Tourism Council** – L Price reported their looking at ways to promote county wide events and work on developing the county wide branding image and look forward to working with JCEDC on the Branding/Marketing Committee.

B. Director's Report

1. G Borich distributed her September 10, 2014 report updating the board on her current activities and projects the staff are currently working on.
2. Eco-Dev Platform Demonstration – work continues on training each municipality on the software.

Special Orders –

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

JCEDC-September 10, 2014

A. Establishment of JCEDC Committee – Branding Marketing

Freitag/Tietz moved to approve the establishment of a JCEDC committee to develop a county-wide marketing brand that encompasses both tourism and economic development. Motion Carried.

B. Discussion of Non-Complete Agreement.

Freitag/Mode motion to table a decision on the Non-Complete Agreement until October JCEDC Board of Directors meeting. In the meantime all board members will send any additions/deletions/corrections on the agreement to Genevieve. Motion Carried

C. Presentation: Broadband Grant Application

Jim Romlein gave a presentation on developing a program that would develop the technology infrastructure for Jefferson County as it relates to broadband. Discussion was held on whether JCEDC would like to participate in the Wisconsin Public Service grant application and take a leadership role in development of the WR2VI Cooperative. It was the consensus of the board that questions regarding the presentation and project would be directed to Genevieve to seek clarification from Mr. Romlien and a decision will then be made as to whether JCEDC will participate in this project.

Citizens Comments

none.

New Business

A. Future Agenda Items –

1. Non Compete Agreement between communities
2. Rail Replacement

B. Upcoming Meetings/Seminars –

1. JCEDC Board of Directors, September 10, 2014 8:30 am, 864 Collins Rd, Rm 12, Jefferson, WI
- 2.

Adjournment

There being no further business for consideration, motion by Mode/Johnsrud to adjourn. Motion carried.
Meeting adjourned at 9:35 s/,

Respectfully submitted,
RoxAnne Witte, Recording Secretary

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

JCEDC-September 10, 2014



Board Action Form

Action

Presentation

Future Review

Date: October 8, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VI.A

Respective Issue: Motion to approve September, 2014 Finance Report.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

