



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, May 8, 2024, 3014 E. Main Street, Knoxville, IA

MCDC Present:

Megan Weiler Green, Jim Mitchell, Steffanie Bonnsetter, Doug Stewart, and Jacob Crozier

Ex-Officio Present:

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, Megan Weiler Green, at 7:15 a.m., Wednesday, May 8, 2024, at 3014 East Main in Knoxville, Iowa.

Commissioners reviewed April minutes. A motion was made (Stewart/Mitchell) to approve the minutes. Motion carried.

April financials were reviewed. A motion was made (Mitchell/Stewart) to approve the financial report. Motion carried.

DISCUSSION ITEMS:

- **MCDC Executive Committee:** The Executive Committee met to discuss meeting schedule, officers, and appointments. A motion was made (Mitchell/Crozier) to have the following officers for FY24-25: Chair-Sara Roberts, Chair-Elect-Stephanie Bonnsetter, and Sec/Treas-Doug Stewart. Motion carried. Commissioners discussed moving the regular meeting to Tuesdays from Wednesdays for next year.
- **Fiscal Year End Planning:** Eysink reported that she has started to track expenses and income for the remaining part of the fiscal year. The expenses look to be in line with the planned budget. There are still several expenses that need to be expended with many projects nearing their end. A request has been submitted to allocate funds held by the Board of Supervisors is several of the special project line items and some of the membership line items.
- **Red Rock StartUP!:** The pitch event was held April 18 with 4 businesses competing. Judges were from IEDA, SBDC and MIPA. Sponsors included PACE, DMACC Business Resources, 10,000 Small Businesses, and Marion County Bank. Wild Bramble was the winner.
- **Leadership Red Rock:** Commissioners discussed changing the time for Leadership Red Rock to the late afternoon so employers can send participants during the regular workday instead of evening. Depending on the response, this could be permanent, or it could rotate from year to year. Consensus was to leave registration fees the same as current.
- **2025 Red Rock Guide Advertising Fees:** Commissioners discussed goals of the advertising fees for the travel guide. A motion was made (Bonnsetter/Mitchell) to keep fees at the 2024 level for 2025. Motion carried.
- **Greater Des Moines Partnership:** Commissioners discussed the benefits of GDSMP membership. A motion was made (Stewart/Crozier) to pay up to \$4,000 for the annual Greater Des Moines Partnership membership for Marion County. Motion carried.
- **Iowa Travel Industry Partners:** Commissioners discussed the benefits and programs of iTIP. A motion was made (Stewart/Crozier) to approve up to \$680 for the iTIP annual membership. Motion carried.
- **Empower Rural Iowa:** Empower Rural Iowa is planning their meeting in Marion County and has asked to have costs associated with lunch and morning break to be sponsored. Eysink is the current co-chair with the Lt. Governor. Lely North America has agreed to provide space for the meeting. A motion was made (Bonnsetter/Stewart) to pay for the costs associated with the morning break and box lunch. Motion carried.
- **Strategic Plan Roll-out:** Commissioners discussed several strategies for rolling out the new Strategic Plan. Eysink was director to look into the format and costs of having short videos created that would tell the story of the plan. The goal would be to have the videos completed by fall and do a smaller stakeholder event.
- **ABI Membership:** A motion was made (Mitchell/Bonnsetter) to approve the annual membership to the Association of Business & Industry in Iowa. Motion carried.

PROJECT UPDATES:

- **Assistant Director:** Christopher Watkins, MCD Assistant Director, was introduced to the commissioners.
- **Hubspot-Convergence:** Meetings are scheduled to activate the new CRM system for business retention and surveys.
- **Housing Study:** Presentations of the Marion County Housing Assessment are scheduled for May 21 in Knoxville and May 22 in Pella.

COMMUNITY UPDATES:

- Weiler will be hosting AEM (Association of Equipment Manufacturers) for a tour on July 1. The group will also tour Vermeer on July 2.
- Burger King is back open in Pella.
- Central College will be holding their commencement this weekend.

ADJOURN:

Next regular meeting Wednesday, June 12