May 14, 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 – March, 2014 *#
V. Citizens Comments
VI. Election of Officers: Chair, Vice Chair, Secretary/Treasurer *
VII. JCEDC Reports
    A. Communications/Correspondence
    B. Finance Report – April, 2014 *#
VIII. Director's Report #
    A. Adopting Synchronist Interview Program #
    B. 2013 JCEDC Annual Report #
IX. External Committee Reports
    A. Jefferson County Tourism Council
    B. Glacial Heritage Area
    C. Inter-county Coordinating Committee: Broadband
    D. Wisconsin River Rail Transit Commission
X. General Orders
    A. Homebuyer Program Report
XI. Special Orders
    A. Discussion on Reviewing Intergovernmental Agreement #
    B. Discussion on JCEDC Broadband Committee Status
    C. Discussion on Intra-County Business Retention/Expansion Activities
XII. Citizens Comments
XIII. New Business
    A. Future Agenda Items
    B. Upcoming Meetings/Seminars
XIV. 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

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	Action		Presentation		Future Review

Date: May 14, 2014

Point of Contact: Watertown Mayor John David
                               JCEDC Board Chairman

Agenda Item: IV

Respective Issue: Motion to approve March, 2014 Minutes.

Action Taken:

☐ Motion Carried

☐ Not Carried / Denied

☐ Amended As Follows:

Jefferson County Economic Development Consortium
BOARD MINUTES
March 12, 2014

Meeting called to order at 8:30 am.

Board members present: Supervisors Augie Tietz, Jim Schroeder, Al Counsell; 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

Others Present: County Board Chairperson John Molinaro, County Administrator Ben Wehmeier, Professor Steve Grabow, Steve Cline, Catherine Kleiber, Joe Nehmer, Executive Director Genevieve Borich, Administrative Assistant RoxAnne Witte

Certification of compliance with Open Meeting Law Requirements
B. Wehmeier certified compliance for the agenda dated March 12, 2014.

Approval of Agenda
No changes made.

Introduction of Executive Director
Genevieve Borich was introduced as the new Executive Director for the Jefferson County Economic Development Consortium.

Citizen Comments
G. David invited the board to the Watertown Makerspace meeting to be held on March 19, 2014, 6:30 – 8:30 pm, at Madison College Watertown Campus.

Minutes
Wilke/Freitag moved to approve minutes of the February 12, 2014 JCEDC Board of Directors as submitted. Motion Carried.

Communications - none

Finance Report
Hansen/Wilke moved to approve the February 28, 2014 JCEDC Finance Report as submitted. Motion Carried.

Vice Chairperson Vacancy
It was the consensus of the board to wait until the May meeting when we have elections of officers to fill the Vice Chairperson vacancy.

Jefferson County Economic Development Consortium Home Buyer/Rehabilitation Programs.
B. Wehmeier and R. Witte presented an overview of the three different programs that JCEDC participates in help low/moderate individuals/families purchase a home or update their current home

Committee Reports

a. **Tourism –**
   1. S. Cline reported that the 2014 Official Guide to Jefferson County is currently being distributed throughout Wisconsin and northern Illinois.

b. **Glacial Heritage Area –**
   1. A. Tietz and J. Molinaro updated the board on the status of grant applications and events that have been held to promote the Glacial Heritage Area.

Citizens Comments
None
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Upcoming Meetings

1. April 9, 2014, 8:30 am. – JCEDC Board of Directors Meeting, UW Extension/Workforce Development Center, 864 Collins Road, Rm 12, Jefferson, WI

Adjournment
There being no further business for consideration meeting adjourned at 9:15 a.m.

Respectfully submitted,
RoxAnne Witte, Recording Secretary

Board Action Form

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▩ Action   ▩ Presentation   ☐ Future Review

Date: May 14, 2014

Point of Contact: Genevieve Borich
                         JCEDC Executive Director

Agenda Item: VII.B

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

Action Taken:

☐ Motion Carried

☐ Not Carried / Denied

☐ Amended As Follows:

Jefferson County Economic Development Consortium
April 30, 2014

	*April	Year to Date	2014 Budget
2013 Home Buyer Counseling	-	650.00	-
2014 Home Buyer Counseling	650.00	2,500.00	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	-	-	24,000.00
Transfers & Other Financing Sources	-	-	214.00
TOTAL INCOME	**$ 650.00**	**136,208.00**	**$ 167,355.00**
Expenses			
Wages/Benefits	10,658.50	61,389.33	127,902.00
Professional Services	-	2,411.56	-
Furniture & Fixtures	-	-	-
Office Equipment	-	148.72	200.00
Computer Equipment	-	1,845.23	100.00
Office Equipment Lease	-	-	-
Postage	10.00	28.32	260.00
Office Supplies	177.00	177.00	600.00
Printing	-	-	30.00
Subscription	-	99.75	400.00
Membership Dues	490.00	815.00	425.00
Advertising	-	331.20	-
Tourism Development	-	-	-
Registration	-	-	400.00
Mileage	155.00	201.26	2,715.00
Meals	25.00	116.68	746.00
Lodging	-	25.00	300.00
Other Travel	-	401.49	650.00
Telephone/IP Telephone	138.94	351.81	766.00
MIS	524.25	2,097.00	6,291.00
Other Insurance	46.67	163.73	560.00
ED workshop/materials	99.00	99.00	200.00
Homebuyers education materials	200.00	200.00	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	**$ 12,524.36**	**$ 84,913.34**	**$ 167,355.00**

*Note these numbers are estimates

Board Action Form

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☐ Action   ■ Presentation   ☐ Future Review

Date: May 14, 2014

Point of Contact: Genevieve Borich
                             JCEDC Executive Director

Agenda Item: VIII

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

JCEDC DIRECTOR'S REPORT
MAY 14th, 2014

JCEDC ADMINISTRATIVE SUMMARY

Since starting in March of 2014, I have been tremendously impressed with the work of the JCEDC, its partners, and the communities within the County. I have enjoyed joining the JCEDC team and am looking forward to the year to come.