**Jefferson County Economic Development Consortium
Financial Statement: September 30, 2014**

	<u>*September</u>	<u>YTD Estimated</u>	<u>YTD Budget</u>	<u>Pct YTD Budget</u>	<u>Adjusted 2014 Budget</u>
Income					
2013 Home Buyer Counseling	-	1,300.00	-	-	-
2014 Home Buyer Counseling	1,950.00	15,450.00	10,000.00	168%	10,000.00
Jefferson County	-	83,857.00	83,857.00	100%	83,857.00
Fort Atkinson	-	12,367.00	12,367.00	100%	12,367.00
Jefferson	-	7,926.00	7,926.00	100%	7,926.00
Johnson Creek	-	2,818.00	2,818.00	100%	2,818.00
Lake Mills	-	5,748.00	5,748.00	100%	5,748.00
Waterloo	-	3,321.00	3,321.00	100%	3,321.00
Watertown	-	15,428.00	15,428.00	100%	15,428.00
Whitewater	-	1,593.00	1,593.00	100%	1,593.00
Transfer from Reserve - Rail & Econ Services	-	24,000.00	24,000.00	100%	24,000.00
Transfers & Other Financing Sources	-	-	214.00	0%	214.00
TOTAL INCOME	\$ 1,950.00	173,808.00	\$ 167,272.00	103.91%	\$ 167,272.00
Expenses					
511110 Salary-Permanent Regular	6,482.25	42635.87	58,340.25	73%	77,787.00
511210 Wages-Regular	1,084.26	13831.47	13,011.00	106%	17,348.00
511320 Wages-Vacation Pay	-	951.94	-	-	-
511330 Wages-Longevity Pay	-	0.00	112.50	0%	150.00
511340 Wages-Holiday Pay	-	1410.78	-	-	-
511350 Wages-Miscellaneous(Comp)	-	1289.09	-	-	-
512141 Social Security	603.42	4740.51	5,430.75	87%	7,241.00
512142 Retirement (Employer)	555.83	4234.43	5,002.50	85%	6,670.00
512144 Health Insurance	1,443.64	8661.84	13,155.75	66%	17,541.00
512145 Life Insurance	2.16	9.24	63.75	14%	85.00
512173 Dental Insurance	35.34	212.04	810.00	26%	1,080.00
521229 Recruitment Related	-	2411.56	-	-	-
529305 Web Page	-	11.26	-	-	-
531298 United Parcel Service UPS	-	4.17	50.00	8%	50.00
531301 Office Equipment	-	273.27	200.00	137%	200.00
531303 Computer Equipment/Software	10.54	3636.81	100.00	3637%	100.00
531311 Postage	5.00	92.23	157.50	59%	210.00
531312 Office Supplies	42.00	827.14	600.00	138%	600.00
531313 Printing & Duplicating	-	10.00	30.00	33%	30.00
531322 Subscription	-	8802.83	10,400.00	85%	10,400.00
531324 Membership Dues	-	860.00	425.00	202%	425.00
531326 Advertising	-	331.20	-	-	-
532325 Registration	-	0.00	400.00	0%	400.00
532332 Mileage	150.00	1473.62	2,715.00	54%	2,715.00
532334 Commercial Travel	-	401.49	550.00	73%	550.00
532335 Meals	20.00	353.89	746.00	47%	746.00
532336 Lodging	-	130.08	300.00	43%	300.00
532339 Other Travel & Tolls	-	172.00	100.00	172%	100.00
532350 Training Materials	-	298.38	500.00	60%	500.00
533225 Telephone/IP Telephone	20.00	206.00	315.00	65%	420.00
533236 Wireless Internet	82.75	513.21	-	-	-
535242 Maintain Machinery & Equipment	-	661.73	510.00	130%	510.00
571004 IP Telephony Allocation	28.83	259.47	259.50	100%	346.00
571007 MIS Direct Charge	-	2097.08	-	-	-
571009 MIS PC Group Allocation	436.50	3928.50	3,928.50	100%	5,238.00
571010 MIS Systems Group Allocation	87.75	789.75	789.75	100%	1,053.00
591519 Other Insurance	39.02	351.18	420.00	84%	560.00
593413 Wisconsin River Rail Transit Comm	-	14000.00	14,000.00	100%	14,000.00
TOTAL EXPENSES	\$ 11,129.29	\$ 120,874.06	\$ 133,422.75	91%	\$ 167,355.00

**Note these numbers are estimates*



Board Action Form

Action

Presentation

Future Review

Date: October 8, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VII.B

Respective Issue: Directors Report



JCEDC DIRECTOR'S REPORT

October 8th, 2014

JCEDC ADMINISTRATIVE SUMMARY

Enclosed is the JCEDC Director's Report for October, 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.

Update: JCEDC Website & E-News Launch

After an unexpected set of delays in September, staff have launched the JCEDC website for public use. Staff has announced the launch of the new JCEDC website with the first edition of the JCEDC e-newsletter as well.

Update: grant application

The Board will not take action at this time on the grant application Jim Romlein presented about and instead is interested in having a long-term discussion on the initiative and support.

Update: JCEDC Future Financial Discussion

Staff is in the process of developing a white paper outlining options for diversification of income streams in coming years. This white paper will be presented to Mayor David and County Administrator Wehmeier in November, and will be shared with the Board later this year or early 2015 for further discussion.

Update: Eco-Dev Platform Training

Staff is in the process of attending second visits to each community to work with local staff to set up their Eco-Dev business attraction/expansion/retention projects in this online confidential project management system from Location One Information Systems. In addition, staff are working with local leaders to begin discussions on the business retention program at these meetings. Finally, staff are working to schedule the first of quarterly 5-minute presentations to community's councils and Chambers.

WRRTC

Mayor David has been appointed by Jefferson County Chairman Schroeder to serve as the third representative on the WRRTC rail commission. As both a community with vested interest in rail improvements and a member of the JCEDC, Mayor David will represent our group in the coming meetings.

