



149 West Broadway
Council Bluffs, IA 51503

Board of Directors Meeting
Advance Southwest Iowa Corporation
Friday, March 26, 2021 @ 9:30 AM
Virtual @ Zoom: <https://zoom.us/j/95541983877>

- I. Call to Order & Welcome – **Tim Wichman**

- II. Partnership Updates
 - a. City of Council Bluffs – State of the City – **Mayor Matt Walsh**
 - b. Council Bluffs Area Chamber of Commerce – Legislation & Initiatives - **Drew Kamp**
 - c. Pottawattamie County – COVID-19 – **Matt Wyant**

- III. Presidents Report – **Tim Wichman**
 - a. Switching Back to In-Person Board Meetings - April

- IV. Consent Agenda (**ACTION**) – **Tim Wichman**
 - a. Approval of Minutes from BOD Meeting on February 26, 2021
 - b. Approval of Financials Through February 28, 2021
 - c. Approval Monthly Staff Report through February 28, 2021

- V. Executive Director's Report – **Paula Hazlewood**
 - a. BRE Meetings – Best of Iowa 2021 Launch
 - b. IWF Grant – LOI Submitted-Notification to Proceed with Application
 - c. Project Management Coordinator – Job Posted
 - d. Project Updates

- VI. Kitchen Council Update – **Holly Benson Muller**
 - a. Membership & Activity Highlights

- VII. Entrepreneurial Update – **Niki Ferguson**
 - a. Project & Activity Highlights

- VIII. Rural Development Update – **Shalimar Mazetis**
 - a. Project & Activity Highlights

- IX. Board Roundtable – Items of Interest

- X. Adjourn

Next Meeting – Friday, April 23, 2021 – Location TBD



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

Minutes

Present Voting Members:

Chris Blum, Rachel Dorr, 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, Mayor Matt Walsh and Matt Wyant

Call to Order:

Tim Wichman called the meeting to order at 9:31 AM and welcomed alternate Pottawattamie County Board of Supervisor member Brian Shea.

Presidents Report:

Tim Wichman and Matt Wyant provided the Board with a COVID-19 update noting that there have been 10,719 positive cases in Pottawattamie County. Matt noted that while positive cases and hospital admissions are declining that transmission is still occurring. Matt encouraged Board members to continue to promote wearing masks and social distancing. In addition, Matt discussed the success of the Pottawattamie County vaccination clinics noting that they are scheduled to provide 1,100 vaccines during today's scheduled clinic. Also discussed was the upcoming vaccinations of workers at the Tyson plant(s), the pending Federal vaccine allotments to Hy-Vee and CVS and the allocations to rural Pottawattamie County clinics.

In addition to the COVID-19 update, Tim asked Paula and Drew Kamp to update the Board regarding the status of SF 402 and HSB 194.

SF 402:

A bill that stops all taxpayer funds from supporting technology companies like Google and Facebook, if they **ensor free speech.**

HSB 194:

Economic Developers across the state of Iowa are concerned that HSB 194 will have a devastating impact on a community's ability to utilize perpetual TIF districts in building and growing Iowa. Emphasized in rural Iowa, Tax Increment Financing is the only tool communities have for making many projects possible. Small, large, rural, and urban cities and counties work together to ensure tax increment financing is used in a responsible manner. In many instances, HSB194 would almost immediately prevent your constituents across Iowa from investing in their communities and limit their ability to attract and retain residents and workforce alike. As with all legislative issues, we encourage our elected leaders to examine the broader picture and consider the unintended consequences of this legislation.

Consent Agenda:

Approval of Minutes from BOD Meeting on January 22, 2021

Approval of Financials for December 2020 and January 2021

Approval of Monthly Staff Report through January 31, 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 10-0 vote.

2020 Project Review:

Paula Hazlewood stated that the Livability: This is Iowa/Southwest Iowa marketing brochure officially rolled out on February 16, 2021. Paula also noted that each Board member should have received an email inviting them to create a password to gain access to a “secured” Board section of the website that will give members access to current and historical Board documents. Paula encouraged Board members to check their “junk” mail and let Advance staff know if they need the link sent again. The following 2020 projects were reviewed by Advance staff:

Council Bluffs Projects:

Project Cowboy

Applichem

Project Corporate

Rural Pottawattamie County Projects:

OmniTel

Project Beauty Bar

Project Oakland Java

Entrepreneurial Projects:

Best Wrestler

Modern Matriarch

Kitchen Council:

Successful Transition to Hoff Center

Heirloom Fine Foods

The Bubbly Tart

Additional Board Discussion:

