



149 West Broadway
Council Bluffs, IA 51503

Board of Directors Meeting
Advance Southwest Iowa Corporation – Hybrid Meeting
Friday, November 19, 2021 @ 9:30 AM
In-Person: Council Bluffs Chamber – 149 W. Broadway, Council Bluffs, IA 51503
Virtual: Via Zoom @ <https://us06web.zoom.us/j/88058104974>

AGENDA

- I. Call to Order, Welcome & Introductions – **Tim Wichman**
- II. Presidents Report – **Tim Wichman**
 - a. Roundtable – Items of Interest
- III. Consent Agenda (**ACTION**) – **Tim Wichman**
 - a. Approval of Minutes from BOD Meeting on October 22, 2021
 - b. Approval of Financials through October 31, 2021
 - c. Approval of Monthly Staff Report through October 31, 2021
- IV. Executive Director's Report – **Paula Hazlewood**
 - a. Rural Pottawattamie County Infrastructure Collaborative (RPCIC)
 - b. 2022 Preparation:
 - 1) 2021 Accomplishment Matrix
 - 2) Slate of Directors
 - 3) Budget – Amended Line Item System
 - 4) Meeting Schedule
 - c. 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 – January 28, 2022 – Location: TBD



149 W. Broadway, Council Bluffs, IA 51503

2022 MEETING SCHEDULE

Note:

Please note that the Board meetings will start at 9:30 AM and are scheduled for the last Friday of each month with the exception of July and December (by-months) and the 3rd Friday in November due to the Thanksgiving holiday. Meeting notices will be sent in January 2022 for the full year and the location of future meetings will be updated month to month.

January 28, 2022

February 25, 2022

March 25, 2022

April 29, 2022

May 27, 2022

June 24, 2022

July – No Meeting

August 26, 2022

September 30, 2022

October 28, 2022

November 18, 2022

December – No Meeting



**Advance Southwest Iowa Corporation
Board of Directors Meeting
Friday, October 22, 2021 @ 9:30 AM
ASWIC Oakland Office – 120 N. Main St, Oakland, IA 51560
Hybrid Meeting Format**

Minutes

Present Voting Members:

Chris Blum, Mark Hanwright*, Josh Kallsen, Brenda Mainwaring, Tara Slevin*, Tim Wichman

Present Non-Voting Members, Staff and Guests:

Jessi Adamowicz, Rachel Dorr, Niki Ferguson, Paula Hazlewood, Drew Kamp*, Brandon Garrett*, Shalimar Mazetis (left at 10am), Pat Paterson*, Brian Shea*, Mayor Matt Walsh, Matt Wyant

****virtual attendee***

Call to Order:

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

Tim Wichman opened the floor for roundtable items of interest. Matt Wyant shared a pre-shipment of pediatric COVID vaccines are expected to arrive by November 2nd or 3rd and will be administered by providers, continuing with booster and vaccination clinics. Matt noted about 56-57% of eligible people in Pottawattamie County are vaccinated and there is a downward trend of community COVID cases. Matt provided a county development update sharing they are still working with regional water on the housing development off Pioneer Trail and negotiating rates. Matt mentioned the Industrial Park is nearing completion and there are three permitted buildings with a fourth in discussion. Rachel Dorr complimented Niki and all sponsors in attendance for a successful REV event. Brenda Mainwaring asked Matt Wyant if Johnson and Johnson booster shots will be available and Matt replied they will be selective with who they go to but with mix and match method being approved, Pfizer will be given to the majority. Brenda informed the Board after attending the Racing and Gaming Commission Meeting in Marquette, reauthorization of the gaming license with Horseshoe Casino was granted. Chris Blum commented interest rates are likely to begin increasing in the next year. Brandon Garrett announced they have interviewed for a new Chief Building Official and will likely onboard in a few days. Tara Slevin reported COVID numbers are higher in the hospital than community and there is only 1 ICU bed available and encourages people to maintain routine health checks.

Drew Kamp announced early voting is now available for the local election on November 2nd and candidates can be found in the Nonpareil or in Council Bluffs Chamber media sites. Drew provided a state policy update mentioning priorities are: talent, workforce, childcare, housing, economic development, port authorities, entertainment, TIF, tax credits, business climate, corporate tax reform, infrastructure, broadband, and water. Drew provided a federal update including the infrastructure bill in the House with a deadline of October 30th, the reconciliation bill, tax and bank provisions, and the debt ceiling. Drew announced four new Council Bluffs Area Chamber of Commerce board members were welcomed on October 1st. Drew noted the Veteran's Relocation Package was recently passed expressing excitement with getting their first applicant and generation of good publicity. Drew mentioned a tech training with the AIM Institute and the Work Ready Community Celebration on November 16th. Drew announced the potential of upcoming workforce development events with Business Ethics Alliance centered around diversity, equity and inclusion. Drew announced upcoming meetings with Brenda Mainwaring and the

Department of Transportation and Iowa Economic Development Authority regarding place making and will be attending the Prometheus Awards as a finalist for tech community of the year. Drew shared the Youth Leadership and Leadership CB had their Heritage Days recently and the Women's Executive Partnerships and Women Inspiring Women both had successful events in October.

