



149 West Broadway  
Council Bluffs, IA 51503

**Board of Directors Meeting**  
**Advance Southwest Iowa Corporation – Hybrid Meeting**  
**Friday, April 23, 2021 @ 9:30 AM**  
**In-Person: Council Bluffs Public Library-400 Willow Avenue-Conference Room B**  
**Virtual: Via Zoom @ <https://zoom.us/j/95158080537>**

- I. Call to Order & Welcome – **Tim Wichman**
- II. Project Spotlight
  - a. Ramsey Lockers - **Theo Ramsey, Founder, Fresh Out of the Box**
- III. Partner Updates
  - a. City of Council Bluffs – **Mayor Matt Walsh and Brandon Garrett**
  - b. Pottawattamie County – **Tim Wichman and Matt Wyant**
  - c. Council Bluffs Area Chamber of Commerce - **Drew Kamp**
- IV. Presidents Report – **Tim Wichman**
  - a. ASWIC – Fund Development 2021
  - b. Pottawattamie County/IWF/ASWIC/Golden Hills - Rural Infrastructure Partnership
- V. Consent Agenda (**ACTION**) – **Tim Wichman**
  - a. Approval of Minutes from BOD Meeting on March 26, 2021
  - b. Approval of Financials Through March 31, 2021
  - c. Approval of Monthly Staff Report through March 31, 2021
- VI. Executive Director’s Report – **Paula Hazlewood**
  - a. BRE/Best of Iowa Meetings – Scheduling from May thru August
  - b. IWF Grant – Entrepreneurship for Southwest Iowa – Submitted April 14<sup>th</sup>
  - c. EDA/MAPA Grant
  - d. Livability: This is Southwest Iowa – Social Media Focus – Tuesday’s
  - e. Meeting with The Daily Nonpareil – Week of April 26<sup>th</sup>
  - f. Project Management Coordinator – Two Final Candidates
  - g. Project Updates
- VII. Rural Development Update – **Shalimar Mazetis**
  - a. Project & Activity Highlights
- VIII. Kitchen Council Update – **Holly Benson Muller**
  - a. Membership & Activity Highlights
- IX. Entrepreneurial Update – **Niki Ferguson**
  - a. Project & Activity Highlights
- X. Board Roundtable – Items of Interest
- XI. Adjourn

**Next Meeting – Friday, May 27, 2021 – Location TBD**



**Advance Southwest Iowa Corporation  
Board of Directors Meeting  
Friday, March 26, 2021 @ 9:30 AM  
Zoom Video Conference Platform**

**Minutes**

**Present Voting Members:**

Chris Blum, Mark Hanwright, Trudy Johannsen, Josh Kallsen, Brenda Mainwaring, Amy McDermott, Sue Pitts, Tara Slevin and Tim Wichman

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

Holly Benson-Muller, Brandon Garrett, Niki Ferguson, Paula Hazlewood, Todd Johnson, Drew Kamp, Shalimar Mazetis, Pat Paterson, Brian Shea, and Mayor Matt Walsh.

**Call to Order:**

Tim Wichman called the meeting to order at 9:32 AM.

**Presidents Report:**

Tim Wichman began by asking for partner updates. Drew Kamp of the Council Bluffs Area Chamber provided a policy update, and began by noting a positive growth projection from the State of Iowa. Drew also touched on current bills, including two tax bills, housing, doubling the Brownfield tax-credit, TIF, medical malpractice, charter schools/open enrollment, and the tech-censorship bill. As well as touching on the local impacts and overall and long-term economic development impact of the current bills being considered.

After Drew Kamp's update, Paula Hazlewood thanked Mayor Walsh for his support, mentioning his recent State of the City address on March 24<sup>th</sup>. Paula asked Mayor Walsh what he thought has been the City's greatest accomplishment, Mayor Walsh indicated that BLink, the city-wide WIFI has been paramount, especially during the past year and the pandemic, noting that other cities have reached out and look at what CB has done as an example for their own communities. Paula then brought up the fact that we are in an election year, at this time the Mayor officially confirmed he will be running for reelection. Mayor Walsh then discussed the importance of funding street repairs, infrastructure, and the housing shortage, noting the upcoming land-use study to plan and address housing. A board discussion on the current housing demand ensued.

