

JCEDC fundraising feasibility study advances

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JEFFERSON — The Jefferson County Board of Supervisors on Tuesday unanimously authorized hiring Power 10 to provide capital campaign feasibility study services to the Jefferson County Economic Development Consortium.

The contract cost is not to exceed \$30,000.

“The JCEDC was formed about 10 years ago through an inter-governmental agreement,” JCEDC director Genevieve Coady told the board during its monthly session. “Through that process, we have Jefferson County as our fiduciary agent and we work on several different programs on behalf of the county.”

Since 2014, the JCEDC has been working toward increased engagement of the private sector in promoting economic development in Jefferson County, which included creating a five-year economic development strategic plan.

The objective is to increase economic development responsiveness; improve the visibility of Jefferson County statewide, regionally and globally; and align area communities, businesses and economic development partners with the significant benefits outlined in the plan.

Because this capital campaign will be the JCEDC’s first venture into formally engaging the private sector in area economic development, the board approved hiring Power 10 of Atlanta, Ga., as a consulting firm specializing in economic development capital campaigns and feasibility studies.

On Nov. 11, 2015, the Jefferson County Finance Committee voted to award the JCEDC \$25,000 for procuring consulting services for a feasibility study. Then on Dec. 9, the JCEDC authorized staff and select JCEDC board members to work with the von Briesen and Roper law firm, Milwaukee, to develop a transition plan and organizational model to engage the private sector in the economic development work of the area; and to move forward with seeking feasibility study proposals.

In January, an ad hoc committee of JCEDC board members interviewed finalist consulting firms and selected Power 10.

The fundraising goal assessment of the feasibility study is intended to gauge the private and public sectors’ perceptions of the JCEDC, obtain input and feedback on the proposed five-year plan and associated work program, realistically gauge the amount of funding attainable through a capital

campaign, identify potential public and private leadership for such a campaign and provide guidance on governance and oversight functions to help implement the work program.

Coady said they are looking to have the study completed by May 26, 2016.

“We want to ramp up our efforts in economic development and, quite frankly, we haven’t been sustaining our operations with the present funding structure,” Jefferson County Board of Supervisors Chairperson Jim Schroeder said. “So, when the opportunity to partner with the Watertown Economic Development Organization came up, we immediately entered into discussions. We see it as a real positive for the county. We’re serious about economic development here and we’re excited about the prospects of this.”

On Feb. 25, the Jefferson County Economic Development Consortium and Watertown Economic Development Organization announced their intention to pursue a merger under the auspices of the JCEDC.

Also on Tuesday, county board members recognized outgoing Supervisors Paul Babcock and Al Counsell.

Babcock served as supervisor for District 29 from February 2001 to April 2016, during which time he was a member of the Board of Health, and the Administration and Rules, Fair Park, Human Resources, Law Enforcement and Emergency Management, Parks and University of Wisconsin-Extension Education committees.

“Whatever level of personnel I’ve dealt with on this board, it has been an honor and a privilege. Thank you,” Babcock said.

Counsell served as supervisor for District 10 from April 2012 to April 2016, during which time he served on the Economic Development Consortium, and the Fair Park, Highway and the Law Enforcement and Emergency Management committees.

“I was a little hesitant when I started to run for this (position),” Counsell said. “I didn’t know what I was getting into. I was completely brand new when I was elected and I would like to give a special thanks to Supervisor Amy Rinard, who mentored me, called me, told me what was going on and I really appreciated that.

“I think I would encourage the veteran supervisors (to do the same) when these new people come on board; I think that’s a nice gesture,” he continued. “It takes a while not only to get your courage, but to blend in to the procedures.”

In other business, the board:

- Unanimously approved establishing the total annual compensation for the Jefferson County county clerk, register of deeds and treasurer for 2017-2020. The salaries for all four years must be

determined prior to April 15, 2016, which is the earliest time for filing nomination papers for the county elective office.

The annual compensation rates for the county clerk in 2017, 2018, 2019 and 2020, respectively, are \$77,563.20, \$78,332.80, \$79,123.20 and \$79,913.60, and for the register of deeds and treasurer, \$68,848, \$69,534.40, \$70,220.80 and \$70,928.

- Authorized the Fair Park director to execute a three-year soft drink Marketing Partnership Agreement with Pepsi-Cola from Jan. 1, 2016, to Dec. 31, 2018, for supplying softdrink beverages and related services at the Jefferson County Fair Park. The vote was 23-4, with Supervisors Mike Kelly, Greg David, Peter Hartz and Kirk Lund opposed.

Jefferson County solicited proposals from soft drink suppliers. Pepsi-Cola and Coca-Cola submitted proposals. The estimated annual Fair Park revenue from Pepsi-Cola is \$28,720, and from Coca-Cola is \$12,280.

- Unanimously accepted a bid for replacing the courthouse Wi-Fi system and installing Wi-Fi at the Jefferson County Sheriff's Office.

The bid from ESG (3x3 and 2x2 radios) was for \$50,216.

“The system (we currently have) is old,” Jefferson County Administrator Ben Wehmeier said. “In many cases, the bandwidth does not hit the capacity, so there were some security concerns that we had. That’s why it was originally put in the budget. Part of what has accelerated this as well is that our court system is moving to e-filing, so part of this is the capacity to hit those needs. Additionally, we are starting to use more and more of these rooms for training and other events. This quote will allow for the capacity by room for what is needed. Some of these rooms need (to serve) anywhere from 100 to 150 devices.”

Separate bids for wiring, estimated to cost \$10,500, will be solicited at the time of installation.

The 2016 budget includes \$75,000 for the purchase and installation of a new Wi-Fi system.

- Designated the Daily Jefferson County Union as the county’s official newspaper for April 2016-18. The fiscal impact is estimated to be \$41,415 per year for 2016-18 for publishing the county board proceedings and other necessary legal publications. The cost will be 74 cents per line.
- Unanimously approved resolutions for action on year-end departmental budget deficits and surplus and requests to carry over funds.

The board OK'd transferring \$11,342 from contingency, which has a balance of \$355,888, to the Administration and the Land and Water Conservation departments, the Corporation Counsel office and the Library Administration funds, due to fiscal year 2015 deficits, and transferring \$216,556 from the 2015 Human Services Department to the General Fund.

The county board also authorized the carry-over of \$12,194,193.84 from fiscal year 2015 to fiscal year 2016.

- Authorized the county administrator to enter into a joint use agreement with We Energies and the City of Watertown. The vote was 26-1, with Supervisor Dwayne Morris voting “no.”

The old interurban rail line now is a utility corridor owned by We Energies. On Feb. 18, 2015, Jefferson County and We Energies entered into a license agreement allowing the Jefferson County Parks Department to use the utility corridor to create a paved trail for recreational uses such as hiking, biking and cross-country skiing.

This resolution, which has no fiscal impact on the county, allows the City of Watertown to conduct brushing, cutting and filling minor potholes and bumps in the service road from Humboldt Street east to the Rock River and along the east side of the We Energies Concord Generating Station.

- Unanimously passed an ordinance to repeal and recreate Section 11.10 of the Jefferson County Zoning Ordinance Shoreland Provisions. Regulation of impervious surfaces has been added and requires waterfront property owners to obtain permits and mitigate impervious surface coverage on shoreland properties that exceed 15 to 30 percent of surface area for any new development. The new ordinance also offers several options to achieve mitigation.
- Unanimously re-appointed Christine Spangler, Fort Atkinson, to a five-year term on the Sheriff’s Civil Service Commission. ending Jan. 1, 2021.