



149 West Broadway  
Council Bluffs, IA 51503

**Board of Directors Meeting**  
**Advance Southwest Iowa Corporation – Hybrid Meeting**  
**Friday, October 22, 2021 @ 9:30 AM**  
**In-Person: ASWIC Oakland Office – 120 N. Main St, Oakland, IA 51560**  
**Virtual: Via Zoom @ <https://us06web.zoom.us/j/87996010025>**

## **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 September 24, 2021
  - b. Approval of Financials through September 30, 2021
  - c. Approval of Monthly Staff Report through September 30, 2021
  - d. Conferences & Events  
OU EDI Fall Institute – 10/22-10/29 – Fort Worth, TX (SM)
  
- IV. Executive Director's Report – **Paula Hazlewood**
  - a. Rural Pottawattamie County Infrastructure Collaborative (RPCIC)
  - b. Marketing Partnership with CB Chamber – IEDA 2022
  - c. Broadband Initiative
  - d. Project Updates
  
- V. Entrepreneurial Update – **Niki Ferguson**
  - a. Project & Activity Highlights
  
- VI. Rural Development Update – **Paula Hazlewood for Shalimar Mazetis**
  - a. Currently Attending OUEDI
  - b. Project & Activity Highlights
  
- VII. Kitchen Council Update – **Holly Benson Muller**
  - a. Membership & Activity Highlights
  
- VIII. Adjourn

**Next Meeting – November 19, 2021 – Location: TBD**



**Advance Southwest Iowa Corporation  
Board of Directors Meeting  
Friday, September 24th, 2021 @ 9:30 AM  
Hybrid Meeting Format  
ASWIC Conference Room – 149 W. Broadway, Council Bluffs, IA 51503  
Zoom Video Conference Platform**

**Minutes**

**Present Voting Members:**

Mark Hanwright, Trudy Johannsen, Brenda Mainwaring, Sue Pitts, Tara Slevin, Tim Wichman

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

Jessi Adamowicz, Niki Ferguson, Paula Hazlewood, Drew Kamp\*, Shalimar Mazetis, Lisa Scheve, Brian Shea, Matt Walsh, Matt Wyant\* - *\*virtual attendee*

**Call to Order:**

Tim Wichman called the meeting to order at 9:31 AM.

Tim Wichman opened up the floor for roundtable conversation. Mayor Walsh thanked the ASWIC staff for their continued dedication to economic development in Council Bluffs and Pottawattamie County. Tara Slevin reported a recent spike in COVID cases with a majority of those patients being unvaccinated and extended gratitude to healthcare workers. Brian Shea reported efforts in the county to grow housing and that he appreciates being able to attend these Board meetings to learn about additional new developments. Sue Pitts mentioned a recent increase in beginning start-ups and that she is working with ASWIC and the Council Bluffs Area Chamber of Commerce on a joint workshop, “#WeNeedEmployees” set to occur October 29<sup>th</sup>. Mark Hanwright reported the real estate market is still strong and reiterated Sue’s point of start-up and small business increase as their office building is fully rented by a majority of start-ups and small businesses. Mark reported the housing project in the Crescent subdivision has 12 homes and they are entering the second phase. Trudy Johannsen reported that MidAmerican is returning to full staff next week as linemen are returning from Hurricane Ida relief in Louisiana. Trudy mentioned MidAmerican kicked off their United Way campaign and that they will match every dollar that Council Bluffs donates, with the entire company wide campaign generating an average of \$1.2 million dollars. Brenda Mainwaring provided a partner update on Harrah’s Casino regarding upcoming renovations to better serve the community and increase curb appeal. Matt Wyant commented on the continued efforts to make COVID tests and vaccines available and announced we’re currently sitting at just over 500 positive cases. Matt predicted an increase in positive cases and hospitalizations in the coming weeks and that they are limiting contact tracing to only people in communal living quarters or multiples at the same address. Despite the efforts, Matt reported that police have been needed to mediate situations in the community regarding mask mandates and that they will continue to monitor and re-evaluate community efforts. Matt provided a development update that rural water prices are being evaluated and the results of the rural housing study in Pottawattamie County in partnership with Iowa West are available to be shared with interested parties. Drew Kamp acknowledged the partnership with ASWIC to conduct business retention and expansion visits to identify local industry needs. Drew provided a workforce update including: New & Emerging Leaders with Business Ethics Alliance, Next Level Leadership, future Business Ethics Alliance opportunities with DE&I and employee retention, creating inclusive job descriptions, Career Acceleration Program with Iowa West, Workforce Marketing with ASWIC & City, and Business and Workforce Recovery Taskforce in October. Drew announced Leadership Council Bluffs kicked off last week, Youth Leadership will this week, Executive Women’s Partnership event next week and Women Inspiring Women the

following week. Drew provided a political update announcing the candidate events for the school board and city before the general election and announced the state priorities are place making, talent and tax reform and federally he's hoping the infrastructure bill will get passed by the House next week. Lisa Scheve provided the board a summary of ASWIC's project intake analysis of 2019 vs. 2020 reporting an overall increase in projects and commenting on the robust and diverse pipeline of projects. Lisa noted new projects are looking for new construction and emphasized the importance of site development.

