



149 West Broadway
Council Bluffs, IA 51503

Board of Directors Meeting
Advance Southwest Iowa Corporation
Friday, January 22, 2021 @ 8:30 AM
Virtual @ Zoom: <https://zoom.us/j/95541983877>

- I. Call Meeting to Order – **Tim Wichman**
- II. Welcome & Introductions – **Tim Wichman**
New Board Member - Josh Kallsen, PowerTech
New Ex-Officio Member – Pat Paterson, City of Carter Lake
New Ex-Officio Member – Todd Johnson, Greater Omaha ED Partnership
New Team Member - Holly Benson-Muller, Kitchen Council
- III. Project/Partnership Highlight – **Paula Hazlewood**
 - a. Workforce Development Initiatives/Update – Council Bluffs Area Chamber of Commerce
Drew Kamp, President & CEO and Alicia Frieze, Workforce Development Director
- IV. Presidents Report – **Tim Wichman**
 - a. Covid-19 Update
 - b. BOD COI Agreement – **Please Complete and Submit**
- V. Consent Agenda (**ACTION**) – **Tim Wichman**
 - a. Approval of Minutes from BOD Meeting on December 18, 2020
 - b. Approval of Financial Report ending December 31, 2020 – Table to February 2021
 - c. ASWIC 2020 - Year End Review
- VI. Executive Director Report – **Paula Hazlewood**
 - a. 2020 Project Review and Economic Impact Reports
 - b. Livability: This is Iowa
 - c. Fund Development Campaign
 - d. Kitchen Council Transition
 - e. Project Updates
- VII. Rural Development Update – **Shalimar Mazetis**
 - a. Project & Activity Highlights
- VIII. Entrepreneurial Update – **Niki Ferguson**
 - a. Project & Activity Highlights
- IX. Kitchen Council Update-**Holly Benson-Muller**
 - a. Membership and Event Highlights
- X. Roundtable Discussion
- XI. Adjourn

Next Meeting – Friday, February 26, 2021 - Virtual



**Advance Southwest Iowa Corporation
Board of Directors Meeting
Friday, December 18, 2020 @ 8:30 AM
Zoom Video Conference Platform**

Minutes

Present Voting Members:

Chris Blum, Mark Hanwright, Trudy Johannsen, Brenda Mainwaring, Amy McDermott, Sue Pitts, Tara Selvin and Tim Wichman

Present Non-Voting Members and Guests:

Scott Belt, Brandon Garrett, Jeff Harrison, Paula Hazlewood, Drew Kamp, Shalimar Mazetis, Niki Ferguson, Sam Wagner, Mayor Matt Walsh and Matt Wyant

Call to Order:

Tim Wichman called the meeting to order at 8:32 AM and welcomed Board members and guests.

Project/Partnership Highlight:

Paula Hazlewood introduced Jeff Harrison, Global Business Development Manager for CyrusOne. Jeff discussed the CyrusOne project in Council Bluffs noting that the data center officially came on-line at the end of October. Jeff stated that CyrusOne has 50+ data centers all over the world and by far, working with Advance and the City of Council Bluffs was the best site selection and construction process that they've experienced. Jeff stated that Council Bluffs is well positioned on the 41st parallel of technology and he sees additional expansions for CyrusOne and recruitment of other technology companies in our future.

Presidents Report:

Tim Wichman asked Paula to update the Board regarding the transition of the Kitchen Council from the Omaha Chamber of Commerce to Advance. Paula reviewed the history, strategic planning and fund development that need to happen to make the Kitchen Council successful and sustainable. Paula noted that the approval of the transition which is scheduled to take effect on January 1, 2021 is on the Consent Agenda for the Board's consideration.

Tim Wichman and Matt Wyant provided an update on COVID-19 for Pottawattamie County noting that we had a surge of new cases after the Thanksgiving holiday. Pottawattamie County has recorded a total of 5,351 positive cases, 235 of those this week with a current positive rate of 18%. Matt's team is working with all our long-term care facilities and there is at least 1 positive case at each facility. Matt discussed the vaccine noting that they are formulating a plan to open 18 Points of Dispensing (PODS). There will be an on-line platform that models the Test Iowa platform that will be used to schedule vaccine appointments. Pottawattamie County will be receiving the Moderna (94.5% effective) vaccine with a tentative arrival of December 23rd/24th with health care workers and first responders scheduled to receive first. Matt also discussed the two shot process as well as potential side effects associated with the vaccine. In addition, Matt commended all departments of Pottawattamie County noting that all have assisted in some capacity during the pandemic. The State of Iowa is scheduled to implement a "Get Your Vaccine" campaign and Drew Kamp discussed the Council Bluffs Area Chamber of Commerce's UniteCB campaign that was designed to educate the public on how to slow the spread of the virus.

Tim Wichman also informed the Board that Paula will be emailing Advance's BOD Key Expectations, Conflict of Interest and Confidentiality Agreement and asked Board members to e-sign and return.

