



149 West Broadway  
Council Bluffs, IA 51503

**Board of Directors Meeting**  
**Advance Southwest Iowa Corporation**  
**Friday, February 26, 2021 @ 9:30 AM**  
**Virtual @ Zoom: <https://zoom.us/j/95541983877>**

- I. Call Meeting to Order – **Tim Wichman**
  
- II. Welcome & Introductions – **Tim Wichman**  
New Ex-Officio Member – Brian Shea, Supervisor, Pottawattamie County
  
- III. Presidents Report – **Tim Wichman**
  - a. Covid-19 Update
  - b. Legislative Discussion
    - i. HSB 194
    - ii. SF 402
  
- IV. Consent Agenda (**ACTION**) – **Tim Wichman**
  - a. Approval of Minutes from BOD Meeting on January 22, 2021 Meeting
  - b. Approval of Financial Reports for December 2020 and January 2021
  - c. ASWIC Monthly Staff Activity Report
  
- V. 2020 Project Review – **ASWIC Staff**
  - a. Council Bluffs Projects – **Paula Hazlewood**
    - 1) Project Cowboy
    - 2) Applichem
    - 3) Project Corporate
  
  - b. Rural Pottawattamie County Projects – **Shalimar Mazetis**
    - 1) OmniTel
    - 2) Project Beauty Bar
    - 3) Project Oakland Java
  
  - c. Entrepreneurial Projects – **Niki Ferguson**
    - 1) Best Wrestler
    - 2) Modern Matriarch
  
  - d. Kitchen Council Success Stories – **Holly Benson Muller**
    - 1) Successful Transition to Hoff Center
    - 2) Member Heirloom Fine Foods
    - 3) The Bubbly Tart
  
- VI. Roundtable Discussion
  
- VII. Adjourn

**Next Meeting – Friday, March 26, 2021 - Virtual**



**Advance Southwest Iowa Corporation  
Board of Directors Meeting  
Friday, January 22, 2021 @ 8:30 AM  
Zoom Video Conference Platform**

**Minutes**

**Present Voting Members:**

Chris Blum, Rachel Dorr, Mark Hanwright, Trudy Johannsen, Josh Kallsen, Brenda Mainwaring, Amy McDermott, Sue Pitts, Roger Sandau, Tara Slevin and Tim Wichman

**Present Non-Voting Members, Staff and Guests:**

Scott Belt, Holly Benson-Muller, Alicia Frieze, Brandon Garrett, Niki Ferguson, Paula Hazlewood, Todd Johnson, Drew Kamp, Shalimar Mazetis, Pat Paterson, Mayor Matt Walsh and Matt Wyant

**Call to Order:**

Tim Wichman called the meeting to order at 8:31 AM and new Board member Josh Kallsen, new ex-officio members Pat Paterson and Todd Johnson and new staff member Holly Benson-Muller. Tim asked each new participant to introduce themselves.

**Presidents Report:**

Tim Wichman asked Matt Wyant to provide a COVID-19 updated for Pottawattamie County. Matt stated that Pottawattamie County has seen 9,000 positive cases with 958 current positive cases and 114 deaths. Matt stated that testing numbers are down which is more than likely a result of people having to return to work. Matt also stated that the County has held numerous successful vaccine clinics with Phase 1 vaccinations being complete and Phase 2 starting the first week of February. In addition, Matt stated that the vaccination process has been streamlined and has been well received. Tim thanked those businesses that sponsored the clinics by providing snacks, water and suckers. Matt also noted that a vaccine registry is currently being developed. Tim also reminded those Board and ex-officio members that have not signed and returned the BOD Key Expectations, Conflict of Interest and Confidentially Agreement to please return to Paula as soon as possible.

**Project/Partnership Highlight:**

Drew Kamp, President and CEO and Alicia Frieze, Workforce Development Director from the Council Bluffs Area Chamber of Commerce updated the Board regarding the various workforce initiatives that the Chamber have implemented to assist the business community with their talent attraction and retention needs.

**Consent Agenda:** Tim Wichman informed the Board that our accounting agency experienced a COVID outbreak in their office and therefore, the processing of our December financials has been delayed. We will review at our February 26, 2021 meeting.

