

The 84th annual meeting of the members of Jackson Electric Cooperative will be held virtually on Tuesday, August 24, 2021, at 7:00 p.m. Members are required to register to attend the meeting. Please go to www.jackelec.com, and click on the Annual Meeting link to register. Once registered, a link will be emailed to each member the day before the meeting.

A call-in number is also available. Please contact our office to request the number.

If you have a question that you would like to be answered at the annual meeting, please email the question to info@jackelec.com or call our office no later than the day of the meeting.

Deadline to register is Sunday, August 22, 2021.

Mission Statement:

To provide safe, reliable power for all generations.

Our Pledge is to:

Encourage the wise use of our energy resources.

Perform our work in a manner that is environmentally and socially acceptable.

Reference “The Seven Cooperative Principles” as our guide to do our business.

Operate our business in a financially sound manner.

Hold ourselves accountable to the highest standard for employee and public safety and security.

The Seven Cooperative Principles

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation Among Cooperatives
7. Concern for Community

Call and Notice

of Annual Meeting of the Jackson Electric Cooperative, Black River Falls, Wis.

As president of the Jackson Electric Cooperative (hereinafter called the “Cooperative”), I do hereby call and give notice of the Annual Meeting of the members of the Cooperative for the year 2020 to be held virtually at the Cooperative’s office in the City of Black River Falls, Wisconsin, on Tuesday, August 24, 2021, commencing at 7:00 p.m. for the purpose of acting upon the following matters:

1. Reading of the unapproved minutes of the previous meeting of the members of the Cooperative and the taking of necessary action thereon.
2. Presentation of reports of directors and committees.
3. Ratification of the report of the District Elections.
4. Such other further business as may come before the meeting or any adjournment thereof.

Members can register to attend the Cooperative’s annual meeting by going to www.jackelec.com, click on the Annual Meeting link or by calling our office for a dial-in number.

Dated on this 27th day of July, 2021.

Gary L. Woods
Gary L. Woods

Agenda

Jackson Electric Cooperative 84th Annual Meeting of the Members August 24 • 7:00 p.m.

Call to Order	Gary Woods, President
Pledge of Allegiance	Gary Woods, President
Welcome.....	Gary Woods
Reading of Notice of Meeting.....	David Peasley, Secretary
Establish a Quorum.....	David Peasley, Secretary
Reading of 2020 Meeting Minutes	David Peasley, Secretary
President’s Message	Gary Woods
Redistricting Committee Report	Dan Smrekar, Director
Audit Report.....	CarlsonSV
Mike Anderson Memorial	Jerry Huber, Director
Report on Emergency Bylaws.....	Jessica Shrestha, Legal Counsel
Ratification of Directors.....	Jessica Shrestha, Legal Counsel

Elected Directors to be Ratified:

District 4.....	Chris Curran
District 5.....	David Peasley
District 7.....	Brian Huber

Old Business	Gary Woods, President
New Business	Gary Woods, President
Question & Answer Session	
Adjournment	

Board President's Message



Our Work Doesn't Stop

Gary Woods, Board President

2020. The year of change, adaptability, and opportunity.

It was a roller coaster of a year. Little did we realize that a virus that

was mentioned in late 2019, early 2020, would completely shut down “non-essential” businesses and make our livelihoods come to an almost screeching halt. On March 17, 2020, an Executive Order was issued that non-essential businesses were to close due to the COVID-19 pandemic. In response, Jackson Electric quickly enacted their Pandemic Plan, a document we thought we would never have to dust off.

The following day, March 18, Jackson Electric’s lobby closed to walk-in traffic. Even though our lobby was closed, our work didn’t stop. Our employees recognized that as more members were forced to stay home, their need for reliable power would be greater than ever. We adapted to new protocols to limit exposure between employees to ensure there would always be someone available to assist our members with their day-to-day needs and outage restoration.

Management alternated working remotely, the line crew worked four, 10-hour days with split crews, office employees maintained social distancing, and extra hygiene protocols were put in place. Alternative online and phone services were quickly developed for our members.

The hardships our members faced during the pandemic did not go unnoticed by Jackson Electric. Some of our members were out of work or had their work hours reduced, the same for the businesses in our service territory. They were either shut down or open for limited hours. In response, we stopped collections on past-due electric payments, waived late fees, worked with members on payment arrangements, and gave back nearly \$71,000 to members who had membership deposits on our books. We also quickly put together a zero to

one percent economic development loan package to assist area small businesses.

Financial struggles hit Jackson Electric, as well. We still had a wholesale power bill and other bills to pay each month, and the lack of revenue from kilowatt-hour sales made it difficult. Our system encompasses nearly 49% of commercial load. Those businesses were shut down and the slight tick in residential sales did not make up for that loss in revenue. To help mitigate this financial disaster, each department suspended all expense projects until further notice.

