



149 West Broadway  
Council Bluffs, IA 51503

**Board of Directors Meeting  
Advance Southwest Iowa Corporation  
Friday, April 29, 2022 @ 9:30 AM  
Council Bluffs Public Library – 400 Willow Avenue – Meeting Room A**

## **AGENDA**

- I. Call to Order, Welcome & Introductions – **Tim Wichman**
  - a. Guest: Heidi Erwin, Neola City Clerk
  - b. Introductions: All – Roundtable: Items of Interest
  
- II. Consent Agenda (**ACTION**) – **Tim Wichman**
  - a. Approval of Minutes from BOD Meeting on March 25, 2022
  - b. Approval of Financials through March 31, 2022
  - c. Approval of Monthly Staff Report through March 2022
  
- III. Executive Director's Report – **Paula Hazlewood**
  - a. Rural Pottawattamie County Infrastructure Collaborative (RPCIC)
  - b. Kitchen Council (Fund Development)
  - c. Project Updates (CB & Rural)
  
- IV. Entrepreneurial Update – **Niki Ferguson**
  - a. Project & Activity Highlights
  
- V. Kitchen Council Update – **Holly Benson Muller**
  - a. Membership & Activity Highlights
  
- VI. Adjourn

**Next Meeting – May 27, 2022 – Location: Council Bluffs Public Library-Meeting Room A**



**Advance Southwest Iowa Corporation  
Board of Directors Meeting  
Friday, March 25, 2022 @ 9:30 AM  
Council Bluffs Public Library, Meeting Room A**

**Minutes**

**Present Voting Members:**

Joe Disalvo (9:50a), Mark Hanwright, Georgi Ivanov, Josh Kallsen, Brenda Mainwaring, Amy McDermott, Sue Pitts, Pete Ryerson, Tara Slevin and Tim Wichman

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

Jessi Adamowicz, Holly Benson, Niki Ferguson, Paula Hazlewood, Brandon Garrett (9:40a), Shalimar Mazetis, Brian Shea, Mayor Matt Walsh and Matt Wyant

Guests: Adrienne Cavill (GOCC), Charles Hildreth (Crescent Mayor), Cindy Sorlien (Underwood City Clerk)

**Call to Order:**

Tim Wichman called the meeting to order at 9:30 AM. Tim welcomed new Board members Pete Ryerson and Georgi Ivanov and guests Mayor Hildreth from Crescent and Cindy Sorlien City Clerk from Underwood and each provided a brief introduction. Tim then asked all attendees in the room to introduce themselves so the new members could familiarize themselves.

Tim opened up roundtable conversation to any pertinent information to share with the group and Brenda Mainwaring shared she just came from the Omaha Chamber Board meeting where Dr. Gold from UNMC reported on byproducts in the wastewater indicating high levels of BA2, which professionals are predicting to be a highly transmissible variable of COVID and predict an illness surge in late summer and early fall. Brenda provided an update on the riverfront, announcing Council Bluffs will be beginning construction in fall of 2022. Brenda noted Iowa West has awarded Cycle 1 grants and the recipients are in the process of announcing. Matt Wyant added continued work with rural water to approve routes to extend to Pioneer Trail and two additional housing developments. Matt noted continued work with housing studies and incentives to drive developers to areas in Pottawattamie County by utilizing revolving loan funds. Matt mentioned from a planning standpoint a recent increase in interest of individuals wanting to do their own electrical, plumbing, etc. work as it's becoming exceedingly more difficult to find contractors to complete work affordably so the county is contemplating implementing competency tests to enable individuals to allow this. Matt is hopeful for funding towards developing Carson's downtown pending a Catalyst grant that he submitted. Mayor Hildreth commented on 29 new homes going up in Crescent, 16 of which have already started construction. Mayor Hildreth also noted a grant they submitted with McClure Engineering and are also in the process of improving sidewalks and conditions surrounding the school. Mayor Walsh added the housing market in addition to the unemployment rates are resulting in crisis like conditions. Mayor Walsh noted affordable housing is a continued issue and Brandon Garrett added that mixed housing plans are being developed near Lake Manawa with green space opportunities included. Mark Hanwright added housing is very tight and echoed comments prior attendees made, confirming September of 2023 is the likely date for rural water completion of the Pioneer Trail extension. Cindy Sorlien commented on townhome development in Underwood and financing and logistics options for the expansion at Jacklinks.

### **President's Report:**

Tim Wichman presented the following consent agenda.

