



December 10, 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 - October, 2014 *#
- V. Citizens' Comments. *Members of the Public who wish to address the Committee on specific agenda items must register their request at this time.*
- VI. JCEDC Reports
 - A. Finance Report - October, 2014 *#
 - B. Finance Report - November, 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. Discussion of Jefferson County Rail Strategy Prioritization *#
 - B. Discussion of Regional Partnerships #
- 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: December 10, 2014

Point of Contact: Watertown Mayor John David
JCEDC Board Chairman

Agenda Item: IV

Respective Issue: Motion to approve October, 2014 Minutes.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:



Jefferson County Economic Development Consortium BOARD MINUTES

October 8, 2014

Meeting called to order at 8:29 am.

Board members present: Supervisors Augie Tietz, Glen Borland; John David – City of Watertown; Mark Johnsrud – Village of Johnson Creek; Tim Freitag – City of Jefferson; Steve Wilke – City of Lake Mills

Others Present: County Administrator Ben Wehmeier, Jennifer Bakke - MATC, Jennifer Kilian, WE Energies, Leigh Price – JCTC, Steve Cline-JCTC, Kate Anderson- JCTC, Julie Olver-WEDO, Tammie Vetrano – Vetro Winery, Paul Jaden-MadRep, Joe Nehmer – Parks Department, Professor Steve Grabow, Lavern Georgson – Agriculture Agent, Blaire Ward – Corporate Council, 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 10/8/2014

Citizen Comments

1. Steve Cline indicated he was working with County Administrator Ben Wehmeier to remedy some identified fiduciary and management practiced for the Jefferson County Tourism Council. Mr. Wehmeier indicated the county is suspending involvement in the interim.
2. Jennifer Bakke updated the board on a welding and fabrication program that will be offered at the Fort Atkinson Campus of Madison College in the Fall of 2015.

General Orders –

A. External Committee Reports

1. Glacial Heritage Area

J Nehmer updated the board on the current activities:

- Watertown Outboarders Property- implementation plan has been submitted. Proposal has been sent to the Brandt Quirk Foundation seeking funds for the Jefferson County portion of the plan.
- Watertown/Oconomowoc Bike Trail – working continues on seeking funding for this project which will be done in phases.
- Cedar Park – implementation plan is currently being developed.
- Mountain Bike at Human Services being developed and will eventually link to other trails.

2. Wisconsin River Rail Transit Commission –

- a. A Tietz updated the board on the recent meeting they attended and the projects that are being funded by the commission.
- b. Mayor David from Watertown will be appointed as the third representative from Jefferson County to replace Mo Hanson on the board.

Minutes

Motion by Wilke/Johnsrud to approve minutes of the September 10, 2014 JCEDC Board of Directors as submitted. Motion Carried.

JCEDC Finance Report September

Motion by Tietz/Borland to approve the September 2014 Finance Report as printed. Motion Carried.

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

General Orders -

B. Director's Report

1. G Borich distributed her October 8, 2014 report updating the board on her current activities and projects the staff are currently working on.

Special Orders –

A. Election of Replacement Board Secretary.

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

B. Discussion of Non-Complete Agreement.

Motion by Freitag/Wilke to send document back to committee to address further concerns of the board. Motion Carried

C. Presentation of JCEDC Website, E-Newsletter

The board was given an overview of the new JCEDC website that was recently launched.

Citizens Comments

None

New Business

A. Future Agenda Items –

1. Non Compete Agreement between communities
2. White paper outlining options for diversification of income streams in coming years.

B. Upcoming Meetings/Seminars –

1. JCEDC Board of Directors, November 11, 2014 8:30 am, 864 Collins Rd, Rm 12, Jefferson, WI
2. GHA – October 20, 2014 4:00 pm, Watertown Senior Center

Adjournment

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

Respectfully submitted,

RoxAnne Witte, Recording Secretary



Board Action Form

Action

Presentation

Future Review

Date: December 10, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VI.A

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

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

Jefferson County Economic Development Consortium
Financial Statement: October 31, 2014

