Hiawatha Economic Development Corporation (HEDCO) met on January 10, 2019 in the Multi-Purpose Room at Hiawatha City Hall. Kyle Kunz opened the meeting at 11:30 a.m. Members present: Joel Rochleau, Emily Upah, Kirk Hayden, Tyler McCarville, Mark Parmenter, Jeremy Ries, Hassan Igram, Chad Pelley, and Jon Dusek, Pat Callanan and Angel Suttie. Absent:Chris Sherman and Nic Canfield. Guests present: City Administrator Kim Downs, Mayor Bill Bennett, Dave Wright and Rina Jensen, and Jessalyn Holdcraft.

Business:

1. **Approval of Minutes and Financial Statements-**

Angel Suttie moved the approval of the November 14, 2018 minutes and November and December 2018 financial statements, seconded by Jon Dusek. Motion carried.

2. **1-Million Cups – New business concept -**

Rina Jensen & Jessalyn Holdcraft presented:

- 1-Million Cups was founded in 2013 by Ewing Marion Kauffman Foundation.
- Works with startups within the community that are less than 3 years old and connects them with established organizations
- No cost to attend 1-Million Cups presentations or be on the panel

1-Million Cups Strategy:

- Would like to get more involved with Hiawatha
- HEDCO to be a part of organizing team
- 5 hour per week commitment – a member of HEDCO to be present every Wednesday 8-9:30am and organizer meeting 8-10:30am
- HEDCO member to help find panel experts and presenters
- Promote 1-Million Cups on social media and website with strategic invites

3. **Award Presentation & Brief Marketing Update-Hiawatha Hustle efforts -**
   a. Dave Wright accepted the Hiawatha Hustle Award on behalf of Dave Wright Nissan Subaru and advised that he added 67 new employees this year.
   c. Marketing Update – Numbers are up from last year
      - ✓ 44% directly to HEDCO website
      - ✓ 55% organic search (google search)
      - ✓ 3000% Facebook
      - ✓ 1000% referral traffic
      - ✓ Two e-mail opt ins per week

4. **Funding Request from the City of Hiawatha**
   Kyle Kunz advised that the request was approved by city council for $20,000. City Council members are energized by what they see in the community and are sharing what they see on social media.

5. **IDOT Update-Open House Public Input Meeting January 22 5-7:00 PM @ Hiawatha Community Center**

The Iowa Department of Transportation has rescheduled the public hearing that will now be held Thursday, February 28, between 5 and 7 p.m. at the Hiawatha City Hall, 101 Emmons Street, in Hiawatha.

6. **Discussion on working with Cedar Graphics to send out a mailer/postcard to businesses for sponsorships**

Postcard to go out and encourage businesses to go to website. Postcards can be personalized.

- Educate business on HEDCO, what's happening and drive them to website
- Could be a couple mailings and then follow up with an e-mail
- Announce new businesses, try to get them involved and become an upgraded directory member
- People would be interested in what new businesses are coming to the area
- Direct hit to met them to become a paid member
- Send directory list out to HEDCO members to have them go through list to see if contacts have changed

Have a marketing committee meet to discuss postcard

7. **New Construction/Development Update**

Kwik trip closes February 16th.

- Next to Fareway – letter of intent from someone

Highway 100

- Blairs Ferry updates

Pecks Landing

- First two buildings are 85% leased

PAKAR

- Closing on property
- 3 story building angled shape with retail, commercial and housing on top

Crystal Group

- Goal is to have 400 employees in the next 3 years (already at 240)

Channel Fusion

- Expanded all top floor and looking to expand lower level

The next HEDCO meeting date is March 21, 2019.

Other Discussion-none

Meeting adjourned at 1:05 p.m.

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Kyle Kunz, Chair

ATTEST:

_____
Angel Suttie, Secretary / Treasurer