



COUNTY COURT HOUSE LARGE MEETING ROOM (DOWNSTAIRS)
400 CEDAR STREET
TIPTON, IA 52772

Tuesday, February 18th
5:30 PM

AGENDA

1. **Call to Order – 5:30 PM**
2. **Roll Call**
3. **Agenda Additions/Agenda Approval**
4. **Communications**
 - a. Board Boot Camp with Brian Perry of ISU – *CANCELLED*
 - b. **Unscheduled**
5. **Consent Agenda (1 motion to approve all * items)**
 - a. *Approve Minutes
 - b. *Approve Financial Reports
6. **Unfinished/Old Business**
 - a. **Quick Books**
 - b. **Other**
7. **New Business discussion and possible action on**
 - a. Board Boot Camp with Brian Perry of ISU- reschedule March 18th at 5:30
 - b. Amend Budget Fiscal Year Budget 2013-2014
 - c. Budget Fiscal Year 2014-2015
 - d. **Other**
8. **Announcements**
 - a. Next Board Meeting date - March
9. **Reports**
 - a. **Executive Director**
 - i. Questions on Director's Report
 - b. **Office Manager/ Marketing Assistant**
 - i. Update on training progress, etc.
 - c. **City Reports**
 - i. Please report something unique that the other Board Members would not know about your community- if time allows

Adjourn

Please report CCEDCO Board meeting on goings to your councils, thank you.

Cedar County Economic Development Commission
December 10, 2013
6:00
Meeting Minutes

Roll Call

Board Members Present: Pam Spear (Board Chair-Tipton), Greg Wagner (Vice Chair-Stanwood), Jon Bell (Cedar County Board of Supervisors), Brad Gaul (Cedar County Board of Supervisors), Pat Hasenbank (Clarence), Boyd Stein (Mechanicsville), Doug Beland (Durant) and Joe Wenndt (Lowden)

Staff Present: Shelise Parsley (Director) and Lisa Decker (Office Manager/Marketing Assistant)

Guests: Leanne Zearley (Alternate-Tipton), Sue Hall (Reporter-Tipton Conservative)

Chair Pam Spear called the meeting to order at 6:00 PM.

Agenda Additions/Agenda Approval

Brad Gaul made a motion to approve the agenda and Doug Beland seconded. Motion carried.

Communications

- None

Consent Agenda

- The Board reviewed the minutes and financial reports from November 2013. Greg Wagner made a motion to approve the minutes and financials. Boyd Stein seconded. Motion carried.

Unfinished/Old Business

- The following sentence will be removed from the employee handbook, "CCEDCO follows the holidays recommended by Iowa State University." An additional floating holiday will be given to CCEDCO employees to be taken within the calendar year. Pat Hasenbank made a motion to accept the change and Brad Gaul seconded. Motion carried.
- Jon Bell made a motion to approve the Employee Handbook and Greg Wagner seconded. Motion carried.

New Business

- The Office Manager's printer is no longer operable. Printer prices and options were presented. Printers are not covered under the ISU contract. It was stated \$1,000 was budgeted for equipment purchases. Jon Bell made a motion to approve a new HP Photosmart 5520 All-in-One Inkjet Color Printer from Best Buy at an estimated price of \$60.00 with free shipping. Pat Hasenbank seconded. Motion was carried with Greg Wagner opposed.
- The Director proposed purchase approval of QuickBooks Premier Non-Profit edition software. The current day-to-day bookkeeping practices are outdated. The new software provides detailed reporting necessary for audits. In addition, if CCEDCO were to become a 501 (c) 6, the program would provide valuable historic data for reporting. The Board would like more research done on the program and prices. The purchase was tabled until the January 2014 meeting.

- F&B confirmed the Office Manager's computer is having technical issues. It is three-and-a-half years old and is at the end of its life cycle. The computer is incapable of updating aspects of the CCEDCO website and has other issues. CCEDCO needs to start considering a replacement and style of computer. The Director stated within the next year a new computer will need to be purchased. Greg Wagner asked whether it is an option to lease computers and what the cost might be. Leanne Zearley stated if there is a budget, Board approval should not be needed. The Board would like to have a capital plan put into place for the next budget year.
- The Director would like a purchasing policy and finance committee to be formed by February 2014. The fiscal 2014-2015 budget should be approved by the June 2014 Board meeting.
- The Director stated there is no backup system for files and data on the CCEDCO computer. The Director also explained that all of the files and data on the ISU computer are the property of ISU. She suggested purchasing an external hard drive and working with F&B to assist with backing up the data. Jon Bell made a motion to purchase an external hard drive and Doug Beland seconded. The motion carried.
- The Director stated that the Office Manager would have her three-month review in February. The Director and Personnel committee need to consider if the forms used for the previous Office Assistant should be used.