Approval of Minutes from BOD Meeting on December 18, 2020  
ASWIC Year End Review

***Tara Slevin made a motion to approve the consent agenda as presented. Chris Blum seconded the motion. The Board voted and approved the consent agenda with an 11-0 vote.***

**Executive Directors Report:**

Paula Hazlewood updated the Board on current project activity specific to Council Bluffs, the plan to review our 2020 projects at our February 26<sup>th</sup> meeting which will include economic impact reports, the distribution of the Livability: This is Iowa publication/on-line platform and the Kitchen Council transition.

**Rural Development Update:**

Shalimar Mazetis updated the Board on activity in rural Pottawattamie County.

**Entrepreneurship/Small Business Update:**

Niki Ferguson updated the Board on entrepreneurial activity.

**Kitchen Council Update:**

Holly Benson-Muller introduced the Kitchen Council to the Board and discussed the future goals and objectives of the program.

**Roundtable Discussion:**

A roundtable discussion pursued with Trudy Johannsen (MidAmerican Energy) noting that she is in the process of working with various partners to replace the fence for substation 705 with a new decorative brick fence that will compliment the entrance to the entertainment district. Chris Blum (MidStates Bank) stated that the second round of SBA's Payroll Protection Program is underway with banks being better prepared having gone through the process in mid-2020. Chris also noted that there are still funds available from round one and encouraged Board members to share this information with their networks. Brandon Garrett (City of Council Bluffs) informed the Board that the City has recently partnered with New Visions Homeless Services to provide a warming station at 35<sup>th</sup> & W. Broadway. Josh Kallsen (PowerTech) thanked the Board for the invite to join Advance. Drew Kamp (CB Area Chamber) discussed programming/educational initiatives that the Chamber is focusing on that will be directed at women in business. Drew also touched on their public policy initiatives noting that their first virtual Legislative Lunch will be held on Friday, January 29<sup>th</sup>.

**Adjourn:**

Tim informed the Board that the next Advance meeting will be held via Zoom on February 26, 2021. No other business was discussed with the meeting being adjourned at 10:03 AM.

**ADVANCE SOUTHWEST IOWA CORPORATION**  
**Statement of Financial Position**  
As of December 31, 2020

	<b>Dec 31, 20</b>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1114 · Treynor State Bank	162,672.03
1115 · TS Bank - Project Account	26,600.00
1116 · TS Bank Money Market Account	22,308.02
Total Checking/Savings	211,580.05
Total Current Assets	211,580.05
<b>TOTAL ASSETS</b>	<b>211,580.05</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	3,309.90
Total Accounts Payable	3,309.90
Other Current Liabilities	
2200 · Deferred - City of Co. Bluffs	31,250.00
Total Other Current Liabilities	31,250.00
Total Current Liabilities	34,559.90
Total Liabilities	34,559.90
Equity	
3100 · Net Assets w/ Donor Restriction	21,550.00
3200 · Net Assets w/o Donor Restrictions	120,085.02
Net Income	35,385.13
Total Equity	177,020.15
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>211,580.05</b>