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

Key Recommendation: Implement Synchronist Business Retention Program

It is recommended the JCEDC subscribe to the Synchronist Suite Program and Software package. This package, an economic development industry standard, is an interview program and software package for surveying local primary employers as well as convention/retail/tourism/local service employers. MadREP and M7 both use this service and several local economic development partners (WEDO, Chambers) have either expressed a need and interest in partaking or expressed their intent to work with this program.

The overall goal of the Synchronist program is to find out what challenges face our existing businesses in Jefferson County as well as streamline JCEDC's efforts to most effectively aid our local employers. See attached supplement on more details about the platform - including a quote for the service.

The Sychronist platform aids EDO's to effectively:

1. Manage an EDO's business relationships (including red and green flags to their operations and growth goals) via conducting business retention visits

2. Evaluate business impacts (value, growth, risk, and satisfaction) and trends among local industry sectors and the economy overall

3. Track prospects, existing firm expansions, and/or startup business projects each with project specific teams

4. Coordinate service delivery to existing firms

5. Report findings, status, activity preformatted reports

Staff Establishing 5 Working Groups with Key Economic Development Partners

Staff are establishing working groups in 5 key areas of economic development focus within the county. The primary goal of these working groups will be to coordinate and collaborate within these five topics, aid in aligning work to the County Economic Vision Plan and regional AdvanceNow economic plan, and provide recommendations for strategic work for the JCEDC in years to come. See attached supplement on proposed role/composition of each group.

- Transportation & Infrastructure
- Housing
- Primary Employment
- Small Business/Entrepreneurship/Downtown
- Workforce Development

FOCUS AREA 1: COMMUNICATION

Work Accomplished

- 2013 Annual Report Published, Presented to County Board
- Set up numerous meetings with local leaders

New Initiatives

- Establish the Publishing of a JCEDC Quarterly Report - "State of Jefferson County Economy"
- Quarterly Economic E-Newsletter (trends,

data, resources, announcements, success stories, etc)

- Provide Quarterly Presentations to Jefferson County Communities and Community Organizations; additional presentations available on State of Economy upon invite
- Provide announcements of key events, data releases, grants, and other funding opportunities

FOCUS AREA 2: MARKETING OF JEFFERSON COUNTY

Work Accomplished

- Attended Jefferson County Tourism Council Meeting
- Meeting on Glacial Heritage Area to discuss strategic growth
- Meeting with Jefferson County Board of Realtors
- Began working on new JCEDC website

2014 Tentative Work

- Design and launch a new marketing website with the following components:
  - A comprehensive Data Commons for local community and economic data (One-Stop-Shop for Local Data)
  - 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)
  - Develop Business Attraction Marketing Materials (Targeted Industry, Small Business, QoL)
  - Continue to serve in an ex-officio capacity on the Jefferson County Tourism Council
- Explore options for implementing Tourism Strategic Branding Plan

Grants to Explore

- JEM
- USDA Farmers Market Promotional Program

FOCUS AREA 3: WORKFORCE DEVELOPMENT, TRAINING, AND EDUCATION

Work Accomplished

- Met with MATC
- Began to identify grant programs

2014 Tentative Work

- Establish a workforce development coordinating work group
- Develop a strategic workforce development growth plan
- Grow funding resources available for workforce development
- Work to network and provide support to area higher education and trades programs

Grants to Explore

- Private Local, State, and Regional Foundations
- Department of Labor
- Department of Commerce
  - Employment and Training Administration
  - Economic Development Administration
  - Small Business Administration
- USDA Farmers Market Promotional Program

FOCUS AREA 4: SUPPORTING A POSITIVE BUSINESS CLIMATE

Work Accomplished

- Met with the County Board of Realtors
- Met with several local Chambers, WEDO, regional economic development partners, WEDC, MadREP
- Attended HOME Consortium meeting

2014 Tentative Work

- 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'
- Establish a business climate coordinating work group (focused on primary employment)
  - Develop business engagement strategic

plan for primary employers focused on key targeted industries (advanced manufacturing, food processing, agribusiness, bioenergy, healthcare, and tourism)

- Establish a small business/downtown/ entrepreneurship coordinating work group
    - Develop small business/downtown/ entrepreneurship strategic plan
- Establish a transportation/infrastructure coordinating work group
    - Develop transportation/infrastructure strategic plan
- Establish a housing coordinating work group
    - Update the Regional Consolidated Plan (for housing) as well as participate in the regional Analysis of Impediments to Fair Housing Plan (both HUD documents)
- Establishing a business retention interview program for primary and small business employers (Synchronist)
- Grow funding resources available for business development activities

Grants to Explore

- Private Local, State, and Regional Foundations
- Department of Commerce
    - Employment and Training Administration
    - Economic Development Administration
    - Small Business Administration

FOCUS AREA 5: FACILITATION AND COORDINATION

Work Accomplished

- Serving on the Economic Competitiveness Committee and Economic Development Professionals Committees of MadREP
- Engaged several communities with business attraction/expansion requests
- Attended the Inter-county Coordinating Committee

