



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., January 12, 2022, via TEAMS on-line

MCDC Present:

David Vollmar, Barb Kniff McCulla, Megan Weiler Green, Steffanie Bonnsetter, Rob Judkins and Brian Thomas

Ex-Officio Present:

Carla Eysink

Others Present:

none

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, January 12, 2022 on TEAMS video meeting format.

ACTION ITEMS:

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

DISCUSSION & POSSIBLE ACTION ITEMS:

- **PROFESSIONAL DEVELOPERS OF IOWA:** A motion was made (Judkins/Weiler Green) to pay the annual membership to Professional Developers of Iowa. This is the statewide organization for economic development groups in Iowa. They provide advocacy, education, and networking for economic development groups. Motion carried.
- **ECONOMIC IMPACT STUDIES:** Eysink presented an opportunity through the UNI Institute for Decision Making (IDM) to receive economic impact reports for companies when expanding. These reports quantify the direct and indirect impact of jobs and company revenue. Since we are a member of IDM, each report would cost about \$300 and takes about three weeks to complete. This data could be useful when companies are applying for transportation and economic development funding programs. The company would need to provide some basic data on number of jobs, expected salaries and some additional facilities/production information. Commissioners discussed a potential policy that this type of study could be done when an existing or new company is adding 20 or more jobs. Commissioners were encouraged to think about this, and the item would be included in the February agenda for possible action.
- **OPPORTUNITY2 ECONOMIC DEVELOPMENT REGION:** Eysink reported on a recent strategic planning process that the Opportunity2 region completed. Because of the Iowa South initiative and Educators in the Workplace that the other counties do with Indian Hills, Marion County does not have benefits from the regional alliance since we are in the DMACC area like it once did. The laborshed which was once done regionally, is not done by the state for individual counties. The shift in program focus does not provide enough value for Marion County to justify continued participation recommended Eysink. Marion County will remain a member of the Greater Des Moines Partnership Region. A motion was made (Thomas/Weiler Green) to not renew membership in the Opportunity2 Region in June and Eysink was to send notification to the Opportunity2 Region of this decision to help with their planning. Motion carried.
- **TOP 10 UNDER 40:** Eysink requested judges to review the nominations for the 2021 Top 10 Under 40 honor. Consensus was to have the MCDC Executive Committee serve in this role.
- **WEBSITE HOSTING:** The redrockarea.com website is under development and being redesigned. We will incur costs for the site to remain being hosted by Turner Communications until sometime in February/March. A motion was made (Kniff McCulla/Judkins) to pay for December and January hosting costs. Motion carried.
- **FY22-23 SPECIAL PROJECTS & BUDGET PLANNING:** Commissioners discussed the FY22-23 budget as well as special projects for next year. Commissioners were interested in continuing the succession planning, pitch contest, economic gardening, and possibly economic impact studies for FY22-23. Commissioners also discussed the need for drone video of key industrial sites as well as the new tourism website. Eysink indicated that these could be good projects for funding through grant programs and the utilities.

HIGHLIGHTED PROJECT REPORTS:

- **2022 RED ROCK GUIDE:** The guide design is at the printers. Advertising invoices have been sent out.
- **LEADERSHIP RED ROCK:** The second session of Leadership Red Rock featured a panel of elected officials and a tour of the Law Enforcement Center. The third session in January will be held at Pella Corporation focusing on business.
- **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. Entries must be received by February 25. 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.

- **TOP 10 UNDER 40:** Nominations are being accepted until January 31.

REGIONAL & COMMUNITY REPORTS:

- The application for the Economic Development District (EDD) has been positive and formal approval should come soon.
- The Economic Impact Awards by the Greater Des Moines Partnership have been rescheduled to January 20. Lely and Vermeer are among seven companies that will be honored.

Meeting Adjourned.