



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., November 10, 2021, Smokey Row Coffee House, 111 East Monroe St., Pleasantville

MCDC Present:

David Vollmar, Butch Hayes, Barb Kniff McCulla, Megan Weiler Green and Brian Thomas

Ex-Officio Present:

Carla Eysink

Others Present:

John Franey and Tony Aylsworth

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, November 10, 2021 at 111 East Monroe Street in Pleasantville.

ACTION ITEMS:

1. A motion was made (Thomas/Weiler Green) to approve the October minutes. Motion carried.
2. A motion was made (Kniff McCulla/Thomas) to approve the Quarter 1 financial report. Motion carried.

DISCUSSION & POSSIBLE ACTION ITEMS:

3. **RIG GRANT APPLICATION:** A motion was made (Kniff McCulla/Hayes) to apply to RIG for the succession planning project that is being developed. Motion carried.
4. **BUSINESS ATTRACTION & SPECIAL PROJECT PLANNING:** Targeted Industry Cut Sheets and a Regional Profile have been completed and placed on the new economic development website. Commissioners discussed the idea of highlighting the top 6 industrial sites on the marioncountyiowa.com website with drone video flying over the sites and additional spotlight information on the video like what East Polk County has done. GIS mapping features could also be included in the highlights. This would provide local ED organizations with a way to showcase and market their top sites to targeted industry in a more interactive way than LOIS. This will be a special project for FY22-23. Commissioners also discussed the need for short videos to be incorporated with the listings on the new redrockarea.com website as another potential special project for FY22-23.
5. **QUARTERLY CONNECT ECONOMIC DEVELOPMENT MEETINGS:** Commissioners recapped the November meeting held at Weiler focusing on legislative issues. The next Quarterly CONNECT meeting will be January 28 focusing on housing, infrastructure, and updates.

HIGHLIGHTED PROJECT REPORTS:

6. **2022 RED ROCK GUIDE:** The guide design is in the final stages with the goal of getting the publication to the printer prior to the Christmas holiday. Advertising sales are wrapping up with 21 Advertisers in this year's publication. Thanks to David and Steffanie for assisting with ad sales.
7. **LEADERSHIP RED ROCK:** The first session of Leadership Red Rock will be held on November 16 focusing on leadership styles. There are 21 in the class.
8. **WEBSITES:** Work has started for the re-design of the redrockarea.com tourism site. The goal is to incorporate the map feature like SEE NASH and add several other new things such as a blog. The goal is to launch the site in February.
9. **RED ROCK STARTUP!:** This is a new initiative that MCDC is working with the Knoxville Chamber of Commerce, DMACC Business Resources, PACE Alliance and a couple individuals interested in entrepreneurship to develop a pitch-off event. The event will be held in two rounds. Round One will include submission of a short video and executive summary for the business concept that will be judged by a panel. There are two divisions: Youth and Adult. Round Two will include a live pitch-off event on April 7 at Gathering Grounds. Finalists will be judged and the public will be invited to attend with a reception to follow the event.
10. **TOP 10 UNDER 40:** Nominations are being accepted until January 31.

REGIONAL & COMMUNITY REPORTS:

11. The application for the Economic Development District (EDD) has been submitted. Approval is expected from EDA in the first quarter of 2022.
12. The economic gardening pilot with Opportunity2 is nearly complete for this year. Opportunity2 is also in the process of doing strategic planning to determine their future direction.
13. Empower Rural Iowa will hold a joint meeting with all the task force groups in Oskaloosa in early December.
14. Pleasantville is working on a development west of highway 5. Smokey Row in Pleasantville is in the process of building a new distribution center. Local leaders are working on the concept of turning the old elementary into apartments and discussed the need for childcare in rural small towns.

Meeting Adjourned.