- Met with local utility, MATC, hospital officials

2014 Tentative Work

- 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
- Develop a County-wide, coordinated request for assistance process for retention, expansion, attraction
- Continue to attend local and regional meetings
- Serve as support and as a liaison to local planning and economic development staff and local leaders

OVERVIEW: SCOPE OF JCEDC WORKING GROUPS

It is envisioned these working groups of staff and local leaders will serve as liaisons for local agencies and focus on sharing current work, identifying areas for coordination and collaboration in current and future work, and explore areas for growth in each respective topic within the county. It will be an opportunity for staff to interact with local partners and agencies and assist in coordinating, collaborating, and communicate with economic development and related activities as well as assist in helping these groups align to the Jefferson County Economic Development Visioning Plan and the regional economic development AdvanceNow plan. We are looking to have each group:

- Meet monthly to begin and set self-decided schedules moving forward
- Appoint a working group "chair" that serves also as a non-voting member on the JCEDC Board (this will ensure communications beyond JCEDC staff between the working group and the JCEDC Board) -- this "chair" would work with JCEDC staff to set meeting agendas and help lead working group meetings
- Work in 2014 to develop a strategic plan draft to recommend to the Board for 2015 and beyond for the group's respective topic - the Board would then review and endorse each respective strategic plan

Transportation and Infrastructure

Working group of staff and local leaders focusing on transportation and infrastructure needs (including broadband) for economic development. The group will serve as liaisons for local agencies and focus on compiling top local infrastructure improvement priorities for economic development. In addition, the group will share updates on local work and initiatives, identify areas for collaboration and coordination, and work to leverage funding sources to support transportation and infrastructure priorities.

Tentative representatives serving on Transportation and Infrastructure Working Group include:

- County Highway Department
- Municipal Public Works Departments
- Transit Authority
- Cab Companies
- District 8 Broadband Committee
- Local Broadband Committee
- Utility Authorities
- JCEDC

Housing

Working group of staff and local leaders focusing on housing needs of Jefferson County as it pertains to quality of life for economic development. The group will serve as liaisons for local agencies and focus on compiling top local housing priorities. In addition, the group will share updates on local work and programs, identify areas for collaboration and coordination, and work to leverage funding sources to support housing priorities.

Tentative representatives serving on Housing Working Group include:

- HOME Consortium
- Southern Housing Council
- County Board of Realtors
- U-W Extension Services
- Lenders
- Insurance/Inspectors
- JCEDC

Primary Employment

Working group of staff and local leaders focusing on primary employer needs for economic development. The group will serve as liaisons for local agencies and focus on priorities to support primary employers. In addition, the group will share updates on primary employer expansions, business attraction efforts, and marketing efforts. The group will share updates on available properties for primary employers as well as infrastructure and improvements needed

to prepare properties for use. Finally, the group will identify areas for collaboration and coordination and work to leverage funding sources to support growing primary employment in the county.

Tentative representatives serving on Primary Employment Working Group include:

- Watertown Economic Development Organization
- Fort Atkinson Industrial Development Council
- Johnson Creek RDA
- Lake Mills RDA
- Waterloo RDA
- Jefferson RDA
- WEDA
- WEDC
- M7
- County Board of Realtors
- U-W Extension Services
- Advanced Manufacturing Cluster
- Agribusiness Cluster
- BioEnergy Cluster
- Energy Cluster
- Food Processing Cluster
- Healthcare Cluster
- Tourism Cluster
- JCEDC

Small Business/Entrepreneurship/Downtown

Working group of staff and local leaders focusing on entrepreneurship, small business, and downtown development needs. The group will serve as liaisons for local agencies and focus on compiling top priorities to support small businesses and entrepreneurs in the county. In addition, the group will share updates on small business expansions, business attraction efforts, and marketing efforts. The group will share updates on available properties for small businesses and work space for entrepreneurs as well as infrastructure and improvements needed to prepare properties for use. Finally, the group will share updates on local work and initiatives, identify areas for collaboration and coordination, and work to leverage funding sources to support small business, entrepreneur, and downtown development priorities.

Tentative representatives serving on Workforce Development Working Group include:

- Lake Mills Chamber/Main Street
- Fort Atkinson Chamber
- Watertown Economic Development Organization
- Johnson Creek Chamber
- Watertown Chamber/Main Street

- Whitewater Chamber/Main Street
- Jefferson Chamber
- SBDC
- Madison College
- Whitewater Innovation Center
- Sustain Jefferson/Makers Space
- Town and Country RC&D
- Wisconsin Center for Technology Commercialization
- University of Wisconsin-Madison Office of Corporate Relations
- Janesville Innovation Center
- U-W Extension Services
- JCEDC

Workforce Development

Working group of staff and local leaders focusing on workforce development needs within the county. The group will serve as liaisons for local agencies and focus on compiling top local workforce development priorities. In addition, the group will share updates on local work and initiatives, identify areas for collaboration and coordination, and work to leverage funding sources to support workforce development priorities.

Tentative representatives serving on Workforce Development Working Group include:

- Madison College
- Trades Programs
- Workforce Investment Board
- Workforce Development Center
- State
- Regional School Board
- U-W Extension Services
- U-W Whitewater
- Marion College
- Maranatha Baptist Bible College
- Wisconsin Development Board - Rapid Response
- Advanced Manufacturing Cluster
- Agribusiness Cluster
- BioEnergy Cluster
- Energy Cluster
- Food Processing Cluster
- Healthcare Cluster
- Tourism Cluster
- Employment Agencies
- JCEDC

Board Action Form

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☐ Action   ☐ Presentation   ☐ Future Review

Date: May 14, 2014

Point of Contact: Genevieve Borich
                         JCEDC Executive Director

Agenda Item: VIII.A

Respective Issue: It is recommended the JCEDC subscribe to the Synchronist Suite Program's
                         PRIME and CRTS platforms. Staff will explore interest in the program within the
                         County as well as potential funding partners.