During this unprecedented time, we supported our community and its needs. In February, we opened our warehouse facility to host the county’s COVID-19 vaccination drive-through events. Our employees invested time with community partners and volunteers every Thursday for 10 weeks to provide a safe, comfortable, and convenient location for the public to receive vaccinations.

Here we are, a year later. Jackson Electric is still doing what we’ve always done, providing safe, reliable power for all generations. We used last year’s ride as an opportunity to review our services and procedures, to find ways to improve our member service, and to revise our pandemic plan.

With that being said, we hope you’re able to attend the virtual annual meeting. While we became somewhat accustomed to online meetings, we’re hoping that our next annual meeting will be in-person to regain that personal connection with our membership.

Some say, “When handed lemons, you make lemonade.” I’m not sure we made lemonade, but we did our best to continue our commitment to our membership in a year of challenges. That dedication and commitment will continue as we use what we learned during the pandemic to keep moving in a progressive direction to better serve our members.

Jackson Electric Cooperative Directors

President Gary WoodsDistrict 9
Vice President Chris Curran.....District 4
Secretary/Treasurer David Peasley.....District 5
DPC Representative Jerry HuberDistrict 3

Stanley GranDistrict 1
Kristi HansonDistrict 2
Jerry WagnerDistrict 6
Brian Huber.....District 7
Daniel SmrekarDistrict 8

Staff and Employees

Kevin Babcock – General Manager/CEO

Carol Blaken – Member Relations Manager

Eric Steien – Line Superintendent

Steve Wold – Information Technology Manager

Jim Mattson – Chief Financial Officer (contracted service)

Samantha Bratland	Jerel Gunning	Spencer Paulson
Steve Bucholz	Jesse Hansen	Brian Schultz
Matt Bush	Tanner Klobucher	Brandi Shramek
Brian Dolesy	Maggie Mickelson	Grant Witcraft
Don Fortun, Jr.	Deanna Oliver	Adam Wiedl
		Hazy Wood

2020 Annual Meeting Minutes

83rd Annual Meeting of Jackson Electric Cooperative August 18, 2020, at 7:00 p.m.

1. The 83rd virtual Annual Meeting of Jackson Electric Cooperative was held at Jackson Electric Cooperative in Black River Falls, Wisconsin, on August 18, 2020, at 7:00 p.m. The meeting was broadcast on Facebook Live and on radio stations WWIS FM 105.3 and AM 1260. Members participated through Facebook Live and were able to call in with questions and comments. President Gary Woods called the meeting to order. Other board members present were Jerry Huber, David Peasley, Dan Smrekar, Kristi Hanson, Jerry Wagner, Chris Curran, Brian Huber, and Stan Gran. Jessica Shrestha, legal counsel, was present via Zoom.
2. President Woods led the Pledge of Allegiance.
3. Gary Woods welcomed all who were viewing the meeting. After an introduction of the board of directors, President Woods ensured listeners that their elected directors serve the members' best interests. He discussed the challenges of decreasing kilowatt-hour sales. A rate study will be conducted to re-evaluate the rate design of each of the rate classes. He also touched on the need for technology to improve labor and data gathering efficiencies. President Woods recognized the Friends of the Black River Falls Library. They are the recipients of the \$1,000 Mike Anderson Memorial. He also recognized the youth ambassador scholarship recipient, Seth Peterson.
4. The reading of the Call and Notice of Meeting was conducted by Secretary David Peasley. It was announced a quorum was present and the meeting would proceed.
5. Motion was made and seconded that Secretary David Peasley dispense with the reading of the minutes for the 2019 annual meeting and approve as submitted. Motion carried unanimously.
6. The Redistricting Report was presented by Director Dan Smrekar. He noted that all districts have approximately equal representation.
7. The pre-recorded Audit Report was presented by Abby Williamson of CarlsonSV.
8. On a motion duly made, seconded, and carried the following Resolution was approved, ratifying the director elections held for Districts 2, 3, and 8. BE IT RESOLVED, that the election of Kristi Hanson as Director for District No. Two (2) on February 18, 2020, for a three-year term; the election of Jerry Huber as Director for District No. Three (3) on February 19, 2020, for a three-year term; and the election of Dan Smrekar as Director for District No. Eight (8) on February 20, 2020, for a three-year term; be and the same are hereby ratified and confirmed.
9. A motion was duly made, seconded, and carried to ratify the virtual meeting process.
10. Old Business – none.
11. New Business – none.
12. No questions or comments were presented.
13. Meeting was adjourned at 7:20 p.m. without objection.

Respectfully submitted



David W. Peasley, Secretary

Rules of the Annual Meeting

These rules are set in accordance with Jackson Electric Cooperative Bylaws, Article II, Section 7. Jackson Electric Cooperative's annual meeting will be held on Tuesday, August 24, 2021, a virtual event held at the Cooperative's office in Black River Falls, Wis.

1. The meeting will be conducted in accordance with Roberts Rules of Order Newly Revised edition.
2. Any speaker must be recognized by the Chair before speaking.
3. Only members and duly registered guests will be recognized by the Chair; each person so recognized must give his or her name.
4. Unless otherwise approved by the Chair, those recognized are to limit their questions and comments to three minutes, with any rebuttal limited to two minutes.
5. Questions and comments from members and duly registered guests will be in order during old and new business sessions, and at the conclusion of the officer reports, if invited.
6. No resolution affecting Jackson Electric Cooperative may be submitted by any member, unless written copies have been received by Jackson Electric Cooperative by May 20, 2021. This will permit time for review by the Jackson Electric Cooperative Board of Directors to make its recommendation to the meeting as to approval or rejection.
7. No signs or handouts will be permitted within the building of the place of the meeting, except such handouts as required for the official conduct of the Annual Meeting. No handouts made available outside of the building will use the name of the Cooperative, its letterhead or logo to imply that the Cooperative supports or opposes any resolution.
8. No demonstrations shall be held within the building of the place of the meeting.

Annual Meeting Voting Procedures

Voting may be by voice vote (one vote per membership)

2020 Financial Report

Statement of Operations

Operating Revenue	
Electric Energy Sales	\$ 20,212,965
Total Operating Revenue	\$ 20,212,965

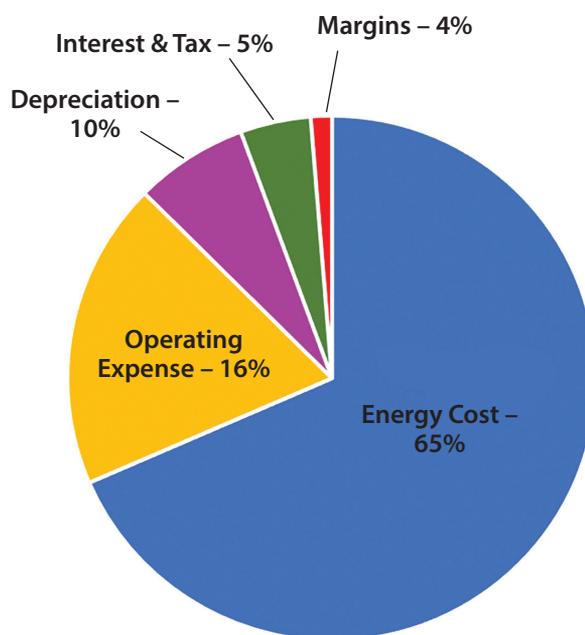
Operating Expenses

Cost of Power	\$ 13,220,019
Distribution Expense – Operations	727,624
Distribution Expense – Maintenance	560,243
Consumer Accounts	357,405
Customer Service and Informational	169,116
Administrative & General Expense	1,365,099
Depreciation Expense	1,991,418
Tax Expense	226,821
Interest on Long-Term Debt (CFC)	754,376
Other	5,822
Total Cost of Electric Service	\$ 19,377,943
Operating Margins	\$ 835,022
Non-Operating Margins	67,714
DPC and Other Capital Credits	537,340
Net Margins	\$ 1,440,076

Balance Sheet

Assets	
Net Utility Plant	\$ 27,102,548
Long-Term Investments	9,803,000
Cash & Temporary Investments	3,808,678
Accounts Receivable	752,204
Materials & Prepayments	183,342
Other Assets & Deferred Debits	3,115,431
Total Assets	\$ 44,765,203
Liabilities & Equity	
Patronage Capital and Other Equities	\$ 18,831,037
Consumer Deposits	115,138
Long-Term Debt	21,851,195
Accounts Payable	1,458,288
Other Current Liabilities and Deferred Credits	2,509,545
Total Liabilities & Equity	\$ 44,765,203

2020 Expenses



Dairyland Power provides wholesale electric service to 24 distribution cooperatives, including Jackson Electric Cooperative.

The National Rural Utilities Cooperative Finance Corporation (CFC) requires an annual independent audit be made of the Cooperative's records. Copies of the complete audit are sent to CFC and are available at the office of the Cooperative for members' review. The auditing firm of CarlsonSV of Amery, Wis. conducted the fiscal audit through December 31, 2020.



Your Touchstone Energy® Cooperative

Customer Service 715.284.5385
800.370.4607
Outage Reporting 855.222.DARK (3275)
Diggers Hotline 800.242.8511
Card Payments 844.759.3984
www.jacelec.com



Mailing Address: N6868 County Road F
Black River Falls, WI 54615
Office Hours: Monday – Friday, 7:30 a.m. to 4:00 p.m.
Board of Directors: Gary Woods, President
Chris Curran, Vice President
David Peasley, Secretary-Treasurer
Jerry Huber, Dairyland Power Representative
Daniel Smrekar, Kristi Hanson, Stanley Gran, Brian Huber, Jerry Wagner

Kevin Babcock, General Manager/CEO

Your Touchstone Energy® Partner