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

Tim Wichman reported the transition to Rachel Dorr Accounting is now complete. Paula noted that we will continue to work with Rachel Dorr Accounting to refine the reporting method. Tim asked Trudy Johannsen to provide an update and she informed the Board that this will likely be her last meeting as she will be having knee surgery that will lead to her retiring in January 2022. Trudy expressed her gratitude to the Board for the opportunity and the group congratulated her. Tim and Paula noted that discussions are taking place and that they will defer the two replacement board seats until January 2022 and the Board approved the plan of action.

Tim Wichman presented the following consent agenda items for approval. Paula reviewed the financial report from Rachel Dorr Accounting.

#### **Consent Agenda:**

Approval of Minutes from BOD Meeting on August 27, 2021

Approval of Financials through August 31, 2021

Approval of Monthly Staff Report through August 31, 2021

***Trudy Johannsen 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 6-0 vote.***

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

Paula Hazlewood provided an update on the Rural Pottawattamie County Infrastructure Collaborative and confirmed meetings with McClure, the consulting firm, are underway. Paula informed the Board that McClure's internal team is analyzing the data from Golden Hills for each community noting the goal to optimize funds and potentially taking regional approaches. Paula stated a survey has been sent to the 14 communities to gauge their readiness to apply for grants and 8 out of 14 submitted their responses within the first week. Paula informed the Board the next step will be to host joint informational sessions with McClure and municipalities. Tim Wichman inquired about McClure's origin, if they will be the responsible party to apply for the grants and if they were funded. Brenda Mainwaring interjected and told Tim that Iowa West is funding and Paula noted they are from Des Moines but also have a strong connection with Washington DC and will be submitting the grants. Paula provided an update on the broadband initiative announcing that both Western Iowa Networks and Marne Elkhorn were collectively awarded almost \$20 million dollars of Governor Reynolds' Broadband Initiative. Paula stated that they will continue to gather data but will meet with both organizations to determine if ASWIC will continue pursuing the Hwy 6 and Hwy 92 area or if their reach with the new funding will cover the area to eliminate redundancies. Paula provided a detailed ongoing and landed project update, outlining the efforts in site development, identifying available grants, relationship building and persistence making project successes possible.

#### **Entrepreneurial Update:**

Niki Ferguson updated the board noting that her entrepreneurial projects are very diverse and come to her at all different stages with individualized unique needs. Niki commented on previously landed projects Madness the Haunted House and Halfmoon Yoga were both able to successfully co-locate with existing businesses due to relationship building and creating those connections. Niki noted that with a recent project she has been facilitating conversations with city members, fire marshals and potential buyers to ensure all code qualifications are met before proceeding with the project. Niki announced REV applications have been narrowed down to 5 finalists with an increased prize of \$15,000 and encouraged the Board members to come to the post pitch event with Bill Eckstrom as the keynote.

**Rural Development Update:**

Shalimar Mazetis' updated the board noting 28 current projects. Shalimar mentioned a couple of new start up businesses coming to local communities where she will assist with relationship building, site development, website review and social media coaching to promote their products. Shalimar announced that both Minden and Crescent are in the beginning stages of starting Industrial Foundations and Minden is pursuing a 501c3 and Crescent is in the process of electing their board and will then go to the city to pursue their 501c3. Shalimar announced that she will not be at the October meeting as she will be attending Ouedi and that she was awarded a full scholarship to attend. Shalimar announced she will celebrate her three-year anniversary working with ASWIC on Monday. Shalimar noted that Neola was awarded the catalyst grant and thanked Lisa Fox for her assistance with her grant writing and the Oakland Main building is officially set to be closed next week. Tim Wichman noted that Mike Bargarey, the City Manager of Oakland is retiring and was instrumental in the process of getting the building down and encouraged Board members to attend his retirement.

**Kitchen Council Update:**

Paula will email Holly Benson's update to the Board following the meeting.