                         This package, an economic development industry standard, is an interview
                         program and software package for surveying local primary employers as well as
                         convention/retail/tourism/local service employers. MadREP and M7 both use this
                         service and several local economic development partners (WEDO, Chambers) have
                         either expressed a need and interest in partaking or expressed their intent to work
                         with this program. The overall goal of the Synchronist program is to find out what
                         challenges face our existing businesses in Jefferson County as well as streamline
                         JCEDC's efforts to most effectively aid our local employers.

                         Due to savings in staffing expenditures and creating the website in-house,
                         purchasing the Synchronist program would still keep the JCEDC 2014 budget
                         under total approved expenditures for the year.
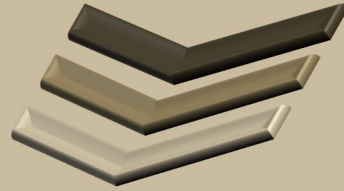
Jefferson County

Economic Development

Synchronist CRM, PRIME and CRTS Quote

Increase organizational efficiency and effectiveness with Synchronist CRM, PRIME and CRTS for fully integrated, cloud based, secure, easy to use:

- Contact Management
- Service Delivery Coordination
- Business Retention and Expansion
  - Primary Sector (PRIME)
  - Service Sector (CRTS)
- Predict Business Performance

Eric P. Canada

Blane, Canada Ltd.

1 May 2014

Jefferson County Economic Development Consortium

Synchronist CRM, PRIME, and CRTS Quote

1 May 2014

Synchronist Suite

Synchronist is a cloud based toolset built for economic developers. It is a platform for effectively:

1) **Managing an EDO's business relationships**
2) **Conducting business retention visits**
3) **Evaluating business impacts (value, growth, risk, and satisfaction)**
4) **Tracking prospects, existing firm expansions, and/or startup business projects each with project specific teams**
5) **Coordinating service delivery to existing firms**
6) **Report findings, status, activity via approximately 85 preformatted reports**

The Synchronist Suite modules include:

Synchronist CRM	Client Relationship Management
Synchronist PRIME	Primary Sector employers
Synchronist CRTS	Convention, Retail, Tourism, and local Services employers
Synchronist OpMgr	Prospect and Expansion management

This combination greatly enhances usability and makes Synchronist a platform for the <u>complete existing business-business attraction strategy</u>.

Synchronist Suite Benefits

Each module is fully independent yet, fully integrated. Modules can be used independently or in combination to increase efficiency as well as effectiveness. Examples of the features include:

- Easy to use
- Cloud based
- Mobility: Access from any Internet enabled device
- Fully independent – fully integrated
- Built from ground up specifically for economic development
- Single database for all economic development programs
- New features regularly added to Synchronist
- Automatic weekly updates
- Controlled operating costs – No seat licenses; No customization cost
- Strong, engaged user community
- Full team support and training

Synchronist Contact Management (CRM)

Synchronist CRM is cloud based, feature rich and easy to use. In our research, these are the features development professionals rely on. Representative Synchronist features include:

Contact Features - Representative	
Email management	Multiple-Preformatted Reports
Search	Heads-up Displays
Advanced Wildcard, Multi-variable Search	Contact History
Dynamic Company Look-Up	Time Tracking
Key Word Search	All-Day Login
Search Export	Service Delivery Tracking
Broadcast Email	Contact Transfer
Company ID Tags	Contact V-Cards
Contact ID Tags	Interview Scheduler
Personal Contact Info	Reminders
Excel list downloads	Custom Contact Fields
One-to-One Communications	Custom Company Fields
One-to Many Communications	Custom Parent Fields
Multiple-Security Levels	1-to-Many Relationship
Mobile Access	Lists, Labels, Directories

Setting the Pace

Synchronist sets the pace for contact management for the economic development environment. <u>Synchronist is not a traditional CRM program: 5 details that matter:</u>

First: Many to Many Relationships define service delivery as well as prospect management in economic development. Synchronist provides for these multi-party dynamic relationships. See text box.

> **CRMs are transactional.** A classic CRM program is focused on the individual. CRMs are great with one-to-one relationships, but fail to address the complex relationships common in economic development project management.

Synchronist Provides For Complex Transaction Relationships

- One to One
- Group to One
- Group to Group
- Group to Group to One
- Group to Group to Group

Second: The company is the client and the core record in Synchronist. When information is attached to the company, people can come and go without loss of service history, contact history, parentage, or the many other individuals – company and community -- involved in the economic development relationship with the company/client.

> **In a CRM, the primary record is the contact record**. Delete a contact – intentionally or unintentionally – and company information, communications, services delivery notes, or

interviews attached to that individual are lost. When the individual leaves, company information is easily lost or orphaned.

Third: Structure and flexibility. Synchronist fully integrates – contact management, service delivery, prospect management, BR|E interview, etc. – processes into the software. Plus, Synchronist provides flexibility with easy to use built-in tools to allow the administrator to add fields or questions to every section of Synchronist.

> **Many of today's CRM are too flexible.** Tabs, fields, relationships can be added with great ease. However, without process and serious controls, flexibility becomes a curse cluttering and complicating use, frustrating users.