Announcements

- New Board member Joe Wenndt was introduced as the City of Lowden representative. He is owner of J&J Grocery in Lowden and member of Lowden Economic Development Corporation.
- Brian Perry of ISU will be at the January meeting to give a two hour Board Boot Camp. He has 25-30 years of non-profit experience. Board Meeting will start at 5:30 p.m.

Reports

Executive Director

- The Director will be on vacation December 20, 2013 to January 5, 2014.
- The CCEDCO office will be closed December 24th, 25th, and January 1st.
- The Board Chair acknowledged that it was a good Board report.

Office Manager/Marketing Assistant

- The Office Manager is familiarizing herself with the office, policies and website. The contact log is updated and she has been trained on the website, etc.

City Reports

- Stanwood is working on a new sewer system.

Adjourn

- With no other business to discuss, Pat Hasenbank moved to adjourn the meeting and Brad Gaul seconded. The motion carried. Chair Pam Spear adjourned the meeting at 7:13 PM.

Board Chair

Preparer of Minutes

CCEDCO**Checking Account Summary for December 2013**

Checking Account Balance as of December 1, 2013 \$ 3,767.55

Income/Deposits

<u>Date</u>		<u>Description of Transaction</u>	<u>Amount</u>
12/04/2013		Clerk of Court Schroeder Restitution	\$ 50.00
12/16/2013		Transfer Interest Bearing Account	\$ 2,000.00
Total Deposits			\$ 2,050.00

Expenses

12/02/2013	1484	Sun-News	Employment ad-Office Manager	\$ 20.00
12/03/2013	1487	IPERS	Decker-November 2013	\$ 117.18
			Office Supplies-\$89.86	
			F&B web hosting-\$16.95	
			USPS \$3.09	
			Parsley-Tipton Family Restaurant \$10.00	
12/12/2013	1489	VISA	Annual fee \$25.00	\$ 144.90
12/18/2013	1490	Tipton Conservative	10/15/13 Legal notice	\$ 20.34
12/13/2013	1491	Lisa Decker	Salary 11/25/13-12/06/13	\$ 608.36
12/23/2013	1492	Images in Ink	Office Supplies-Decker business cards	\$ 45.00
			Mileage reimbursement	
12/12/2013	1493	Shelise Parsley	11/08-12/09	\$ 196.42
12/16/2013		Auto w/d IRS	Federal w/h November 2013	\$ 167.50
12/16/2013	1494	Windstream	Internet/phone	\$ 215.23
		Easter Iowa Tourism	Parsley-membership & meeting	
12/19/2013	1495	Association	01/08/2014	\$ 20.00
			QuickBooks Training/Cedar Rapids	
12/18/2013	1496	Lisa Decker	Mileage reimbursement 12/12/13	\$ 47.40
12/27/2013	1497	Lisa Decker	Salary 12/06-12/20/13	\$ 608.36
Total Expenses			\$ 2,210.69	

Withholding for Gottschalk that was deducted from Oct. & Nov. checkbook summaries \$ 246.00

Checking Account Balance as of December 31, 2013 **\$ 3,852.86**

Outstanding Checks

11/25/2013	1486	Tipton Conservative	09/10/13 Legal notice	\$ 28.82
12/27/2013	1498	IPERS	Decker-December 2013	\$ 234.36

