



# 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., July 21, 2021, 3014 East Main Street, Knoxville, IA and TEAMS

MCDC Present:

David Vollmar, Rob Judkins, Brian Thomas, Barb Kniff McCulla, and Steffanie Bonnstetter

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, David Vollmar, at 7:15 a.m., Wednesday, June 9, 2021 at 3014 East Main Street, Knoxville, Iowa and on TEAMS.

### ACTION ITEMS:

1. A motion was made (McCulla/Thomas) to approve the June minutes. Motion carried.
2. A motion was made (Judkins/Bonnstetter) to approve June year end financials. Motion carried.
3. Commissioners discussed advertising rates for the 2022 Red Rock Area Travel Guide. Last year, advertising was discounted due to COVID's impact on distribution. A motion was made (Thomas/Judkins) to keep rates the same as 2021 to encourage businesses to participate. Motion carried.
4. Commissioners discussed the fee to participate in Leadership Red Rock. A motion was made (Thomas/Bonnstetter) to keep the rate the same as it was in 19-20 when the program last ran. Motion carried.
5. Commissioners reviewed input from the Knoxville Chamber of Commerce regarding the Best of Red Rock/Top 10 Under 40 event location. After discussion, a motion was made (McCulla/Thomas) to push back the announcement until late April and hold it at the Cordova Park Pavilion. This is a county owned property and not located in any community. The discussion was that in future years the new Cordova Offices might also have indoor facilities that would accommodate the event in case of bad weather. The announcement time will be moved back to mid-morning. Motion carried.
6. A motion was made (Bonnstetter/Thomas) to approve placements for the IEDA Coop Advertising for tourism and workforce/business recruitment. Motion carried.
7. Commissioners discussed goals for the October planning retreat. Two topics were discussed as potential focus areas: broadband study implementation and targeted industry attraction implementation. A final agenda will be set at the September meeting.

### EXECUTIVE DIRECTOR UPDATES:

1. The next Quarterly Economic Development CONNECT meeting will be held July 21 focusing on quality-of-life projects.
2. Eysink is working with IT to develop campground maps for the web and guide for all parks in Marion County so they can have the same key and provide clearer information on where to go to reserve campsites.
3. 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 August. The tourism information will launch in late November.
4. The iWIN project for workforce attraction is surveying employers as the first step in the process.
5. AdyAdvantage will be here July 27 to do pitch coaching with staff and July 28 to present the targeted industry attraction study.
6. Eysink will begin setting up Existing Industry (Synchronist) Calls for July and August. She anticipates visiting 20 businesses during these two months and there may be some additional visits in September.
7. Eysink met with local chamber, economic development, and community collage representatives to discuss the ideas of a pitch event and succession planning focus. They discussed doing a pitch event where round one would be videos and round 2 would be a live event that would match up entrepreneurs with potential investors. The entrepreneurs prior to round 2 would be given some assistance from coaches to help develop their pitch. The partners discussed putting together a 1-hour video that would overview succession planning, potential hire consultants to provide some one-on-one appointments with companies and compile a workbook to help companies with succession planning. The partners are meeting to discuss these ideas further after some research on the topics.

### 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. LDJ and Peace Tree have started the Economic Gardening program with Heritage Lace to begin in September.

Meeting Adjourned.