Tim Wichman provided a COVID-19 update on behalf of Matt Wyant, noting continued vaccination clinics and that 25,000 shots had been given so far in Pottawattamie County.

After the COVID update, Tim discussed the potential to resume in-person board meetings in April, asking for feedback from board members. Tim noted that a virtual option would still be in place and the meetings would take a hybrid approach. Sue Pitts offered the use of her 'Owl cam' during the meetings. The board voiced overwhelming support of beginning in-person/hybrid meetings in April. Paula indicated a location would be forthcoming for those interested in attending in-person.

**Consent Agenda:**

Approval of Minutes from BOD Meeting on February 26, 2021

Approval of Financials through February 28, 2021

Approval of Monthly Staff Report through February 28, 2021

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

### **Executive Directors Report:**

Paula Hazlewood began her update providing background on our BRE initiative and the importance of the meetings for policy purposes, identifying trends, and the Best of Iowa. Paula also noted the partnership with IEDA and collaborative efforts with Drew and the Council Bluffs Chamber and utility partners. Paula then informed the Board that the LOI had been submitted to the Iowa West Foundation to continue entrepreneurial efforts, and that Advance had been invited to submit. Paula and Brenda also explained the requirements to funnel grant funding through the Omaha Chamber Foundation and the potential benefit to organizing a 501(c)3 for fundraising purposes. Paula then informed the Board that the hiring process had begun to fill the vacant project management coordinator position. Paula noted she would be conducting virtual interviews with five strong applicants, then conducting in-person interviews with final 2-3 candidates. Paula ended her report providing a brief project update, noting a very robust pipeline and being busier than ever.

### **Kitchen Council Update:**

Holly Benson-Muller provided an update on Kitchen Council, indicating great momentum and renewed energy in food entrepreneurship. Holly debriefed on a Facebook Live event for Food Photography, noting it as a good opportunity to help even existing restaurants, giving them a way to leverage Kitchen Council. Holly informed the Board of another upcoming event with Douglas County Health and asked the Board to engage with KC's social media. Holly ended with informing the Board of two pre-openings and a third new member application.

### **Entrepreneurial Update:**

Niki Ferguson updated the Board on entrepreneurial efforts, starting with efforts to get in-person events back on the agenda, including signature events and partnerships with existing state-wide initiatives, noting Venture School, TAI Tech Roadshow, REV 2021, in-person meetup groups, and new and concurrent monthly ecosystem-building events. Niki provided an update on the :45 Mogul webinar series, noting that the event would remain as a webinar format for the remainder of 2021. Niki discussed a visit to the Roundhouse in Creston and looking at a potential non-profit co-working model/startup market location in CB. Niki ended by providing a brief project update, noting the location identification for Project Skeleton through collaboration with Pioneer Trail Orchard, as well as Modern Matriarch's distribution and feature on KM3 News' female entrepreneur series.

### **Rural Development Update:**

Shalimar Mazetis began her update by thanking the Board for their kind support with the passing of her mother-in-law earlier in the month. Shalimar then informed the Board that the rural housing study was complete, indicating the positive impact it would have on the rural communities in Pottawattamie County. Shalimar noted that Oakland Main had been approved and that the dilapidated Oakland Hotel demolition would happen in July, allowing for Burnham Electric to begin construction in August. Shalimar then informed the Board that the Ramsey's Locker project did receive funding from NEF, noting that it was the first project to be funded by the CDFI since their expansion into Southwest Iowa.

