



# 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

Wednesday, May 11, 2022, 3014 East Main Street, Knoxville

MCDC Present:

Butch Hayes, Barb Kniff McCulla, David Vollmar, Megan Weiler Green, Steffanie Bonnsetter and Rob Judkins.

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, May 11, 2022 at 3014 East Main Street, Knoxville.

### ACTION ITEMS:

- The April minutes were reviewed. A motion (Kniff McCulla/Weiler Green) to approve was made. Motion carried.
- The April financial report was presented. A motion was made (Judkins/Bonnsetter) to approve. Motion carried. Eysink also updated commissioners on the year-end budget status.

### DISCUSSION & POSSIBLE ACTION ITEMS:

- A motion was made (Weiler Green/Hayes) to approve the following expenditures: Business Retention & Expansion access through Synchronist \$900, Association of Business & Industry annual membership (ABI) \$500, Iowa Tourism Industry Partners (ITIP) annual membership \$150, and Central Iowa Tourism Region annual membership \$600. Motion carried.
- Eysink was instructed to send out the print bid document to local printers and post on marioncountyiowa.gov for the 2023 Red Rock guide. The bids will be reviewed at the June meeting.
- Commissioners discussed the purpose of the Best of Red Rock contest and consensus was that the contest needs to focus on tourism. Commissioners also discussed strategies for contest voting requirements. Commissioners discussed potential top 10 lists and categories. A motion was made (Weiler Green/Bonnsetter) to have the 2022 contest include ten Top 10 lists and 22 categories. Motion carried. Eysink will now work to get the contest live on the new designed website.
- Eysink has started planning for the June CONNECT meeting. Commissioners were asked for content ideas.
- Eysink discussed with commissioners the need to assemble a local task force to review the GDSMP broadband study to identify any strategies, grants or policies that may be beneficial to pursue. Commissioners indicated the need to put the study into action. Eysink will develop a list of potential task force members and schedule for meetings.
- In June, the plan is to re-engage StartUP! partners to work on succession planning. Eysink has had conversations with UNI's Advance Iowa regarding how local partners can work with them to help businesses with planning tools.
- Eysink indicated she had contacted local cities and chambers regarding the Destination Iowa grants that are now available and offered assistance and/or to provide a support letter.
- In June, MCDC will vote on officers for FY22-23 as well as review commissioner terms and year end finances. The MCDC Director's performance evaluation by the board of supervisors will be May 24. Commissioners are encouraged to attend.

### HIGHLIGHTED PROJECT REPORTS:

- **Leadership Red Rock:** The final session was held focusing on tourism at National Sprint Car Hall of Fame & Museum in April.
- **RedRockArea.com:** There are close to 400 entities listed on the redrockarea.com site. The site was soft launched on April 15.
- **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.

### REGIONAL & COMMUNITY REPORTS:

- PigOut in Pleasantville will be June 4

Meeting Adjourned.