Fourth, Synchronist was designed to make stored information accessible and provide concise information. Over 85 preformatted reports, plus custom free form reporting, as well as analysis tools bring information to life for decision-makers. Synchronist brings together answers to different questions to provide insight in the bigger issue.

> **CRMs are designed to store information.** Reporting capabilities have gotten measurably better – the eye-candy is nice – dashboards count and visually display info. CRM's count and add with ease, but organizing text or adding even simple analysis is a challenge without purchasing additional software like Crystal Reports. CRMs fail to meet the rigors of reporting to a Council, Board, or investors.

Fifth, Synchronist new features are crowd sourced… benefiting all users. Users bring ideas for new features to the Blane, Canada Team and those that benefit all users will be either implemented immediately or added to the development map depending on the complexity of the change. For example, time tracking was added to Synchronist within a week weeks – across multiple functions as well as integrated with appropriate reports - of the client's suggestion. Costs are spread across many users guaranteeing controlled operating costs without sacrificing new features.

> **Every new idea for improving a generic CRM requires another check to be written.** Each new feature added means more programmer and staff time. New reports can require adjusting the program, meaning more programming time. It all adds up. These costs only become clear after the commitment to a design-build approach. In a D-I-Y environment, technical support, development, and general operating costs can quickly mount up.

## Synchronist PRIME & CRTS – Business Retention

Today's global environment changes the formula for success in economic development. Successful economic developers are stepping up to manage their community's core assets: the community's portfolio or existing businesses.

The traditional "retail" (one-to-one) approach to economic development looks only at building relationship and delivering service. Portfolio management requires information. Synchronist PRIME and CTRS deliver critical decision-making information:

- **Key Performance Indicators** (benchmarks) drawn from national data creating a context for understanding local findings
- **Objective Evaluation** of each company's Growth potential, Value to the community, Risk of leaving or downsizing defines the future potential of the businesses in the community (the Portfolio) providing clear insight for more targeted strategies. (see graphic)

In addition to the benefits of traditional business retention – identifying expansion opportunities and companies at risk, providing assistance to companies, documenting community problems, and establishing personal relationships with executives – the Synchronist System opens new channels of information to support resource allocation and policy decisions.

The Synchronist System approach provides economic development organizations the only proven tools available for conducting comprehensive product and portfolio assessments. The Synchronist National Benchmarks (237 Key Performance Indicators) allow development professionals to objectively identify statistically significant competitive advantages and disadvantages changing the nature of decision-making for development professionals. The Portfolio benchmarks provide professionals direct documentation of the quality and strength of each community's business base. Portfolio Assessment includes: Growth Companies, Value Companies, Companies at Risk, Technology Orientation, as well as overall Satisfaction.
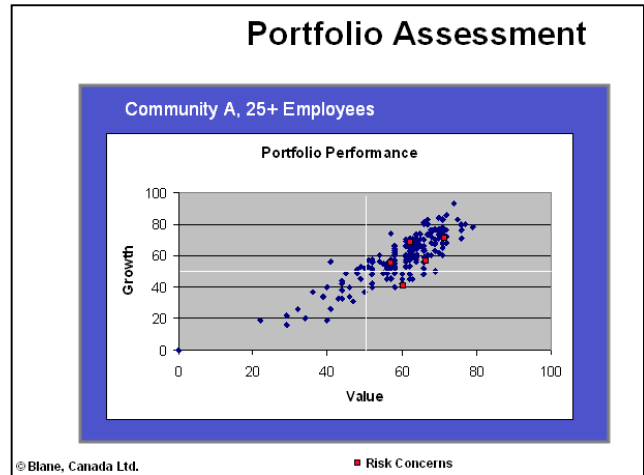
Without meaningful information and a relevant context, decisions are just a "best guess!"

Jefferson County Economic Development Consortium

The economic development staff is about to embark on a business retention program to gain new insight into critical business information. The Executive Director is familiar with Synchronist and is nearing a final decision. The director has requested a quote for providing Synchronist CRM, and PRIME as the platform for managing economic development contacts as well as the existing industry strategy.

Synchronist Suite modules are licensed separately to maximize flexibility. Acquire them individually or in combination to meet specific needs. Then, add additional modules as needed.

Synchronist licenses are one-time fees. There are no seat licenses to add additional operating costs. After the initial investment, an annual update fee covers software upgrades, maintenance, training, support, and data back-up. Update fee begins in year 2.

The following schedule shows the 3-year operating cost as well as license/update fees for licenses discussed. This is the maximum cost if all licenses are acquired immediately. Consolidation of businesses processes in Synchronist will frequently allow savings over multiple, independent platforms.

License Fees	Year 1	Year 2	Year 3	Average Annual Cost 3-Year
CRM (Integrated with 1st license)	NA	NA	NA	
PRIME License (1st license)	$5,900	0	0	
CRTS License (2nd license)	3,600			
Total License Fees*	$9,500	0	0	$3,167
Annual Update, Maintenance, Support				
CRM	NA	NA	NA	
1st License (PRIME)	NA	$1,750	$1,750	
2nd License (CRTS)	NA	800	800	
Total Annual Operating Cost		$2,550	$2,550	$1,700
Total Average 3 Year Purchase/Operating Cost				$4,867

Licensing Notes

- Full Synchronist functionality
- * All Synchronist license fees are one-time license fees
- No seat licenses and no limit on the number of operators/ users
- License and update fees include: all software updates, R&D, maintenance, data management, training, and support.
- Operators can be given access to one or more modules by the administrator
- Launch includes loading data provided in MS Excel format
- The Synchronist System does not require multi-year contracts
- This quote is effective for 90 days from the cover date
- Additional modules can be added at any time. After the first license, additional license is discounted by 25%. (reflected in quote above)