Rural Development Update:

Shalimar Mazetis' provided a project update before she departed for OU EDI in Fort Worth at 10am. Shalimar reported project specific updates including a housing project in Carter Lake in partnership with a local partner targeting low to moderate income, seeking new sites for existing businesses and the possibility of resource sharing between local businesses to reduce cost and promote community relations.

President's Report:

Tim Wichman announced the relocation fund for veterans noting there are already 10 spots funded at up to \$2,500 per veteran to relocate to Pottawattamie County. Tim mentioned the County used ARPA funds in partnership with the City of Council Bluffs to purchase all new radios for first responders.

Tim presented the following consent agenda. Paula and Chris provided clarification for some line items and Rachel Dorr commented that she wishes to continue refining the line items in the financial report.

Consent Agenda:

Approval of Minutes from BOD Meeting on September 24, 2021

Approval of Financials through September 30, 2021

Approval of Monthly Staff Report through September 30, 2021

Conferences & Events

OU EDI Fall Institute – 10/22-10/29 - Fort Worth, TX (SM)

Josh Kallsen made a motion to approve the consent agenda as presented. Brenda Mainwaring seconded the motion. The Board voted and approved the consent agenda as presented with a 6-0 vote.

Executive Director's Report:

Paula Hazlewood provided an update on the Rural Pottawattamie County Infrastructure Collaborative announcing contract finalization with McClure Engineering and announced an upcoming joint community meeting on November 3rd. Paula questioned because we are not a 501c3 if we can submit the COVID application for ARPA funds and Brenda suggested the county may have to alternatively submit the application. Paula noted meetings are underway with McClure and infrastructurally water is a high priority in rural areas and Paula is hoping to take a regional approach and housing is second. Brenda Mainwaring added Debi Durham and Brent Siegrist indicated interest in the project and suggested some state allocated funds may be available. Matt Wyant advised to work carefully with rural water in the agreement process to finalize rates, fees, time frames and other pertinent details speaking from experience to come to a mutual understanding. Paula shared partnering with Drew Kamp and the Council Bluffs Area Chamber to produce workforce development marketing pieces for 2022 through Iowa Economic Development Authority rather than the Omaha World Herald and are still researching additional avenues. Paula provided an update on the Broadband Initiative mentioning potential partnerships with Western Iowa Networks and/or Marne Elkhorn to better serve local areas and trying to combat false representation of services provided and potential new data collection methods to reflect the lack of service. Brenda Mainwaring noted her personal experience of driving across Iowa and maintaining service throughout the state until she reached Pottawattamie County, emphasizing the lack of service in the area. Paula suggested having continued conversations with Debi Durham to brainstorm how to accurately gather the data to reflect the gap in service. Paula noted the MAPA Speed Tests are available but due to primarily being branded with Nebraska they are not getting high participation from Iowa residents. Paula provided a comprehensive update on existing and new projects in the pipeline.

Entrepreneurial Update:

Niki Ferguson thanked the sponsors and those who attended REV and announced they awarded two businesses, Viva Fit and the Occasional Collective, prize money totaling \$15,000. Niki provided a project update announcing she has four new projects in technology, food and retail and had approximately 26 various referrals throughout September. Niki mentioned continued success with in-person meet-ups and with noting relationships building and individual growth as a key result. Niki also discussed the final 2021 :45 Mogul - Everything to Pitch.

Kitchen Council Update:

Holly Benson emphasized the importance of Kitchen Council and how it alleviates barriers for startup food businesses, giving them a space to grow and produce without the overhead of brick and mortar costs. Holly shared there are currently 12 members and 3 applications recently submitted. Holly mentioned there is a continued effort to promote Manufacturing 101 plans and is currently meeting with Catapult and Conagra to further development. Holly asked the Board members to facilitate introductions with local or regional individuals that have experience with packaged food products and getting them into retail spaces to her. Mark Hanwright suggested Sharon with Honey Creek Creamery in Crescent could be a beneficial connection. Holly reminded the Board of "Fourth Fridays" at PACE, featuring a Kitchen Council member and various entertainment and encouraged participation and referrals of members for catering and gift needs. Holly announced Food Startup 101 in partnership with SBDC occurs quarterly and Spooky Salsa Class with Chef Around the Block is at the end of October. Paula added that a previous Kitchen Council member, Pie King is having their soft opening today and a Chamber ribbon cutting will follow.

