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City Clerk's Office
Hiawatha City Hall
101 Emmons Street
Hiawatha, Iowa 52233

Memo

To: Mayor and City Council

From: City Clerk's Office

Date: November 7, 2018

Re: Home Base Iowa Program in Support of Veterans

City Staff would like to move forward with the process of becoming a Home Base Iowa Community and holding a celebration once receiving the official designation.

Below I have listed the requirements for becoming a Home Base Iowa Community:

1. City Council passes a resolution in support of the program.

2. Providing a community incentive package that would offer discounts or other concessions to veterans who relocate to our community or veterans from communities in the area. These incentives can be things we already offer such as discounts off services or recreation programs. Kim and I worked with the applicable department heads and here is what they came up with to offer for incentives to veterans:

    - Parks Department: 50% off recreation programs.
    - Water Department: water deposit fees waived.
    - Community Development Department: 10% off residential permit work on veteran's property.
    - Hiawatha Public Library: free printing.

3. Demonstrating business support of the program - with 50 Home Base Iowa businesses located within 10 miles of Hiawatha, we currently meet this requirement. A Home Base Iowa business uses the program to fill job openings with qualified veterans, and many also provide donations to the Home Base Iowa program.

4. Home Base Iowa designation signage placed on major roads and/or intersections entering the city. Signs are ordered from the DOT.

5. Hold a Home Base Iowa community event where the city would be recognized by legislative officials including the governor or designee and the media.

Upon your approval we will complete the online application, order signs for entryways, and organize a community event to be recognized as a Home Base Iowa community once we receive the designation from the state. Thank you for consideration of this matter. Please let me know if you have any questions.

Summary of the Home Base Iowa Program taken from their website at www.homebaseiowa.gov.

Home Base Iowa (HBI) is a one-of-a-kind program connecting veterans and transitioning service members with HBI partners and resources. Currently, Iowa's unemployment rate is at 2.5 percent and businesses are looking to hire skilled workers. This program helps connect Iowa businesses with qualified veterans looking for career opportunities. Countless resources are available to help veterans and their families with education and in transitioning to a new community with focused support and individuals who want to help. Home Base Iowa's private-public partnership provides a high level of commitment for our veterans, transitioning service members and their families.

Vision: Iowa is the "State of Choice" for veterans and transitioning service members for employment, education and/or continued service; and service members are valued in communities which are welcoming, affordable, safe and family-friendly.

Mission: Provide veterans and transitioning service members and their families with opportunities and benefits for a successful transition in Iowa — a place to call home.

Background

The Home Base Iowa (HBI) program is an initiative put forward by former Governor Terry Branstad and Major General Tim Orr, the Adjutant General of the Iowa National Guard. They recognized an opportunity to honor all veterans and help bridge Iowa's current skills gap. Home Base Iowa was developed as a non-profit, private-public partnership to recruit veterans and transitioning service members and help them find careers in Iowa. John Rhodes, Chief Risk Officer at Athene Holdings, and Peter Diliberti, Executive Vice President, Balance Sheet Manager at Wells Fargo Home Mortgage are co-chairs of the initiative.

In 2014, the Iowa Legislature overwhelmingly passed the HBI Act, which provides the following incentives: state income tax exemption on military pensions, $5000 military homeowner assistance, permissive veteran preference in employment, streamlined occupational licensure processes and in-state tuition assessment to eligible U.S. veterans and their families.

Current Environment

Today, around 200,000 military members transition out of the military every year. These service members offer a wide variety of ages, skills, education, aspirations and family status. Iowa needs these attributes due to more than $9 billion in new capital investment and significant growth from existing Iowa companies. Iowa's unemployment rate is consistently less than four percent, and that translates into having more jobs than people.

Business & Community Partner Benefits

What are Home Base Iowa Partners?

Businesses who are committed to hiring veterans and communities that are interested in attracting and retaining veterans and their families. Home Base Iowa is Iowa's premier veteran program focused on ***connecting*** Iowa businesses and communities to skilled veterans and transitioning service members. There is no cost to become a Home Base Iowa partner.

Home Base Iowa businesses and communities can:

- Access veteran profiles and resumes through the Home Base Iowa website using the "Find a Veteran" feature.
- Provide potential job seekers with veteran-specific information/opportunities.
- Receive valuable information to assist in finding and hiring veterans.

Home Base Iowa makes it easy for partners to connect with veterans by providing:

- The ability to search all veteran resumes at any time by location and primary industry and view profile information including transitioning veterans, guard and reserve veterans, along with veterans changing jobs.
- Automatic email notification when a veteran profile is published matching your profile criteria.

DRAFT

RESOLUTION NO. 18-
City Council

RESOLUTION SUPPORTING THE HOME BASE IOWA INITIATIVE

WHEREAS, THE Office of the Governor of the State of Iowa has launched a public-private partnership called Home Base Iowa initiative, which is an effort to match military veterans with jobs available across Iowa, and

WHEREAS, the Home Base Iowa initiative consists of two programs, Home Base Iowa Businesses and Home Base Iowa Communities, and

WHEREAS, Governor Reynolds is requesting Iowa businesses and communities promote and support the Home Base Iowa initiative and one of the requirements for Hiawatha to be a Home Base Community is that the City Council adopt a resolution of support, and

WHEREAS, the City Council of Hiawatha finds that it is in the best interests of the City of Hiawatha and veterans everywhere to support the Home Base Iowa initiative and adopt this resolution, and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA, IOWA, as follows:

Section 1. The City Council of Hiawatha hereby proclaims its support for the Home Base Iowa initiative and encourages its residents to take whatever actions are necessary for Hiawatha to become and continue to be a Home Base Iowa Community.

Section 2. The City Council also encourages Hiawatha businesses to take whatever actions are necessary to become and continue to be a Home Base Iowa Business.

Section 3. The Mayor, City Administrator and City Clerk are authorized to take such further action as may be necessary to carry out the intent and purpose of this resolution.

Section 4. All resolutions, orders, or parts thereof, in conflict herewith are, to the extent of such conflict, hereby repealed, and this resolution shall be in full force and effect immediately upon its adoption and approval.

AYES:
NAYS:
ABSENT:

PASSED AND APPROVED this 7th day of November, 2018.

_____
Bill Bennett, Mayor

ATTEST:

_____
Kelly Kornegor, City Clerk