



149 West Broadway
Council Bluffs, IA 51503

**Board of Directors Meeting
Advance Southwest Iowa Corporation
Friday, May 27, 2022 @ 9:30 AM
Council Bluffs Public Library – 400 Willow Avenue – Meeting Room A**

AGENDA

- I. Call to Order, Welcome & Introductions – **Tim Wichman**
 - a. Introductions: All – Roundtable: Items of Interest

- II. Consent Agenda (**ACTION**) – **Tim Wichman**
 - a. Approval of Minutes from BOD Meeting on April 29, 2022
 - b. Approval of Financials through April 30, 2022
 - c. Approval of Monthly Staff Report through April 2022

- III. Executive Director's Report – **Paula Hazlewood**
 - a. Rural Pottawattamie County Infrastructure Collaborative (RPCIC)
 - b. KC Street Car Trip
 - c. BRE (Best of Iowa) Initiative Kicking Off – June
 - d. Investor Invoicing - June
 - e. 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 – June 24, 2022 – Location: Council Bluffs Public Library-Meeting Room A



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

Minutes

Present Voting Members:

Chris Blum, Mark Hanwright, Josh Kallsen, Brenda Mainwaring, Amy McDermott, Pete Ryerson, and Tim Wichman

Present Non-Voting Members, Staff and Guests:

Niki Ferguson, Paula Hazlewood, Brandon Garrett, Mayor Matt Walsh and Matt Wyant

Guests: Mark Norman (GOCC)

Call to Order:

Tim Wichman called the meeting to order at 9:33 AM. Tim welcomed Mark Norman from the Omaha Chamber and all other attendees introduced themselves.

Tim opened up roundtable conversation and Matt Wyant shared there is interest in the Crescent interchange for large equipment rental and discussions are continuing with the City on the Land Use Plan. Brenda Mainwaring shared the Iowa West Foundation's cycle 2 grants will be open from May 1st through the 15th. Brenda added an expansion is in the works and nearing install for Blink and the Wifi consortium and conversations with the local school districts are occurring with tours to outside communities planned to improve planning. Brenda announced the new Omaha Chamber President was announced at the Board meeting which she came from and it is Veta Jeffrey, from St. Louis. Mark Norman from the Omaha Chamber noted initiation of a new application for LOIS which provides a comprehensive source of public real estate for the region. Tim Wichman announced there will be an update provided at the Pottawattamie County meeting next week on rural water, encouraging interested parties to attend.

President's Report:

Tim Wichman presented the following consent agenda.

Consent Agenda:

Approval of Minutes from BOD Meeting on March 25, 2022

Approval of Financials through March 31, 2022

Approval of Monthly Staff Report through March 31, 2022

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

Entrepreneurial Update:

Niki Ferguson provided her update on a productive month. Niki hosted a meet-up at the Harvester which unveiled a new, potentially sizeable project. Niki noted her participation on the committee for StartUp Omaha, ensuring Council Bluffs will be represented adequately. In partnership with the Omaha Chamber, Niki will be a representative in conjunction with the Kauffman Foundation and MIT to provide education and encourage collaboration in the region to grow and improve the entrepreneurial ecosystem. Niki

announced the finalists for SEA from three local high schools have been selected and will be publicly announced in coming weeks. Niki provided a brief project update and Amy McDermott commended her on two recent presentations for Leadership Iowa. Paula applauded Niki's efforts to advocate for Council Bluffs and Pottawattamie County with StartUp Omaha coming to Iowa. Niki attended a Connecting Conference in Des Moines and had great conversations and gained ideas of potential projects to bring back to our area.

Kitchen Council Update:

Paula Hazlewood provided an update on behalf of Holly Benson. Paula noted a successful Art+Dish culinary and art immersion event with 8 Kitchen Council members collaborating to serve 50 guests. Paula noted 4-5 new members are anticipating onboarding so there is a waitlist being implemented as that puts Kitchen Council at an all-time high for enrollment. Paula noted an upcoming private event with three members pitching at an intimate tasting on May 4th to a celebrity Chef and other events including Viva Fit Pop-Up, TS Institute + Chef Around the Block kids camp and Food Startup 101 are scheduled. Paula mentioned the Kitchen Council website is in its final stages of transition to WordPress and will no longer be hosted on the Omaha Chamber's domain.

