



149 West Broadway  
Council Bluffs, IA 51503

**Board of Directors Meeting**  
**Advance Southwest Iowa Corporation – Hybrid Meeting**  
**Friday, August 27, 2021 @ 9:30 AM**  
**In-Person: City Hall of Carter Lake, 950 E Locust St, Carter Lake, IA 51501**  
**Virtual: Via Zoom @ <https://us06web.zoom.us/j/82909781747>**

## **AGENDA**

- I. Call to Order, Welcome & Introductions – **Tim Wichman**
  - a. Introduction & Comments from Mayor Ron Cumberledge, City of Carter Lake
  - b. Roundtable – Items of Interest
- II. Presidents Report – **Tim Wichman**
  - a. Transition of Accounting Firm – Effective August 1, 2021
  - b. Replacement of Rural Board Member
    - i. Georgi Ivanof – Owner, The Best Wrestler - McClelland
    - ii. Zack Stanger, Plant Manager, Manager, Jack Links - Underwood
- III. Consent Agenda (**ACTION**) – **Tim Wichman**
  - a. Approval of Minutes from BOD Meeting on June 25, 2021
  - b. Approval of Financials through July 31, 2021
  - c. Approval of Monthly Staff Report through July 31, 2021
  - d. Conferences & Events
    - SBDC Iowa Inclusivity Challenge Kick-Off – 7/14 – Fort Dodge, IA (SM & JA)
    - 2021 Iowa Rural Development Summit – 8/18-8/20 – Cedar Rapids, IA (SM)
    - PDI 2021 Fall Conference – 9/29-10/1 – Ottumwa, IA – (SM & JA)
    - Women in Economic Development Summit – 10/12-10/14 – Chicago, IL (PH & SM)
- IV. Executive Director's Report – **Paula Hazlewood**
  - a. Rural Pottawattamie County Infrastructure Collaborative (RPCIC)
  - b. Broadband Initiative
  - c. Joint Marketing Efforts (IEDA & OWH)
  - d. Entrepreneurial Task Force Transition
  - e. Project Updates
- V. Kitchen Council Update – **Holly Benson Muller**
  - a. Membership & Activity Highlights
- VI. Entrepreneurial Update – **Niki Ferguson**
  - a. Project & Activity Highlights
- VII. Rural Development Update – **Shalimar Mazetis**
  - a. Project & Activity Highlights
- VIII. Adjourn

**Next Meeting – September 24, 2021 – Location TBD**



**Advance Southwest Iowa Corporation  
Board of Directors Meeting  
Friday, June 25, 2021 @ 9:30 AM  
Hybrid Meeting Format  
TS Bank – 43 Scott Street, Council Bluffs, IA 51503  
Zoom Video Conference Platform**

**Minutes**

**Present Voting Members:**

Rachel Dorr, Mark Hanwright, Trudy Johannsen, Josh Kallsen, Sue Pitts\*, Tara Slevin and Tim Wichman -  
*\*virtual attendee*

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

Jessi Adamowicz, Holly Benson Muller, Niki Ferguson (10:45 arrival), Brandon Garrett, Paula Hazlewood, Pat Paterson, Lisa Scheve, Brian Shea and Mayor Matt Walsh (10:15 arrival).

**Call to Order:**

Tim Wichman called the meeting to order at 9:33 AM.

**Partner Updates:**

Paula Hazlewood provided an update on behalf of Drew Kamp with the Council Bluffs Area Chamber. Drews update included the following: Workforce: The Chamber is launching an upskilling program with IWCC, GrowCB program with community school districts and a return to work program. The Chamber will also continue their monthly lunch and learn series. Public Policy: Looking ahead to 2022 Session, the key topics will include placemaking, tax reform and controlling social and other polarizing issues (big tech) that can harm our ability to grow our population and attract/retain workforce. On the Federal side, the Chamber is planning a DC Virtual Fly-In the week of July 26<sup>th</sup> - watch for details. In addition, discussions continue regarding a community project for city housing, American Rescue Plan coordination and infrastructure. Also noted is that the Candidate Academy kicks off this morning with future sessions planned on July 9<sup>th</sup>, July 30<sup>th</sup> and August 6<sup>th</sup>. DE&I: Women Inspiring Women Event on July 15<sup>th</sup> from 5:30-7pm at CB Country Club. Topic is lifting up women in the community and the Executive Women's Partnership will be held over the lunch hour on July 15<sup>th</sup>. More details will be forthcoming.

