



149 West Broadway  
Council Bluffs, IA 51503

**Board of Directors Meeting**  
**Advance Southwest Iowa Corporation – Hybrid Meeting**  
**Friday, September 24, 2021 @ 9:30 AM**  
**In-Person: Council Bluffs Chamber - 149 W. Broadway, Council Bluffs, IA 51503**  
**Virtual: Via Zoom @ <https://us06web.zoom.us/j/89507556568>**

## **AGENDA**

- I. Call to Order, Welcome & Introductions – **Tim Wichman**
  - a. Roundtable – Items of Interest
  
- II. Presidents Report – **Tim Wichman**
  - a. Transition of Accounting Firm – Complete
  - b. Announcement – **Trudy Johannsen**
  - c. Board Member Replacement Discussion (**ACTION**)
    - i. Defer Replacements Until January 2022
  
- III. Consent Agenda (**ACTION**) – **Tim Wichman**
  - a. Approval of Minutes from BOD Meeting on August 27, 2021
  - b. Approval of Financials through August 31, 2021
  - c. Approval of Monthly Staff Report through August 31, 2021
  
- IV. Executive Director's Report – **Paula Hazlewood**
  - a. Rural Pottawattamie County Infrastructure Collaborative (RPCIC)
  - b. Broadband Initiative
  - c. Project Updates
  
- V. Entrepreneurial Update – **Niki Ferguson**
  - a. Project & Activity Highlights
  
- VI. Rural Development Update – **Shalimar Mazetis**
  - a. Project & Activity Highlights
  
- VII. Kitchen Council Update – **Holly Benson Muller**
  - a. Membership & Activity Highlights
  
- VIII. Adjourn

**Next Meeting – October 22, 2021 – Location: ASWIC Oakland Office**



**Advance Southwest Iowa Corporation  
Board of Directors Meeting  
Friday, August 27th, 2021 @ 9:30 AM  
Hybrid Meeting Format  
Carter Lake City Hall – 950 Locust St, Carter Lake, IA 51501  
Zoom Video Conference Platform**

**Minutes**

**Present Voting Members:**

Amy McDermott, Brenda Mainwaring, Chris Blum, Josh Kallsen, Mark Hanwright, Rachel Dorr, Sue Pitts, Tim Wichman, Trudy Johannsen\* - *\*virtual attendee*

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

Jessi Adamowicz, Paula Hazlewood, Shalimar Mazetis, Brandon Garrett\*, Brian Shea, Drew Kamp\*, Matt Wyant, Pat Paterson, Lisa Scheve, Mayor Rob Cumberledge (left after introduction).

**Call to Order:**

Tim Wichman called the meeting to order at 9:30 AM and introduced Mayor of Carter Lake, Ron Cumberledge. Ron extended his appreciation for the work of ASWIC and then left the room for the remainder of the meeting.

Tim Wichman opened up the floor for roundtable conversation. Sue Pitts informed the group she's developing a hiring and recruiting workshop in partnership with ASWIC which will be open to all small businesses. Pat Paterson thanked the group for traveling to Carter Lake for this month's meeting and mentioned there is available property in Carter Lake. Mark Hanwright shared the real estate market is still strong and will continue to be a sellers' market for the estimated next year. Mark announced the development in Crescent continues to make progress and the pipeline is very active. Tim Wichman referred to the minutes from last month regarding to COVID numbers, noting there were no COVID patients in the hospital in June. Tim asked Matt Wyant, Director of Planning and Zoning, local leader of public health department to provide a current update. Matt reported an increase over the last 3 weeks, anticipating the upcoming to be the highest, reaching over 300 cases with the majority due to the new Delta variant. Hospitalizations are at 21 and rising with both hospitals nearing capacity but there is no data to show if they are Pottawattamie County residents or not. Matt announced an anticipated start date of September 20<sup>th</sup> for booster and third dose shots for the general population. Matt provided a planning and zoning update noting the I-29/I-80 Industrial Park is going well and noted that 2020 was a great year for housing development with 44 new homes being built. Brenda Mainwaring added for this year's Iowa West Foundation retreat they want to focus on maximizing public funding, so they've invited Paula, Drew Kamp, Mayor Walsh and Scott Belt to attend the retreat.