Paula provided a personal update on the Kitchen Council noting continued efforts on fund development in addition to being awarded the Iowa West Foundation Cycle 1 grant in partnership with Golden Hills RCD as the fiscal agent. Considering Michelle Franks is no longer employed through Golden Hills RCD, Paula has established a new contact and will continue to meet with her quarterly. Paula announced another \$5,000 grant was awarded to Kitchen Council with support from Lisa Fox at Fox Creek Fundraising and an ongoing grant with Nebraska Enterprise Fund for curriculum development in addition to other ongoing grant pursuits.

Executive Director's Report:

Paula Hazlewood began by updating that County Board of Supervisors requested that the data be put into shareable spreadsheets from the Rural Pottawattamie County Infrastructure Collaborative and that McClure funneled the projects into top four priority projects. On April 19th McClure, Iowa West Foundation and Advance presented to the County and presented on the top four projects including housing, water, roads, walkability and marketing. Paula announced water, sewer and broadband infrastructure were identified as top priorities and housing projects must be targeted as affordable. Paula noted next steps in the process include informing the County of the fund matching aspects and continued updates from monthly check in meetings with the McClure team. Matt Wyant added that the RPCIC helped unveil the need of over 100 million dollars of infrastructure needs in Pottawattamie County and despite communities being upset they didn't receive funding directly from RPCIC initiative, but noted that it was a great start to kickstart momentum. Matt added that the small towns are unable to complete the ARPA funding requirements so keeping McClure's services to provide continued assistance with funding and accessibility might be a possibility. A roundtable conversation ensued about funding and qualifications and Tim inquired about Golden Hills RCD role in the initiative and Brenda and Paula confirmed their contributions were completed with Phase 1.

Paula provided a project update beginning with a rural update on behalf of Shalimar Mazetis noting several landed projects in Q1 including but not limited to Rain for Rent in Carter Lake, Menards Distribution center in Shelby, JackLinks expansion project including road expansions with RISE grant applications. Paula mentioned a developer showed interest in the Walnut high school and the city council approved the building being transformed into apartments. Paula is planning to present to the City of Macedonia about formation of industrial foundations.

Paula continued her update on Council Bluffs projects announcing that OPUS closed on April 6th and will construct two different buildings and Paula will reevaluate past lists of previous projects with the new space becoming available. Paula noted continued efforts on additional ongoing projects and that Certified Transmission bought the old Target building and the organization was denied incentives and Paula

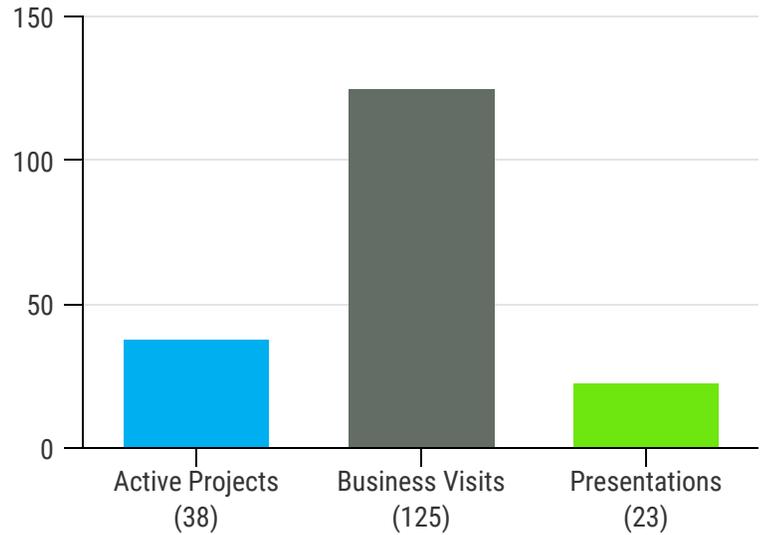
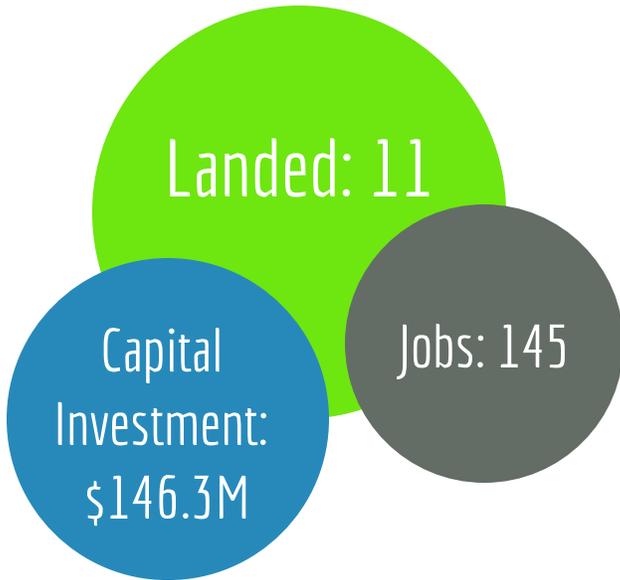
discussed the details with IWCC and was able to award them some incentives outside of TIF or State incentives. Paula noted a successful site visit due to networks and relationship building and emphasized the importance of this to the Board. A roundtable conversation ensued regarding affordable housing for incoming business attraction and lack of workforce to support it. Paula shared partnerships with Iowa Western Community College on curriculum development, specifically their culinary program with Kitchen Council and future opportunities. Pete Ryerson commented on the incentive program MidAmerican has and encouraged everyone to utilize.

