



# 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, February 8, 2023, 3013 East Main Street, Knoxville, IA 50138

MCDC Present:

Megan Weiler Green, Doug Stewart, Rob Judkins, Sarah Roberts, and Brian Thomas

Ex-Officio Present:

Kisha Jahner and 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, February 8, 2023, at 3014 East Main Street, Knoxville, IA.

A motion was made (Steward/Weiler-Green) to approve the financial report. Motion carried.

### DISCUSSION & POTENTIAL ACTION ITEMS:

- **April Meeting:** Eysink indicated that the April meeting date conflicts with the Rural Summit. Commissioners consensus was to move the meeting to April 5.
- **Budget Meeting Recap:** Commissioners who attended the MCDC department budget meeting provided feedback to the full commission. This budget request was larger than in years past due to the addition of the strategic and marketing plan, housing study, new computer, and a larger request for the ED Salary.
- **Best of Red Rock Announcement Event:** The MCCB building at Cordova Park will not be ready for the event. Members discussed options for this event and the Top 10 Under 40 event. It was decided by consensus to separate the two events as planned. The Best of Red Rock would be announced via TEAMS on March 8 at 7:30 AM with video presentations to #1 recipients for the top 10 lists the day ahead of the event.
- **Top 10 Under 40 Selection & Event:** The MCDC Executive Committee met to review nominations. There were nearly 50 nominations to review. A slate of recommended recipients was presented to the commission. A motion was made (Roberts/Thomas) to approve the slate of recipients as presented. Motion carried. The Top 10 Under 40 event would be held on March 28 at 5:30 PM in Knoxville with Roberts and Eysink to work on venue site.
- **CONNECT Meeting:** Commissioners were asked for input on the focus of the March CONNECT meeting. The recommendation was to focus on state and regional resources for grants and community development as well as local city updates.
- **2023 Pitch & YEA Awards:** Applications and nominations are due the 2<sup>nd</sup> week of March. The committee will review and send notifications after the deadline. The event is scheduled for Thursday, April 20 at 5:30 PM. Consensus was to allow the planning committee to determine the YEA award winners.
- **IEDA BOOST Grant Application:** Eysink shared information about a new BOOST grant application. The program is more focused toward communities. They are only selecting 2 applications. Ideas were discussed for a potential application.

### PROJECT UPDATES:

- **2023 Red Rock Guide:** Eysink reported that the work on the 2023 Travel Guide will begin distribution after the BEST OF RED ROCK announcement.
- **Soul of Iowa:** MCDC application for the Soul of Iowa 2.0 was accepted. This will bring promotions to the area through the creation of video/photo content and postings through Travel Iowa. There is no cost to participate, but MCDC will be expected to help video/photographers to connect with local sites.
- **Bandwango:** MCDC has started work with Bandwango to develop the A to Z Foodie Trail which will be the first passport released. MCDC is working with VisitPella, Mahaska Chamber and Knoxville Raceway to develop the passport experience and marketing.
- **Succession Planning:** Activity in this area will be the focus starting in late April through May. The first task will be to develop a workbook for businesses as well as video content. MCDC is working with Advance Iowa on this project.
- **Websites:** Eysink will be working to add 2023 events on to the redrockarea.com website. People are encouraged to sign up for the notification for news on the websites.
- **Leadership Red Rock:** The graduation was scheduled for February, but due to weather was pushed back to March 8.
- **VA District Demolition Grant Application:** Eysink assisted in getting the contract signed by the BOS as well as providing information to the Marion County Auditor to complete the financial reporting for the grant requirements.

COMMUNITY UPDATES: None.

ADJOURN:

Next meeting Wednesday, April 5 at 7:15 in Pella.