Upcoming Focus

A large focus in the coming months will be on establishing a county-wide business retention interview program for both primary employers and downtown/retail/lifestyle companies. With this, staff are working to schedule in November the first meetings of the new JCEDC Primary Employment and Small Business/Entrepreneurship/Downtown Working Groups. The primary focus of the initial meeting of these groups will be to discuss goals and coordination of both the primary employer and retail/downtown business retention interview programs. JCEDC will work with local staff and officials to develop the interview program as well as a strategic plan outlining a program to interviewing local companies. The results of this program will empower the JCEDC, local community leaders, and regional community leaders on how to best support and grow our local economy.

Second, an upcoming focus in October and November will be in exploring applying to WEDC for a Capacity Building grant to receive funds to create a "Transportation and Infrastructure Strategic Plan with an Emphasis on Economic Development". Up to \$50,000 in grant funds are awarded within this program.

The EPA brownfields assessment grant has been officially awarded to the County. Staff are working to issue an RFQ/P for qualified consultants to help execute the program of work. Staff are also exploring a 2015 EPA Petroleum Assessment grant application.

Finally, a large focus in the next month will be to continue to network with community organizations and leaders.

FOCUS AREA 1: COMMUNICATION

Work Accomplished

- Attended visits with local communities: Fort Atkinson and Whitewater
- Setting up meetings with communities to do semi-annual and quarterly updates on local economy
- Provided announcements of key events, data releases, grants, and other funding opportunities through first JCEDC E-Newsletter
- Continuing discussion on development of transportation strategic planning - set strategic meeting date
- Continuing to build contact database for both the JCEDC quarterly e-newsletter as well as other announcements, etc.
- Attended Jefferson Rotary meeting to discuss Med College and JCEDC updates
- Attended In Force Training for WEDC platform

FOCUS AREA 2: MARKETING OF JEFFERSON COUNTY

Work Accomplished

- Continue to serve in an ex-officio capacity on the Jefferson County Tourism Council
- Launched JCEDC marketing website
- Working to establish a JCEDC Committee to coordinate branding and marketing for the County in tourism and economic development

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

Work Accomplished

- EPA brownfields grant finalized and awarded. Working on issuing an RFP for consulting assistance.
- 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 Wisconsin as well as local agencies websites'
- Continued to explore NETS dataset - this is a geocoded database of each business within

the county with 20-year history on ownership, sales, employee count, etc by industry. Initial assessment is to build a comprehensive, accurate database of the largest businesses in the county so that we may initially target these companies for the business retention interview program.

- Set up community snapshot indicators on new website with local metrics
- Explored 2015 application for EPA Brownfields Petroleum grant application

FOCUS AREA 4: FACILITATION AND COORDINATION

Work Accomplished

- Attended WEDC Regional Summit to learn of programs, incentives
- Set meeting with WRRTC Rail Commission representatives from Jefferson County to develop program for coordination with local partners
- Engaged several communities with business attraction/expansion requests
- Continue to assist with implementation of AdvanceNow, the Greater Madison Region's Comprehensive Economic Development Strategy (CEDS) and partner with MADREP on various activities
- Serve as support and as a liaison to local planning and economic development staff and local leaders
- Staff are exploring the development of a proposal to certify RoxAnne as a HUD-certified home-buyer counselor. More information forthcoming.



Board Action Form

Action

Presentation

Future Review

Date: October 8, 2014

Point of Contact: Watertown Mayor John David
JCEDC Board Chairman

Agenda Item: VIII.A

Respective Issue: Election of a Replacement Board Secretary

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



Board Action Form

Action

Presentation

Future Review

Date: October 8, 2014

Point of Contact: Watertown Mayor John David
JCEDC Board Chairman

Agenda Item: VIII.B

Respective Issue: Motion to approve the recommendation of presenting the JCEDC Non-Compete Agreement to local municipalities.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