**Additional Board Discussion:**

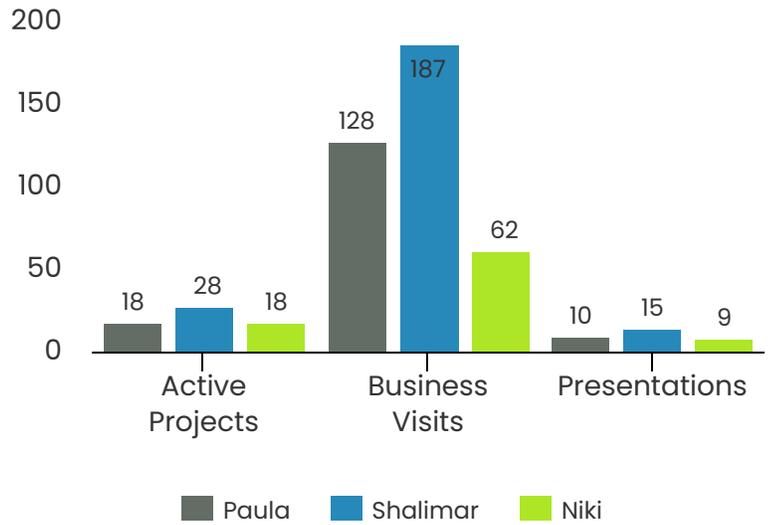
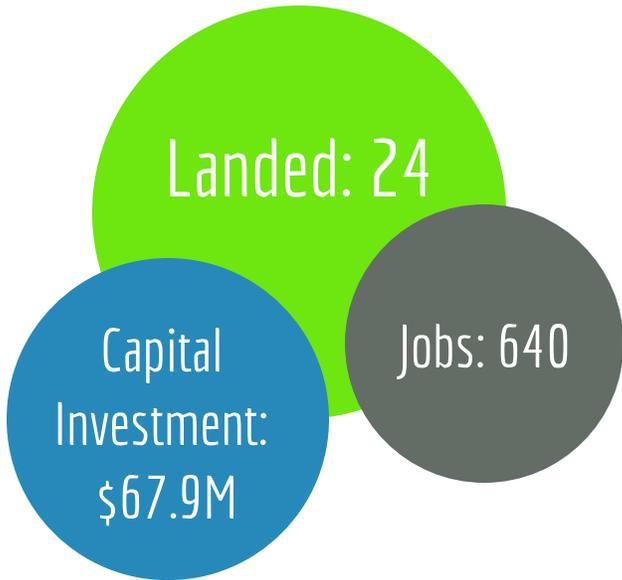
Paula Hazlewood recommended that we adjust our Board meeting schedule to include a November meeting instead of December meeting. The Board agreed with the adjustment. Paula also informed the Board that Brandon Garrett provided an update noting that a meeting will be held on October 18<sup>th</sup> to review the FINAL DRAFT of the City/County Joint Land Use Study.

**Adjourn:**

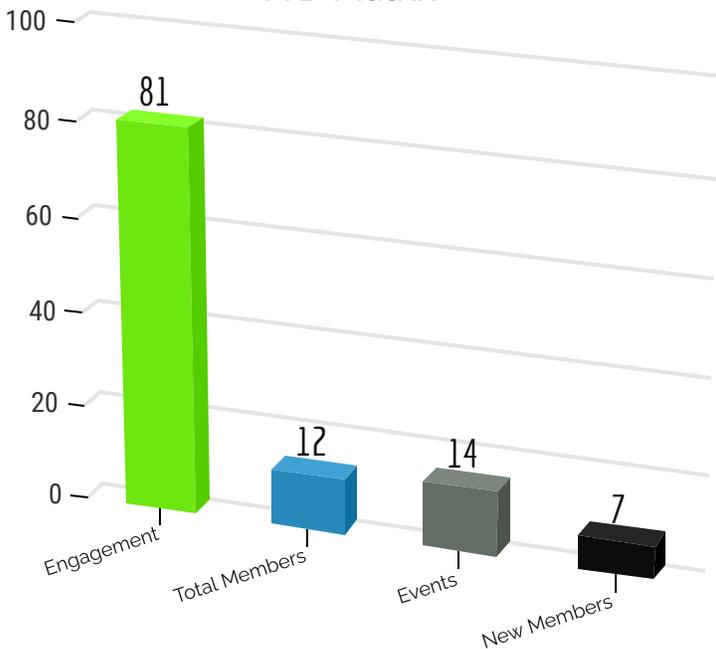
Tim Wichman announced that the October BOD meeting will be held at the ASWIC office in Oakland. No other business was discussed and the meeting adjourned at 11:06 AM.

