



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

Wed., February 9, 2022, 3014 East Main Street, Knoxville, IA 50138

MCDC Present:

David Vollmar, Megan Weiler Green, Steffanie Bonnsetter, Rob Judkins, and Mindi Sudman

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, February 9, 2022 at 3014 East Main Street, Knoxville, IA.

ACTION ITEMS:

- A motion was made (Judkins/Weiler Green) to approve the January minutes. Motion carried.
- A motion was made (Weiler Green/Judkins) to approve the Quarter 2 financial report. Motion carried. Eysink also updated commissioners on the year-end budget status.

DISCUSSION & POSSIBLE ACTION ITEMS:

- **Greater Des Moines Partnership:** A motion was made (Bonnsetter/Weiler Green) to pay MCDC portion of the annual membership to the Greater Des Moines Partnership, \$3,333. This is the regional organization for economic development groups in Iowa. They provide advocacy, education, talent attraction, business attraction, infrastructure initiatives and networking for economic development groups. Motion carried.
- **Economic impact studies:** A motion was made (Sudman/Bonnsetter) to approve completing an economic impact analysis when a Marion County area existing company creates 20 or more jobs. This data can then be used for grant applications and to access other resources. These reports quantify the direct and indirect impact of jobs and company revenue. The company would need to provide some basic data on number of jobs, expected salaries and some additional facilities/production information. Motion carried.
- **Red Rock StartUP!** A motion was made (Judkins/Weiler Green) to provide \$2,000 to the Red Rock StartUp! Pitch event for prizes. Motion carried.
- **Top 10 under 40:** The MCDC Executive Committee reviewed nominations for the 2021 Top 10 Under 40. Ten individuals were recommended to the commission for this honor. A motion was made (Weiler Green/Sudman) to approve the recommendation. Motion carried-Bonnsetter abstained.
- **Mid-Iowa Planning Alliance:** A motion was made (Sudman/Bonnsetter) to recommend to the Board of Supervisor to join the Mid-Iowa Planning Alliance (MIPA). MIPA is the new economic development district or EDD. Most of the cities in Marion County have already joined. Motion carried.
- **CONNECT Quarterly Meeting:** Commissioners reviewed the January CONNECT meeting and discussed the agenda topics for the March CONNECT meeting.

HIGHLIGHTED PROJECT REPORTS:

- **2022 red rock guide:** Advertising reminder invoices have been sent out. A copy of the publication was distributed. Distribution will begin to locations within Marion County as well as Iowa Welcome Centers.
- **Leadership red rock:** The fourth session will focus on education and be held at Pleasantville High School.
- **Websites:** Work continues on the tourism site. Work is now focused on updating each listing, interior design of pages, the map function, and Best of Red Rock contest.
- **Tourism DMO's & Major Attractions:** Staff from each of the Destination marketing organizations (DMO's) and the major attractions will meet to share updates for the summer tourism season.

CIRAS Presentation: I-WIN

Ron Cox from ISU-CIRAS provided a presentation on the work being done for Marion County through the i-WIN program in talent attraction. There were 5 groups selected to target from earlier meetings: In-commuters, out-commuters, females age 25-64, individuals with disabilities, and part time individuals. Each of these groups face obstacles or barriers to employment. Cox discussed with commissioners their input on which of these barriers for each group could be addressed and exist in our area. There will also be a meeting with the large employers to gain their insights. The final strategic report will outline a strategy for increasing talent within each of these areas.

REGIONAL & COMMUNITY REPORTS:

- Central College enrollment is strong especially with Iowa students.

Meeting Adjourned.

