

Richland Economic Development Board

Structural Document

1. Creation of the Board of Economic Development.

There is hereby created the Board of Richland Economic Development to promote economic development within Richland Center and Richland County.

A. Overview: The creation of the Richland Economic Development (RED) Board is a collaboration between three sectors: (1) City and County government, (2) the business community, and (3) the civic sector. The RED Board works to promote the progress and benefit of economic development in Richland County and Richland Center for healthy growth.

B. Definitions:

- i. Government Sector:** The Richland County Board of Supervisors and The Richland Center City Council are the governmental entities represented on the RED Board.
- ii. Commerce Sector:** Privately owned businesses or entities of commerce in Richland County who seek the economic development and well-being of the people of Richland County and Richland Center.
- iii. Civic Sector:** Community development organizations, service organizations, philanthropic and benevolent organizations that are focused on a broad interest of development and betterment of the community.

C. Mission Statement:

Fostering a Community of Opportunity, Success, and Excellence

D. Scope: The RED Board is to promote a common mission, vision, and strategic planning for economic development in Richland County and Richland Center. The RED Board will promote goodwill and invitational posturing toward the established community and the attractional population. RED will participate in and work with regional development.

E. Representation: The RED Board will be the official representative of the City of Richland Center, Richland County, the Commerce Sector, and the Civic Sector for economic development throughout Richland County. The RED Board will work to create ideas, vision, direction and focus for economic development. The RED Board will take actions to bring prosperity to Richland County. Through the Economic Development Director (EDD), the RED Board will be the point of contact for interested parties for economic investment and development and will negotiate within its designated powers to bring in potential development to the City and County. The RED Board will also inform, advise, and consult with governmental entities, businesses, civic groups, and individuals so as to promote the economic well-being of Richland County.

F. Composition of the RED Board:

- i. The RED Board** shall be comprised of eleven (11) members. Of these eleven members the following representation will exist:

- a. The County Board Chair
 - b. The Mayor of Richland Center
 - c. The City Administrator or City Clerk if there is not an Administrator
(*Non-Voting Member*)
 - d. The County Administrator or County Clerk if there is not an Administrator
(*Non-Voting Member*)
 - e. The Civic Sector representative
 - f. Five members from the Commerce Sector
 - g. One Citizen at Large
- ii. **The Commerce Sector members** will be chosen from the following categories. There should only be one member of the RED Board that represents any of the categories at any given time.
- a. Manufacturing/industry
 - b. Health care
 - c. Education
 - d. Chamber of Commerce
 - e. Recreation/motels/restaurants
 - f. Banking/financial
 - g. Retail
 - h. Utilities
 - i. Small businesses
 - j. Agriculture/food supply
 - k. Entrepreneurship
 - l. Villages and Towns
- iii. **The Citizen at Large** will represent or have expertise in the areas of;
- a. Youth/under age 25
 - b. Disadvantaged people
 - c. Non-profits
 - d. Economic and Community Development
- iv. **The Civic Sector Representative** will represent or have experience in the following fields;
- a. Community development organizations
 - b. Service organizations
 - c. Philanthropic and benevolent organizations that are focused on a broad interest of development and betterment of the community.
- v. **The Government Sector** will be represented exclusively by the Mayor of Richland Center, the Richland County Board Chair, the City Administrator (or Clerk), and the County Administrator (or Clerk), who shall serve as *ex officio* members of the Board. No other representative or official from either the Richland County Board or the Richland Center City Council may serve on the RED Board.
- vi. **Qualifications:** The RED Board members will make efforts to have broad representation from the stakeholders of the various categories above who have

a record of knowledge and participation in community and economic development.

- vii. **Board Member Selection:** The RED Board will recruit new members from the designated categories above. Nominations will be open for any voting member of the Board to nominate someone to the Board who fits the category designated by the Board. After examination by the RED Board or a subcommittee, the RED Board will vote to seat a new member. This process will apply to new members on a four-year rotational term or to someone who will fill a seat vacated prior to the term expiration. A member is elected to the Board by simple majority.
- viii. **Chair:** The RED Board shall choose a chair from the voting members of the RED Board annually, at the last meeting of the calendar year to be seated at the January meeting.
- ix. **Voting powers:** All members of the RED Board will be voting members except the City Administrator and County Administrator.
- x. **Terms of Office:** Each RED Board member, except the four *ex officio* government members, shall serve a term of four-years on a rotating basis. Two seats shall expire each year and one seat will expire in the fourth year of a four-year cycle. Normally scheduled Board Member selections will occur in November of each year with new members being seated at the January meeting. Board Member selections to fill seats that have been vacated prior to the end of the associated term will be filled in accordance with 1(F)(viii) above at the earliest convenience of the RED Board. Existing RED Board members may be nominated and re-elected at the discretion of the RED Board.
- xi. **Removing a RED Board Member** requires a three-quarter vote of the RED Board voting members.