02/04/21

**ADVANCE SOUTHWEST IOWA CORPORATION**  
**Schedule of Activities with Budget**  
For the year ended December 31, 2020

	Jan - Dec 20	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4001 · Income - City of Council Bluffs	125,000.00	125,000.00	0.00
4002 · Income - Pottawattamie County	225,000.00	180,000.00	45,000.00
4003 · Greater Omaha ED Partnership	5,000.00	5,000.00	0.00
4004 · MidAmerican Energy	400.00	2,500.00	-2,100.00
4005 · Black Hills Energy	0.00	10,000.00	-10,000.00
4009 · IWF Grant	100,000.00	100,000.00	0.00
4010 · Private Investment	32,954.75	40,000.00	-7,045.25
4011 · Grants/Sponsorship	500.00		
4012 · Releases from Restrictd Funds	61,550.00		
4100 · Money Market	0.00	22,000.00	-22,000.00
<b>Total Income</b>	<b>550,404.75</b>	<b>484,500.00</b>	<b>65,904.75</b>
<b>Expense</b>			
4220 · Operations			
4221 · Rent	18,380.00	18,000.00	380.00
4222 · Office Supplies	1,009.45	2,000.00	-990.55
4223 · Technology	9,879.71	10,000.00	-120.29
4224 · Accounting & Prof. Services	4,140.15	4,000.00	140.15
4226 · Insurance	2,422.00	3,300.00	-878.00
4229 · Mileage	1,578.80	2,000.00	-421.20
4230 · Cleaning Service	200.00	1,200.00	-1,000.00
4231 · Dues & Subscriptions	2,866.96	3,000.00	-133.04
<b>Total 4220 · Operations</b>	<b>40,477.07</b>	<b>43,500.00</b>	<b>-3,022.93</b>
4250 · Program ED & Rural			
4251 · Client Services & Site Dev.	30,728.65	3,000.00	27,728.65
4252 · Travel - Outside Metro	1,540.57	1,700.00	-159.43
4255 · Marketing & Events	31,583.83	4,000.00	27,583.83
<b>Total 4250 · Program ED &amp; Rural</b>	<b>63,853.05</b>	<b>8,700.00</b>	<b>55,153.05</b>
4270 · Programs Entrepreneurship			
4271 · Client Services	374.18	3,000.00	-2,625.82
4272 · Travel - Outside Metro	0.00	1,000.00	-1,000.00
4273 · Marketing & Events	11,968.44	3,000.00	8,968.44
4277 · Conferences/Trade Shows	368.98		
<b>Total 4270 · Programs Entrepreneurship</b>	<b>12,711.60</b>	<b>7,000.00</b>	<b>5,711.60</b>
4500 · Staff			
4501 · Payroll	320,863.91	350,000.00	-29,136.09
4502 · Benefits	67,137.74	70,000.00	-2,862.26
4503 · Training	0.00	300.00	-300.00
4504 · Staff Bonuses	10,000.00	5,000.00	5,000.00
<b>Total 4500 · Staff</b>	<b>398,001.65</b>	<b>425,300.00</b>	<b>-27,298.35</b>
<b>Total Expense</b>	<b>515,043.37</b>	<b>484,500.00</b>	<b>30,543.37</b>
<b>Net Ordinary Income</b>	<b>35,361.38</b>	<b>0.00</b>	<b>35,361.38</b>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
4430 · Interest Income	23.75		
<b>Total Other Income</b>	<b>23.75</b>		
<b>Net Other Income</b>	<b>23.75</b>	<b>0.00</b>	<b>23.75</b>
<b>Net Income</b>	<b>35,385.13</b>	<b>0.00</b>	<b>35,385.13</b>

