



# 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 Planning Meeting  
Wed., October 13, 2021, 3014 East Main Street, Knoxville, IA

MCDC Present: David Vollmar, Rob Judkins, Barb Kniff McCulla, Megan Weiler Green, and Steffanie Bonnsetter  
Ex-Officio Present: Carla Eysink  
Others Present: none

### WELCOME & INTRODUCTIONS.

A planning meeting of the Marion County Development Commission was called to order by Chair, David Vollmar, at 7:15 a.m., Wednesday, October 13, 2021 at 3014 East Main Street, Knoxville, Iowa.

### ACTION ITEMS:

1. A motion was made (Weiler Green/Bonnsetter) to approve the September minutes. Motion carried.
2. A motion was made (Bonsetter/Kniff McCulla) to approve the July and August financial report. Motion carried.

### DISCUSSION ITEMS:

1. **Broadband**
  - a. The report from HR Green and the Greater DSM Partnership is not yet finished. It was originally scheduled to be completed in early September.
  - b. The next round of broadband funding has grant applications due November 22.
  - c. Commissioners discussed the next step in the county is to hold a broadband stakeholder meeting to review the report and dashboard data. The new Economic Development District (EDD) called Mid-Iowa Planning Alliance (MIPA) should be able to help the area with grant applications once the data is available.
2. **Business Attraction**
  - a. Targeted Industry Cut Sheets and a Regional Profile have been completed and placed on the new economic development website.
  - b. There were 4 targeted industries recommended. Commissioners discussed capacity to target 4 different sectors as well as funding needed for marketing. Commissioners also discussed how to best manage lead generations and flow of information between local EDO's and MCDC.
  - c. The next step identified is to schedule a meeting with the local EDO's to discuss marketing, lead generation management and response protocol. The commissioners felt focusing on two of the 4 targeted sectors to begin with would allow for a quality effort to be implemented.

### EXECUTIVE DIRECTOR UPDATES:

1. The next Quarterly Economic Development CONNECT meeting will be held October 29. This will be an in-person meeting at Weiler Corporation focusing on legislative issues for the upcoming Iowa Legislative Session.
2. Eysink continues to meet with local chamber, economic development, and community college representatives to discuss the ideas of a pitch event and succession planning focus. They discussed doing a pitch event where round one would be videos and round 2 would be a live event that would match up entrepreneurs with potential investors. The entrepreneurs prior to round 2 would be given some assistance from coaches to help develop their pitch. The partners also discussed putting together a 1-hour video that would overview succession planning, potential hire consultants to provide some one-on-one appointments with companies and compile a workbook to help companies with succession planning. The partners are meeting to discuss these ideas further after some research on the topics.
3. Leadership Red Rock applications are due this month. The first session is scheduled for November 16.
4. Best of Red Rock voting ends November 1.
5. Top 10 Under 40 nominations are being accepted until January 31.

### REGIONAL REPORTS:

1. The application for the Economic Development District (EDD) has been submitted. Approval is expected from EDA in the first quarter of 2022.
2. Eysink met with leaders working on the Transload Rail project in Des Moines that could potentially benefit area businesses.

Meeting Adjourned.