CCEDCO

Interest Bearing Account July 2, 2013 to December 31, 2013

2013-2014

<u>Date</u>	<u>Description</u>	<u>Transfer Out</u>	<u>Transfer In</u>	<u>Balance</u>
Beginning Balance 2013-2014 Fiscal Year				\$ 115,647.62
7/1/2013	Transfer to checking	\$ (1,000.00)		\$ 114,647.62
7/3/2013	Transfer to checking	\$ (3,000.00)		\$ 111,647.62
7/31/2013	Interest		\$ 47.49	\$ 111,695.11
8/6/2013	Board Dues (All)		\$ 80,000.00	\$ 191,695.11
8/19/2013	Transfer to checking	\$ (2,000.00)		\$ 189,695.11
8/31/2013	Interest		\$ 75.57	\$ 189,770.68
9/19/2013	Transfer to checking	\$ (2,000.00)		\$ 187,770.68
9/30/2013	Accrued Interest		\$ 77.66	\$ 187,848.34
10/7/2013	Transfer to checking	\$ (2,000.00)		\$ 185,848.34
10/21/2013	Transfer to checking	\$ (12,000.00)		\$ 173,848.34
10/31/2013	Interest		\$ 77.28	\$ 173,925.62
11/25/2013	Transfer to checking	\$ (1,000.00)		\$ 172,925.62
11/30/2013	Interest		71.39	\$ 172,997.01
12/26/2013	Transfer to checking	\$ (2,000.00)		\$ 170,997.01
12/31/2013	Interest		\$ 73.03	\$ 171,070.04
Current Balance as of Dec. 31, 2013				\$ 171,070.04

CCEDCO

Financial Summary for December 2013

CURRENT ASSETS

Checking

Liberty Trust Checking Account	\$	3,852.86
Liberty Trust Marketing Account	\$	4,167.36

CD/Money Market

Liberty Trust, Interest Bearing Account	\$	171,070.04
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TOTAL CURRENT ASSETS \$ 179,090.26

NON-CURRENT ASSETS

Loans

Clarence Development (Original Loan 2/26/92 \$20,000.00)

0% Interest	\$	20,000.00	
2001 1st payment	\$	1,000.00	\$ 19,000.00
Jul-02	\$	1,000.00	\$ 18,000.00
Aug-03	\$	1,000.00	\$ 17,000.00
Oct-04	\$	1,250.00	\$ 15,750.00
Nov-05	\$	1,250.00	\$ 14,500.00
Jul-06	\$	1,250.00	\$ 13,250.00
Aug-07	\$	1,250.00	\$ 12,000.00
Jul-08	\$	1,250.00	\$ 10,750.00
Jul-09	\$	1,250.00	\$ 9,500.00
Jul-10	\$	1,250.00	\$ 8,250.00
Jul-11	\$	1,250.00	\$ 7,000.00
Jun-12	\$	1,250.00	\$ 5,750.00
Jun-13	\$	1,250.00	\$ 4,500.00

Clarence Development (Original Loan 7/01/93 \$15,000.00)

0% Interest	\$	15,000.00	
Jul-02 1st payment	\$	1,000.00	\$ 14,000.00
Aug-03	\$	1,000.00	\$ 13,000.00
Oct-04	\$	1,000.00	\$ 12,000.00
Nov-05	\$	1,000.00	\$ 11,000.00
Jul-06	\$	1,000.00	\$ 10,000.00
Aug-07	\$	1,000.00	\$ 9,000.00
Jul-08	\$	1,000.00	\$ 8,000.00
Jul-09	\$	1,000.00	\$ 7,000.00
Jul-10	\$	1,000.00	\$ 6,000.00
Jul-11	\$	1,000.00	\$ 5,000.00
Jun-12	\$	1,000.00	\$ 4,000.00
Jun-13	\$	1,000.00	\$ 3,000.00

TOTAL NON-CURRENT ASSETS \$ 7,500.00

TOTAL ASSETS \$ 186,590.26

CCEDCO

Second Quarter Marketing Fund Summary

October to December 2013

\$4,568.89

Income / deposits

Date Description of Transaction

Amount

TOTAL DEPOSITS

Expenses

Date

11/25/2013 Auto withdrawal CCEDCO	F&B website hosting 07/13-10/13(\$218.30)	
Transfer to	Halo promotional items (\$166.28)	\$384.58
12/12/2013 checking	F&B website hosting -December	\$16.95

