Hiawatha Economic Development Corporation (HEDCO) met on November 21, 2019 in the Multi-Purpose Room at Hiawatha City Hall. Kyle Kunz opened the meeting at 11:39 a.m. Members present: Kyle Kunz, Nic Canfield, Tyler McCarville, Kirk Hayden, Jeremy Ries, Chad Pelley, Rusty Smith, Mark Parmenter, Pat Callanan, CJ Kleene and Melissa White. Absent: Emily Upah, Hassan Igram, and Joel Rochleau. Guests present: City Administrator Kim Downs, Mayor Bill Bennett, and City Clerk Kari Graber.

1. **Board Member Appointment**
   a. ***Tyler McCarville moved the approval of the re-appointment of Chad Pelley, Nic Canfield, Jeremy Ries, Emily Upah, and Pat Callanan, seconded by Mark Parmenter. Motion carried.***
   b. ***Mark Parmenter moved the approval to appoint Rusty Smith to replace Angel Suttie, seconded by Jeremy Ries. Motion carried.***
   c. ***Nic Canfield moved the approval of the appointment of CJ Kleene of Back in Line and Melissa White of Balanced Fitness and Health for a 3-year term through July 31, 2022, seconded by Kirk Hayden. Motion carried.***
   d. ***Jeremy Ries moved the approval to appoint Rusty Smith as Treasurer, seconded by Chad Pelley. Motion carried.***

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

   a. ***Kyle Kunz moved the approval of the May 16, 2019 and September 19, 2019 minutes, seconded by Mark Parmenter. Motion carried.***
   b. ***Tyler McCarville moved the approval of the May, June, July, August, September and October 2019 financial statements, seconded by Jeremy Ries. Motion carried.***

3. **Nomination Mailer/Postcard promoting Retail Businesses for the promotion of HEDCO sponsorships Update**

Kirk Hayden passed around drafts of the 6x9 postcard that will feature four (4) people on the postcards, they will have the same message just different business representatives. Will send the first one in this quarter and the next three (3) in 2020. Hope to increase revenue with the mailings and will also send out an email blast to reach people electronically and Kirk Hayden shared there has been significant changes to the website to accommodate the added traffic.

Pat Callanan asked if someone has checked in with Hassan Ingram to see how the postcards are coming along.

Kirk Hayden said he sent an email to him and has not heard anything back from him yet.

Kirk Hayden commented he is meeting with a new business tomorrow to discuss what the benefits of being a HEDCO member and the sharing the advantages of participating in our website. Hayden shared the importance of being aware of our Hiawatha companies and continuing our efforts to be out in the community pushing ribbon cuttings, a business memberships, videos and etc.

Kyle Kunz commented other communities are not out highlighting their businesses and that is a huge benefit to our businesses here in Hiawatha.

Kirk Hayden said one challenge they are running into is having to follow up when credit cards expire, are stolen, etc… reaching out to businesses and getting them to follow through.

Kyle Kunz asked if they should look at a multi-year renewal.

Mark Parmenter suggested offering a little bit of a discount if they pay three years in advance.

Chad Pelley commented there should be software that pushes out notifications for you if the cards expire.

Pat Callanan said he hates to see Kirk Hayden having to do that and asked if there is someone else who can take care of it instead of Kirk handling it.

Kirk Hayden thinks there is more value if the email is coming from a HEDCO board member and the only cost to HEDCO is the postage for sending out postcards.

Pat Callanan expressed thanks to Kirk and Hassan for taking the time to put the postcard together.

4. **Marketing Update-Kirk Hayden**
   - **A.** A Business Success story is set for Hawkeye Electric for the first part of 2020. Completed a video of Oscar's Restaurant most recently. The Calhough family is very appreciative, they are hard workers and their customers are important to them and their success is amazing.
   - **B.** Have not progressed any farther with Peck's Landing build out page with City Center and need some more images. Pelley will send Hayden information to build upon.
   - **C.** No discussion on ribbon cuttings.
   - **D.** City Administrator Kim Downs commented the website will not allow you to become a member if you do not have a Hiawatha address and asked if HEDCO should allow other businesses outside of Hiawatha to become members. Kirk Hayden said Hiawatha businesses need to be forefront and center, especially if they paid for a listing. CJ Kleene added they might not live in or have their personal business here but use services in Hiawatha and should consider allowing them to pay for listings. Pat Callanan commented on the value of showcasing premiere businesses here in Hiawatha.
     Downs mentioned that outside businesses could sign up to get notices to our Summits, it's one avenue to participate with HEDCO. Kyle Kunz mentioned creating another subset - Friends of Hiawatha. Pelley said it's too complicated, can we call them partners and double charge them for a membership. Mark Parmenter said it would be easy to monitor, you either have a Hiawatha address or they don't. Jeremy Ries stated the goal isn't only to make revenue. Nic Canfield commented that we should be promoting Hiawatha, this sounds like a goal to make money. Downs said the point of a membership is to allow us to do more. Hayden said we could create another level or page for those who want to support Hiawatha. Downs asked to keep as is or have a "Friends of Hiawatha " page. Canfield asked if we are trying to make money or promote Hiawatha, if it's to make money we need to hit Hiawatha businesses first and commented he is against having other businesses on HEDCO's website. Pelley said, "You have to be careful on what the fine line is." Hayden listed off a number of businesses who are big donors. Callanan asked if they can table this discussion until the next meeting and vote on it. Downs said they'll put a format together for more discussion.

5. **Review/Comments-State of the City (July 18)**

A. Downs reported the event brought in $10,380 from registrations, $5,808 in profit ($600 more in food than 2018). Downs asked if they liked the format and the hot meal or if they should go back to cold food already at the table. Parmenter commented that the food was great, heard great comments about the food and format and thinks HEDCO should keep it

the same. Kunz said they had selections and it wasn't hindering them to get through the line for food. Parmenter said to continue in that format and be able to network. Kunz asked if we solicited any feedback and if we should. Downs answered we didn't solicit any feedback, just had people stopping as they went out and received positive comments and emails.

B. Downs asked the group if the HEDCO Annual Report was beneficial. Pelley answered yes it was beneficial and helpful to have. Downs said Alliant/ITC helped sponsor the production of the report. HEDCO considered dates for the next State of the City is July 16 or July 23 of 2020.

6. **New Construction/Development Update**
   a. Kwik Star Ribbon Cutting - September 25, 2019 at 11:00 am
   b. Synchronist visit - Commercial
   c. Downs and Severson have a goal of completing 20 retail business visits and putting them in the Retail Synchronist system. Hope to have the tallied information at the next meeting.
   d. Livability creates a Livability book to help jointly promote the corridor. Magazine and online marketing will be released December 2019. The metro cities highlighted in the magazine are Cedar Rapids and Hiawatha. In addition, Livability is a digital marketing firm along with a magazine production program.
   e. Tower Terrace Roadway Expansion Project Update-Tower Terrace is on track with letting in the fall of FY-20.
   f. Downs said they are working with a consultant to complete a hotel study.
   g. Downs commented they are doing an Essential Housing Study to learn more about Hiawatha's housing shortage. We know there is a housing gap with the price point of $125,000-225,000.

7. Next HEDCO Meeting Date: January 16, 2020
   Hiawatha Business Summit: February 11, 2020 at 8:00 am at Honkamp Kruger Topic: Home Base Iowa

C. Other Discussion
No other discussion.

Meeting adjourned at 1:00 p.m.

Kyle Kunz, Chair

ATTEST:

Kari Graber, City Clerk