Optional Costs	
Loading Company/Contact data from CRM or other source	$0
Field and Question Customization (built in tools)	$0
Customization to add additional custom features, reports, etc.	Quote
Report Customization FreeStyle	$0
Online training (custom and scheduled)	$0
On-Site Training (plus travel)	$2,500
Synchronist Users' Forum Registration (Chicago, IL, October 6-7, 2014)	$650
North American Data Study Participation	$425

Customization

Synchronist Suite includes a built in toolkit allowing the program administrator to customize Synchronist to meet specific information needs of clients. Easily customized areas include: Company Background, Contact, Parent Company, Executive Interview, and After Interview notes.

There are however, occasions where more extensive customization is desired to add new features or organize and report custom fields. For these special requirements, our talented software development team can add customized features that support unique program processes. Here are several recent customization examples:

- Emergency Response Audit
- Interviewer Selection/Assignment Tools
- Target Industry Interview forms and reporting
- API services for porting data from Synchronist to another application
- Extraction of data from independent database into Synchronist

Expanding on the Synchronist platform is easy and affordable. Build on proven CRM reliability to implement your custom business process. Share your ideas and we can prepare a customization proposal for your consideration.

Launch Sequence

The following sequence highlights the launch of Synchronist for new clients.

1. Once we get a final go we will issue an invoice for the module(s) selected.
2. Begin setting up your site.
3. If you don't already have it, you can pull together a list of the companies and contacts in the region.
4. Load and test your company and contact data.
5. Issue your admin password to access Synchronist.

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6. Provide launch and program design coaching as desired.
7. Provide access to the Synchronist Users' Resource Site for sample materials like the launch guide, press releases, executive letters, confidentiality agreements, etc.
8. Schedule operator training to coincide with your preferred launch date.
9. Schedule interviewer training to support your interview schedule.

Training

The following array of training options helps Synchronist users maximize their investment in their contact management/business retention program as well as the Synchronist Suite tools.

- **Administrator Training:** 1) Personal coaching, information resources via the Synchronist User's Resource Site (media and promotion kit, training kit, etc.), 2) Annual Synchronist Users Forum (every October in Chicago, IL) to share "best practices," discuss R&E program management issues, and explore software and R&D with designers/developers, and 3) "Large Users Group" for administrators of large regional and statewide systems (over 10 counties).
- **Private Operator Training:** 1) Personal coaching, 2) Client group webinar training, and 3) On-going support provided at no cost via telephone and e-mail. Training extends to staff transitions as well as current staff members. 4) Comprehensive On-Line Operator's Manual and 5) Synchronist User's Resource Site, How-To Aids, program materials, sample reports, etc.
- **Small Group Webinars (web seminars):** Monthly online, small group, one-hour training sessions (Operator Basics, Reporting, Advanced Analysis, CRM).
- **On-Site Training:** On-site training session is optional. The training can be designed to cover any issues important to the program's launch. As a result, each is customized to the needs of the client. The cost of on-site training is $2,500 plus expenses. $2,000 plus expenses with purchase of 2 or more Synchronist modules.
- **Interviewer Training Aids:** The 1) *Interviewer's Guide* and 2) *Interviewer's Quick Tips,* capture years of executive interview and training experience for clients to use with individual training. 3) PowerPoint presentations and 4) Handout materials for leadership kick-off events and/or training are also available via the Synchronist User's Resource Web Site.

Features		
PRIME/CRTS	**CRM**	**OpMgr**
True predictive information	Company information core record to insure the security of service and relationship history	Proactively manage: attraction, expansion, retention-consolidation prospects
Objective company level value, growth, risk, and satisfaction assessment	Client service request management and time tracking	Entrepreneurship relationships and management
Economic performance forecast	Contact history for recording periodic interactions	Manage community development projects and contracts
Portfolio asset mapping	Company and contact group identification	Assign Team members and partners w/ drag and drop
Industry specific interview tools	Broadcast email	Customizable project criteria
Integrated analytical tools	Company/contact search	Document storage
Nat'l Key Performance Indicators for benchmarking results	Key word and advanced search	Built on 4 years of R&D with 25 of the best EDOs
Proven over 14 years	Proven over 4 years	Proven over 3 years

Shared Features
Cloud bases, accessible from any Internet connection
Automatic, daily data backups
Built in customization tools
Weekly software updates
Preformatted and freeform reporting
Ongoing R&D adding new features

Why go it alone? – Consistent, Ongoing Support
Ongoing administrator coaching and support
Phone and email help request support
Ongoing monthly training webinars
Custom group training on request
User based R&D delivering new tools and features
Extensive Users Community sharing info and peer-to-peer support
Annual Users' Forum – Oct. 6 - 7, 2014, Chicago, IL
Extensive library of resource materials

Synchronist License Fee and Annual Update, Maintenance, and Support

The Synchronist PRIME/CRM/OpMgr licenses provide:

- On-line, password protected access to the Synchronist System software
- On-going software updates (excluding new special purpose modules)
- Telephone/web link operator training
- Monthly training webinars
- Administrator coaching (program launch as well as BR|E implementation)
- Full telephone technical support to all team members
- User' Resources Web Site (downloadable resources)
  - "Interviewer's Guide" (a training tool for volunteers and professionals)
  - How-To white papers
  - Draft partnership agreements
  - Draft confidentiality agreements
  - And other tools and resources
- On-going research and development to identify and test strategic as well as user suggested enhancements

Quotable...