	*October	YTD Estimated	YTD Budget	Pct YTD Budget	Adjusted 2014 Budget
Income					
2013 Home Buyer Counseling	-	1,300.00	-	-	-
2014 Home Buyer Counseling	2,600.00	16,100.00	10,000.00	174%	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	\$ 2,600.00	174,458.00	\$ 167,272.00	104.30%	\$ 167,272.00
Expenses					
511110 Salary-Permanent Regular	6,482.25	49150.67	64,822.50	76%	77,787.00
511210 Wages-Regular	1,084.26	15203.24	14,456.67	105%	17,348.00
511320 Wages-Vacation Pay	-	1110.60	-	-	-
511330 Wages-Longevity Pay	-	0.00	125.00	0%	150.00
511340 Wages-Holiday Pay	-	1798.77	-	-	-
511350 Wages-Miscellaneous(Comp)	-	1576.99	-	-	-
512141 Social Security	603.42	5427.58	6,034.17	90%	7,241.00
512142 Retirement (Employer)	555.83	4844.91	5,558.33	87%	6,670.00
512144 Health Insurance	1,443.64	9449.18	14,617.50	65%	17,541.00
512145 Life Insurance	2.16	8.89	70.83	13%	85.00
512173 Dental Insurance	35.34	247.38	900.00	27%	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	9.28	3660.84	100.00	3661%	100.00
531311 Postage	5.00	92.23	175.00	53%	210.00
531312 Office Supplies	2.86	832.82	600.00	139%	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	-	333.89	746.00	45%	746.00
532336 Lodging	-	130.08	300.00	43%	300.00
532339 Other Travel & Tolls	4.50	176.50	100.00	177%	100.00
532350 Training Materials	-	298.38	500.00	60%	500.00
533225 Telephone/IP Telephone	41.64	266.28	350.00	76%	420.00
533236 Wireless Internet	82.68	595.82	-	-	-
535242 Maintain Machinery & Equipment	-	661.73	510.00	130%	510.00
571004 IP Telephony Allocation	28.83	288.30	288.33	100%	346.00
571007 MIS Direct Charge	-	2097.08	-	-	-
571009 MIS PC Group Allocation	436.50	4365.00	4,365.00	100%	5,238.00
571010 MIS Systems Group Allocation	87.75	877.50	877.50	100%	1,053.00
591519 Other Insurance	39.02	390.20	466.67	84%	560.00
593413 Wisconsin River Rail Transit Comm	-	14000.00	14,000.00	100%	14,000.00
TOTAL EXPENSES	\$ 11,094.96	\$ 132,464.26	\$ 144,733.50	92%	\$ 167,355.00

*Note these numbers are estimates



Board Action Form

Action

Presentation

Future Review

Date: December 10, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VI.B

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

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows:

**Jefferson County Economic Development Consortium
Financial Statement: November 30, 3014**

	<u>*November</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	650.00	18,700.00	10,000.00	200%	10,000.00
Jefferson County	-	83,857.00	83,940.00	100%	83,940.00
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	-	14,000.00	24,000.00	58%	24,000.00
Transfers & Other Financing Sources	-	-	214.00	0%	214.00
TOTAL INCOME	\$ 650.00	167,058.00	\$ 167,355.00	99.82%	\$ 167,355.00

Expenses

511110 Salary-Permanent Regular	6,482.25	55,565.89	71,304.75	78%	77,787.00
511210 Wages-Regular	1,084.26	16,738.37	15,902.33	105%	17,348.00
511320 Wages-Vacation Pay	320.72	1,431.32	-		
511330 Wages-Longevity Pay	-	-	137.50	0%	150.00
511340 Wages-Holiday Pay	-	1,798.77	-		
511350 Wages-Miscellaneous(Comp)	-	1,576.99	-		
512141 Social Security	603.42	5,427.58	6,637.58	82%	7,241.00
512142 Retirement (Employer)	555.83	4,844.91	6,114.17	79%	6,670.00
512144 Health Insurance	1,443.64	10,592.82	16,079.25	66%	17,541.00
512145 Life Insurance	2.44	11.58	77.92	15%	85.00
512173 Dental Insurance	35.34	282.72	990.00	29%	1,080.00
521229 Recruitment Related	-	2,411.56	-		
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	440.29	4,091.85	100.00	4092%	100.00
531311 Postage	5.00	95.55	192.50	50%	210.00
531312 Office Supplies	38.50	871.32	600.00	145%	600.00
531313 Printing & Duplicating	19.98	29.98	30.00	100%	30.00
531322 Subscription	-	8,802.83	10,400.00	85%	10,400.00
531324 Membership Dues	-	860.00	425.00	202%	425.00
531326 Advertising	-	331.20	-		
532325 Registration	-	-	400.00	0%	400.00
532332 Mileage	150.00	1,706.02	2,715.00	63%	2,715.00
532334 Commercial Travel	-	401.49	550.00	73%	550.00
532335 Meals	-	343.00	746.00	46%	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	190.99	489.37	500.00	98%	500.00
533225 Telephone/IP Telephone	41.64	281.54	385.00	73%	420.00
533236 Wireless Internet	82.68	678.52	-		
535242 Maintain Machinery & Equipment	-	661.73	510.00	130%	510.00
571004 IP Telephony Allocation	28.83	317.13	317.17	100%	346.00
571007 MIS Direct Charge	-	2,097.08	-		
571009 MIS PC Group Allocation	436.50	4,801.50	4,801.50	100%	5,238.00
571010 MIS Systems Group Allocation	87.75	965.25	965.25	100%	1,053.00
591519 Other Insurance	39.02	429.22	513.33	84%	560.00
593413 Wisconsin River Rail Transit Comm	-	14,000.00	14,000.00	100%	14,000.00
TOTAL EXPENSES	\$ 12,089.08	143,527.87	\$ 156,044.25	92%	\$ 167,355.00

