



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 Regular Meeting-Wed., June 9, 2021, 3014 East Main Street, Knoxville, IA

MCDC Present:

Rob Judkins, Brian Thomas, Barb Kniff McCulla, and Susan Canfield

Ex-Officio Present:

Carla Eysink

Others Present:

none

WELCOME & INTRODUCTIONS.

The regular meeting of the Marion County Development Commission was called to order by Chair-Elect, Rob Judkins, at 7:15 a.m., Wednesday, June 9, 2021 at 3014 East Main Street, Knoxville, Iowa.

ACTION ITEMS:

1. A motion was made (McCulla/Canfield) to approve the May minutes. Motion carried.
2. A motion was made (Canfield/Thomas) to approve May financials. Motion carried.
3. Commissioners discussed officers for FY21-22. A motion was made (Canfield/McCulla) to approve the following officers for FY21-22: Chair-Vollmar, Chair-Elect-Judkins, Sec/Tres.-Thomas, and Past Chair-McCulla. Motion carried. Commissioners also thanked Susan Canfield for her 9 years of service to the commission. She will rotate off the commission July 1, 2021. Steff Bonnsetter, Central College, has been contacted to fill this position if appointed. Barb Kniff McCulla has agreed to be reappointed. Vollmar will be contacting Megan Weiler Green, Weiler Corporation, to serve the vacant At-Large position.
4. Pella CVB, Knoxville Chamber, MCDC and Oskaloosa Chamber are working to provide a workshop for tourism professionals. This was originally planned last year but cancelled due to COVID. MCDC had agreed to sponsor at \$50, but that was in last fiscal year. A motion was made (Thomas/Canfield) to approve the sponsorship. Motion carried.
5. MCDC received two bids to print the 2022 Red Rock Guide. Pella Printing-\$20,760 and Town Crier, Ltd.-\$16,825. Commissioners reviewed bids. A motion was made (McCulla/Canfield) to select Town Crier Ltd., low bid, for the project and it was approved to expend a \$12,000 deposit for the project.
6. Membership for Destination Development Association was tabled to September.
7. Commissioners discussed the value of having AdyAdvantage come to present the Targeted Industry Attraction final presentation and pitch coaching. A motion was made (Thomas/Canfield) to have the presentation and training in-person. Motion carried.
8. Eysink shared information on the iWIN program through ISU's CIRAS and EDA. Marion County was selected by them for the program which provides research, strategies and insights on how to grow workforce. There will be a meeting June 15 with stakeholders to discuss involvement.
9. Commissioners discussed strategies on how to match local angel investors with startup entrepreneurs. There were several options discussed and consensus was to research initiating a pitch event in the spring, 2022 where entrepreneurs present to an audience of angel investors.
10. Three applications for the Opportunity2 Network Economic Gardening program were recommended for approval. This program focuses on Stage 2 companies. A motion was made (Canfield/McCulla) to approve the applications. Motion carried-Thomas abstained.

EXECUTIVE DIRECTORS UPDATES:

1. Eysink continues to work with Neapolitan Labs on re-designing the web information for economic development. The goal is to have this information re-designed by the end of July. The tourism information will launch in November.
2. Commissioners discussed the Condition of Business Presentation. The fall Quarterly Marion County Economic Development CONNECT meeting will focus on specific legislative issues and will be held at Weiler.
3. Eysink will begin setting up Existing Industry (Synchronist) Calls for July and August. She anticipates visiting 20 to 25 businesses during these two months and there may be some additional visits in September.

REGIONAL REPORTS:

1. The Central Iowa Regional Broadband Survey data is being analyzed. Maps and information should be released in July.
2. Work has begun by the steering committee for the EDD. This includes a SWOT analysis of the region for the CEDDS Strategy. Serving on the steering committee for Marion County is Eysink, Heather Ussery-City of Knoxville, Mayor Don DeWaard-City of Pella, Joe Mrstik-City of Pleasantville, and Dylan Morse-Marion County Bank.
3. Webinars were presented to interested businesses for the Economic Gardening program and three Marion County companies will be participating in the program during 2021 as approved earlier in the meeting. There will also be companies from Mahaska County participating. This is a program of the Opportunity2 Region.

COMMUNITY REPORTS:

- Knoxville City is working with IEDA in doing a downtown assessment.
- PACE announced the Spirit of Pella as a downtown placemaking initiative.

Meeting Adjourned.