New Efficiency

"Our single purpose programs were good, but having our information spread across multiple programs has always been a headache. With the Synchronist platform we are consolidating our core business data. This is a REAL advantage." RH, IA

Customer Driven

"I have used the Synchronist platform for seven years now, and the evolution of the product is amazing--and more importantly--customer driven. The Blane Canada Team has continually listened to us, the users of the system, and pushed the product to levels that I don't even think they imagined. The predictive analysis, ease of use, and consistency of the system puts it in a category all its own." SS, LA

Thanks but No Thanks

"It's been an interesting few months in terms of database discussions in our state. The whole world is moving to Salesforce. I politely tell them that I will decline. The data generated by Synchronist is a substantial advantage for our shop. We use it to inform our workforce partners, banking community, educators, brokers, etc.; very good data that Salesforce does not even attempt." RT, MI

The annual data hosting fee, shown previously, is payable in advance after the first year of service. The annual update fee specifically covers the costs of maintaining and hosting the private Internet portal and Synchronist software for the client organization for a twelve-month period. Annual hosting fee detail:

- Private Web-enabled Synchronist data input and report generation capabilities
- Administrator password setup
- Redundant broadband access
- Wired, wireless, and mobile access
- Server farms cloud environment (10 servers, two locations) to insure reliability
  - Firewall hardware/software and 24 hour monitoring against hacker intrusion
  - Emergency power back up for software and data servers
  - 2 geographic locations
  - SSL Certification and 2048 data encryption for in transit information security
- Automatic daily data backup
- Multi-level password security and access
- Full system support

Additional Information

Eric P. Canada
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Wheaton, IL 60189

630-462-9222
ecanada@blanecanada.com

Board Action Form

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☐ Action   ■ Presentation   ☐ Future Review

Date: May 14, 2014

Point of Contact: Genevieve Borich
                         JCEDC Executive Director

Agenda Item: VIII.B

Respective Issue: Presentation of 2013 JCEDC Annual Report.

                         The Annual Report draft was distributed to the JCEDC County Board in April and a
                         presentation of the final report to the County Board occurred in May. Presentations
                         to Jefferson County's communities and JCEDC's economic partners will be
                         scheduled in the coming months.

Board Action Form

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☐ Action　　　　☐ Presentation　　　■ Future Review

Date:　　　　　　　　　May 14, 2014

Point of Contact:　　　Watertown Mayor John David
　　　　　　　　　　　　JCEDC Board Chairman

Agenda Item:　　　　　XI.A

Respective Issue:　　　Discussion on Intergovernmental Agreement.

　　　　　　　　　　　　Attachment enclosed for future review.

INTERGOVERNMENTAL AGREEMENT CONTINUING
THE
JEFFERSON COUNTY ECONOMIC DEVELOPMENT CONSORTIUM

Revision Dated May 9, 2007

ARTICLE I. PURPOSE

The purpose of the Jefferson County Economic Development Consortium (JCEDC) is to foster and encourage responsible, economic development activities that result in job creation, retention, increased tax base and an improved sustainability and quality of life for the citizens of Jefferson County.

ARTICLE II. STATUTORY AUTHORITY

The JCEDC shall be a public intergovernmental enterprise organized under the authority of §§ 66.0301, Wis. Stats., and as the same may be amended from time to time.

ARTICLE III. MEMBERSHIP

3.01   The JCEDC shall be composed of the towns, villages, cities and county governments of Jefferson County, Wisconsin (municipalities) who voluntarily choose to adopt this agreement and thereby enter into membership. The current membership consists of Jefferson County, the cities of Fort Atkinson, Jefferson, Lake Mills, Waterloo, Watertown, Whitewater and the Village of Johnson Creek

3.02   The charter member Jefferson County governments who ratify this agreement agree to maintain their membership in good standing for at least five years.

3.03   The JCEDC came into existence upon the adoption of this agreement by Jefferson County and a two-third (2/3) majority of the following: the cities of Fort Atkinson, Jefferson, Lake Mills, Watertown, Whitewater and the Village of Johnson Creek.

ARTICLE IV. JCEDC BOARD OF DIRECTORS

4.01   The Board of Directors (JCEDC Board) shall provide the overall policy direction of the JCEDC.

4.02   The Board's membership shall be determined by reference to Section 4.05. The Board shall consist of three Jefferson County representatives and one member appointed by each participating municipality.

4.03   The terms of the JCEDC Board shall begin on May 1 of each year.

4.04   The terms of offices for the JCEDC Board shall remain staggered, so a majority of the JCEDC Board will not turnover in any given year.

4.05   Members of the JCEDC Board shall be appointed as follows:
   a. The three Jefferson County representatives shall be appointed by the County Board chairperson and confirmed by the full County Board.
   b. Each member municipality shall appoint one representative.

Note: The JCEDC Board members are appointed by the municipalities or the county they represent, the JCEDC Board cannot determine this.

4.06 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. Specifically, the composition of the JCEDC Board 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.

4.07 The JCEDC Board may invite various organizations and/or individuals (from professional areas such as those identified in 4.06 above), to join as advisory, non-voting members.

4.08 The JCEDC Board may by resolution adopted by a majority of the total JCEDC Board create such committees for such purposes and with such authority as the resolution may provide, and appoint such members of the JCEDC Board or others to serve on said committees.