See Accountants' Compilation Report

**ADVANCE SOUTHWEST IOWA CORPORATION**

**Statement of Financial Position**

As of January 31, 2021

Jan 31, 21

**ASSETS**

Current Assets

Checking/Savings

1114 · Treynor State Bank 122,784.71

1115 · TS Bank - Project Account 24,050.00

1116 · TS Bank Money Market Account 22,308.78

Total Checking/Savings 169,143.49

Accounts Receivable

11000 · Accounts Receivable 45,000.00

Total Current Assets 214,143.49

**TOTAL ASSETS**

214,143.49

**LIABILITIES & EQUITY**

Liabilities

Current Liabilities

Accounts Payable

20000 · Accounts Payable 622.24

Other Current Liabilities

2200 · Deferred - City of Co. Bluffs 20,833.34

2201 · Deferred - Pottawattamie County 30,000.00

Total Other Current Liabilities 50,833.34

Total Current Liabilities 51,455.58

Total Liabilities 51,455.58

Equity

3100 · Net Assets w/ Donor Restriction 19,000.00

3200 · Net Assets w/o Donor Restrictio 155,470.15

Net Income -11,782.24

Total Equity 162,687.91

**TOTAL LIABILITIES & EQUITY**

214,143.49

02/20/21

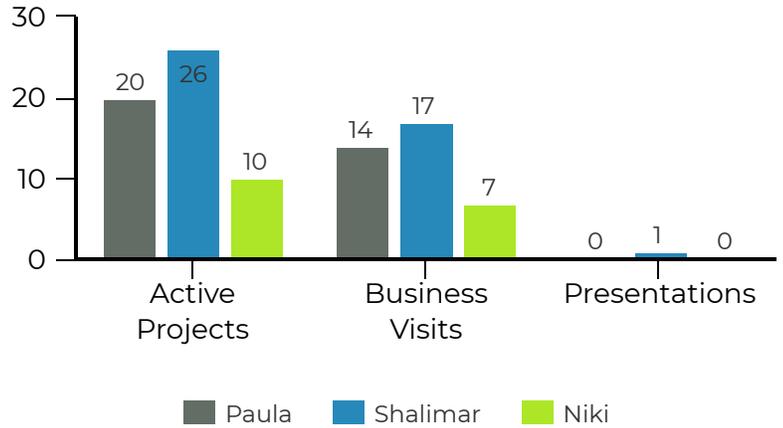
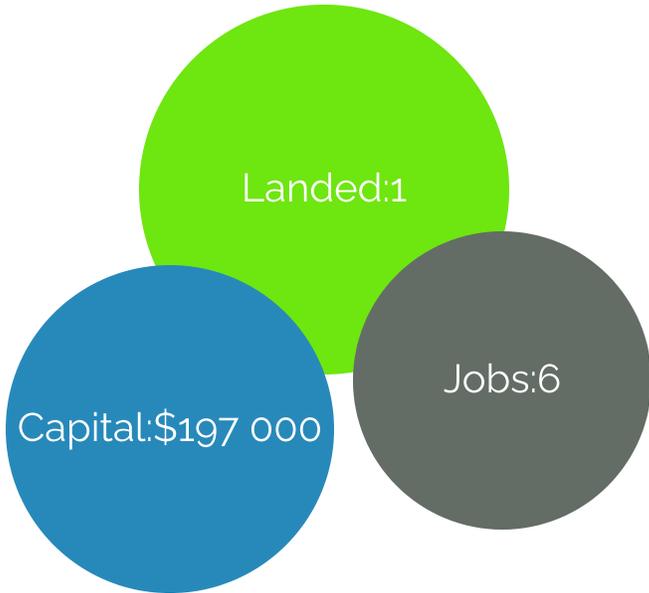
**ADVANCE SOUTHWEST IOWA CORPORATION**  
**Schedule of Activities with Budget**  
For the month ended January 31, 2021

	Jan 21	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4001 · Income - City of Council Bluffs	10,416.66	10,416.66	0.00
4002 · Income - Pottawattamie County	15,000.00	15,000.00	0.00
4003 · Greater Omaha ED Partnership	0.00	416.67	-416.67
4004 · MidAmerican Energy	0.00	0.00	0.00
4005 · Black Hills Energy	0.00	0.00	0.00
4009 · IWF Grant	0.00	8,333.34	-8,333.34
4010 · Private Investment	500.00	2,666.67	-2,166.67
4011 · Grants/Sponsorship	0.00	166.67	-166.67
4012 · Releases from Restrictd Funds	2,550.00	0.00	2,550.00
4013 · MAPA Grant	0.00	1,833.34	-1,833.34
<b>Total Income</b>	<b>28,466.66</b>	<b>38,833.35</b>	<b>-10,366.69</b>
<b>Expense</b>			
4220 · Operations			
4221 · Rent	1,540.00	1,583.33	-43.33
4222 · Office Supplies	50.62	166.66	-116.04
4223 · Technology	733.24	833.33	-100.09
4224 · Accounting & Prof. Services	250.01	416.66	-166.65
4226 · Insurance	0.00	333.33	-333.33
4229 · Mileage	17.92	250.00	-232.08
4230 · Cleaning Service	0.00	83.34	-83.34
4231 · Dues & Subscriptions	0.00	166.67	-166.67
<b>Total 4220 · Operations</b>	<b>2,591.79</b>	<b>3,833.32</b>	<b>-1,241.53</b>
4250 · Program ED & Rural			
4251 · Client Services & Site Dev.	129.88	208.34	-78.46
4252 · Travel - Outside Metro	0.00	416.67	-416.67
4255 · Marketing & Events	0.00	500.00	-500.00
<b>Total 4250 · Program ED &amp; Rural</b>	<b>129.88</b>	<b>1,125.01</b>	<b>-995.13</b>
4270 · Programs Entrepreneurship			
4271 · Client Services	5.00	208.34	-203.34
4272 · Travel - Outside Metro	0.00	166.67	-166.67
4273 · Marketing & Events	60.98	625.00	-564.02
<b>Total 4270 · Programs Entrepreneurship</b>	<b>65.98</b>	<b>1,000.01</b>	<b>-934.03</b>
4500 · Staff			
4501 · Payroll	35,646.07	27,083.34	8,562.73
4502 · Benefits	1,815.94	5,000.00	-3,184.06
4503 · Training	0.00	125.00	-125.00
4504 · Staff Bonuses	0.00	666.67	-666.67
<b>Total 4500 · Staff</b>	<b>37,462.01</b>	<b>32,875.01</b>	<b>4,587.00</b>
<b>Total Expense</b>	<b>40,249.66</b>	<b>38,833.35</b>	<b>1,416.31</b>
<b>Net Ordinary Income</b>	<b>-11,783.00</b>	<b>0.00</b>	<b>-11,783.00</b>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
4430 · Interest Income	0.76		
<b>Total Other Income</b>	<b>0.76</b>		
<b>Net Other Income</b>	<b>0.76</b>	<b>0.00</b>	<b>0.76</b>
<b>Net Income</b>	<b>-11,782.24</b>	<b>0.00</b>	<b>-11,782.24</b>