Adjourn:

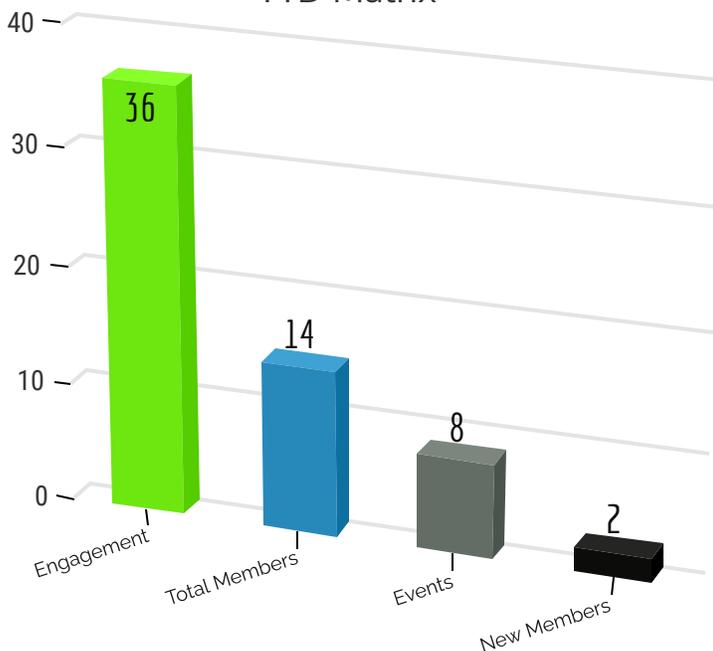
No other business was discussed and the meeting adjourned at 10:55 AM.

Monthly Board & Investor Update

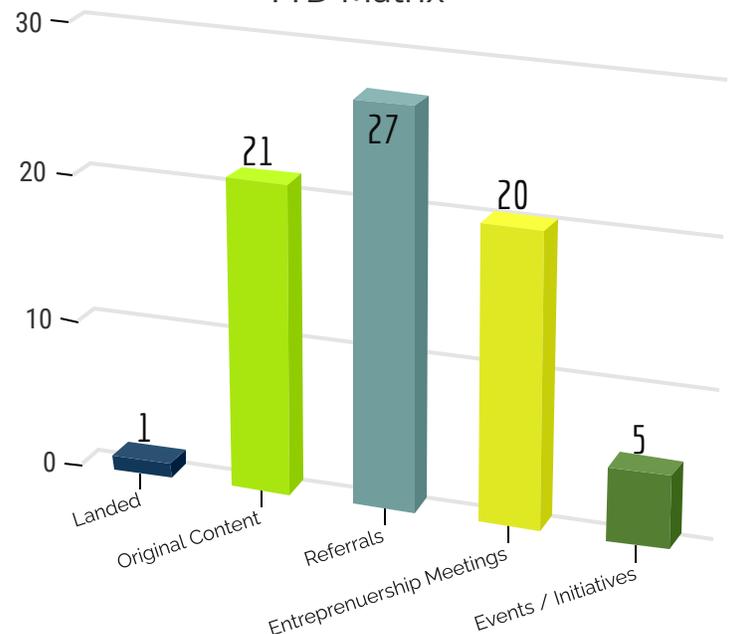
YTD Project Data



YTD Matrix



YTD Matrix



Executive Director Report

- The highlight of April was OPUS finally closing on the River Road property on April 6th. Two warehouse/distribution speculative buildings will be constructed with a total of 550,000 SF. Site work on building #1 is underway with 54% already leased. The timeframe for building #2 will follow market demand. In addition, we landed IceCap (Project TipToe/USProperty) who are building a 250,000 SF cold storage facility on 16th - construction is underway. Advance assisted with numerous components of both of these project including site identification and local and State incentives. These two projects total \$72M in capital investment bringing our 2022 investment number to \$146M+ which is outstanding 4 months into 2022.
- Numerous other logistics related projects remain in our active pipeline including TSL, Project Link, Project Butterfly and the IWCC site.
- Finalization of the City/County Joint Land Use Study is underway.