TOTAL EXPENSES

\$401.53

Marketing Fund Balance as of Dec. 31, 2013

\$4,167.36

CCEDCO

Checking Account Summary for January 2014

Checking Account Balance as of January 1, 2014 \$ 3,852.86

Income/Deposits

<u>Date</u>		<u>Description of Transaction</u>	<u>Amount</u>
01/06/2014	Clerk of Court	Schroeder Restitution	\$ 55.00
01/10/2014	Transfer	Interest Bearing Account	\$ 2,000.00
01/22/2014	Deposit	Dues - City of Tipton	\$ 8,632.00
01/23/2014	Transfer	From Interest Bearing Account	\$ 16.95
		F&B Web Hosting - December	
01/23/2014	Transfer	From Interest Bearing Account	\$ 16.95
		F&B Web Hosting - January	
01/29/2014	Deposit	Dues - City of Durant	\$ 4,910.00
01/30/2014	Transfer	From Interest Bearing Account	\$ 3,000.00
		Total Deposits	\$ 18,630.90

Expenses

12/27/2013	1498	IPERS	Decker - December 2013	\$ 234.36
01/02/2014	1499	Tipton Conservative	Legal - 12/1/13 meeting minutes	\$ 18.65
01/06/2014	1500	VISA	F&B - \$16.95 Office Equipment - \$127.77, Office Supplies- \$290.13 Credit \$89.86	\$ 344.99
01/10/2014	1501	Lisa Decker	Salary 12/20/13-01/03/14	\$ 608.36
01/10/2014	1502	Professional Developers of Iowa	Membership Dues - 2014	\$ 310.00
01/10/2014	1503	Windstream	Internet and phone	\$ 216.56
01/13/2014	1504	Shelise Parsley	Mileage 12/18/13-01/10/14	\$ 44.69
01/15/2014	auto w/d	IRS	December withholdings - Decker	\$ 334.96
01/24/2014	1505	Lisa Decker	Salary 01/06/14-01/17/14	\$ 608.39
			Total Expenses	\$ 2,720.96

Checking Account Balance as of January 31, 2014 \$ 19,762.80

Outstanding Checks

11/25/2013	1486	Tipton Conservative	09/10/13 Legal notice	\$ 28.82
01/29/2014	1506	Technology Solutions	New computer	\$ 694.99
01/30/2014	1507	IPERS	Decker-January 2014	\$ 234.36
01/30/2014	1508	Iowa State University	Director's salary \$10,359.48, benefits \$3,257.22, moving expenses \$1,299.49 10/01/13-12/31/13	\$ 14,916.19
			Total Outstanding Checks	\$ 15,874.36

CCEDCO

Interest Bearing Account July 2, 2013 to January 31, 2014

2013-2014

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7/31/2013	Interest		\$ 47.49	\$ 111,695.11
8/6/2013	Board Dues (All)		\$ 80,000.00	\$ 191,695.11
8/19/2013	Transfer to checking	\$ (2,000.00)		\$ 189,695.11
8/31/2013	Interest		\$ 75.57	\$ 189,770.68
9/19/2013	Transfer to checking	\$ (2,000.00)		\$ 187,770.68
9/30/2013	Accrued Interest		\$ 77.66	\$ 187,848.34
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10/21/2013	Transfer to checking	\$ (12,000.00)		\$ 173,848.34
10/31/2013	Interest		\$ 77.28	\$ 173,925.62
11/25/2013	Transfer to checking	\$ (1,000.00)		\$ 172,925.62
11/30/2013	Interest		71.39	\$ 172,997.01
12/26/2013	Transfer to checking	\$ (2,000.00)		\$ 170,997.01
12/31/2013	Interest		\$ 73.03	\$ 171,070.04
01/13/2014	Transfer to checking	\$ (2,000.00)		\$ 169,070.04
01/30/2014	Transfer to checking	\$ (3,000.00)		\$ 166,070.04
01/31/2014	Interest		\$ 72.04	\$ 166,142.08
Current Balance as of Jan. 31, 2014				\$ 166,142.08

CCEDCO

Financial Summary for January 2014

CURRENT ASSETS

Checking

Liberty Trust Checking Account	\$	19,762.80
Liberty Trust Marketing Account	\$	4,150.41

CD/Money Market

Liberty Trust, Interest Bearing Account	\$	166,142.08
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TOTAL CURRENT ASSETS

\$ 190,055.29

NON-CURRENT ASSETS

Loans

Clarence Development (Original Loan 2/26/92 \$20,000.00)