RESOLUTION NO. 2014-03

RESOLUTION SUPPORTING
ECONOMIC DEVELOPMENT PRACTICES
GUIDELINES FOR JEFFERSON COUNTY COMMUNITIES

WHEREAS, the Jefferson County Economic Development Consortium, is an Intergovernmental Agreement and partnership committed to improving and diversifying the local economy by attracting and retaining businesses in the greater Jefferson County area; and

WHEREAS, the municipalities of Fort Atkinson, Jefferson, Johnson Creek, Lake Mills, Waterloo, Watertown, and Whitewater are all municipal contributors to the partnership; and services are extended throughout all of Jefferson County; and

WHEREAS, competition among Jefferson County communities for economic development can have regional benefit; however, when such competition results in unnecessary public infrastructure expenses, the region, as a whole, does not benefit; and

WHEREAS, representatives of Jefferson County communities and their economic development partners have met on a regular basis to discuss economic development issues of common concern in Jefferson County; and

WHEREAS, recognizing the benefits of regional cooperation in economic development are subscribing to a mission statement to guide individual municipalities in dealing with economic development competition in the future, such mission statement being:

... to develop and promote cooperative intergovernmental strategies that create and maintain regional economic development initiatives and improve the overall efficiency of municipal services throughout Jefferson County; and

WHEREAS, in order to achieve the goals of this mission statement, guidelines for implementation of such mission statement have also been developed.

NOW, THEREFORE, BE IT RESOLVED that the Jefferson County Economic Development Consortium adopts the following:

1. Competition Guidelines.
 - a. Municipalities should not initiate solicitation of businesses from another Jefferson County community unless the purpose of such solicitation is to encourage businesses to add additional locations in Jefferson County.

- b. Municipalities may compete for existing Jefferson County businesses which invite competition on the basis that without moving from its current location it would cease business operations, move out of Jefferson County, or relocation to another Jefferson County municipality would provide specific advantages for the business or business owner.
 - c. Municipalities that receive inquiries from a business currently located within a Jefferson County community about relocating their business should notify a community official in the business's current community to advise them of this contact, provided that the business has not requested confidentiality of the contact.
 - d. JCEDC shall create and update annually a list of contacts to be used for notifying community officials of possible business relocations.
 - e. Municipalities may solicit and compete for any business not located within a Jefferson County community.
2. Intergovernmental Support Guidelines.
- a. Municipalities that are no longer under consideration in a multi-site competition for a business should terminate continued solicitation efforts if the remaining preferred site(s) are within a Jefferson County municipality.
 - b. Jefferson County municipalities should work to cooperatively promote the selection of a Jefferson County preferred site to ensure the business in question selects Jefferson County as its development site.
3. Jefferson County Economic Development Promotion Guidelines.
- a. JCEDC shall coordinate with Jefferson County municipalities to promote achieved economic success through an annual media release.
 - b. Marketing strategies to retain existing business and promote economic development should be cooperatively developed, in conjunction with strategies and materials developed by individual municipalities, and utilized by Jefferson County municipalities.
 - c. JCEDC shall coordinate and cooperate with other Wisconsin economic development agencies to promote regional development in Wisconsin.
 - d. JCEDC shall increase efforts to recruit new companies to Jefferson County.
 - e. JCEDC shall coordinate municipal involvement in the Jefferson County branding initiative.

BE IT FURTHER RESOLVED that the Jefferson County Economic Development Consortium hereby agrees to implement and incorporate the above policies, strategies, and guidelines on a reciprocal basis with any other Jefferson County community that adopts this resolution and supports JCEDC's economic development promotion efforts listed above.

Adopted by the Jefferson County Economic Development Consortium this xxth day of xxxx, 2014.

Attest:

Ben Wehmeier, Jefferson County
Administrator

Mark Johnsrud, Johnson Creek Village
Administrator

Genevieve Borich, JCEDC
Executive Director

Steve Wilke, Lake Mills City Manager

Matt Trebatoski, Fort Atkinson City Manager

XXXX, Waterloo Clerk/Treasurer

Timothy Freitag, Jefferson City Administrator

John David, Watertown Mayor

Cameron Clapper, Whitewater
City Manager