**Note these numbers are estimates*



Board Action Form

Action

Presentation

Future Review

Date: December 10, 2014

Point of Contact: Genevieve Borich
JCEDC Executive Director

Agenda Item: VII.B

Respective Issue: Directors Report



JCEDC DIRECTOR'S REPORT

December 10th, 2014

JCEDC ADMINISTRATIVE SUMMARY

Enclosed is the JCEDC Director's Report for December, 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. Looking ahead to 2015, 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 Traffic

With the launch of the new JCEDC website in September, staff continue to measure traffic to the site. Traffic has increased dramatically. Some key metrics of site usage are as follows:

- Sessions: 506
- Unique Users: 441
- Page views: 1,510
- Pages per Session: 2.7

Locations of unique users of site are:

- Jefferson: 83
- Madison: 57
- Janesville: 27
- Fort Atkinson: 24
- Watertown: 23
- Chicago: 22
- Milwaukee: 22
- Lake Mills: 20
- Oconomowoc: 10

Update: Eco-Dev Tracker Platform

JCEDC Staff have worked with JCEDC members to train users to use the platform as well as how each community prefers to utilize the software for tracking economic development project wins over time. Staff have sent several documents to review on the usage of the platform to JCEDC members.

Brownfields Grant Update

Staff worked with several JCEDC members to recommend a firm to the Jefferson County Board to award a contract for consulting services for the

EPA Brownfields Assessment Grant. Approximately three firms will be invited to interview as finalists in the coming week or so. It is expected a final recommendation will be made by the Panel to the County Board for approval at their December 9th Board meeting. It is anticipated a contract will be finalized by the third week of December.

MadREP Innovation and Entrepreneurship Committee

Genevieve Borich has been asked to serve on MadREP's Innovation and Entrepreneurship Committee. Additional details forthcoming.

GIS User Group

JCEDC staff are serving on the County's newly formed GIS User Group Committee. In December an expanded group will meet to explore 1) datasets available/needed for infrastructure available for recreation and 2) building a dataset of businesses and organizations focused on recreation and/or the tourism industry.

JCEDC Branding/Marketing Committee

JCEDC staff are working with several partners on shaping the launch of the JCEDC Branding/Marketing Committee. It is expected the launch of this Committee will occur in the first quarter of 2015.

Retail Market Analysis

JCEDC staff have begun assisting member communities in obtaining and utilizing retail market analysis data. The goal of this assistance will be to become more proactive and targeted with retail growth within Jefferson County. Additional information and support to be forthcoming in 2015.

Upcoming Focus

A large focus in the coming months will be to identify a process and requirements for HUD Certification for the County's homebuyer counseling program and the grants available to residents. Staff will

also work to conclude visits to member Councils and Chambers. JCEDC staff, with the County, will continue to explore regional collaboration opportunities through grants, programmatic alignments, etc. Finally, the other large focus will be on launching the primary and downtown/retail business retention interview programs.

indicators on new website with American Community Survey 5-Year Estimate data.

FOCUS AREA 4: FACILITATION AND COORDINATION

Work Accomplished

- With Jefferson County Chairman Schroeder and Administrator Wehmeier, met with Dodge County officials to discuss opportunities for partnerships - everything from grant applications to formal partnerships in planning, economic development, marketing, and tourism. White paper forthcoming.
- Presentations to Jefferson County Interagency Collaborative Council and NonProfit Roundtable of U-W Extension Services on results of a survey to provide information for the Consolidated Plan update
- Attended HOME Consortium meeting for approval of 5-year Consolidated Plan
- Attended several meetings with business expansion/retention/relocation interests
- 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.
- Continued training with JCEDC members on Eco-Dev platform

FOCUS AREA 1: COMMUNICATION

Work Accomplished

- Concluded JCEDC member community visits
- Meeting with communities to do semi-annual and quarterly updates on local economy (Jefferson Common Council, Cambridge Chamber, Waterloo Mayor, Lake Mills Council)
- Attend County GIS User Group Meetings
- Continuing to build contact database for both the JCEDC quarterly e-newsletter as well as other announcements, etc.
- Presented at South Central Wisconsin Annual Luncheon as panel expert
- Continuing to work on White Paper for JCEDC members on alternative revenue streams, etc.

FOCUS AREA 2: MARKETING OF JEFFERSON COUNTY

Work Accomplished

- Launched JCEDC marketing website
- Reached out to local partners for content for JCEDC January E-Newsletter

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

Work Accomplished

- EPA brownfields grant budget reallocation request approved. Working on awarding a contract 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'
- Working on updating community snapshot



Board Action Form

Action

Presentation

Future Review

Date: December 10, 2014

Point of Contact: Watertown Mayor John David
JCEDC Board Chairman

Agenda Item: VIII.A

Respective Issue: Presentation updating on regional partnership options.

Action Taken:

Motion Carried

Not Carried / Denied

Amended As Follows: