



Marion County Development

MISSION: *The mission of the Marion County Development Commission (MCDC), a department of county government, is to enhance the quality of life and standard of living in Marion County by promoting and developing Marion County as a quality destination to live, work and visit.*

MINUTES

Marion County Development Commission

Wednesday, April 10, 2024, The Bread Board, 616 Franklin Street, Pella

MCDC Present:

Megan Weiler Green, Jim Mitchell, Steffanie Bonnstetter, Doug Stewart, Brian Thomas, and Sara Roberts

Ex-Officio Present:

Carla Eysink

Others Present:

none

CALL TO ORDER.

The regular meeting of the Marion County Development Commission was called to order by Chair, Megan Weiler Green, at 7:15 a.m., Wednesday, April 10, 2024, at The Bread Board in Pella.

Commissioners reviewed February minutes. A motion was made (Stewart/Roberts) to approve the minutes. Motion carried.

Q3 financials were reviewed. A motion was made (Mitchell/Bonnstetter) to approve the financial report. Motion carried.

DISCUSSION ITEMS:

- **Fiscal Year End Planning:** Eysink reported that she has started to track expenses and income for the remaining part of the fiscal year. The expenses look to be in line with the planned budget. There are still several expenses that need to be expended with many projects nearing their end.
- **MCDC Executive Committee:** It was discussed that the Executive Committee would meet prior to the May meeting to discuss appointments, re-appointments, meeting schedule and officers.
- **Red Rock StartUP! & Young Entrepreneur Awards (YEA):** The pitch event will be April 18 with 4 businesses competing.
- **Assistant Director:** Interviews of 4 candidates were conducted on April 2. There has been an offer extended to the top choice. Eysink is working to get the office set up with a new computer, chair and closet. A special thanks to Roberts and Green for helping with the interviews in addition to Marion County HR, DMACC Business Resources and the Greater Des Moines Partnership.
- **HUBSPOT/CRM:** Eysink presented a quote from Hubspot for a new CRM system. The annual fee would be \$1,944 with an additional \$3,900 for year 1 onboarding. A motion was made (Roberts/Stewart) to approve these expenditures. Motion carried.
- **2025 Red Rock Guide:** Commissioners discussed the size of the 2025 Red Rock Guide and information needed to put out a bid for the project. Bids will be reviewed at the June meeting.
- **Empower Rural Iowa:** The Governor's Empower Rural Iowa Task Force will be meeting on May 30 at Lely North America in Pella. Eysink is a co-chair of this group with the Lt. Governor. Commissioners agreed to sponsor the lunch for the group.
- **Strategic Plan-Organization & Staffing Discussion:**
 - Commissioners discussed options for organization structure and the pros/cons with each option.
 - They also discussed staffing needs for the new strategic plan as well as the potential for a county hotel/motel tax for funding tourism promotional efforts.
 - Commissioners also discussed how best to roll out the new Strategic Plan. Options that were discussed include an event, videos and/or printed summaries.
 - This discussion will continue over the next couple of months. No action was taken.

PROJECT UPDATES:

- **Top 10 Under 40:** 10 individuals received the honor of Top 10 Under 40. The event sparked good networking.
- **CONNECT Quarterly Meeting:** The April meeting focused on quality-of-life projects and tourism as well as the MCD Annual Business Report. This meeting was held at Cordova Park.
- **Housing Study:** The final report is expected in May.

COMMUNITY UPDATES:

- Today is Hoo-RAH Day at Central College.
- Knoxville will host Hairball for the main entertainment at Ragbrai.
- VA District housing is going well.
- Weiler announced an expansion addition.

ADJOURN:

Next regular meeting Wednesday, May 8, 3014 E. Main Street, Knoxville, IA