Brandon Garrett provided an update on behalf of the City of Council Bluffs and Mayor Walsh announcing there are American Rescue Funds Act that both the city and county have received with allocations this year and next. Brandon informed the board that they will be meeting internally to discuss priorities to determine distribution of funds. Brandon discussed the progress of the First Ave Project and that it's been delayed recently due to rain.

**President's Report:**

Tim Wichman began his report by providing information regarding the construction on the Courthouse and a roundtable discussion ensued. Tim added that the timeline to complete construction is March 2023. Tim updated the board on COVID numbers stating that the rates are down and vaccination rates for the region are around 40%. Tara Slevin added today was the first day that Jennie Edmundson has not had a COVID patient. Tim motioned to table the item: replacement of a rural board member, commenting on difficulties with financial reporting being on time with Schroer. Tim announced the beginning of a search for an alternate accounting firm, potentially as soon as July 1. Tim notified the board that there will a formal notice sent out when the transition is confirmed. Paula added they are working with another firm on a proposal ultimately

looking for new and innovative reports that will be easier for the board to read and understand. Paula suggested an action to allow the executive committee to move forward with making the transition.

***Tara Slevin made a motion to approve the Executive Committee moving forward with changing Advance's accounting firm. Mark Hanwright seconded the motion. The Board voted and approved the item as presented with a 6-0 vote with Rachel Dorr abstaining.***

Tim Wichman presented the following consent agenda items for approval.

**Consent Agenda:**

Approval of Minutes from BOD Meeting on May 28, 2021

Approval of Financials through May 31, 2021

Approval of Monthly Staff Report through May 31, 2021

***Mark Hanwright made a motion to approve the consent agenda as presented. Josh Kallsen seconded the motion. The Board voted and approved the consent agenda as presented with an 7-0 vote.***

**Executive Director's Report:**

Paula Hazlewood updated the board on the Pottawattamie County Rural Infrastructure Collaborative (RPCIC) noting the initiative has begun with Michelle from Golden Hills meeting with city clerks and Mayors in rural Pottawattamie County to identify their needs. Paula noted that after gathering data they aim to hire a consultant to aide with federal funding and engineering aspects. Brian Shea mentioned that the Iowa DNR is beginning to see issues with the sewer due to new housing and a roundtable discussion ensued about the topic. The general consensus is that most towns are looking for corresponding funding to ensure their bandwidth can support the growth as needed. Paula provided an update on the Broadband Initiative and announced they're in the process of determining the best potential route for the infrastructure. Paula noted she will then draft an RFQ/RFP to hire a consultant to assist with the coordination of applications. Paula will be scheduling time to update the Board of Supervisors and Mayor Walsh regarding next steps. Paula encouraged board members to participate and promote the MAPA Broadband Speed Test to represent the underserved areas and gather the necessary data to support the broadband project. Paula ended her report providing a brief project update, summarizing a variety of projects, with some major projects nearing completion.

**Kitchen Council Update:**

Holly Benson Muller updated the Board on the Kitchen Council's event Mix and Mash with Chef Around the Block scheduled for tonight and encouraged the board to attend. Holly announced there will be a PACE Interactive hybrid event on July 10<sup>th</sup> to promote the Hoff Center. Holly and Sue Pitts will be resuming quarterly start-up one-on-ones and will be hosting both in-person and virtually. Holly announced they will be bringing on two new members, bringing the total to six members year-to-date. Holly informed the board that they are trying to improve their resources for packaged product entrepreneurs and encouraged them to utilize Kitchen Council for their catering and food needs. Paula added they are in the process of creating a fund development campaign for Kitchen Council.

**Rural Development Update:**

Paula Hazlewood sent Shalimar Mazetis' update via email to the Board following the meeting.

**Entrepreneurial Update:**

Paula Hazlewood sent Niki Ferguson's update via email to the Board following the meeting.

**Additional Board Discussion:**

Tim Wichman opened the floor for updates and discussion. Paula Hazlewood announced continuation of fund development with private investors. Brian Shea added that the courthouse trails committees are working hard with current projects. Brandon Garrett noted that he kicked back the Land Use Study draft to the consultant because the infrastructure didn't align so they are now working with HGM to align the areas. Tara Slevin reported no COVID patients at Jennie. Trudy Johannsen announced MidAmerican Energy will be closing their customer service walk in centers effective July 1 and transitioning to online servicing. Lisa Scheve noted overall regional project numbers are down, but they have recently begun to see an upward trend. Rachel Dorr noted

