



# 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, and Brian Thomas

Ex-Officio Present:

Kisha Jahner, Karen Eischen 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, April 5, 2023, at Chick-fil-a in Pella.

A motion was made (Weiler-Green/Thomas) to approve the minutes. Motion carried.

A motion was made (Thomas/Stewart) to approve the financial report. Motion carried.

### DISCUSSION & POTENTIAL ACTION ITEMS:

- **FY22-23 Year End:** Eysink indicated that it looks like the budget will be within limits even though revenue has exceeded the budget amount. She did not anticipate needing a budget amendment.
- **Executive Committee:** The Executive Committee will need to meet prior to the May meeting to discuss reappointments, appointments, FY 23-24 meeting schedule and FY23-24 Officers. No action will be taken at this meeting.
- **May 23 Performance Evaluation:** Eysink invited commissioners to attend the MCDC Executive Director performance evaluation on May 23 during the regular Board of Supervisors meeting.
- **2023 Pitch & YEA Awards:** 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. Eysink asked commissioners who would be attending.
- **Marion County Community Foundation Grant Application:** Eysink indicated that she would be contacting Maxfield Research who completed the 2016 Housing Study for a bid to redo the study. This information will be included in a grant application to the Marion County Community Foundation.
- **Lake Red Rock Balloon Fest Sponsorship:** MCDC had received communications requesting MCDC be a sponsor for the Lake Red Rock Balloon Fest. Last year the MCDC provided funding for marketing the event outside Marion County. The commissioners did not feel the funding was utilized in the manner intended and decided not to act on this request for 2023.
- **Best of Red Rock 2023:** Commissioners reviewed top 10 lists and categories for inclusion into the 2023 contest. A motion was made (Stewart/Thomas) to approve the list of categories development. Motion carried. The list is provided at the end of these minutes.

### PROJECT UPDATES:

- **Best of Red Rock Announcement:** The list of winners has been put on the website. Additional work is being done to update the Top 10 listings on the site.
- **Top 10 Under 40:** Social and web posts have been completed.
- **Leadership Red Rock:** Plans are to release the application form for next year's class in mid-July.
- **Iowa Tourism Conference:** Eysink presented information on the A to Z foodie trail in one of the breakouts at the Iowa Tourism Conference.
- **Rural Summit:** Eysink is to present at the Rural Summit on our initiative to assist with exit planning.
- **2023 Red Rock Guide:** Distribution continues.
- **ITQ Application:** Eysink submitted an ITQ application to the OCIO for broadband.
- **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.

### COMMUNITY UPDATES:

- PACE is working with the Greater Des Moines Partnership and ESRI to utilize some geo fence cell phone information.
- Blonde Fatale received honors as the Best Beer in Iowa.

### ADJOURN:

Next meeting Wednesday, May 10 at 7:15 at the MCDC office.