**President's Report:**

Tim Wichman announced the transition from Schroer to Rachel Dorr Accounting, effective following this meeting, meaning this will be the last meeting with Rachel Dorr as a voting board member. Paula noted the contract has been signed and submitted and the team will begin meeting with Rachel to discuss reporting. Tim announced the search for a replacement rural board member has begun, noting Georgi Ivanof and Zach Stanger are under consideration. Trudy Johannsen added Linsey McCarthy from the Avoca Flower Shop and Mark Hanwright suggested Rachel Hamilton from Great Plains Communications also be considered. Paula requested that Board members email her if they have additional names to add to the list.

Tim Wichman presented the following consent agenda items for approval and asked Chris Blum to comment on the financials. Chris reviewed and reported there was nothing out of the ordinary to report.

**Consent Agenda:**

Approval of Minutes from BOD Meeting on June 25, 2021

Approval of Financials through July 31, 2021

Approval of Monthly Staff Report through July 31, 2021

***Mark Hanwright made a motion to approve the consent agenda as presented. Amy McDermott seconded the motion. The Board voted and approved the consent agenda as presented with an 9-0 vote.***

**Conferences and 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 (SM&JA)

Women in Economic Development Summit – 10/12-10/14 – Chicago, IL (SM&PH)

Paula Hazlewood noted the importance of informing the board of the training and conferences the team is attending and provided an update on recent and upcoming events.

**Executive Director's Report:**

Paula Hazlewood discussed the partnership with the County, Iowa West Foundation and Golden Hills RCD on the Pottawattamie County Rural Infrastructure Collaborative (RPCIC). Paula noted the project is split into two phases - the first is complete with compiled data from the communities by Golden Hills and phase two is to hire a consulting firm to work side by side with the city and city clerks. Paula mentioned the importance of the consulting firm to have ties in both Des Moines and Washington D.C. which led the committee to select McClure Engineering, thanks to a generous donation from the Iowa West Foundation. Paula announced Golden Hills will stay involved to provide data and the next steps will be to meet with McClure Engineering, formulate a plan to move forward, prioritize projects and maximization of funds. Paula updated the board of the broadband initiative due to lack of service between Hwy 6 and Hwy 92 and is gathering information to support. Paula added the county approved the hiring of an engineer to assist with the project, so she's compiling a list of consulting firms to submit an RFQ. Josh Kallsen added his business location is in the area of concern and expressed his frustration with lack of service and he fears his business won't be able to thrive in its existing location. Josh shared that he put Rachel Hamilton with Great Plains Communications in touch with Shalimar and Rachel was thrilled with the resources ASWIC was able to provide. Paula mentioned Rachel Hamilton also joined their Executive Women's Partnership and Great Plains Communications recently became a member of the Council Bluffs Area Chamber.

Paula reported working with Drew Kamp on joint marketing with IDEA to identify which areas to focus on and were awarded the items they submitted for. Content created by Paula and Drew related to workforce recruitment and retention will be featured in IEDA blogs, newsletters, magazines to promote the state of Iowa in 2022. Paula mentioned a new connection with the Omaha World Herald and a marketing tool to attract specific audiences to yield information regarding potential workforce and retention. Paula reported the tool is approximately \$30,000 a month with further discussions and investigation being completed to determine what the return on investment would be. Paula announced the transition of leadership with the Entrepreneurial Task Force and described they have clear goals and objectives and had a productive first meeting earlier in the week. Paula provided a project update, explaining a robust pipeline with projects at all different stages.

**Rural Development Update:**

Shalimar Mazetis' updated the board on her 32 active projects including 2 new projects in the last month. Shalimar announced the beginning of the Minden Industrial Foundation using the model from Oakland. Shalimar announced applying for a scholarship and beginning Ouedi in October, which is a master practitioner program for economic development. Shalimar updated the board regarding WIDA hiring a new person and is hopeful for a productive collaboration moving forward.