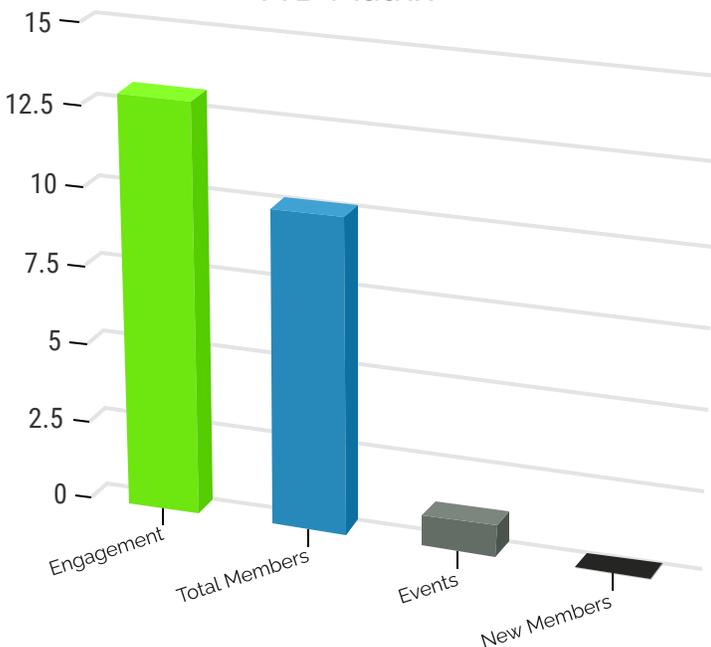
See Accountants' Compilation Report

# Monthly Board & Investor Update

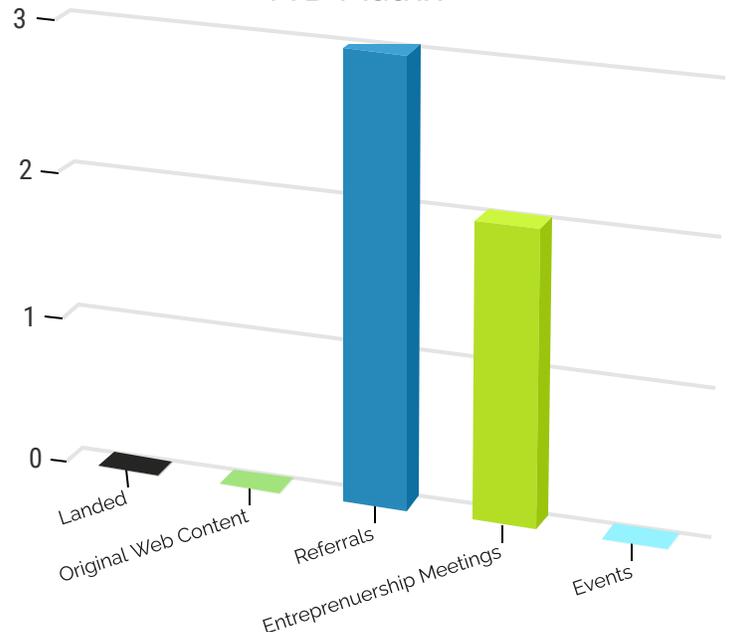
## YTD Landed Projects



YTD Matrix



YTD Matrix



## Director's Report

- Headed into 2021 with a robust pipeline of project activity. Heavy activity in the logistic and technology verticals.
- Several project incentive applications are in-process.
- Received Livability: This is Iowa/Southwest Iowa publication. Roll out currently being planned for February 16th.
- Continue to work with the City of Council Bluffs to promote and determine eligibility for their CDBG Small Business Grant.
- Economic Impact Reports developed for key ASWIC projects.
- Finalized marketing materials for I-29/I-80 Industrial Park.
- Finalized ASWIC's 2020 EOY Review.
- Added Midstates Bank to our list of private investors.
- Formulating a plan for our 2021 Best of Iowa/BR&E kick-off in March.