### **Additional Board Discussion:**

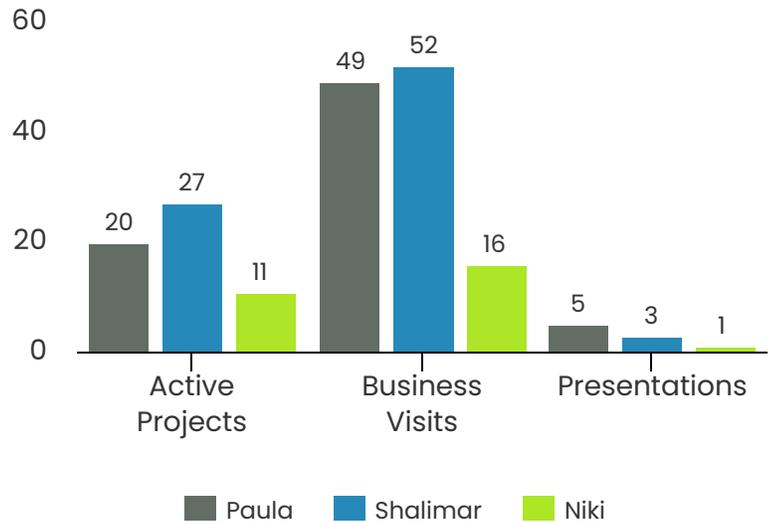
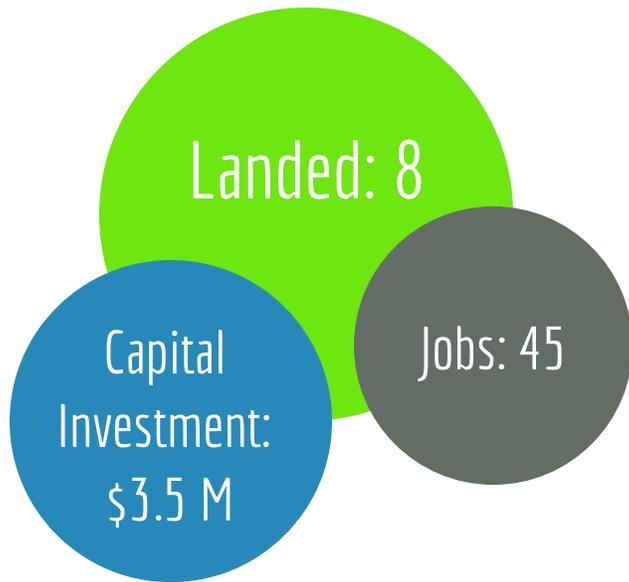
Tim opened the floor for updates and discussion. It was noted that PPP had been extended through May 31<sup>st</sup>, 2021. No further business was discussed.

### **Adjourn:**

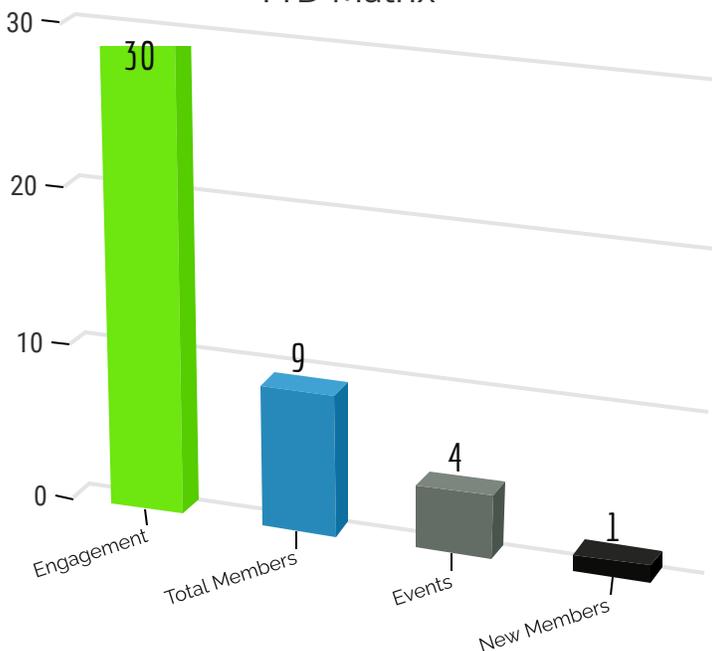
Tim Wichman informed the Board that the next meeting would be held on Friday, April 23<sup>rd</sup> at 9:30 AM and would tentatively be conducted in a hybrid format, noting that Paula would communicate meeting specifics. No other business was discussed and the meeting was adjourned at 11:04 AM.

