



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, September 13, 2023, Smokey Row Coffee House, 111 East Monroe St, Pleasantville, IA

MCDC Present: Megan Weiler Green, Barb Kniff McCulla, Sara Roberts, Jim Mitchell, Tony Alysworth, Steffanie Bonnsetter and Jacob Crozier
Ex-Officio Present: Carla Eysink
Others Present: John Franey & Susan Tinder

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, September 13, 2023, at 111 East Monroe Street in Pleasantville, IA.

A motion was made (Alysworth/Bonnsetter) to approve the July minutes. Motion carried.

A motion was made (Kniff McCulla/Alysworth) to approve the financial report. Motion carried.

DISCUSSION ITEMS:

- **Strategic and Marketing Planning Meeting October 5:** Commissioners were asked to attend the October 5 meeting and cancel the October 11 planning meeting on their calendars. The meeting will be held at the new Cordova Park Office building.
- **Housing Kick-off Meetings:** Eysink reported that there will be two kickoff meetings for the housing study. She thanked Niccole Schippers and Kelli Kingery for the help in getting the data the consultant needed for the project to begin. The meetings will be November 6 & 7. Commissioners were encouraged to attend one of the meetings. A flyer was emailed with details about the meeting.
- **Budget:** Eysink reported that the Board of Supervisors decided to only appropriate 90% of the budget. MCDC has several line items where the budgeted amount is the actual cost of the contract or program. Commissioners also discussed issues with programs where the cost of the program is paid for by outside resources and the full budget is needed to do the program. A motion was made (Alysworth/Bonnsetter) to submit a request to the Board of Supervisors for access to 100% of budgeted funds for FY23-24. Motion carried.
- **2024 Red Rock Travel Guide:** Information has been sent out to collect updates. Advertiser information will be sent out at the end of September. Eysink shared ideas for improving the guide for 2024.
- **Digital Passports:** Commissioners discussed what to offer as prizes for the TWINKLELAND passport. It was recommended to do a sticker like the other passports and a holiday ornament with the logo on it. Eysink was instructed to move forward with these two items for prizes. Commissioners also discussed how many passports to do in 2024. It was recommended to keep the A to Z Foodie Trail and TWINKLELAND passports. Eysink was instructed to contact Bandwango to make these changes in the contract. Commissioners also discussed ideas for the final passport. It was recommended to do a BLOOMS & BOUTIQUES passport in the months of March to May.

PROJECT UPDATES:

- **Leadership Red Rock:** MCDC has received 13 applications so far with an application deadline of September 20. The plan is to have about 20 participants. The first session in October will be held at the Cordova Park Office building focusing on leadership styles led by Eysink.
- **CONNECT Quarterly Meeting:** The CONNECT Quarterly Meeting will focus on legislative issues and be held this year at Vermeer. The Lt. Governor is planning to attend to share information about Empower Rural Iowa and Iowa United.
- **Soul of Iowa:** Matador Networking filmed in Pella and Knoxville during the end of August for the Iowa Tourism Office 2024 Spring Advertising Campaign called Soul of Iowa 2.0. Thank you to Marty, Amy, Jess & Jason for their help in hosting the film crew.
- **Business Retention & Expansion Program:** Eysink is serving on both the IEDA task force and GDSMP committee to design a new BRE program. MCDC will need to select a new CRM program to store data for BRE. Eysink hope to have a recommendation to the group by first quarter of 2024.

COMMUNITY UPDATES:

- Construction of the new turn lanes in happening now in Pleasantville for the Adkins development.
- Central College enrollment is down, but the college is excited to host alumni this weekend for homecoming. Nationwide there is a decline in the number of people that are college aged.
- Leaders in Pleasantville are working on redevelopment of the old East Elementary School. Right now work is focused on making the roof leak proof. The hope is to redevelop the building into housing.
- Knoxville was selected as a Thriving Community. The City of Knoxville was able to attend the Iowa Housing Conference and will be hosting an Open House at the VA District feature Phase 1. Origin has purchased 5 lots to develop.

ADJOURN:

Next regular meeting Wednesday, November 8 at 7:15 AM at The Bread Board in Pella.