



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 December 21, 2022, 7:15-8:30 AM at the Brew Coffee House, Pella

MCDC Present:

Megan Weiler Green, Doug Stewart, Steffanie Bonnsetter, and Rob Judkins

Ex-Officio Present:

Carla Eysink

Others Present:

none

CALL TO ORDER.

The regular meeting of the Marion County Development Commission was called to order by Chair, Rob Judkins, at 7:15 a.m., Wednesday, December 21, 2022, at the Brew Coffee House, 626 Franklin Street in Pella.

DISCUSSION & POTENTIAL ACTION ITEMS:

- 1. PDI Annual Membership:** A motion was made (Green/Stewart) to approve \$365 for the annual Professional Developers of Iowa Membership. Motion carried.
- 2. Top 10 Under 40 Selection Process:** Commissioners discussed the process for selecting the Top 10 Under 40. We anticipate 40-50 Nominations to review. Judkins, Stewart and Green volunteered to review applications to provide a recommendation to the full commission for final selection. Nominations are due January 31, 2023
- 3. Best of Red Rock Announcement Event:** Eysink received communications from Steve Edwards, Marion County Conservation, that the new center at Cordova Park would not be completed by January as originally planned. MCDC was to have the Best of Red Rock announcement at the new center in late January. Commissioners discussed options and consensus was to move the announcement event to 7:30 AM on March 28. The announcement of the Top 10 Under 40 is scheduled for March 28 at 4:30 PM at the same location. Eysink will check with MCCB to see if this will work.
- 4. FY 23-24 Budget Request:** Commissioners discussed several items that will impact the FY23-24 Budget Request including: increase in Greater Des Moines Partnership membership fee, need to complete an updated Housing Study, recommendation to formalize a long-term strategic plan and marketing plan, sponsorships for the pitch event, sponsorships for the tourism passports, new business retention & expansion program, and staffing. Commissioners studied data from state resources on the current average salary in Iowa for an ED director in similar population areas. MCDC's current salary is \$25,000 to \$15,000 behind the average for similar sized areas and \$40,000 behind the average for a director with 20+ years of experience. Most other department head positions in Marion County are kept at average for the population size. This situation has been caused by having a long-term employee because the position has not had to market correct for 25 plus years combined with being a one-person department held to mandated salary increase levels. Commissioners discussed the challenges with finding a staff person at the current salary level when the current director retires and the need to bring our current ED to a more competitive level in a stepped approach over the next 2 years especially due to added responsibilities. Commissioners expressed they would like to see the current ED position at a \$78,000 level.

PROJECT UPDATES:

- 1. 2023 Red Rock Guide:** Eysink reported that the work on the 2023 Travel Guide has been delayed due to working on the VA Park Proposal and VA Demolition Grant Application. Advertising sales were good this year with nearly \$9,000 in revenue.
- 2. Websites:** Eysink will be working to add 2023 events on to the redrockarea.com website. People are encourage to sign up for the notification for news on the websites.
- 3. Leadership Red Rock:** The December Leadership session will be at The Well focusing on social services. The January session will focus on government.
- 4. VA District Demolition Grant Application:** Eysink reported working to complete a grant application to IEDA for the Vacant Building Demolition Fund. This is a \$1 million application that would provide Marion County funding for the expenditures that were made to demolish the VA campus. The application deadline is December 22.
- 5. Office Location:** Eysink informed commissioners that the Board of Supervisors is discussing to move the MCDC office to the Public Health Building. Eysink indicated to them that the current facility better serves our needs and if a move were needed that the courthouse would be more positive due to adjacencies with zoning and conservation.

COMMUNITY UPDATES: None.

ADJOURN:

Next meeting Wednesday, January 11, 2023 at 7:15 AM (TEAMS meeting, no in-person)

Contact ceysink@marioncountyiowa.gov for link.