Rural Development

- RPCIC - Project priority presentation made to Pottawattamie County Board of Supervisors on 4/19 by Advance and McClure. Additional 1x1's with all communities to be scheduled as well as joint county meeting. Follow-up presentation to Supervisors to be conducted in June.
- Work continues to get a RISE grant application submitted to IDOT through Pottawattamie County for road improvements to support the Jack Links expansion project.
- Assisting developer with support of housing tax credit application (due July) for the Walnut School apartment renovation project.
- Paula is working the rural projects during Shalimar's leave. In addition to the above, currently working with an ag company that will be building a new facility in Carson - engineering work and TIF discussions are underway.

Kitchen Council

- Directly engaged 8 food entrepreneurs in April.
- New Member Equality Farm and Foods officially on-boarded.
- Prospective members applied for Iowa DIA license and are awaiting inspection: Barb's Breakfast Bar, Taqueria Santa Anita, Italy in your Kitchen and KirbKakes.
- Kitchen Council officially has a wait list until new members on-board and kitchen foot traffic is assessed.
- Art + Dish event was held in April with 8 Members contributing to creative menu for ~50 guests.
- Kitchen Council and PACE held pop-up on April 22 with Bald Brothers resulting in \$2,056 in sales; Next pop up: Viva Fit on May 27.
- We hosted Iowa Association of Family and Consumer Sciences Spring Workshop for tour and meet/greet with Chef Around the Block.
- OCookieOs is exploring manufacturing.

Entrepreneurial Development

- In-person Meetup held on 4/14 at Harvester Artist Lofts hosted by Naad Naturals.
- Project Updates: 12 Active - 1 project closed - 1 placed on hold - 3 New: 1 maker, 1 daycare, 1 tech project.
- SEA (Student Entrepreneurship Ambassador) scholarship press release scheduled for 5/31 announcing winners: Tana @AL, Sharon @TJ, Olivia @LC.
- April :45 Mogul, Everything Patents & IP rescheduled for May 5th
- Occasional Collective grand opening & ribbon cutting held on 4/8.
- Attended Rising Tides Connection Conference hosted by Even Connections in West Des Moines on 4/28.
- Have started planning and fundraising for REV 2022 (not yet publicly announced). Event to be held Nov. 1 at PACE with some changes from 2021. Sponsorship information attached, please reach out if you're interested in sponsoring.



event SPONSOR- SHIP

REV

At TS Bank we believe that a community is only as strong as its small businesses. That's why we created REV, a small business pitch competition as an opportunity for southwest Iowa small businesses.

TS Bank originally started REV in 2015 in an effort to spur economic growth and encourage business owners to continue pursuing their dreams. During the first three competitions (2015-2017) the bank awarded in total over \$75,000 to the winners. TS Bank decided to bring the competition back in 2020, and since then another \$30,000 has been distributed. For more information visit tsbank.com/rev.

sponsorship agreement



supporting sponsor \$100

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Business logo on landing page

silver sponsor \$500

Business logo on landing page

Logo displayed on marketing materials and event signage

gold sponsor \$1,000

Business logo on landing page

Logo displayed on marketing materials and event signage

Co-host Facebook event

Verbal recognition of sponsorship at event

Opportunity to have booth at event



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Judge opportunity



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Only one available. This sponsorship comes with all of the perks of the silver sponsorship plus your business will be advertised by the drink station.

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sponsorship agreement

COMPANY CONTACT INFORMATION

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city, state, zip _____

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**Contestants, please do not sponsor this event.*



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Council Bluffs, Iowa 51503

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NEWS RELEASE

FOR IMMEDIATE RELEASE

May 12, 2022

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Omaha Selected for Prestigious MIT REAP Global Program

OMAHA, Neb., May 12, 2022 – The MIT Regional Entrepreneurship Acceleration Program ([MIT REAP](#)) has announced that Omaha is participating in its Global program, Cohort 9, launching May 10, 2022. Over the next two years, through MIT REAP, the Omaha team will learn and adapt the frameworks developed by MIT to accelerate innovation-driven entrepreneurship (IDE) in their region.

MIT REAP is a global initiative that engages with communities around the world to supercharge IDE ecosystems and transform economies. The Global program employs an evidence-based “team” approach, translating MIT research and insights into a practical, actionable, and strategic framework that convenes and educates key stakeholders, and empowers regional leaders to drive meaningful, long-term economic and social change.

