Hiawatha Economic Development Corporation (HEDCO) met on May 16, 2019 in the Multi-Purpose Room at Hiawatha City Hall. Kyle Kunz opened the meeting at 11:35 a.m. Members present: Kyle Kunz, Nic Canfield, Kirk Hayden, Jeremy Ries, Hassan Igram, Chad Pelley, Jon Dusek, Emily Upah, Angel Suttie, Mark Parmenter, Pat Callanan, and Kyle Kunz. Absent: Tyler McCarville, Chris Sherman and Joel Rochleau. Guests present: City Administrator Kim Downs, Mayor Bill Bennett, Administrative Coordinator Ambyr Severson. Tom Peterson of ITC Midwest, Quinn Pettifer and Zach Kucharski of The Gazette.

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

Angel Suttie moved the approval of the January 10, 2019 and March 21, 2019 minutes and the January, February, March and April 2019 financial statements, seconded by Mark Parmenter. Motion carried.

2. **Iowa Ideas Presentation**

Tom Peterson introduced himself as the Director of Public Affairs for ITC Midwest and the "Chief Cheerleader" of Iowa Ideas.

- Iowa Ideas brings statewide, pressing issues to the table
- Two-day conference
- Magazine and outreach

Why Iowa Ideas exists

- Quality of life
- Bring people together
- Discuss issues locally and statewide
- Help find next level of leadership
- Expose people doing good in the community

How ITC Midwest is involved

- ITC Midwest has been involved since the beginning
- Title sponsor for the Iowa Ideas Conference in October

Zach Kucharski introduced himself as the Executive Editor of The Gazette and advised that he oversees the news operation. He created Iowa Ideas to begin dialog, an interactive discussion regarding issues important to the state.

Iowa Ideas Conference

- October 3 & 4, 2019 marks its third year
- 600 participants in its first two years
- Hoping for 750 participants this year
- Has an advisory council with representatives for each of its 11 tracks
- 180 speakers at the event
- Former Gov. Vilsak is this year's keynote speaker
- Gives scholarships to 9th – 12th graders and continuing education credits as well
- Volunteers who commit to four hours can attend the conference for free
- Tickets are $100 if purchased today and go up to $150 if purchased in the future

Interested parties can visit iowaideas.com for additional information.

Kyle Kunz asked what HEDCO can do to support this effort.

Zack informed the group that he's always looking for ideas, projects and new partnerships. Sponsorships are available and is a great branding opportunity. He's also available for content and things that people should know about.

Bill Bennett mentioned that we have a lot of opportunity for speakers at this event. Kim Downs added that people do not realize that we have a lot of creative individuals in the area but we don't always talk about them. This gives people who are doing great things an opportunity to speak about their efforts.

3. Board Member Terms and Replacements-

Kim Downs informed the board that Chris Sherman and Jon Dusek's terms were up on July 31, 2019. Melissa White, C.J. Kleene and Brad Petersen were all being considered. Melissa White has showed great interest and would really like to be a part of HEDCO. C.J. Kleene has also shown interest but may have scheduling conflicts. Pat Callanan advised he would speak with C.J. about what days' work with her and the group agreed that the meetings can be moved to mornings if needed with the exception of the 4th Wednesday of the month.

Mark Parmenter moved the appointment of Melissa White to the HEDCO Board of Directors, Joel second. Motion carried.

Chad Pelley moved the appointment of Pat Callanan as the Chair and Mark Parmenter as the Vice Chair of HEDCO Board of Directors. Kirk Hayden second. Both gentlemen accepted their positions. Motion carried.

4. Nomination Mailer/Postcard promoting Retail Businesses for the promotion of HEDCO sponsorships

Moved to September 19th meeting

5. Marketing Update-Kirk Hayden

A. Hiawatha Hustle story will focus on Oscars Restaurant
B. Business Success story is set for Hawkeye Electric
C. Most recently posted Home Based Iowa video creating over 1,000 views. This campaign was to raise awareness for the program. Metro Studios is currently building content for Pecks Landing, Midtown and PAKAR.
   They are looking at a voting campaign based as to what the community would like to see for retail/commercial in these new developments and what Facebook would like to see in Hiawatha. This would ultimately drive traffic to HEDCO's website.

6. Home Base Iowa

Downs explained that Pat Callanan did a wonderful job speaking at the event and that Dale Schroth of the American Legion hit all the values of the program. Downs explained that the program matches veterans with jobs who hire veterans first. It also provides veterans with discounts on programs, allows them not to have to pay a deposit on their water bill. It promotes living and working in Hiawatha and allows us to give back to those who gave so much for all of us. Kunz stated this program benefits the business community as they receive tax credits up to $9,000 per employee and that this would be a great topic for an upcoming seminar.

7. **State of the City Presentation Discussion**
   Community Director Pat Parsley, Mayor Bill Bennett, HEDCO vice-chair Patrick Callanan, Developer(s) Joe Ahmann and Jon Dusek will be our Hiawatha Economic Forecast Panel and provide information on development, infrastructure and more. It will be an opportunity for a question and answer session. Kyle Kunz, Pat Callanan and Kim Downs will meet outside of the group to discuss the format of State of the City.

8. **New Construction/Development Update**
   a. Panda Marie's Business is growing and already looking to expand. The storefront also offers a hair salon, clothing store and flower shop all of which are owned by women. HEDCO should do a feature film on the women owned business.
   b. Downs and Severson have a goal of completing 20 business visits and putting them in the Retail Synchronist system.
   c. Robins Road Corridor Study Open House – May 16th. The re-development of the Robins Road area will have great opportunities and Hiawatha is excited to share information with area property owners.
   d. Library expansion has started. They will complete the parking lot first and then the building.
   e. A HEDCO/City of Hiawatha Annual Report will be printed and placed at the seats of everyone attending State of the City. This document will be shared with the group before the meeting.

9. Next HEDCO Meeting Date: September 19, 2019

C. Other Discussion
   a. KOKZ and KFMW moved to 1065 N Center Point Road in Hiawatha.
   b. Kwik Star at Peck's Landing has started. This is both a full-service grocery store with fresh produce and gas station. AT&T and Sherwin Williams will be moving in also.

Meeting adjourned at 1:03 p.m.

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Angel Suttie, Secretary / Treasurer; acting chair

ATTEST:

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Ambyr Severson, Admin. Coordinator