2. Powers, Duties, and Responsibilities of the Richland Economic Development Board.

The Board shall have the following powers and duties and none other.

- A. **Meetings:** The RED Board shall meet at least every other month or six (6) times per year with proper public notice for a governmental meeting.
 - i. **Attendance:** RED Board members shall attend all meetings of the RED Board each year. There will be one excused absence from a meeting of the RED Board with advance notice for each voting member.
 - ii. **A quorum** shall consist of a majority of the voting members.
 - iii. **Agendas** will be set by the Chair with contributions by the RED Board Members.
 - iv. **Meeting Minutes** of the RED Board will be maintained for each RED Board meeting at the direction of the Chair and will be posted to the City and County meetings site.
 - v. **Open Meeting Laws:** The RED Board is subject to Wisconsin Open Meetings Laws.

- vi. **Conduct of Meetings:** In general, and in all disputed matters, Roberts Rules of Order shall be observed. In non-binding instances, consensus may be observed.
- vii. **Voting:** Each voting member shall have one vote.
- viii. **Votes:** Votes may be taken by voice or in writing as determined by the Chair.

B. Authority: The Board sets policies, procedures, and strategic goals for economic development for Richland Center and Richland County and measures the progress of the goals, including goals and objectives for the Economic Development Director.

C. Budget: The Board will create a budget annually to be submitted to the City of Richland Center and Richland County for approval.

- i. The budget shall identify all expenses related to the employment of the EDD and the operation of the office.
- ii. The budget shall be submitted to the County and City consistent with their respective budget deadlines.
- iii. The budget must be approved by both the County Board and the City Council before it is effective. In the event that the budget is not approved by the County Board and/or the City Council for the succeeding year, the previous year's budget shall be used until such time as both governing bodies approve the succeeding year's budget.
- iv. The RED Board shall not authorize any expenditures other than what has been approved in the budget with the exception of Private Contributions (See 4(C) below).

D. Audit: The Board shall provide an audit or accounting of its financial records annually.

E. Community Presence: The Board shall Encourage interaction with and investment in economic development for the City and the County.

F. Reporting: The Board shall report to the City Council and County Board at least annually through the EDD.

G. Town Boards: The Board shall communicate with town boards and village boards for reporting and development of professional relationships.

3. Economic Development Director (EDD)

The RED Board will hire and oversee an EDD who will serve the needs to Richland County and Richland Center for economic development. While Richland County will act as the employer of record, it is understood that the EDD is a shared position. The employment aspects of the position will be under the guidelines of Richland County (wages, benefits, days off, health insurance...), while the functioning of the position (priorities, efforts, work habits, expectations...) of EDD will be overseen and directed by the RED Board.

A. EDD evaluation: The RED Board shall complete an annual evaluation of the EDD. The RED Board may recommend to the County Administrator and the County Board discipline or termination of the EDD based on performance. The RED Board may

also recommend promotion or pay increases in the budget based on the performance of the EDD.

B. Non-monetary contribution: The City will provide office space and office appurtenances (internet, land line, water, sewer, electric, heat...) for the EDD.

C. Job description: The job description for the EDD is attached as Exhibit "A". This job description may be revised by the RED Board with approval by the governmental bodies.

4. Funding: The budgetary funding for the EDD position and staffing will be the responsibility of the City of Richland Center and Richland County Government. Other funds may be raised privately by the RED Board or its designees.

A. Shared contributions: The City and County shall contribute to the approved budget which will pay all expenses related to wages, benefits, and professional expenses of the EDD. The County shall be responsible 60% of the funding and the City shall provide 40% of the funding. On an annual basis the City will pay their portion of the funding to the County.

B. Fiscal agent: The County will function as the fiscal agent for funds contributed by government entities.

C. Private contributions: Private contributions will be accounted for separately from government contributions and will be expended at the discretion of the RED Board.

5. Responsibilities of the City

A. The City's proportional contribution of the approved budget each year for the Shared Contribution.

B. Posting of the EDD services and events on the City website with a separate and designated page for economic development.

C. Provide sufficient office space for the EDD.

D. Provide internet, land line phone services, water, sewer, electric and heating for the EDD office space.

E. Provide the City Mayor as a voting Member to the Board.

F. Provide City Administrator or Clerk as the ex-officio member from the City government as a non-voting Member to the Board.

6. Responsibilities of the County

A. The County's proportional contribution of the approved budget each year for the Government Contribution.

- B. Posting of the EDD services and events on the County website with a separate and designated page for economic development.
- C. To be the fiscal agent of the Shared Contribution received each year.
- D. Provide the County Board Chair as a voting Member to the Board.
- E. Provide the County Administrator or Clerk as the ex-officio member from the County government as a non-voting, Advisory Member to the Board.