### **Consent Agenda:**

Approval of Minutes from BOD Meeting on January 25, 2022

Approval of Financials through February 28, 2022

Approval of Monthly Staff Report through February 28, 2022

***Amy McDermott made a motion to approve the consent agenda as presented. Tara Slevin seconded the motion. The Board voted and approved the consent agenda as presented with a 10-0 vote.***

### **Executive Director's Report:**

Paula Hazlewood updated that the Rural Pottawattamie County Infrastructure Collaborative is working to identify the top four projects and will go to the Board of Supervisors of April 19<sup>th</sup> to present on the findings. Shalimar Mazetis noted that Brenda Mainwaring suggested categorizing each community's items of need into "funding buckets" to better identify what can be funded by ARPA and what should be prioritized elsewhere, rather than objectively deciding which one project is better than another. Shalimar expressed interested in continuing efforts with the rural communities to keep conversations flowing around top priority projects in the future once funding and the partnership with McClure is over. Brenda Mainwaring added kudos to the team and County for the work towards the initiative and using ARPA funding, noting attention from Debi Durham and how this model could be used and others could benefit elsewhere. Tim Wichman noted that from a County standpoint they don't want to have to pick winners and losers and that they want to continue to help everybody and the RPCIC helps to achieve that. Paula briefly reviewed the 2021 Program of Work Reporting Matrix and Annual Report which were attached in the Board report for review and no Board members had additional questions.

Paula provided additional detail regarding the financial transition of Kitchen Council from the Omaha Chamber to Advance Southwest Iowa Corporation, noting that when the account was passed over to Advance on January 1, 2022 it started at \$0. Paula informed the Board that since then there have been multiple grant requests submitted with the help of Lisa Fox with Fox Creek Fundraising and the Greater Omaha Chamber has agreed to continue their financial commitment to PACE and invest \$30,000 in Kitchen Council for 2022 and \$15,000 for 2023. Paula noted Kitchen Council was also one of the recipients of an Iowa West grant for \$100,000 which will be awarded soon. Paula reported that nearing the end of Quarter 1 that Kitchen Council is in good financial standing and will still be pursuing additional grants to secure permanent funding into the future. Paula acknowledged Kitchen Council being a vital asset to the entrepreneurial ecosystem in our region and relationships are being built around the program to continue the growth of the resources. Paula noted in addition to the financial transition, Advance has secured new and adequate risk and liability insurance for Kitchen Council and now all three locations for Advance are under one policy at Silverstone (The HUB).

Paula provided a brief project overview, some dating back to four years noting that persistence pays off in economic development – as Advance will be landing a few of these projects in April – finally! A roundtable conversation ensued with comments from Mayor Walsh and Tim Wichman regarding the tax base in Council Bluffs versus Omaha, economic development efforts on the area recently and TIF, specifically our ability to compete due to the property tax differential that currently exists.

### **Kitchen Council Update:**

Holly Benson began her update by encouraging all attendees to subscribe to the newsletter and attend the pop-up event hosted by Chef Around the Block at the PACE center tonight. Holly announced an upcoming event in partnership with SBDC on March 28th and one in the works with PACE, Kitchen Council and the artists that utilize the gallery space in the PACE building to develop a ticketed event in the future to utilize the space and promote local collaboration. Holly noted Fig and Honey Charcuterie successfully onboarded as a new member in the month of February and that a new farm and food member is in the

process of onboarding. Holly mentioned progress in small scale manufacturing programming and extended thanks to Iowa West and the Omaha Chamber for continued support in Kitchen Council.

**Entrepreneurial Update:**

Niki Ferguson provided her update, noting a partnership with Mark Hanwright on site selection for some ongoing projects. Niki announced completion of the second course of the IEDC certified entrepreneurship developers course the week prior, noting she is projected to complete the course by the end of 2023. Niki provided an update on the Student Entrepreneurship Ambassadorship (SEA) program with the three local high schools noting that the application process has concluded and finalists will be selected by March 31<sup>st</sup>. Niki mentioned recent success with the partnership with Todd Studer productions, thanking a sponsorship that made the three-month weekly episode pilot of the podcast possible, noting engagement on social media has increased almost 100% since broadcasting local community member's stories. Niki also theorized a part of increased engagement was due to "Meet the Team Tuesday's" on social media and asked that Board members participate in the process Niki noted she is sitting on the Omaha Start Up week committee and will be advocating for Council Bluffs to receive adequate representation for the entrepreneurial events, primarily taking place in July in conjunction with Maha Music Festival and encouraged any attendees to align any entrepreneurial events around the same timeline to enhance opportunities in the metro area.