ARTICLE V. MEETINGS

5.01 The JCEDC Board will establish and publish a regular meeting schedule. Public meetings will be held at least monthly.

5.02 All meetings of the JCEDC Board will be properly noticed according to law.

5.03 Special meetings of the JCEDC Board may be called at the request of the Chairperson or Secretary or any two board directors. The place of the meeting will be at the principal office of the JCEDC, unless otherwise agreed upon by the Chairperson and the Secretary.

5.04 A majority of the total-voting members of the JCEDC Board shall constitute a quorum for the transaction of business at any meeting. A member shall be present to vote.

5.05 The chairperson, and in his/her absence, the vice-chairperson, and in their absence any director chosen by the directors present shall call the meeting of the JCEDC Board to order and shall act as chairperson of the meeting.

5.06 A JCEDC Board director may resign at any time by filing a written resignation with the Secretary. A JCEDC Board director may be removed by affirmative vote of a majority of the total JCEDC Board for any reason deemed sufficient by such JCEDC Board.

5.07 Vacancies shall be filled for the remainder of the unexpired term by the appointing authority that appointed the previous incumbent.

ARTICLE VI. ANNUAL MEETING

6.01 The Annual Meeting of the JCEDC Board shall be held in May of each year on a date, time and place to be determined by the JCEDC Board.

6.02 At its annual meeting, the JCEDC Board shall elect a chairperson, vice-chairperson, secretary and treasurer.

6.03 The JCEDC Board shall establish the duties of the chairperson, vice-chairperson, secretary and treasurer.

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ARTICLE VII. STAFF

7.01   Jefferson County shall employ all JCEDC staff.

7.02   Day to day operational supervision of JCEDC staff shall rest with Jefferson County.

7.03   Jefferson County Human Resource practices shall be applicable in all respects to employment of staff, except the hiring procedure for the director. The County will advertise the director's position. Thereafter, the JCEDC Board will screen the applicants and participate in the interview process with the Jefferson County Administrator. At the end of the interview process, the JCEDC Board will recommend up to five finalists. The County Administrator and the JCEDC Board chairperson shall conduct finalist interviews. Appointment of a finalist by the County Administrator shall be subject to County Board approval. Note: This sequence was established when Director Heling was appointed and worked very effectively.

ARTICLE VIII. FINANCES

8.01   The JCEDC Board shall prepare an annual budget with the assistance of staff. Jefferson County's policies and procedures shall apply for meals, lodging, mileage, travel and other reimbursable expenses.

8.02   The JCEDC Board will present its proposed budget in a timely manner to all member agencies before it is adopted by the JCEDC Board.

8.03   Funding for the fiscal years 2008 through 2012 shall be established as $1 per county resident from Jefferson County, plus $1 per municipal resident from each non-county member municipality. The population number used to calculate contributions shall be the most recent State of Wisconsin Department of Administration population estimate provided to the governing body prior to adoption of its annual budget.

8.04   The JCEDC shall not be limited to public funding from its member agencies. The JCEDC Board may authorize staff to pursue additional revenue through program revenue and public and/or private gifts and grants.

8.05   Jefferson County shall act as the fiscal agent for the JCEDC.

8.06   Each municipality and county shall be responsible in the proportion of its contribution to the consortium as a whole for any other cost of the consortium not specifically set forth herein, including but not limited to employment costs incurred by Jefferson County as a result of unemployment compensation to staff upon termination of the consortium.

8.07   All funds due from a municipality shall be paid to the County by a member municipality by January 31 of the year for which such funds are budgeted. The County shall hold all funds for the benefit of JCEDC in a separate account. Unspent funds in said account shall not lapse to the general fund, but shall be carried over to the next fiscal year or otherwise distributed as set forth herein.

ARTICLE IX. GENERAL POWERS

9.01   The JCEDC Board may recommend action to the County with regard to direction of staff, contracts or general program purposes.

9.02   The JCEDC Board shall not borrow money nor authorize the borrowing of any funds on behalf of the JCEDC. The JCEDC Board may, however, enter into contracts in the ordinary course of its business and in pursuit of its stated goals and purpose. Examples of its permitted contracting powers would be equipment leases or equipment purchases. Under no circumstance shall the JCEDC Board enter into contracts that cause it to exceed its annual budget.

ARTICLE X. SEVERABILITY

If any section, paragraph, sentence, clause, phrase or any part of this chapter passed hereafter is declared to be unconstitutional or void, or if for any reason is declared to be invalid or of no effect, the remaining sections, paragraphs, sentences, clauses, phrases or parts thereof shall be in no manner affected thereby but shall remain in full force and effect.

ARTICLE XI. AMENDMENTS

All or any portion of this agreement may be amended by a resolution passed by the affirmative vote of at least 2/3 of the total JCEDC Board and a majority of the member agencies.

ARTICLE XII. DISSOLUTION & WITHDRAWAL

12.01   No member may withdraw prior to January 1, 2008. Any member may withdraw from the consortium effective January 1 of 2008 or January 1 of any succeeding year thereafter.   Written notice shall be submitted a minimum of 13 months prior to the effective date of withdrawal.

12.02   Any member withdrawing from the consortium is responsible for obligations incurred during the period it was a member.

12.03   The consortium may be dissolved by an affirmative vote of a two-third (2/3) majority of the total voting members establishing a date of dissolution of at least one year past the affirmative vote.

12.04   In the event of dissolution, any assets remaining, after payment of all obligations shall be distributed among existing members in proportion to their contributions, as determined by the Board. In the event obligations exceed assets, members shall pay pro rata such sums as may be necessary to retire the obligation.

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