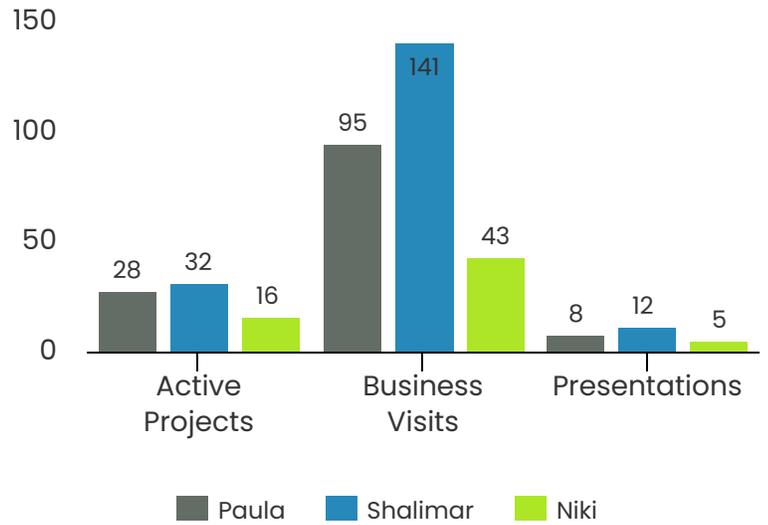
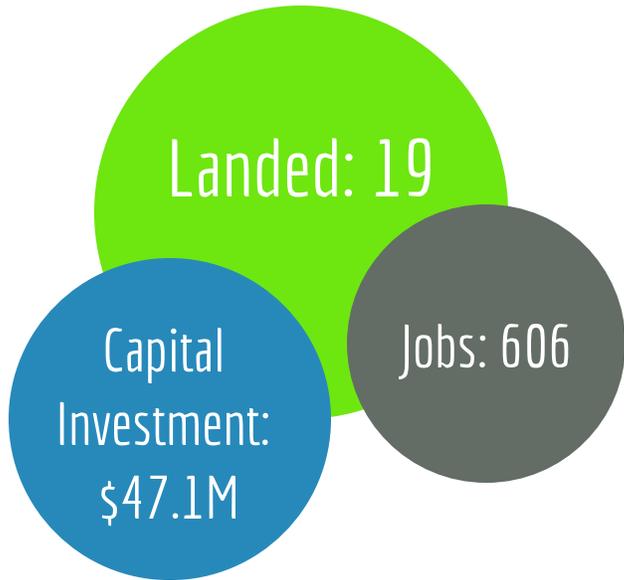
a dance studio in Oakland is looking to expand but are having difficulties finding a location. Lastly, Tim Wichman added the hotel in Oakland had been demolished and a new chicken ranch will be built in the Underwood area.

**Adjourn:**

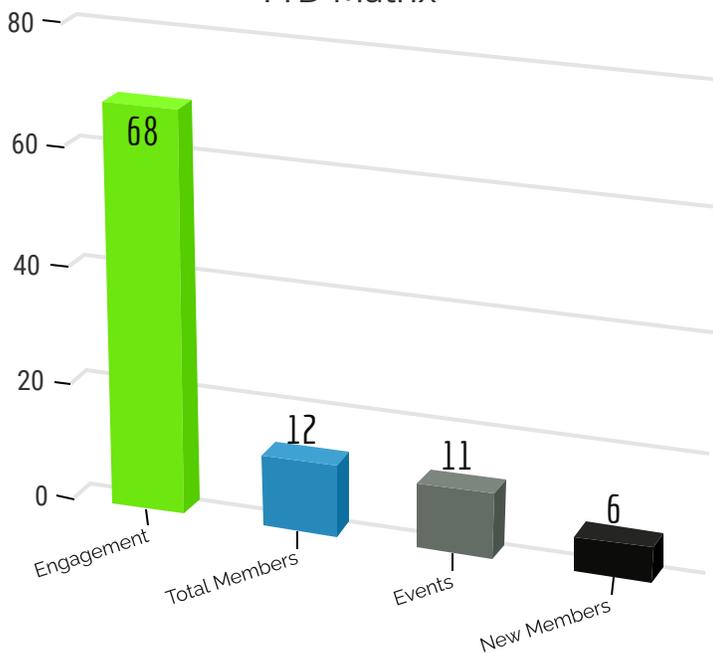
Tim Wichman reminded the board there will be no meeting in July with the next meeting scheduled for August 27th. Pat Paterson offered to host either the August or September event in Carter Lake. Niki provided some closing details regarding MentorU in the Midlands, an opportunity for youth to gain exposure to business coupled with their high school education. No other business was discussed and the meeting adjourned at 10:58am.