Additional Board Discussion:

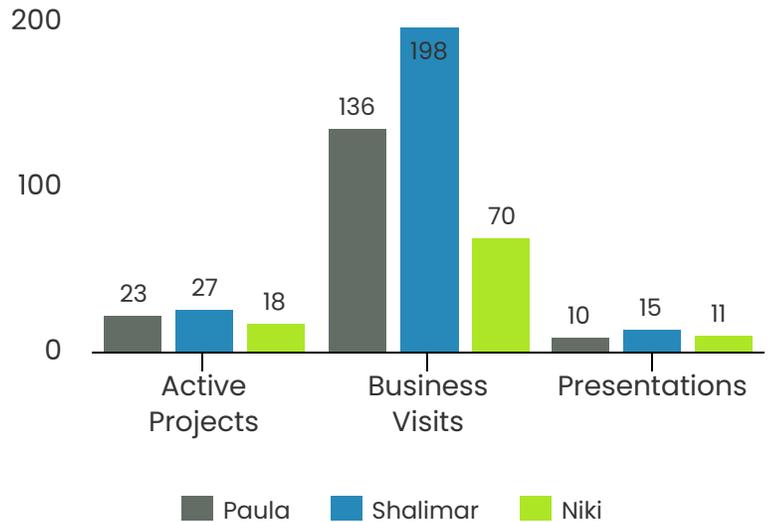
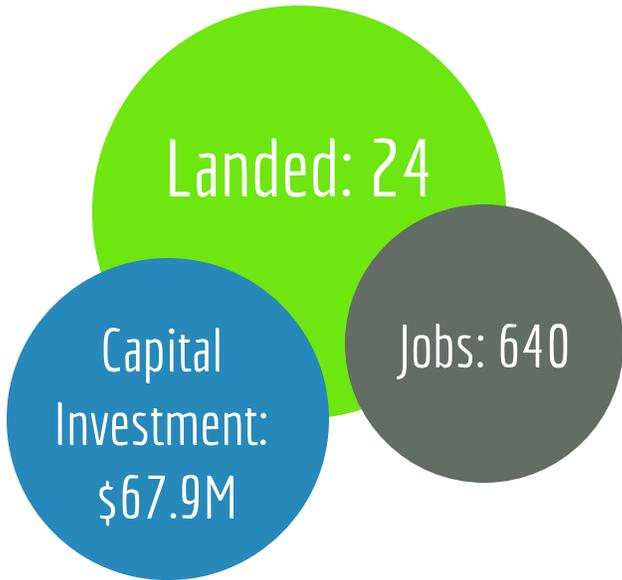
Matt Wyant mentioned Mills County dropped their building code permitting and commented how this may affect site selection and other miscellaneous factors moving forward. Tim Wichman added the importance of permits noting they are for public safety and not to make money. Brenda Mainwaring noted the city took action last week allowing them to sell 20 Arena Way to an interested party. Brenda noted the deal is still in progress as they go through their due diligence but they will continue to promote the area and host events in hopes of activating the space.

Adjourn:

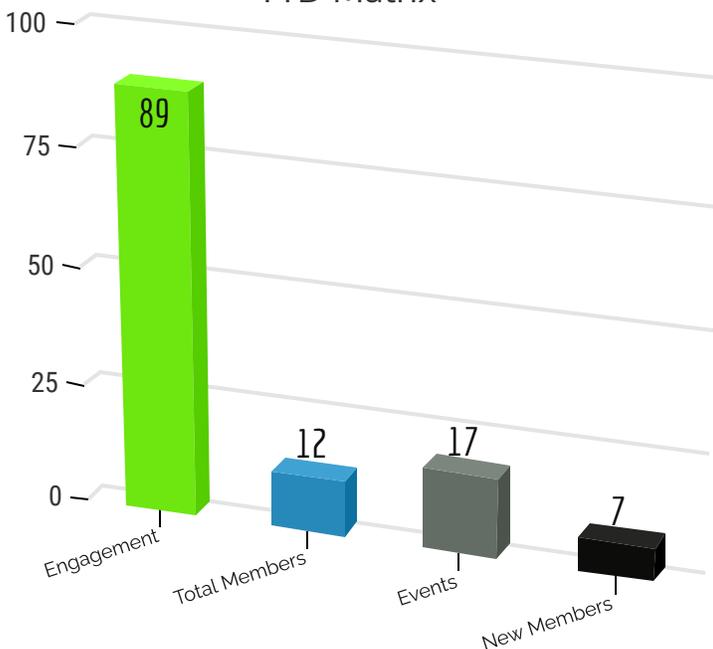
Tim Wichman announced that the next BOD meeting will be on November 19th, 2021 and location is to be determined. No other business was discussed and the meeting adjourned at 10:53 AM.