Consent Agenda:

Approval of Minutes from BOD Meeting on October 23, 2020
Approval of Financial Statement ending October 31, 2020
Monthly Staff Report thru November 30, 2020
Approval of Adding Kitchen Council to Advance's Programming
2021 Slate of Directors
2021 Budget
2021-2022 Program of Work/Matrix
2021 Meeting Schedule

Chris Blum made a motion to approve the consent agenda as presented. Brenda Mainwaring seconded the motion. The Board voted and approved the consent agenda with an 8-0 vote.

Executive Directors Report:

Paula Hazlewood updated the Board on current project activity specific to Council Bluffs, the Fund Development Campaign for 2020 as well as a MAPA grant that Advance will be a recipient of for the next 18-months starting in Q1 2021. In addition, Paula noted that the Livability: This is Iowa marketing piece is in the final stages of review/edits and will be available for distribution in January 2021.

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.

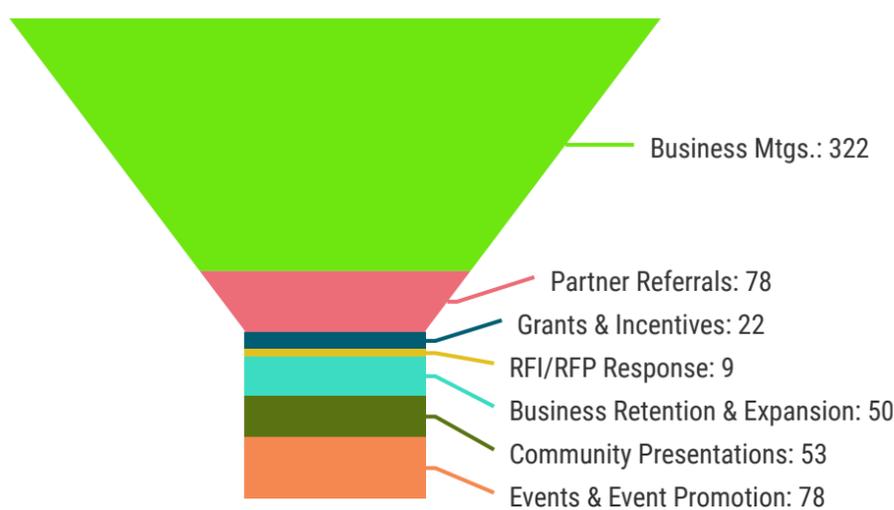
Roundtable Discussion:

A roundtable discussion pursued with Mark Hanwright (Heartland Properties/CB Chamber) noting that Wenday's Kitchen Boutique is currently available via a sub-lease. Sue Pitts (IWCC's SBDC) stated that she is working with partners to make sure that our businesses have what they need to survive the pandemic. Sue also noted that she is working on an exciting marketing initiative and will share the details once finalized. Tara Slevin (Jennie Edmundson Foundation) gave a shout out to Matt Wyant for his tireless work during the COVID-19 pandemic. Tara also shared that their COVID hospitalization numbers have dropped from 25 to 16 which is a step in the right direction. In addition, Tara shared the amazing news that Jennie Edmundson's new birthing center is officially open. Trudy Johannsen (MidAmerican Energy) let Matt Wyant know to keep MidAm in mind when looking for volunteers to set-up/work at the PODS. Chris Blum (MidStates Bank) discussed a potential second round of the Payroll Protection Program (PPP) noting that banks will be better prepared for the second round.

Adjourn:

Tim informed the Board that the next Advance meeting will be held via Zoom on January 22, 2021. No other business was discussed with the meeting being adjourned at 10:00 AM.

2020 Snapshot



Annual Comparison



Marketing

Facebook & Social Media

- 515 Likes - 598 Followers**
We ended 2019 with 424 likes and 431 Followers on Facebook - adding 174 followers in 2020.
- Instagram - 130 Followers**
Implemented mid-2019
- Linked In - 28 Followers**

Spotlight Articles

- 10 Original Content**
4 Founder Focus Interviews and Spotlight Business Articles, 2013-2019 Review press release, Covid-19 resources landing page, and Celebrate Small - Shop Local article & Landing page.
- Featured Entrepreneurs 2020**
PowerTech, Rachel Dorr Accounting, Georgi Ivanov, & Pomodoro

Events & External Press

- Events**
Renew Rural IA, Launch CB Meetups, Back 2 Biz, WED Blitz events, & Celebrate Small.
- Billboard on W. Broadway**
May 11 - July 31, 2020
- Press**
Populus, - *Startups Shouldn't Overlook Council Bluffs*
3 Article features/press releases in Daily Nonpareil, and article feature in Midlands Business Journal. ASWIC as Iowa Sourcelink Friday Feature.

Testimonials

Tom Hastings



Owner
TSL

"Paula and the staff at Advance Southwest Iowa have been instrumental in guiding us through this application process. I don't know how we could have proceeded without their knowledge and support. Their involvement has been a key factor in our decision to expand our investment in Council Bluffs."