MIT REAP Team Omaha is championed by Laurel Oetken, Director of Entrepreneurship and Innovation for the Greater Omaha Chamber, and includes highly influential regional leaders who represent five major stakeholder groups: government, university, corporate, risk capital, and entrepreneurs. Core team members include:

- Joe Petsick, Executive In Residence, University of Nebraska, College of Business
- Michael Dixon, President and CEO, UNeMed
- Niki Ferguson, Entrepreneurial Development Manager, Advance Southwest Iowa Corporation
- Brian Ardinger, Director of Innovation, Nelnet
- Erica Wassinger, General Partner, Proven Ventures
- Adriana Cisneros Basulto, CEO, Maxwell
- Scott Brag, Vice President, Chapman & Company
- Trevon Brooks, Business Development Manager for the Nebraska Department of Economic Development.

One final, additional team member will be identified in the coming weeks. MIT REAP Team Omaha is supported by a larger advisory board comprised of the Greater Omaha

Chamber's Building Business Council members, along with other industry experts from within the stakeholder category groups.

"The Greater Omaha Chamber has long recognized the importance of startup growth in regional economic development and we are constantly on the lookout to offer more support, awareness and resources for this crucial community," said Laurel Oetken, Director of Entrepreneurship and Innovation for the Greater Omaha Chamber. "Once we saw the opportunity to showcase the Omaha area's tremendous talent and ideas through MIT REAP, we jumped at the chance. I am thrilled at the diverse talent our team brings to the table and can't wait to start making real progress through these next two years and beyond."

Team Omaha's goals throughout this program are as follows:

- Address research-identified challenges such as ensuring the entrepreneurship talent pipeline, risk aversion throughout the community, a lack of consistent goals and gaps in programming and resources.
- Build mutually beneficial partnerships and relationships with Cohort 9 teams representing the American heartland: Kansas City, Des Moines, and St. Louis.
- Make the Midwest a premiere place for startups to establish, grow, and scale their businesses by leveraging opportunities that Omaha's unique entrepreneurial ecosystem provides and discover how we can work with other nearby cities, such as Lincoln, Nebraska, and Council Bluffs, Iowa, to further its reach and connect the greater Nebraska ecosystem.

MIT REAP Global teams participate in a two-year program focused on accelerating innovation-driven entrepreneurship (IDE) in their regional innovation ecosystems and are provided opportunities to collaborate with teams within and across their Cohort. "We're thrilled to welcome leaders from such a diverse group of regions into Cohort 9," said Travis Hunter, Director of MIT REAP. "Now in our tenth year, we look forward to sharing the learnings and impact of our global alumni community with our incoming teams and seeing the momentum they will bring to their own regions' IDE ecosystems."

Regions from across the globe apply for admission to MIT REAP's Global program with a particular "urgency for change" or problem area in their region's overall system that they want to address. The MIT REAP faculty then work with each team to overcome the regional challenges that are hindering the growth of its IDE ecosystem by identifying the region's comparative advantages and the acceleration mechanisms required to promote IDE.

MIT REAP Team Omaha will also work in conjunction with its fellow Cohort 9 Teams, including:

- Des Moines, Iowa, USA
- Dominican Republic
- Hungary

- Kansas City, Missouri, USA
- Piauí, Brazil
- St. Louis, Missouri
- Western Australia

Omaha's participation is part of an initiative with The Heartland Civic Collaborative (HCC), which serves as the regional voice of the Des Moines, Kansas City, Omaha and St. Louis metros. As one mega-region, we build momentum through targeted civic initiatives and drive strategic, coordinated actions toward common goals. We focus on four main areas that provide mutually beneficial opportunities to the Heartland: Transportation, Federal Advocacy, Life Sciences and Entrepreneurship & Human Capital.

The HCC was brought together by the Kauffman Foundation, which is underwriting this effort as part of their priority to increase access to entrepreneurship and spur entrepreneur-focused economic development in Missouri, Kansas, Iowa and Nebraska and around the country.

About Greater Omaha

[Greater Omaha](#) is a [No. 1 ranked up-and-coming-tech hotspot](#), a "[top 10 best place to live on a \\$60,000 salary](#)" and one of the "[best city for young professionals](#)" according to SmartAsset. Greater Omaha is home to more than 30 communities and nearly 1 million people.

About the Greater Omaha Chamber

The mission of the [Greater Omaha Chamber](#) is to champion a thriving business community and a prosperous region through visionary leadership and collaboration.

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