0% Interest		\$	20,000.00		
2001 1st payment	\$	1,000.00	\$	19,000.00	
Jul-02	\$	1,000.00	\$	18,000.00	
Aug-03	\$	1,000.00	\$	17,000.00	
Oct-04	\$	1,250.00	\$	15,750.00	
Nov-05	\$	1,250.00	\$	14,500.00	\$ 4,500.00
Jul-06	\$	1,250.00	\$	13,250.00	
Aug-07	\$	1,250.00	\$	12,000.00	
Jul-08	\$	1,250.00	\$	10,750.00	
Jul-09	\$	1,250.00	\$	9,500.00	
Jul-10	\$	1,250.00	\$	8,250.00	
Jul-11	\$	1,250.00	\$	7,000.00	
Jun-12	\$	1,250.00	\$	5,750.00	
Jun-13	\$	1,250.00	\$	4,500.00	

Clarence Development (Original Loan 7/01/93 \$15,000.00)

0% Interest		\$	15,000.00		
Jul-02 1st payment	\$	1,000.00	\$	14,000.00	
Aug-03	\$	1,000.00	\$	13,000.00	
Oct-04	\$	1,000.00	\$	12,000.00	
Nov-05	\$	1,000.00	\$	11,000.00	
Jul-06	\$	1,000.00	\$	10,000.00	\$ 3,000.00
Aug-07	\$	1,000.00	\$	9,000.00	
Jul-08	\$	1,000.00	\$	8,000.00	
Jul-09	\$	1,000.00	\$	7,000.00	
Jul-10	\$	1,000.00	\$	6,000.00	
Jul-11	\$	1,000.00	\$	5,000.00	
Jun-12	\$	1,000.00	\$	4,000.00	
Jun-13	\$	1,000.00	\$	3,000.00	

TOTAL NON-CURRENT ASSETS

\$ 7,500.00

TOTAL ASSETS

\$ 197,555.29


CCEDCO

2013-2014 Expenses Vs. Budget - Second Quarter

Fiscal Year: July 2013- June 2014

OPERATING BUDGET:						
<u>EXPENSES</u>	<u>JULY-SEPT</u>	<u>OCT-DEC</u>	<u>YTD</u>	<u>BUDGET</u>	<u>REMAINING</u>	<u>% REMAINING</u>
Wages/benefits/taxes						
Director salary	\$ 10,131	\$ 10,360	\$ 20,491	\$ 53,191	\$ 32,700	61%
Fringe Benefits P&S @ 37%	\$ 3,140	\$ 3,087	\$ 6,227	\$ 19,681	\$ 13,454	68%
Travel & Operating (ISU Contract)	\$ 942	\$ 687	\$ 1,629	\$ 3,500	\$ 1,871	53%
Travel & Operating (Office Manager)	\$ -	\$ 64	\$ 64	\$ -	\$ (64)	-
Staff Wages	\$ 4,848	\$ 1,825	\$ 6,673	\$ 21,000	\$ 14,327	68%
Withholdings (Office Manager)	\$ 1,176	\$ 392	\$ 1,568	\$ 12,000	\$ 10,433	87%
Health Ins. (Office Manager)	\$ 721	\$ -	\$ 721	\$ 4,350	\$ 3,629	83%
Director Moving Expenses	\$ -	\$ -	\$ -	\$ 1,875	\$ 1,875	100%
Subtotal	\$ 20,958	\$ 16,415	\$ 37,373	\$ 115,597	\$ 78,224	68%
Office expense						
Office Supplies/ Hardware/ Software	\$ 361	\$ 476	\$ 837	\$ 1,150	\$ 313	27%
Accounting (Latta Harris & Annual Audit)	\$ 2,628	\$ 130	\$ 2,758	\$ 3,200	\$ 442	14%
Postage	\$ 46	\$ 3	\$ 49	\$ 200	\$ 151	75%
Equipment Upgrades	\$ -	\$ 128	\$ -	\$ 1,000	\$ 1,000	100%
Insurance BOP & liability	\$ 198	\$ 262	\$ 460	\$ 1,250	\$ 790	63%
Phone/DSL	\$ 644	\$ 651	\$ 1,295	\$ 2,500	\$ 1,205	48%
Newspaper/ads-dependent upon programming	\$ 151	\$ 150	\$ 302	\$ 500	\$ 198	40%
Subtotal	\$ 4,028	\$ 1,800	\$ 5,700	\$ 9,800	\$ 4,100	42%
Marketing/promotion						
Conference/Education/ Memberships	\$ 139	\$ 20	\$ 159	\$ 1,500	\$ 1,341	89%
Kirkwood(Grant)	\$ 925	\$ -	\$ 925	\$ 925	\$ -	0%
IWD Laborshed study (to be completed in 2014-15 budget)	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Subtotal	\$ 1,064	\$ 20	\$ 1,084	\$ 2,425	\$ 1,341	89%
TOTAL	\$ 26,050	\$ 18,235	\$ 44,157	\$ 127,822	\$ 83,665	65%

