



# 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., Sept. 8, 2021, 3014 East Main Street, Knoxville, IA and TEAMS

MCDC Present: David Vollmar, Rob Judkins, Brian Thomas, Barb Kniff McCulla, Jason Bingham, Megan Weiler Green, Butch Hayes, Mindi Sudman, and Steffanie Bonnsetter  
Ex-Officio Present: Karen Eischen and 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, September 8, 2021 at 3014 East Main Street, Knoxville, Iowa and on TEAMS.

### ACTION ITEMS:

1. A motion was made (McCulla/Thomas) to approve the July minutes. Motion carried.
2. No financial report was presented.
3. Eysink requested assistance from Commissioners to call on some non-advertisers to see if we could get some additional businesses to advertise in the 2022 Red Rock Guide. Vollmar and Bonnsetter volunteered to assist. Eysink will contact all past advertisers.
4. The start of Leadership Red Rock must be pushed back since the website is not yet live and applications are through the website. The application deadline will be October 22 and the first session will be November 16.
5. Commissioners discussed timing for Top 10 Under 40 nominations. It was recommended to have nominations open until the end of January with the announcement in mid-April. The nomination form will also be on the new website. Promotion to encourage nominations will begin in November.
6. Commissioners discussed goals for the October work session. Two topics were discussed as potential main focus areas: broadband study implementation and targeted industry attraction implementation.

### EXECUTIVE DIRECTOR UPDATES:

1. The next Quarterly Economic Development CONNECT meeting will be held October 29. This will be an in-person meeting at Weiler Corporation focusing on legislative issues for the upcoming Iowa Legislative Session.
2. Eysink continues work 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 before the end of the year.
4. The next iWIN meeting is scheduled for September 22 at 1 p.m. At this meeting, CIRAS will present information from the employer surveys and the data they have found to identify target audiences for workforce efforts. This is a TEAMS meeting.
5. AdyAdvantage presented findings on July 28 for the targeted industry attraction study. Eysink is currently working on a regional profile and four cut sheets for the new website. Commissioners will review the marketing plan and determine next steps at the work session in October. Commissioners are encouraged to review the presentation prior to the work session.
6. Eysink has completed several Existing Industry (Synchronist) Calls due to the work load with the website and Eysink being out of the office for bereavement, there will be fewer companies visited this year.
7. Eysink continues to meet with local chamber, economic development, and community college 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 also 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. The application for the Economic Development District (EDD) has been submitted. Approval is expected from EDA in the first quarter of 2022.
3. Heritage Lace is scheduled to start their Economic Gardening project in September. Eysink presented on the pilot program at the Iowa Rural Summit and has discussed with Lt. Gov. Gregg about the potential for the program to be a statewide initiative.

### COMMUNITY REPORTS:

1. Vermeer Plant 7 was officially opened.
2. Work has started on the mural in downtown Knoxville.

Meeting Adjourned.