**Entrepreneurial Update:**

Paula Hazlewood provided an update on behalf of Niki Ferguson as she was attending the IEDC Entrepreneurial and Small Business Development Strategies workshop. Paula announced meetups are back in person and the first rural meet up will be in September. Paula added REV applications will be open through 9/15 and the event is scheduled to be in-person on October 19<sup>th</sup> with a keynote speech from Bill Eckstrom. Paula thanked Drew, Rachel, Josh and Holly for their REV sponsorships and noted the increased goal of \$15,000 for prize money thanks to generous sponsors. Paula informed the board that Niki met with 14 small business the previous week to celebrate World Entrepreneur's Day and made individual social media posts to recognize them.

**Kitchen Council Update:**

Paula Hazlewood provided an update on behalf of Holly Benson Muller. Paula announced that year-to-date, Holly has had 68 meaningful engagements with potential members, Kitchen Council is sitting at 12 current members with 6 new members year-to-date. Paula added Kitchen Council hosted Food Startup 101 and PACE Pop-up with Chef Around the Block and partnered with TS Institute and Council Bluffs Schools for their summer camp in July. Paula mentioned that Holly is continuing to build relationships with USDA, FDA and IDALS and exploring requirements for small-scale food processing out of Kitchen Council in hopes of creating a roadmap from validation to commercialization. Lastly Paula informed the board that Holly collaborated with SBDC and held two mentoring session with two members.

**Additional Board Discussion:**

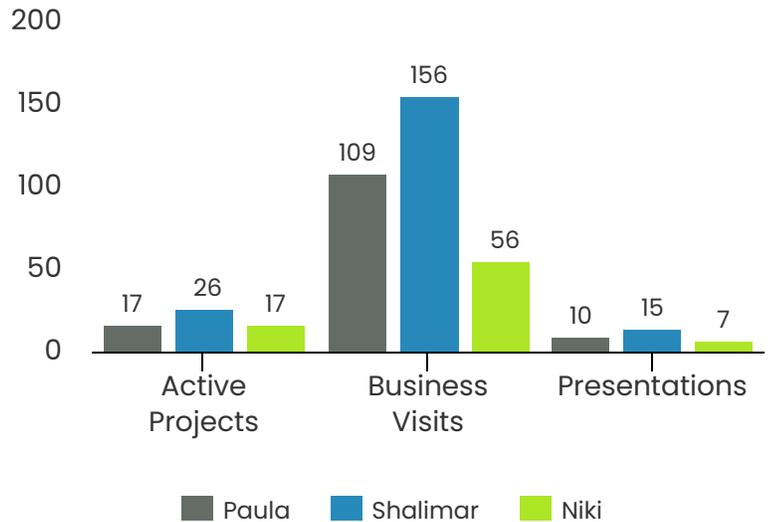
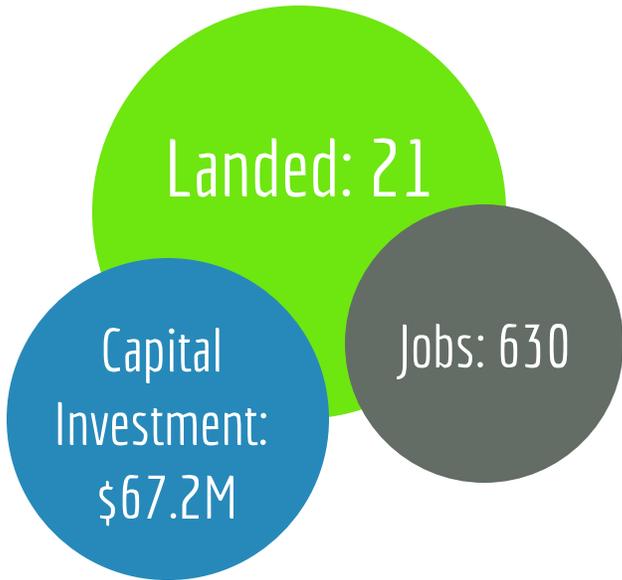
Jessi provided an update from Brandon Garrett via chat on Zoom announcing the city moving forward with closing on the Knudson property next week and moving forward with White Lotus on the W. Broadway project.