**Rural Development Update:**

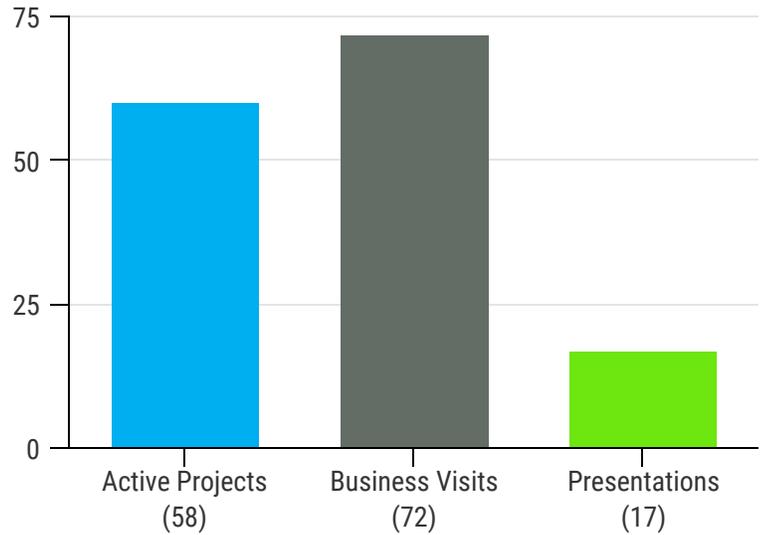
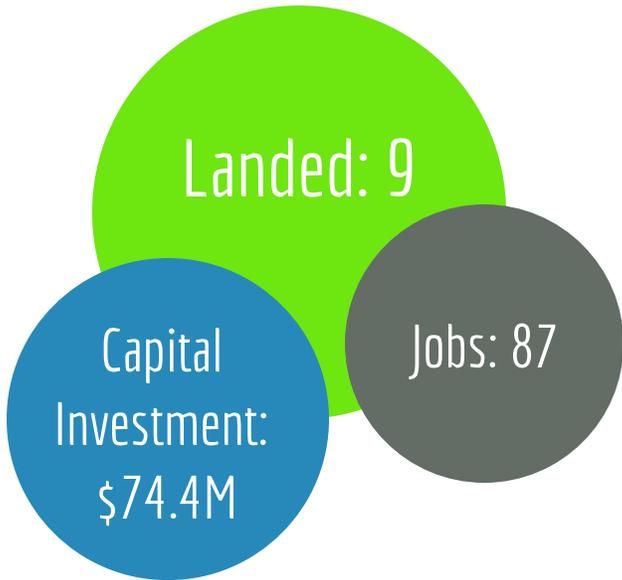
Shalimar Mazetis updated the Board noting recent increased interest in sites, specifically some in Walnut, Avoca and the Neola rail site. Shalimar announced some expansions happening in Hancock despite issues with the City Council with dust effecting local community members but measures have been taken to improve these items. Shalimar noted Jacklinks is moving along briskly with funding for road due to increased traffic are in progress.

**Adjourn:**

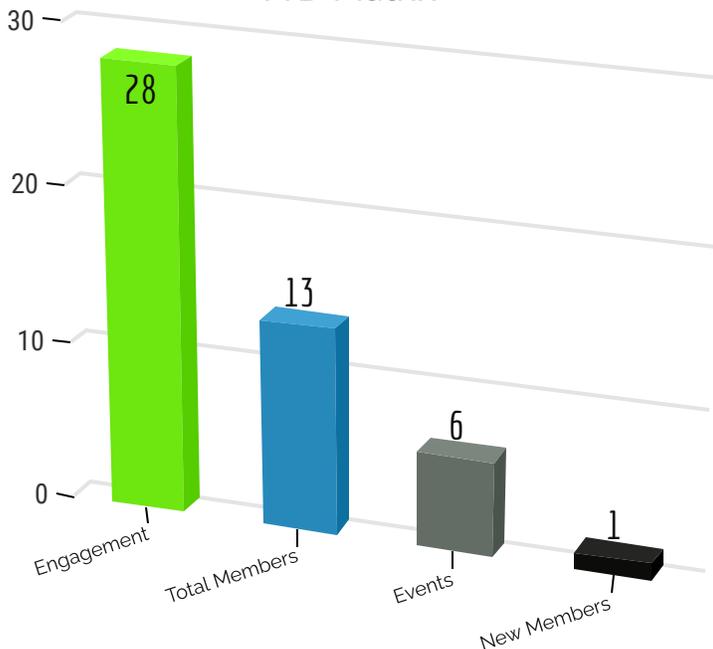
No other business was discussed and the meeting adjourned at 10:47 AM.