Monthly Board & Investor Update

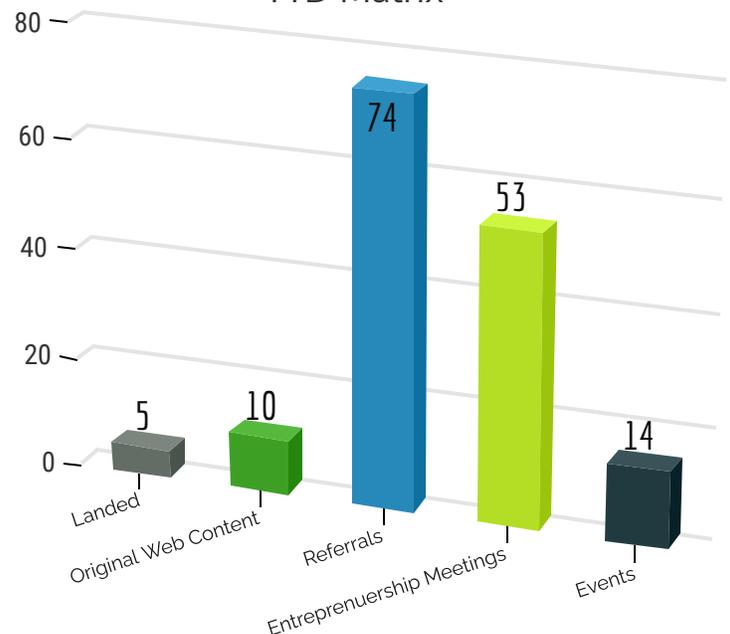
YTD Landed Projects



YTD Matrix



YTD Matrix



Executive Director Report

- Held first meeting of the Pottawattamie County Site Target Advisory Group (TAG). Quarterly meetings being planned in 2022.
- Completed BRE push for Best of Iowa Report - 100% not achieved - will start process earlier in 2022.
- RPCIC - Contract signed with McClure, individual community meetings being scheduled for December 2021.
- Updates to Council Bluffs City Council (January 2022) and Pottawattamie County Board of Supervisors (December) scheduled.
- Incentive work continues on TSL, American Games, Project Tip Toe, OPUS, Project Pelican and Flint.
- Kitchen Council financial unwind in process with GOCC.
- Push in November and December to update, land and review projects.
- Annual performance review process underway for staff.

Kitchen Council

- Directly engaged 8 food entrepreneurs in October.
- Sponsored the local REV pitch/event; Two Kitchen Council Members were in the final five and one (Viva Fit Kitchen) was awarded \$12K.
- Kitchen Council held three events: PACE Culinary Pop Up with Munchese, Food Startup 101 with the SBDC, and Spooky Salsa Class with Chef Around the Block and Impact CB.
- Upcoming event: Chef Around the Block will be providing a pop-up restaurant Saturday, Nov 20 from 12-7:30PM at the Hoff.
- Kitchen Council is expecting three new members in November: Nibbs, Sole Foods and the Witchin' Kitchen and we expect to hit EOY goal of 10 members.
- We had one successful exit with member, Chrodis, graduating into their own brick and mortar located in Omaha.

Rural Development

- We were able to help with the annual 8th Grade Career Forum at Iowa Western Community College. This event brought in over 130 parents and 8th graders to learn about different careers they could have.
- Our Rural Pott County Infrastructure Collation is moving forward with excellent team work and our communities in Rural Pott County are really excited about the potential opportunities.
- Paula and I attended the Women in Economic Development conference in Chicago. This conference is always an inspiring 3 days learning from other women in our field.
- At the end of October I was able to attend my first semester of Oklahoma University Economic Development Institute. OU EDI is the beginning of my Masters Practitioners Degree for Economic Development. I was also honored to be awarded the Rocky Wade Scholarship for this first week of education towards this degree.

Entrepreneurial Development

- REV Pitch competition took place on 10/19 with 5 finalists: Chef Around the Block, Hellcat Tech, Tossibles, Viva Fit Kitchen & Occasional Collective. Viva Fit took home \$12K and Occasional Collective received \$3K.
- REV Business Expo took place following REV & featured keynote/TEDx speaker, Bill Eckstrom. The event featured previous REV winners.
- Final :45 Mogul webinar of 2021 held 10/14 - Everything to pitch with panelists: David Ponraj, Sue Pitts, & Nathan Preheim.
- Launched 2021 celebratesmall.com shop local initiative. Free ads for small businesses through the holidays & Blitz visits planned in conjunction with Sm. Biz Saturday.
- Project Updates: 18 Active, 1 New Projects: Project Metal - New product developed. 1 Landed: Prj. Seed (ag tech) - building leased in Avoca with 350K capital investment & expansion.
- Nov. LaUNch CB Meetup scheduled after Sept. hiatus due to REV. (CB + rural TBD Dec.)