7. Indemnification

The County and City shall indemnify, defend and hold harmless each other from all claims arising out of this Structural Document.

8. Term

The term of this Structural Document is for ten (10) years. The term will commence upon execution of this Structural Document. The Parties shall, not less than six (6) months prior to the expiration of this Structural Document, commence a joint review of the Agreement for purposes of renewing the Structural Document or negotiating for a successor agreement. This Structural Document shall automatically renew for a period of 10 years unless otherwise agreed to by the parties.

9. Amendments

Amendments to this Structural Document shall only be made by an affirmative vote of the City Council and the County Board.

10. Termination

This Structural Document may be terminated as follows:

- A. By mutual agreement of all the parties.
- B. If one of the governmental entities fails to make its budgeted and required contribution pursuant to this Structural Document, the other governmental entity may terminate this Structural Document upon such default.
- C. Either governmental entity may withdraw from this Structural Document provided they notify the other entity in writing of that intent by serving upon the other parties a "Notice of Intent to Withdraw." Upon the service of such Notice, the parties agree to meet and confer in a reasonable manner (time, location and number of meetings) within ninety (90) days to discuss the proposed withdrawal and potential amendments to the Structural Document. After ninety (90) days from service on all of the parties of the "Notice of Intent to Withdraw," the party which served that Notice may withdraw from the Structural Document by service upon all of the parties of a written "Notice of Withdrawal."

11. Miscellaneous

- A. No Assignment. No party may assign any of its rights or obligations under this Structural Document without the prior written consent of all parties.
- B. Entire Structural Document. This Structural Document and all other documents and agreements expressly referred to herein contain the entire agreement between the parties with respect to the matters set forth herein.
- C. Waiver. No failure or delay by any party in exercising any right, power or privilege in this Structural Document shall operate as a waiver thereof.
- D. Governing Law. This Structural Document shall be construed in accordance with the internal laws of the State of Wisconsin.
- E. Neutral Construction. This Structural Document is the result of a negotiated agreement by the parties and prior to the execution of this Structural Document each party had sufficient opportunity to have review of the document by legal counsel. Nothing in this Structural Document shall be construed more strictly for or against either party because that party's attorney drafted this Structural Document or any portion thereof or attachment thereto.
- F. Originals and Counterparts. This Structural Document may be executed in any number of counterparts, each of which shall be deemed to be an original.
- G. Incorporation of Attachments. All exhibits and other documents attached hereto or referred to herein are hereby incorporated in and shall become a part of this Structural Document.
- H. Headings. Descriptive headings are for convenience only and shall not control or affect the meaning or construction of any provision of this Structural Document.
- I. Severability. In the event that one portion of this Structural Document, or the application of this Structural Document to any extent is deemed invalid or unenforceable by a court of competent jurisdiction, then (unless in the judgment of the party adversely affected thereby such provision was a material part of the consideration for their entering into this Structural Document that without it they would not have entered into the Structural Document) the remainder of this Structural Document or the application of such provision shall be valid and enforceable to the fullest extent permitted by law.

Richland Economic Development "Exhibit A"

Date: August 29, 2019

The Position

Position Title: Economic Development Director (EDD)

Position Summary:

The EDD will serve Richland County, the townships in the County, the villages in the County, and the City of Richland Center while working with and representing the business community of Richland County to develop a comprehensive economic development plan and implementation. While the EDD is under the ultimate control of Richland County, the EDD shall report to the Board of Economic Development (BED) with respect to his/her daily activities.

The EDD will foster professional relationships with businesses, the public sector and community leaders in order to create an economic culture of optimism, creativity, and entrepreneurship.

The EDD will draw together necessary resources that will allow individuals and businesses to make their feasible entrepreneurial ideas become realities. Creating the culture of new ideas, risk, entrepreneurship and optimism in the County will be the large measure of success for the EDD.

The EDS will exercise independent judgment and work with minimal supervision but seek direction from the Board of Economic Development on substantive matters related to administration of policies, programs, and services. The Board of Economic Development and the EDD will establish goals and strategic planning in order to accomplish the measurable results of bringing a mindset of growth and prosperity to Richland County. The natural assets of the county (ABCD-Asset Based Community Development) are to be discovered and promoted as growth mechanisms to creating the right fit for business entrepreneurs to thrive.

Relating to the right people and creating the right culture will be the keys to economic success for Richland County. The EDD will need to see themselves as filling the role of community builder that will produce economic growth. This is not primarily a transactional position; it is a dynamic relational role of building community through the enterprise of matching entrepreneurial people with the right fit of resources and assistance.