# Monthly Board & Investor Update

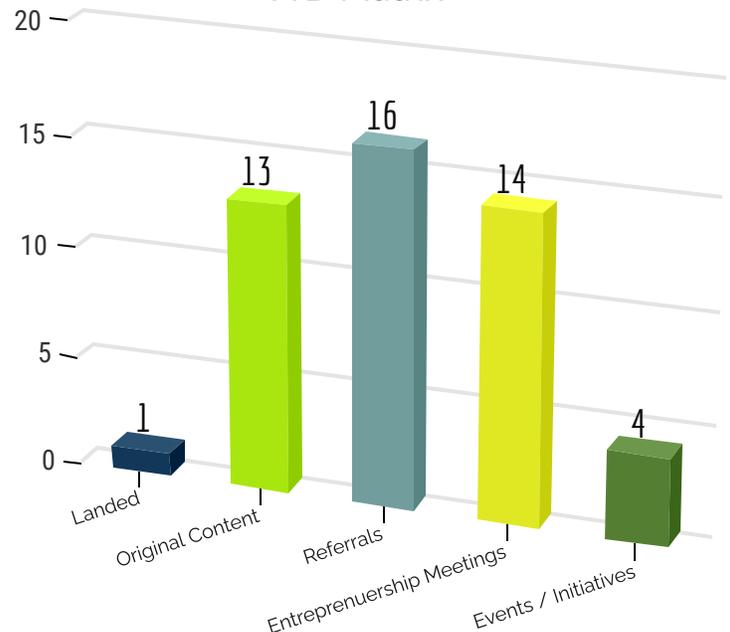
## YTD Project Data



YTD Matrix



YTD Matrix



## Executive Director Report

- Project activity has been exceptional in Q1. As Shalimar outlined below, we were able to land 8 projects that have either landed or expanded in rural Pottawattamie County. Congratulations Shalimar - GREAT JOB!
- I plan to provide a comprehensive project update at our April Board meeting that includes the landed and pipeline projects as well as the items that the Advance team assisted with to bring the projects to reality.
- In addition, I'll be landing two substantial projects in April that will bring our capital investment to well over \$100M. It looks like 2022 is going to be a great year for projects in Council Bluffs and Pottawattamie County.
- I had a great relationship building meeting with Matt Mancuso, Director of Economic Development at IWCC - we discussed numerous partnership ideas.
- We continue to work on fund development for Kitchen Council.
- We will begin our BRE and investor invoicing in May.

## Rural Development

- Since January 2022 we have landed 8 rural projects, totaling a little over \$74M in capital investment. These landed projects have included small start-up auto body shops and accountants, mid sized emerging companies started in Iowa and moving from Nebraska all the way to the counties largest employers. We are only in the beginning of the second quarter of 2022 and we are already shaping up to have a banner year for Rural Pottawattamie County Economic Development!
- There are lots of interesting discussions and movement on housing in rural Pott County. While there are only 2 industrial foundations getting started, both in the process of obtaining their 501c3 - these towns have shown great interest and movement in making their towns boom with housing in the next several years.
- This will be my last report until July. It has truly been a wonderful year so far and I cannot wait to see all we can accomplish in the second part of the year!

## Kitchen Council

- Directly engaged 14 food entrepreneurs in March.
- New Member Equality Farm and Foods out of Emerson, IA, has applied for their Iowa DIA license and is expected to onboard in April.
- Other members being courted: Barb's Breakfast Bar - BBB (food truck), Taqueria Santa Anita (food truck), Italy in your Kitchen (catering) and KirbKakes (bakery).
- Kitchen Council and PACE held pop-ups March 18th and 25th with CATB resulting in \$4152 in sales.
- Next pop up: Bald Brothers on April 22.
- Food Startup 101 was held on March 28th with 25 registrants, 18 attendees and one member lead.
- Wordpress is being implemented to Kitchen Council website, blog content is being ported over and hosting will move away from Omaha Chamber.

## Entrepreneurial Development

- In-person Meetup to be held 3/14 at Harvester.
- Project Updates: Have done some purging after changes to active projects determination (Entr. Dev. only - project numbers are not indicative of actual entrepreneurs assisted). 2 projects closed - 1 placed on hold - 11 Active - 1 New Project Triangle - social/retail. 1 Landed - Prj. Bailar tenant building purchase.
- Project Mike identified building and signed lease for summer launch.
- SEA (Student Entrepreneurship Ambassador) scholarships awarded to 3 class of '23 students at TJ, AL, LC -formal announcement forthcoming.
- Presented entrepreneurship to Leadership Iowa on 3/3 and CB Chamber's Youth Leadership on 3/10.
- Completed IEDC's Intro to Entrepreneurship-led development 3/9
- Joined Startup Oma Week committee - July 2022 to include CB events on docket.