COUNTY MARKETING FUND:						
<u>EXPENSES</u>	<u>JULY-SEPT</u>	<u>OCT-DEC</u>	<u>YTD</u>	<u>BUDGET</u>	<u>REMAINING</u>	<u>% REMAINING</u>
Web hosting (moved from Operating) and Upgrades	\$ 51	\$ 56	\$ 107	\$ 500	\$ 393	79%
Marketing Materials	\$ -	\$ -	\$ -	\$ 500	\$ 500	100%
Promotion items	\$ 288	\$ -	\$ 288	\$ 500	\$ 212	42%
TOTAL	\$ 339	\$ 56	\$ 396	\$ 1,500	\$ 1,104	74%

		107 Cedar Street, Tipton, IA 52772 Phone: 563-866-3761 1-800-737-5576 www.growcedar.com			
BUDGET -Fiscal Year: July 2013- June 2014					
OPERATING BUDGET		REVISED FOR APPROVAL 2.2014			
			2013-2014 ORIGINALLY APPROVED	2013-2014 REVISED	
BEGINNING BALANCE:			\$90,377	\$115,648	Actual
REVENUE:					
Dues			\$101,318	\$102,375	Lowden
Clarence Loan			\$2,250	\$2,250	
Misc. Interest			\$500	\$800	Adjusted
Total Revenue:			\$104,068	\$105,425	
EXPENSES:					
Director Salary (estimate dependent on Merit increase)			\$53,191	\$42,553	80% of Contract
Fringe Benefits P&S @ 37%			\$19,681	\$15,332	80% of Contract
Travel and operating (ISU Contract)			\$3,500	\$3,500	
Travel and operating CCEDCO			\$0	\$300	Training and meetings
Office Admin/Marketing Assistant- Estimate			\$21,000	\$21,000	
Withholdings (CCEDCO's share- Medicare/Social Security/IPERS)			\$12,000	\$3,330	Adjusted
Staff Health Ins.			\$4,350	\$4,200	Adjusted
Director moving expenses			\$1,875	\$1,300	Actual
Labor subtotal:			\$115,597	\$91,515	
Office expense:					
Office expense/supplies/software/hardware			\$1,150	\$1,750	Under budgeted- QuickBooks & Publisher, back up of outlook
Accounting (Latta Harris & Annual Audit)			\$3,200	\$3,200	
Postage			\$200	\$200	
Equipment Upgrades/hardware			\$1,000	\$1,000	
Insurance BOP & liability			\$1,250	\$1,250	
Phone/DSL			\$2,500	\$2,500	
Web hosting (moved to marketing fund)			\$0	\$0	
Newspaper/ads- dependent upon programming			\$500	\$500	
Office subtotal:			\$9,800	\$10,400	
Promotion:					
Conference/education/memberships			\$1,500	\$1,500	
Kirkwood/Workplace Learning Connection			\$925	\$925	
IWD Laborshed study to be completed in 2014-15 budget			\$0	\$0	
Promotion subtotal:			\$2,425	\$2,425	
Total budget expenses:			\$127,822	\$104,340	
Total budget revenue:			\$104,068	\$105,425	
Total budget expenses:			\$127,822	\$104,340	
Net + or -			(\$23,754)	\$1,085	
AVAILABLE RESOURCES			\$66,623	\$116,733	
COUNTY MARKETING FUND:					
REVENUE:					
Beginning Balance			\$4,622	\$4,622	
Total Revenue:			\$4,622	\$4,622	
EXPENSES:					
Web hosting (moved from Operating) and Upgrades			\$750	\$925	Domain renewal (\$60), webhosting/ad (\$230) and business list (\$600) and reinstalling News and Info. (\$35)
Marketing Materials			\$500	\$500	
Promotion items			\$500	\$500	magnets
			\$1,750	\$1,925	
Total budget revenue:			\$4,622	\$4,622	
Total budget expenses:			\$1,750	\$1,925	
Net + or -			\$2,872	\$2,697	