# Monthly Board & Investor Update

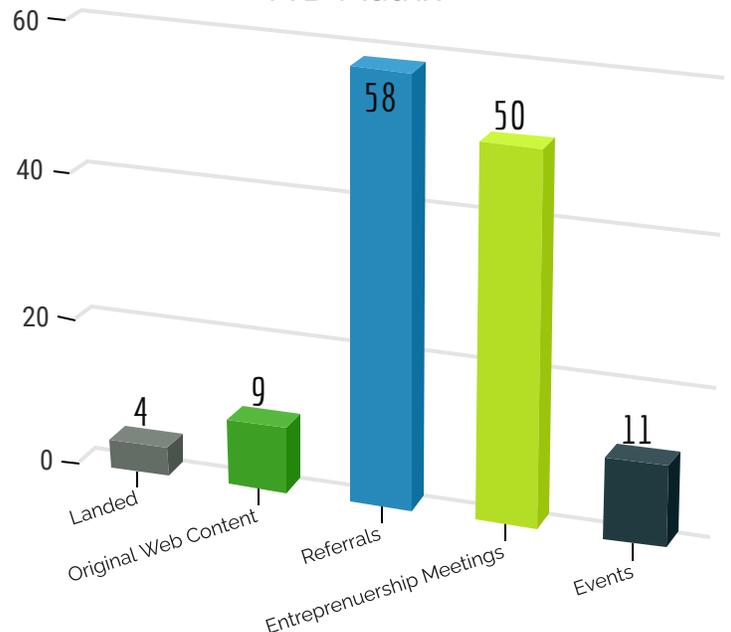
## YTD Landed Projects



YTD Matrix



YTD Matrix



## Executive Director Report

- City/County Joint Land Use Study Committee meeting scheduled for 10/18.
- Staff retreat planned for 11/2.
- Staff will begin planning for 2022 - Program of Work updates, budget, marketing and staffing.
- RPCIC is moving forward with community sessions planned on 11/3 in Oakland (Noon and 5:30 PM). McClure reviewed spreadsheets with initial focus on rural water, housing and organic placemaking.
- Advance staff will be working the rest of the year to finalize and land as many on-going projects as possible and complete our BRE goals for the year.
- Continue to work with CB Chamber regarding joint marketing efforts.
- Will be scheduling YTD updates with Council Bluffs City Council and Pottawattamie County Board.

## Kitchen Council

- Directly engaged 8 food entrepreneurs in September.
- One new member officially on-boarded and passed pre-opening inspection; Bella Bread offers gluten-free and vegan sourdough bread along with other baked goods.
- Kitchen Council held one event: PACE Culinary Pop Up with Bald Brothers; Sales were up 100% from the last two pop-ups. Munchese will be popping up from 5-9 pm on Oct 22 at the Hoff.
- Upcoming events: A virtual Food Startup 101 event is scheduled for Oct 27 in partnership with SBDC; Kitchen Council, Chef Around the Block & Impact CB are partnering up for a Spooky Salsa event on Oct 28.
- Kitchen Council will receive \$20K from Nebraska Enterprise Fund's PRIME grant for joint programming targeting BIPOC and women entrepreneurs.

## Rural Development

- Participated in Envision Iowa Think Tank series put on by Business Record for the state of Iowa. This was an effort to listen, strategize and make suggestions on how to make Iowa more competitive to the business communities.
- City of Crescent is interested in starting an Industrial Foundation, we have agreed to help them for the first 6 months to convene, then turn over to their committee to run.
- Project Menards is moving along well, potentially could be planning a secondary project as well.
- Assisting Walnut with the Walnut High School potential renovation. While we still haven't found an owner/operator interested, we are working to finalize the numbers to establish better marketing material.
- Attended PDI Fall conference with Jessi. It was a great and informative conference.

## Entrepreneurial Development

- 27 Applicants applied for REV 2021.
- REV in-person event Oct. 19th. \$15K prize will be awarded. 5 businesses/startups were selected to pitch in a private event to a panel of judges. Following the pitches a live ticketed event with Bill Eckstrom as keynote. [Registration](#) Open \$25.
- Entrepreneur's Meetup held 9/15 at Tandem Works, resulting in 2 new project leads.
- On 9/8 we held the first rural Meetup at the Oakland office. The event was very well received and will continue on a bi-monthly schedule.
- Will be holding our 6th :45Mogul - *Everything to pitch* on October 14th.
- Project Updates: 18 Active, 4 New Projects: Project Recommend - Tech. Project. Bev's Porch - Rural retail. Project Viva Fit - food/tech expansion. Project Garage - Tech. 2 Landed: Prj. 509/511 - building purchase & mixed-use development \$250K cap ex. Prj. Half Moon - yoga studio expansion co-location with Ditmars.