**Adjourn:**

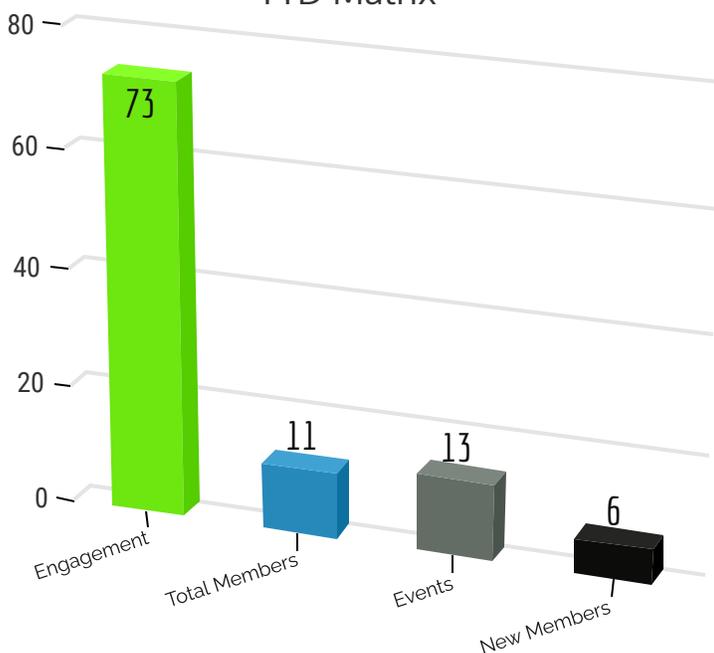
Tim Wichman thanked all for traveling to Carter Lake for this month's meeting and announced that the location for September's meeting is to be determined. No other business was discussed and the meeting adjourned at 10:52 AM.

# Monthly Board & Investor Update

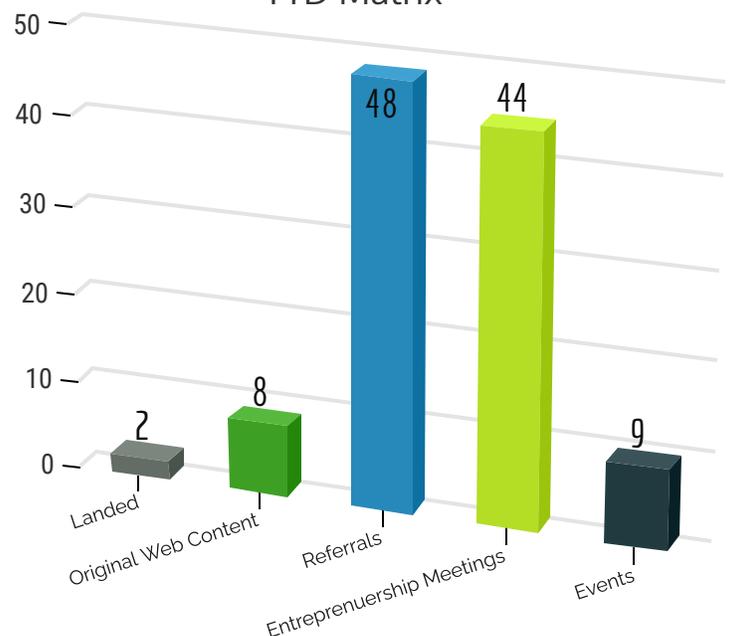
## YTD Landed Projects



YTD Matrix



YTD Matrix



## Executive Director Report

- Joint staff meetings and marketing endeavors established with CB Chamber.
- On-going incentive work with IEDA, IDOT and City - numerous projects.
- Annual BRE's going well - deadline is October 1st for primary companies.
- I-29/80 industrial park marketing and radius map updates completed.
- Hwy. 6/92 broadband initiative consultant allocation approved by County BOS. RFQ scheduled to be released in September.
- Held introduction meeting with WIDA's new executive director.
- On-going fund development and marketing work for Kitchen Council in the works.
- Staff mid-year appraisals complete.
- Held ASWIC staff retreat on 8/30.