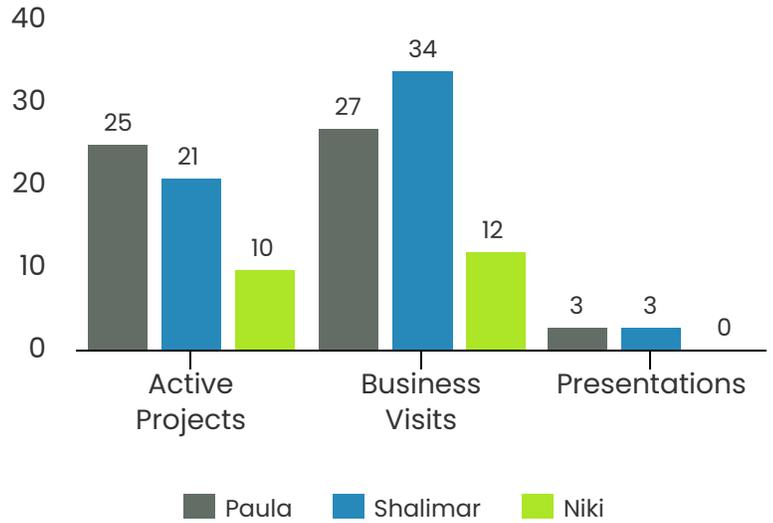
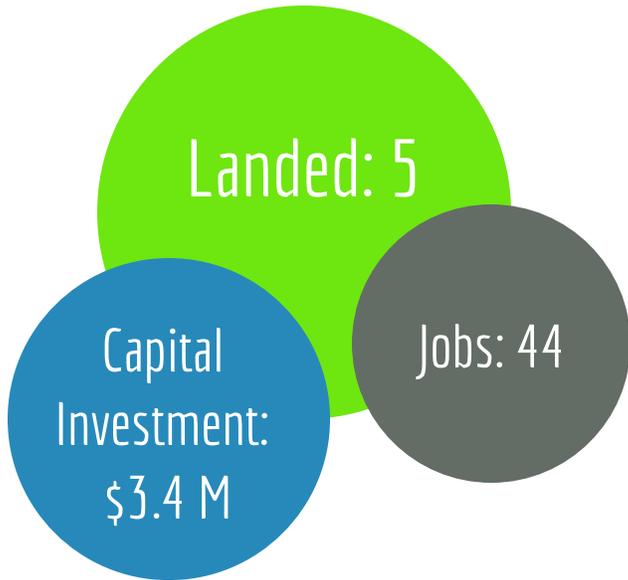
Brenda Mainwaring (Iowa West Foundation) stated that she currently represents Southwest Iowa on the Greater Omaha Chamber of Commerce Board. Based on that participation, Brenda feels strongly that to remain competitive, that leaders in Southwest Iowa should come together to develop a common vision to move Southwest Iowa forward as it relates to economic development, housing, incentives, workforce and regulatory climate. Board members agreed, noting that future discussions will occur.

Adjourn:

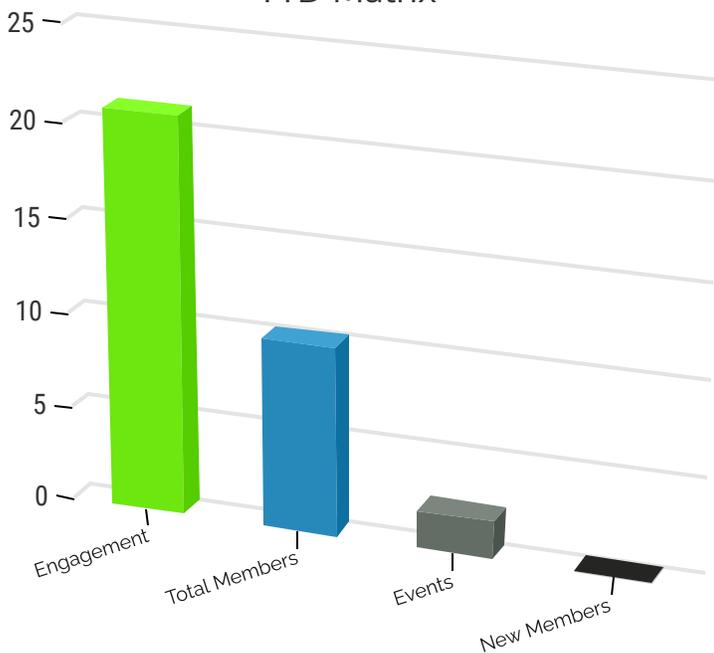
Tim Wichman had to leave the meeting early and asked Trudy Johannsen, Vice President to adjourn the meeting. Trudy informed the Board that the next Advance meeting will be held via Zoom on March 26, 2021 at 9:30 AM. No other business was discussed with the meeting being adjourned at 11:02 AM.