# Monthly Board & Investor Update

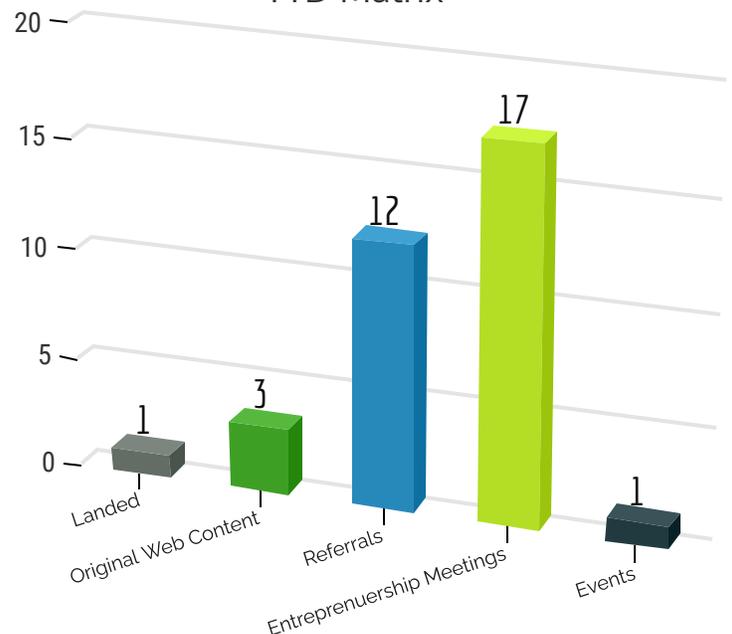
## YTD Landed Projects



YTD Matrix



YTD Matrix



## Executive Director Report

- Project pipeline continues to be robust - an abundance of incentive work is currently underway for various projects.
- Conducted 4 interviews on 3/31 for Project Management Coordinator position.
- Worked with Fox Creek Fundraising to submit Letter of Inquiry for IWF grant - submitted successfully on 3/15 - authorization to "officially" apply received on 3/16.
- Implemented weekly Livability: This is Southwest Iowa social media posts.
- Continue discussions with GOEDP regarding fundraising options for Kitchen Council.
- Formulated strategy for BRE/Best of Iowa partnership with Council Bluffs Area Chamber.
- On-going discussions with Fox Creek Fundraising regarding additional funding options for LaUNch and Kitchen Council

## Kitchen Council

- Directly engaged 9 food entrepreneurs and prospective members in March.
- On-boarded new member Taste of the Nile; Pre-opening inspections green lighted for two additional new prospective members (Jamie's Take and Bake & Chrodis food truck).
- Held two events: Food Photography Tips & Tricks with Daniel Muller (March 22) and Happy Hour with Douglas County Health Department (March 29); Food Photography event has garnered ~500 views on Facebook.
- Attended first meeting with PACE for 2021 PACE Interactive event.
- Participated in "Food Talks" event hosted by Iowa State University Ames Center for Industrial Research and Service (CIRAS).

## Rural Development

- We are proud to announce that Project Ramsey Lockers is the first project to receive funding through the new NEF Southwest Iowa Fund! They are incredibly grateful and looking to start deliveries tentatively in May 2021 for Walnut and June 2021 for Shelby.
- In March, rural economic development has added 6 new projects, ranging from \$30K to \$15MM in investment. It is an exciting time in Rural Pottawattamie County.
- In January 2021, we implemented several monthly partnership meetings to ensure constant communication between Advance and our partners/stakeholders in the County. These meetings have proven productive and have produced numerous collaborative projects that will further promote rural Pottawattamie County.

## Entrepreneurial Development

- Completed first of webinar series w/NEF :45Mogul - Everything Entrepreneurship. 3/4 Everything Local Resources w/ SBDC, KC, CB Chamber, NEF, & ASWIC as panelists.
  - 4/1 - Everything Tax & Accounting
  - 5/6 - Everything Funding
  - 6/3 - Everything Iowa w/ Dir. Durham
- March Project activity: 1 New
- Weekly "A Closer Look at Livability" pushout started 3/30 running 7 Tuesdays.
- Attended (virtually) Midwest Tech Connect March 23-25 met with numerous angel investors, VCs, startups and incubators throughout Midwest.
- Attended (virtually) Gener8tor's CommUNITY Growth Summit.
- Visited Roundhouse non-profit / co-working space in Creston, IA.
- Had initial planning meeting to continue with REV pitch competition with TS Bank. We will be looking for sponsors again. Event will be held in-person - tentatively in fall 2021.