## Rural Development

- Project Ramsey's Lockers has now landed 6 communities. Two communities, Shelby and Walnut have opted to be the first to receive deliveries, and have voted to cut the check and get their lockers ordered. Hoping to start delivery by May 2021.
- Advance was able to help facilitate conversations/introductions of Western Iowa Wireless to Treynor to help build out/expand their broadband offerings.
- Beginning in January through May myself and Niki have been selected to join a Cultural Competency Course put on through ISU. This class will help us be even more inclusive and aware of cultural bias. Thank you to Centro Latino for sponsoring us through this class.
- Project Oakland Manor PR is moving along nicely and we were able to be in attendance of a check presentation that Oakland Manor presented to the Oakland Fire Department for a new AED Machine for their medics.

## Kitchen Council

- Directly engaged 13 food entrepreneurs and prospective members in January.
- Received two new member applications from Taste of the Nile and The Jerky Workshop.
- KC will be featured in the *Dine Nebraska* magazine April edition.
- Member Chef Around the Block partnered with PACE for virtual private chef event.
- Confirmed three new events (Food Startup 101 - Feb 22, Food Photography - March 22, Q/A with Douglas County Health Department - March 29).
- Updated kitchen protocol to adhere to new Iowa DIA food code requirements.
- Passed quarterly inspections for three Members.

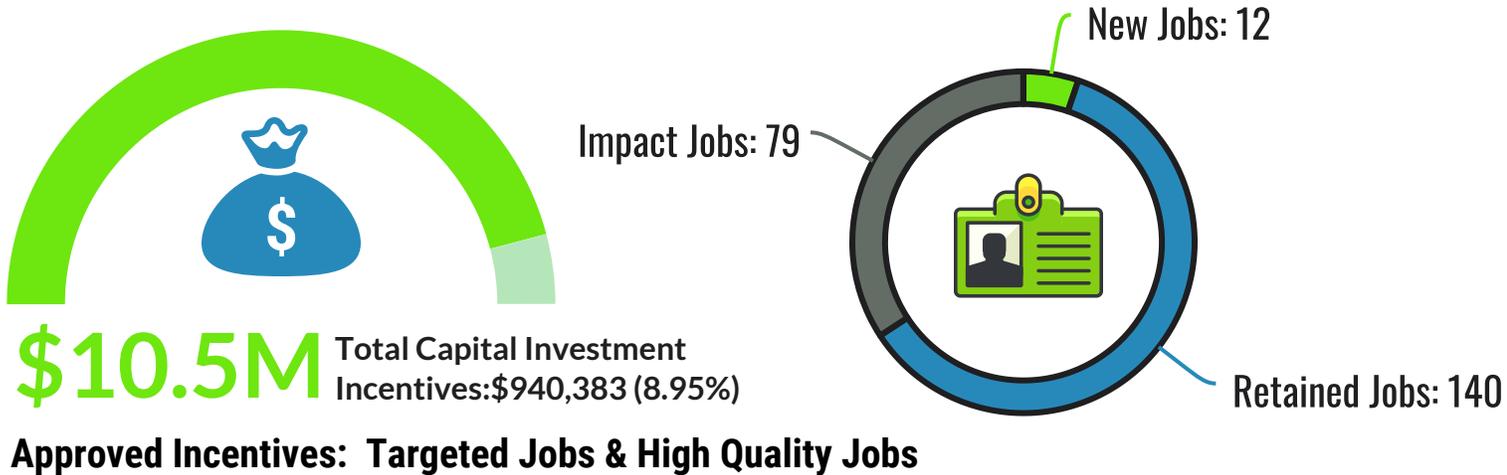
## Entrepreneurial Development

- Began planning monthly entrepreneur event series with NEF. *:45Mogul - Everything Entrepreneurship* will be held first Thursdays beginning March 4th with *Everything Local Resources*.  
4/1 - Everything Tax & Accounting  
5/6 - Everything Funding  
6/3 - Everything Iowa w/ Dir. Durham
- Met with Tech Association of Iowa (TAI) to partner on TechBrews & Tech Roadshow in 2021.
- Continue to deliver PPE as part of Back2Biz initiative.
- Reached out to 60+ small businesses about 2nd round of CDBG COVID relief fund and federal PPP 2nd draw.
- Started Navigating Difference Workshop with ISU & Centro Latino with Shalimar.