Monthly Board & Investor Update

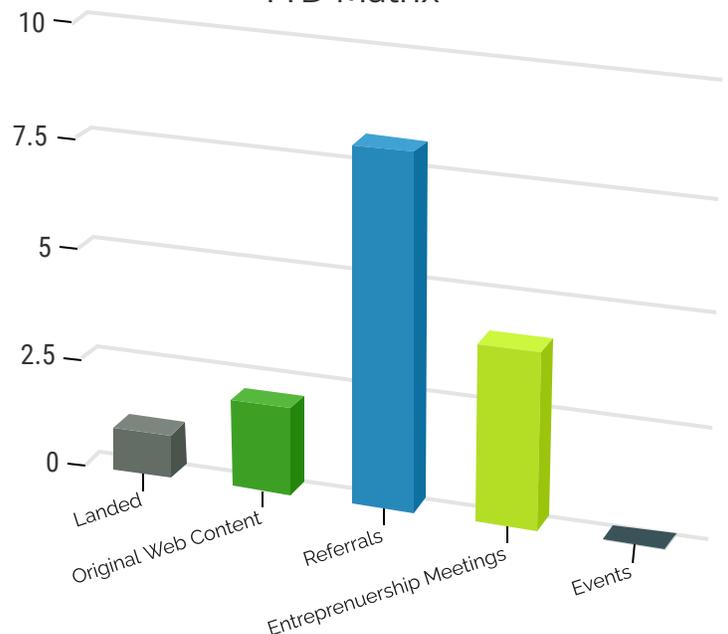
YTD Landed Projects



YTD Matrix



YTD Matrix



Executive Director Report

- Revised job description for Project Management Coordinator - posting in March.
- Continued working with Omaha Chamber regarding the Kitchen Council transition.
- ASWIC staff distributed the Livability: This is Iowa/Southwest Iowa magazine/insert to partner organizations.
- Drafted a marketing strategy for the kick-off of the BRE/Best of Iowa 2021 initiative - partnering with CB Chamber.
- Invited and presented to CREW on February 9th.
- Contracted with Fox Creek Fundraising to identify grants for Kitchen Council and Advance's entrepreneurial initiatives.
- Robust project activity continues!

Kitchen Council

- Directly engaged 8 new food entrepreneurs and prospective members in February.
- Courted soon-to-be new member Taste of the Nile through startup steps and required Iowa DIA licensing.
- Held Food Startup 101 on February 22nd in partnership with Iowa SBDC; 13 attendees with 1 lead.
- Collaborated with PACE and began planning for Kitchen Council's involvement in the 2021 PACE Interactive event.
- Provided letter of support to Iowa State University Ames Center for Industrial Research and Service for a new entrepreneurial product development and food safety training program.

Rural Development

- Project Ramsey's Lockers has now received funding from both Walnut and Shelby to order their lockers and hopefully start delivery as early as May 2021.
- Huge thank you to Iowa West Foundation for awarding us the final 1/3 of our project funding for the Oakland Main Street Project. The City of Oakland, Pottawattamie County and the Iowa West Foundation are each funding 1/3 of the costs to take down a dilapidated building on Oakland Main Street that is holding back another local company from expanding. A company has purchased the adjacent lot and has not been able to build until that building is removed. This has been something we have been working on funding for over 2 years, total cost of removal is over \$150,000. The goal is to have the building down by July.
- In February, I added two new projects to my list and have an intense amount of current project work ensuring everyone has what they need to move forward.

Entrepreneurial Development

- Marketing monthly webinar series w/NEF :45Mogul - Everything Entrepreneurship. Please share with entrepreneurs in your network.
 - 3/4 - Everything Local Resources
 - 4/1 - Everything Tax & Accounting
 - 5/6 - Everything Funding
 - 6/3 - Everything Iowa w/ Dir. Durham
- February Project activity 1 Landed, 1 on hold & 2 new projects:
 - D's Catering acquired truck to expand, rebranded and registering a new (2nd) company BBQ Bros. in CB. Installing new floor, griddle & fridge. To be Complete in March.
 - Project Seed on hold for new building at this time continue to provide assistance,
 - New Project KDH community activism/clothing line.
 - New Project Music Tech: Education hub for music technology, recording, etc.
- Attending (virtually) Midwest Tech Connect March 23-25.
- Beginning planning for future in-person entrepreneurial events & initiatives for 2021.