



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., April 6, 2022, Brew Coffee House, 626 Franklin St, Pella

MCDC Present:

David Vollmar, Megan Weiler Green, Steffanie Bonnsetter, Jason Bingham

Ex-Officio Present:

Karen Eischen & 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, April 6, 2022 at 626 Franklin Street, Pella.

ACTION ITEMS:

- The February minutes were reviewed. No action taken since a quorum was not present.
- Third quarter financial were reviewed. Eysink also updated commissioners on the year-end budget status.

DISCUSSION & POSSIBLE ACTION ITEMS:

- **Red Rock Balloon Fest Sponsorship:** Eysink shared that MCDC had been contacted by the Lake Red Rock Balloon Fest to be a sponsor in 2022. MCDC has sponsored this event in the past. A motion was made (Weiler Green/Bingham) to provide \$250 for advertising the event outside of Marion County to encourage visitors to attend. All members present approved.
- **Red Rock StartUP!** Commissioners discussed the event and early outcomes from businesses that were involved. There were nearly 50 people in attendance on an evening that was less than ideal. Five companies pitched. We had four out of county judges participate. Thanks to Vollmar for being the event MC. A special thanks to The Gathering Ground for hosting the event. The event was a partnership event with PACE Alliance, Knoxville Chamber and DMACC Business Resources.
- **BEST OF RED ROCK/Top 10 under 40:** The Best of Red Rock and Top 10 Under 40 announcement event is scheduled for Monday, April 18 at the Cordova Park Pavilion. Top 10 awards are completed, and the 100 certificates have been printed/prepared for distribution. Catering secured as well as PA system and signage. MCDC commissioners are asked to help with set-up and pre-event welcome.
- **Year End:** Eysink indicated that the budget was in good order for the end of the fiscal year. More detail will come in the upcoming months.
- **Web Hosting:** We received an invoice from Turner Communications for web hosting of the redrockarea.com site in March of \$110. A motion was made (Bingham/Bonnsetter) to approve expenditure. All members present approved.

HIGHLIGHTED PROJECT REPORTS:

- **2022 Red Rock Guide:** Distribution will begin to locations within Marion County. Iowa Welcome Centers have already received the publication. A version of the guide will also be on the new redrockarea.com website.
- **Leadership Red Rock:** The fourth session was held focusing on education at Pleasantville High School in March. The final session will be held in April at the National Sprint Car Hall of Fame in Knoxville focusing on tourism.
- **RedRockArea.com:** There are close to 400 entities listed on the redrockarea.com site. Plans are to soft launch next week with final work completed on Best of Red Rock for 2023 by June.
- **Tourism DMO's & Major Attractions:** Staff from each of the Destination marketing organizations (DMO's) and the major attractions met to share updates for the summer tourism season.
- **CONNECT:** The March CONNECT quarterly economic development meeting was held at 3014 East Main focusing on grant opportunities and the 2021 Existing Industry Call Visit Results. The next meeting will be in June focusing on quality-of-life projects.
- **Kauffman Listing Session:** The Kansas City Leadership Council conducted a listening session with community leaders and entrepreneurs to identify obstacles for entrepreneurship in rural Iowa. This is part of a four-state program which the Kauffman Foundation is considering how best to assist rural entrepreneurship. Thanks to Peace Tree Brewing Company for hosting our session. There were about 20 people in attendance.
- **Business Retention & Expansion (BRE):** Eysink is serving as chair on the process & implementation task force that is working to enhance the statewide business retention & expansion program in Iowa. Changes will be made starting in 2023. Commissioner received copies of the economic impact report completed for LDJ Manufacturing's expansion project and RISE grant application.

REGIONAL & COMMUNITY REPORTS:

- PigOut in Pleasantville will be June 4

Meeting Adjourned.