Duties and Responsibilities

The duties and responsibilities of the EDD include but are not limited to the following scope of work:

1. Develop, implement, coordinate and lead an economic development effort which facilitates retention, business start-up, expansion, and attraction in a variety of residential, commercial, and industrial sectors, including maintaining up-to-date marketing and demographic materials, responding to and generating retention and development leads and prospects, and initiating and completing business development projects from start to finish.
2. Strategize and develop economic planning including housing, workforce, business sector attraction and development, health care, childcare, broadband availability, regional Economic Development efforts, collaboration with major public institutions, etc.
3. Work directly with prospects, determining their needs and assisting them in site selection, respond directly to inquiries and serve as an important information resource regarding wages, taxes, labor, business climate, and operating costs for prospective new businesses. Confidentiality on a need to know basis will be observed with all clients.
4. Identify target areas for residential, commercial, and industrial development and develop, facilitate, and implement countywide and citywide promotion and marketing programs.
5. Develop and maintain an inventory of available buildings, vacant lots and sites within Richland Center and Richland County. Develop dialog with the property owners to establish their intent and purpose for the property.
6. In conjunction with local municipalities, and townships, develop a working relationship that serves the goals of the City of Richland Center and Richland County.
7. Provide referral assistance to help local businesses remain successful in Richland Center and Richland County.
8. Serve as a resource of available financing programs for business development (including but not limited to revolving loan funds, conventional financing, local investors, venture capital funds and grant writing, new market tax credits, economic opportunity zone funding, etc.).

9. Develop strong working relationships with local, state, and federal economic development organizations and regulatory departments and agencies.
10. Serve as a public advocate for economic development and communicate accomplishments to funding partners and other community partners as requested.
11. Work collaboratively in the development of tourism opportunities for Richland Center and Richland County as well as any State tourism programs (promotion of air B&B's, recreational development especially along the Pine River corridor, etc.). No duplication of tourism efforts already in place by the government entities.
12. Serve as the organization's principal spokesperson to ensure that a strong communications effort is in place that meets internal and external needs for economic development and growth.
13. Develop or coordinate the development and implementation of a comprehensive marketing program for Richland Center and Richland County, including web-site development and social media platforms, to aid with business attraction, retention and expansion along with workforce development and tourism.
14. Travel to statewide trade shows and conferences as needed to promote Richland Center and Richland County.
15. Lead private sector participation and contribution to join the efforts of the Board of Economic Development for City and County economic development opportunities as needed.
16. Develop and manage budgets for the Board of Economic Development and economic development including approved City and County allocations.
17. Be proficient and active in grant writing or other special funding opportunities available to the Board of Economic Development.
18. Attend and maintain minutes for the Board of Economic Development meetings.

The Person

For an individual to fulfill the broad spectrum of duties the EDD will have, the EDD needs to have three crucial characteristics in their skill set:

Relational - The EDD needs to be a people person who can enter conversation with people from the public and private sectors with ease and be able to confidently converse on a board range of topics related to economic development. This person needs to like to talk with people and build professional relational connections that will allow for a working relationship to develop. This means the EDD will be an initiator and self-starter, able to find ways to make things happen that may be outside the traditional model of economic development specialists.

Creative / Entrepreneurial - The EDD needs to be a person who can envision what does not yet exist. Expressing creative ways for entrepreneurs to find paths to make their ideas become realities is a very important part of the work. The EDD also is to foster a community mindset of creativity, entrepreneurship, and economic optimism.

Communicator - The EDD must be an excellent communicator with clarity and optimism. The EDD will be expected to have a presence on social media, an internet site, newspapers, radio, TV, and interpersonal interactions. Communication in writing and verbally are an indispensable part of this job.

The EDD is expected to bring together private and public partnerships that will lead to economic vitality in the County. The person must be knowledgeable in the field of economic development to provide strategies and implementation of economic development goals. The EDD will be expected to operate based upon the highest degrees of integrity, honesty, and trustworthiness.

Basic requirements:

- *Post-secondary education in a related field, such as economics, business, marketing, or finance.
- *Experience in working with the public sector, the business community and private non-profits.
- *Examples of writing and speaking skills.
- *Worked collaboratively and relationally with community members.
- *Leadership skills and experience.
- *Entrepreneurial spirit.
- *Strategic planning, analytical and administrative capabilities.

Important Characteristics:

Language skills - Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, financial data, engineering or governmental regulations. Ability to write reports, business (formal) correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of community leaders, elected officials, investors, and the general public.

Mathematical Skills - Ability to read, understand, and calculate financial statements, ratios, proportions and percentages. Ability to summarize, simplify and communicate complex technical information.

Reasoning Ability - Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. Ability to analyze and process information quickly and accurately.

The Details

Salary:

Hiring range \$60,000--\$75,000 per year plus County insurance benefits and Wisconsin retirement.

Hours:

Total of 40 hours per week with set office hours to be determined. All non-office hours will be logged and recorded.

Richland County, the City of Richland Center, and the Board of Economic Development are equal opportunity employers including Title IX and ADA requirements.