Shelise Parsley, Executive Director

563-886-3761 office, 319-383-4412 cell, sparsley@iastate.edu

FEBRUARY 2014

CCEDCO's Road Map

Marketing:

Website:

- **Business Directory Changes:**

- From F&B, "The directory page would look similar to what is on Lowden's business page (<http://www.cityoflowden.org/business.html>) where you can select the category or alphabetical search. This concept would give visitors the option to click on a category or see an alphabetical listing of businesses. Estimated initial implementation cost of this approach would be **\$600-\$700.**
 - After web hosting and domain name renewal there will be approximately \$280 left in the Budget for the upgrade. The suggestion is to budget the remaining expenditure in the next year to cover the expenses.
- Consider having a "Featured Business" option in the Business Directory which will be useful if CCEDCO creates a 501 (c) 6 status and/or reinstates the Cedar County Economic Development Marketing Fund. The option would allow for additional exposure for the businesses that donate.
 - The Marketing Assistant is working on linking businesses to the most recent website page vs. manta.com. This is time consuming research, verifying if there is a web presence on tripadvisor.com, Facebook and city websites.
- Suggested by the Marketing Assistant and supported by the Director, to offer assistance to local businesses, cities and organizations to update their websites, install Google maps and other applications if applicable. This may be a possible revenue source for CCEDCO.

- **E-newsletter and News and information on website:**

- E-newsletter- The Marketing Assistant is gathering newsletter samples and working on what will best suit CCEDCO's needs and distribution methods.
- Also, considering the website meetups.com for discussion groups within the county where the news and info will be reinstated on our homepage and will link to newspaper articles, seminars and the E-newsletter.
 - The purchase of Microsoft Office publisher may be needed for the new computer at a cost of \$110, which will be budgeted for 2014-2015.

- **Business Opportunities Tab:**

- CCEDCO Website needs a separate tab that lists businesses and locations available for rent or sale in the county, Example: Corner Café in Lowden, A Place to Land and Daisy's on the Square in Tipton, and Hill of Beans in Durant. CCEDCO lists the locations on LOIS (Location One Information System) though it is limited to the sale of sites and buildings (not established business opportunities) in the County.

- **LOIS (Location One Information System):**

- The Iowa Economic Development Authority uses this as their main source for information on Industrial parks and available sites. CCEDCO is working on updating the information by listing

sites available. The next training on LOIS is in March which the Director and the Office Manager will be attending.

- **Web Presence:**

- CCEDCO's branding efforts need to continue and the website is an important part of the endeavor including links to:
 - Other websites, including the cities served
 - Improving metadata

- **Other:**

- Have a webpage for those looking for housing in Cedar County, which lists realtor information and contacts for available apartments, and websites
- Install a partnership page that highlights Cedar County Extension and Outreach and ISU Community and Economic Development
- Have a page for Why Cedar County vs. The rest of the world- the documentation is in the works on this page, but CCEDCO needs to put out there why to locate here as a business or an employee

Business retention and expansion – BR&E:

- Working on creating a printable resources page for small businesses- gathering information with website links
- Project: CCEDCO needs to target business in Illinois and surrounding states that do not have the same advantages that Iowa and Cedar County would offer, (AKA: Right to Work (Unions) state, lower corporate taxes, better transit, etc.).
 - Work on putting together a list of businesses under 50 employees, within 151 miles of Cedar County, etc., and then target the business
 - This project will take research, time and money to locate the businesses, though it could be profitable in the long run

Better communication between the cities:

- Next Quarterly Clerk's Luncheon will be held in March in Lowden (one of CCEDCO newest members) which ECIA also attends
- Send out email alerts to Clerks about possible grants and information about upcoming trainings

Keep Main Street strong:

- Pitched idea to Durant, West Branch, and Tipton on Shop Local campaigns with new ideas including a Quarterly Small Business Saturday

Organization:

- Set up new computer and printer
- Creating a new filing system for the future, making it easier to locate documents
- Training on CCEDCO is ongoing with a new employee
- Establishing history
- State Audit will occur February 24th- 26th
- The new fiscal year budget is almost finalized for comment
- Continuing to look for cost savings and areas to spend to achieve results