Theo Ramsey



Owner
Ramsey's Market

"Working with Shalimar has been a delightful and amazing experience! She has been great at listening to understand our project. She asks tough questions to help make sure we are on the right track, and has actively engaged in finding the right people for us to talk to, and helping us know which paths we should pursue to make our project a success. I believe that when Shalimar believes in your project and sees the clear benefits to Southwest Iowa advancement, she will do everything in her power to see that it happens. 5 stars!!"

Maggie Smith-Juza



Owner
Em & Liv's

"I reached out to Niki regarding our struggles with Covid and she immediately started brainstorming on ideas to help us stay afloat. She helped promote our business and came to our one year anniversary and gave a shout out, which increased our sales greatly for that day. She's very knowledgeable and I love having someone available I can bounce ideas off of. I also worked with Advance to take advantage of the Urban Development Grant, which has greatly helped us during this trying time. I'm so thankful I have Advance as a resource for my business, without them we may not be open today."



ADDITIONAL ACCOMPLISHMENTS

Grants/Initiatives

- IWF-Entrepreneurial CITIES-Oakland Main
- MAPA EDA
- RISE/LIFTS
- MidAm
- Back2Biz
- CB's CDBG

Staff Accomplishments

- Leadership CB Graduate -Shalimar
- Ecosystem Health-Niki
- Program of Work Pivot-All

Marketing/Events

- 6-Year Review
- Launch Meet-Up Group
- Debi Durham COVID Webinar
- REV
- Livability: This is SW IA
- Shop Local: Celebrate Small

Studies In-Progress

- Land Use (City/County)
- Rural Housing

Fund Development Campaign

- Kicked off in June
- 13 Private Investors Secured

Relationship Building

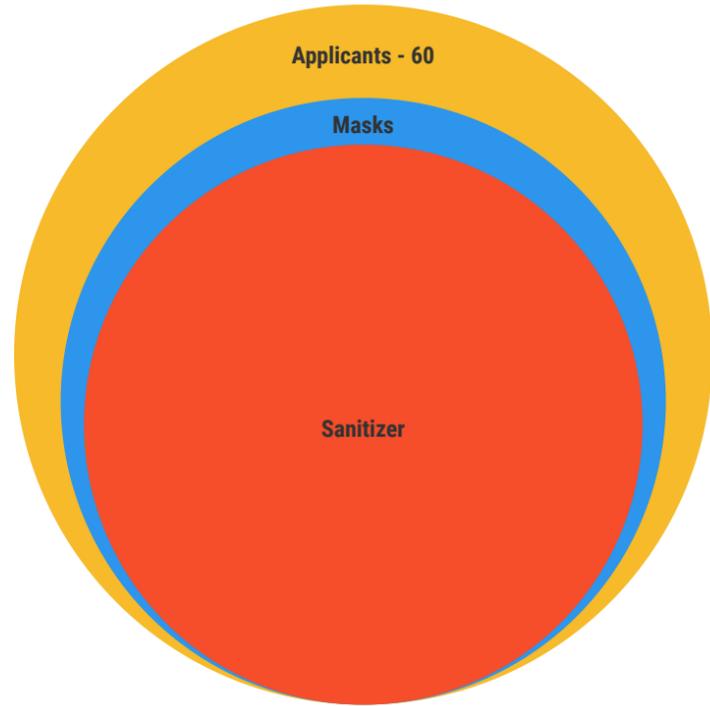
- CB Chamber
- SBDC
- City of Council Bluffs
- Pottawattamie County
- Rural Stakeholders

292 Covid Check In Calls

Back2Biz - PPE Initiative

What We Heard

State Mandates
Essential Workers
Unemployment
PPP / EIDL (SBA)
Consumer Confidence
Protocols
Timeline
Safety Accounting Help
Marketing
Efficiencies
Staying Open Pivot PPE
Strength Financial Assistance Cash Flow
Uncertainty IEDA Grants New Normal
Social Media Back to Normal
Layoffs / Furlough
Alternative Revenue Streams



Letter from our Executive Director

As we put 2020 in the rear view mirror, I wanted to take this opportunity to thank Advance's Board of Directors, investors and partners – we certainly wouldn't have made it through such a difficult year without your support. In retrospect, 2020 wasn't entirely intolerable as it forced us to learn new technologies to stay connected with clients, co-workers, friends and loved ones (**YOU'RE ON MUTE**), it thrust us into a creativity for survivability mode, it provided us a new, and quite frankly "more comfortable" work wardrobe but most importantly - 2020 demonstrated that the businesses in Pottawattamie County are determined, passionate and resilient.

Overall, Advance had an eventful and productive year and as we round the corner to 2021, I hope you will take time to reflect on your own successes and help us celebrate ours. I'm extremely proud of the work that the Advance team has accomplished and look forward to keeping you up-to-date as we work to secure future growth and prosperity for Pottawattamie County.

We'd love to connect with you so don't hesitate to reach out with questions, concerns or ideas – (402) 960-8505. In the meantime, the Advance team wishes you health and happiness as we embark on this exciting new year.

Best Regards -

Paula

Thank You for Investing in Advance!