## Kitchen Council

- Directly engaged 5 food entrepreneurs in August.
- Two member applications submitted and processing via Iowa DIA (Carter & Rye and Bella Bread).
- Kitchen Council is collaborating with PACE to establish guidelines around pop-ups and the "payback" fees for KC members. KC is helping PACE market members to better incentivize clients to avoid buyouts.
- Kitchen Council held two events: PACE Culinary Pop Ups with 1) Chef Around the Block and 2) BBQ Brothers. Both were successful with lessons learned.
- Bolstering D&I efforts; Determining how to add fields and questions to our initial intake applications (website interest form and the membership application) to better track metrics. Target timeline is to have this completed by Q4.

## Rural Development

- Minden Industrial Foundation was awarded the funds by the Minden City Council to hire an attorney to begin proceedings to create a 501c3.
- New Project Lucky Dog Lodge, outside of Treynor is getting off the ground running. Will be a dog boarding and training facility.
- Project Menards is still actively moving forward, hoping to have things finalized very soon so they can start grading work.
- Paula and I were able to meet the new WIDA Director and the current WIDA President. We are excited to be working with Kristine and am looking forward to a fruitful partnership.
- Project Occasional Collective is moving along nicely, I highly encourage you to follow along on Facebook. She should be opening soon!
- 3 projects landed in August totaling \$612,984 in capital investment for Rural Pottawattamie County!

## Entrepreneurial Development

- Completed 5th of webinar series w/NEF :45Mogul - Everything to Launch an idea w/ Alex Taylor (NewBo/ISA), Nathan Preheim (Proven Ventures), Laurel Oetken (TSC)..
- REV in-person event Oct. 19th. Prize now up to \$15K. Following pitch event - live ticketed event with Bill Eckstrom as keynote. Registration Open \$25 (info attached).
- Entrepreneur's Meetup held 8/19 at Full Fledged. Rural kickoff Meetup to be held 9/8 in Oakland, 9/15 @ Tandem Works
- World Entrepreneurs Day & 2 Year anniversary blitz visits during week of 8/16.
- Project Updates: 16 Active, 2 New Project Kuhlii -nonprofit community based & Project Glass - retail. Project Convoy closed -moved to Omaha due to accreditation requirements.
- Attended IEDC - Entrepreneurial & Small Business Development Strategies course on 8/26-8/27..

# WHY COMFORT WILL RUIN YOUR LIFE.



**FEATURING**

## KEYNOTE & REV BUSINESS EXPO

**Tuesday, Oct. 19, 2021 • 5 PM**

Hoff Family Arts  
& Culture Center

1001 S 6th St,  
Council Bluffs, IA 51501

Please join us for networking, appetizers and keynote experience with TEDx speaker Bill Eckstrom. Additionally, celebrate with us at the 2021 REV pitch announcement party and meet this year's small business owner finalists. Registration is required and the cost to attend is \$25.00.

Hosted by:



Sponsored by:



**Bill Eckstrom**

*International Keynote  
Speaker & Author*

Bill Eckstrom is the CEO and founder of Ecsell Institute. Bill's robust professional career path has encompassed sales, sales leadership, executive leadership with both private and publicly traded companies, and as a founder of start-ups. In 2008, he established Ecsell Institute to fill a void he witnessed and personally experienced in the coaching and leadership profession within businesses. Since then, Ecsell's research and improvement programming has been utilized in the athletic and academic worlds, spawning his new start-ups Ecsell Sports and Ecsell Education in 2019.

Bill is a renowned keynote speaker and popular guest on a variety of podcasts and radio shows. He is the author of many research articles, white papers, and the best-selling book titled *The Coaching Effect*. Bill was invited to the TEDx stage in 2017, and his viral talk, "Why Comfort Will Ruin Your Life," was the fastest growing TEDx Talk in the history of the event.

Growth also drives Bill's philanthropic life. He and his therapy dog, Aspen, work together at children's hospitals, senior homes, and anywhere Aspen's wagging tail can bring a smile.

Get your tickets at:  
[tsbank.com/rev](https://tsbank.com/rev)

Group discounts available.