# Monthly Board & Investor Update

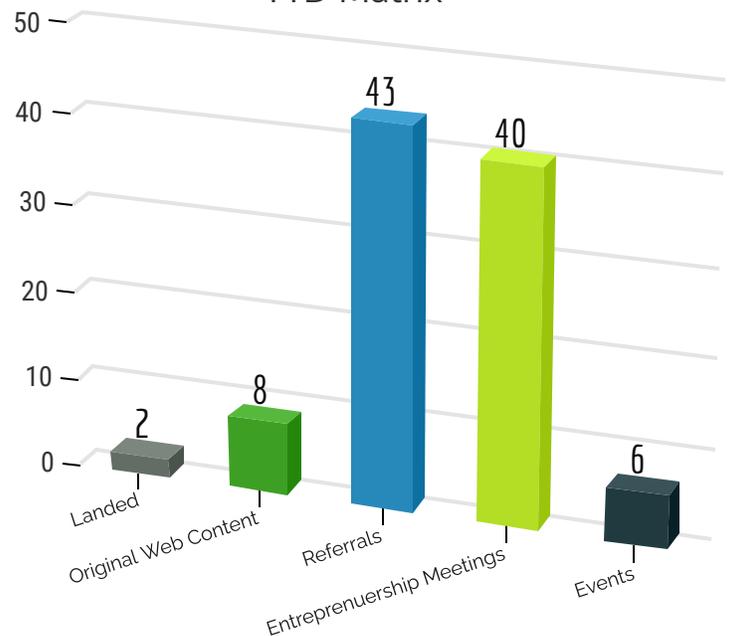
## YTD Landed Projects



YTD Matrix



YTD Matrix



## Executive Director Report

- Consultant chosen for the RPCIC - transition to Phase II in-progress with consultant meetings scheduled to kick-off in September.
- Project Beron under construction - connecting to CB Chamber and IWCC for workforce recruitment discussions.
- On-going fund development and marketing discussions happening for Kitchen Council.
- Collaboration with the CB Chamber for the annual BRE (Best of Iowa) initiative going well.
- Joint marketing efforts with CB Chamber in-progress.
- Funding from Pottawattamie County Board of Supervisors for Broadband initiative engineer approved.
- Sales at the I-29/I-80 Industrial Park going well. Updates to marketing brochure underway as well as the creation of an industry radius map.

## Kitchen Council

- Directly engaged 10 food entrepreneurs in July.
- Two new members passed inspection and officially on-boarded (Muncheese Eatery & Honey~n~Luv).
- Courting three new prospective members (Bella Bread, Carter & Rye and a confectionary business with name TBD).
- Kitchen Council held three events: Food Startup 101 and PACE Pop-up with Chef Around the Block; Partnered with TS Institute and Council Bluffs Schools for their summer camp.
- Continuing to build relationships with USDA/FDA and IDALS and explore requirements for small-scale food processing out of Kitchen Council.
- In collaboration with Iowa SBDC, held individual mentoring sessions with two members.

## Rural Development

- Project Nesting Grounds, a drive through coffee shop in Underwood - attended the city council meeting and was given permission to use the alley way behind their business for their drive through.
- Assisted Marne Elk Horn with their presentation to the Pottawattamie County Board of Supervisors to get their support for a grant that could help serve a currently underserved broadband area.
- Neola couple awarded a Catalyst Grant to fund \$100,000 of the renovation of their historic building. The building will be a mixed use building, meaning it will have commercial space on the ground level and apartments on the second floor.

## Entrepreneurial Development

- Completed 4th of webinar series w/NEF **:45Mogul - *Everything Iowa***, with Director Debi Durham of IEDA/IFA on 6/3. [July Hiatus]. August webinar 8/5, *Everything to Launch* an idea w/ Alex Taylor (NewBo/ISA), Nathan Preheim (Proven Ventures), Laurel Oetken (TSC)..
- REV in-person event Oct. 19th. Following pitch event - live ticketed event with Bill Eckstrom as keynote. Sponsorships still open, hoping to raise additional \$1,550. Thanks to: CB Chamber, Rachel Dorr Acct, PowerTech, Google, NEF, Pozzi Family Foundation, Modern Matriarch, Revela, Castle & Assoc., Mills County EDC, Proven Ventures, and of course, TS Bank.
- Project Updates: 16 Active, 0 landed in June & July and 3 new. Prj Smokin' Aces - Carter Lake, (transferred to SM-rural mgr) & Prj. Wrestler Expansion & Project Surgeon. 1 project closed.
- Entrepreneurial Meetup group in-person relaunch held on 7/13 at TS Bank. 8/19 at Full Fledged & 9/15 at Tandem Works.