## Economic Impact Report

### Project Sioux

Professional Service  
Retention and Expansion



## Economic Impact

**\$36.9M**

When fully operational, the economic activity generated by this project is estimated to add approximately **\$36.9M** to the local economy. This includes activity directly related to the company's operations and associated indirect and induced activity.

During the construction phase, the **\$10.5M** in construction activity helped support **82** jobs in the construction industry and an additional **23** jobs in the community based on the increased economic activity.

Pottawattamie County will see a boost to annual payroll income of approximately **\$16.5M** for jobs directly related to this project which will generate additional business-to-business and household spending.

The **152** jobs directly related to this project will continue to support an additional **79** workers in the community with an estimated annual impact of **\$20.4M** injected into Pottawattamie County's economy.

**\$2.4M Estimated Taxable Value for 2020**

Building Purchased in 2017 - Taxable Value = **\$1.9M**

Data Source: IMPLAN



## Economic Impact Report

### Project Fiber

Technology Infrastructure  
New to Market



Types of Incentives Approved: None



## Economic Impact

### \$8.75 Million

During the construction year, this project will support 51 construction jobs and an additional 19 jobs in the community based on the increased economic activity.

### \$7.6 Million

Added to the local economy each year, once the project is fully operational. This number includes activity directly related to the companies operation and associated "spillover" activity.

### \$1.2 Million

Is the payroll income boost Pottawattamie County will see from jobs directly related to the operations of this project, additional business to business spending and additional household spending.

### \$2 Thousand

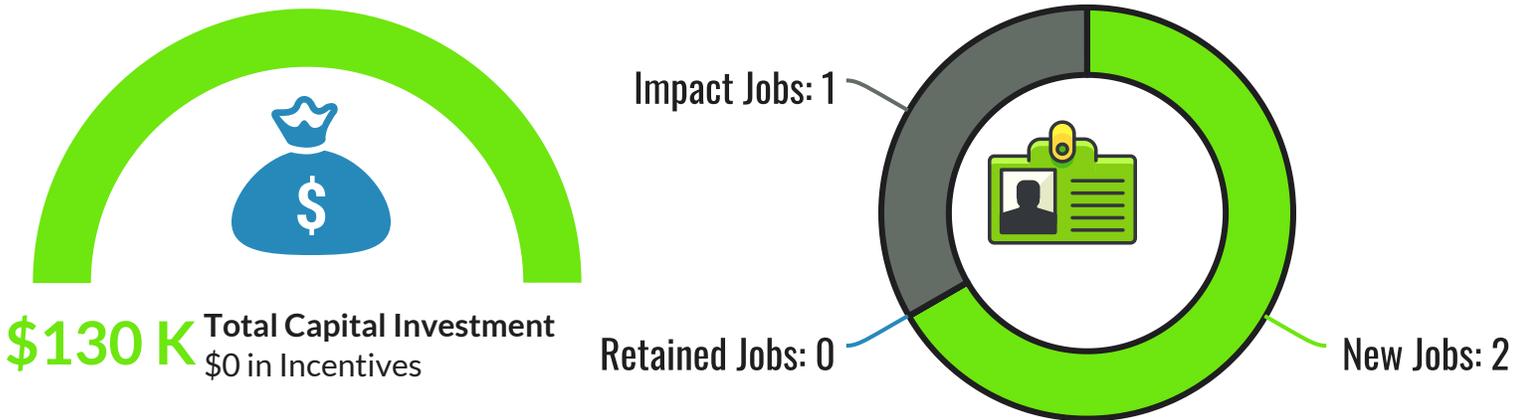
Is the property tax boost for Pottawattamie County from this project.



## Economic Impact Report

### Project Wrestler

Fitness and Recreation  
New to Market



## Economic Impact

### \$130 Thousand

During the construction year, this will support 1 construction job and 1 other job in the community based on the increased economic activity.

### \$122.9 Thousand

Added to the local economy each year, once the project is fully operational. This number includes activity directly related to the companies operation and associated "spillover" activity.

### \$42.4 Thousand

Is the payroll income boost Pottawattamie County will see from jobs directly related to the operations of this project, additional business to business spending and additional household spending.

### \$2 Thousand

This is an estimate as the property was previously tax exempt.

