



Cedar County Extension Office
107 Cedar Street, Tipton, IA 52772

Tuesday, March 11th, 2014
5:30 PM

AGENDA

1. **Call to Order – 5:30 PM**
2. **Roll Call**
3. **Agenda Additions/Agenda Approval**
4. **Communications**
 - a. **Unscheduled**
5. **Consent Agenda (1 motion to approve all * items)**
 - a. ***Approve Minutes**
 - b. ***Approve Financial Reports**
6. **Unfinished/Old Business**
 - a. **QuickBooks**
 - b. **Other**
7. **New Business discussion and possible action on**
 - a. **Discontinuation of Toll Free Phone Number**
 - b. **Budget Fiscal Year 2014-2015**
 - c. **Performance Review for Office Manager/Marketing Assistant**
 - i. **COLA**
 - ii. **Merit raise for next year**
 - d. **ISU Performance Review for Executive Director**
 - e. **Other**
8. **Announcements**
 - a. **Next Board Meeting date – April 8th location TBA- Possibly Clarence**
 - b. **Board Boot Camp with Brian Perry of ISU- reschedule May 20th at 5:30 Extension Office**
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 provide feedback on the categorized list of businesses in your cities**
 - ii. **Please look over your website page and report something unique that the other Board Members would not know about your community- if time allows**

Adjourn

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

Cedar County Economic Development Commission
February 18, 2014
5:30 PM
Meeting Minutes

Roll Call

Board Members Present: Pam Spear (Board Chair-Tipton), Jon Bell (Cedar County Board of Supervisors), Betty Ellerhoff (Cedar County Board of Supervisors), Orville Randolph (Bennett), Pat Hasenbank (Clarence), Doug Beland (Durant), Joe Wenndt (Lowden), and Adam Sandberg (Mechanicsville)

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

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

Chair Pam Spear called the meeting to order at 5:35 PM.

Agenda Additions/Agenda Approval

- Doug Beland made a motion to approve the Agenda and Orville Randolph seconded. Motion carried.

Communications

- None

Consent Agenda

- The Board reviewed the minutes and financial reports from December 2013 and January 2014. Doug Beland made a motion to approve the minutes and financials. Orville Randolph seconded. Motion carried.

Unfinished/Old Business

- The Executive Director presented three quotes on the cost of QuickBooks. Office Max is \$399, Latta Harris is \$280, and Amazon is \$249. It was proposed by the Executive Director to purchase from Latta Harris since they are a local company. Pam Spear asked if the purchase required a motion. Since the money is in the budget, no motion is required. It was asked whether we will get free upgrades. Adam Sandberg said cost can be up to \$400 for annual updates, but there is a company called Sage50 that has had good reviews. Pam Spear tabled the purchase approval until research can be done on the cost of upgrades, and the cost of comparable software. Doug Beland asked how QuickBooks would be used. The Executive Director responded it will be used for bookkeeping, reporting, and it would be good to be able to use it for payroll, instead of outsourcing it.

New Business

- Brian Perry was unable to present his Board training due to bad weather. Pam Spear suggested not trying to reschedule the Board training for March, but using the meeting time to review the 2014-2015 budget.
- The Director suggested having the meetings rotate in each city and having business owner's host. Members of the Board thought this was a good idea. Also, some Board members cannot make it on Tuesday nights, and it was asked whether to find an alternate night for meetings. After some discussion, it was decided to keep the meetings on the second Tuesday and start at 5:30.
- The Director and Pam Spear proposed a revision of the 2013-2014 budget. There were no changes to the final budgeted amount. Betty Ellerhoff said no amendment was needed since there was no change to final budget totals. The Board reviewed the proposed revisions. Betty Ellerhoff made a motion to approve the revised budget and Joe Wenndt seconded. All approved.
- Pam Spear said the Executive Director will be spending time on the budget and will have actuals vs. budget numbers for the March meeting.

- The Executive Director would like to purchase Microsoft Publisher. This program is used to create invoices, newsletters, and flyers. The program can be purchased for approximately \$120. The office currently has Microsoft Office Suite 2010, which was installed by F&B, but Publisher is not on it. Doug Beland thought this is available to University of Iowa employees for \$10.00 but does not know if it could be purchased for that price for CCEDCO use. The Executive Director asked to allow a spending limit of \$130 to purchase Publisher. Doug Beland made the motion to allow the purchase and Pat Hasenbank seconded. All approved.
- The next Board meeting will be Tuesday, March 11th, 2014. Pat Hasenbank will look into the possibility of Clarence hosting the March meeting.

Announcements

- There were no announcements.

Reports

Executive Director

- Pam Spear asked if there were any questions on the Executive Director's report. She commented it was a good report and she always learns something.
- Executive Director reported there was a good article for "Skilled IA Workforce" in the paper.
- A Trees Forever meeting will be held in Stanwood on Thursday, February 20th at 6:00 p.m. for a Community Visioning Transportation Enhancement Program.
- There is a TIF meeting at the Durant Community Center on Wednesday, February 26th at 5:00 p.m. Attorney John Danos will be the speaker.
- Tyler Carter from the State Auditor's Office will be doing the annual audit from Monday, February 24th through Thursday, February 26th. The State has done the audit for at least five years and the cost is about \$2,900. The Executive Director would like to find another firm to do the audit for a lesser fee. Jon Bell said it might be a problem to find someone to do an audit for a Non-Profit. Betty Ellerhoff thought it would be worth checking into having the same auditor that does the County to possibly do CCEDCO, but they should be contacted soon as they set up their schedule in advance. Jon Bell suggested other similar organizations be contacted to see how they conduct their audits.

Office Manager/Marketing Assistant

- The Office Manager is still familiarizing herself with the office, policies and practices, and the website. Updating the contact log and business listing is an ongoing effort. She attended QuickBooks training in December and will be completing LOIS training in March. Future projects are developing a newsletter, more informative links to businesses on the website, and improvements to the website.

City Reports

- **Cedar County** is working on budgets Betty Ellerhoff reported. It has been a difficult winter for the Road Dept. budget. They will be spending about \$364,000 for dispatch computers and software in their law enforcement vehicles. The Assistant County Attorney left her position and a temporary Assistant from Muscatine is filling in. The Public Health Department is looking into options for purchasing new software for safety and security reasons concerning personal information and medications. They hope to purchase it before July 1st.
Jon Bell added they will be hiring a Clerk for the Auditor's office and a Security Officer for the Court House. The Auditor has hired a new employee. There is a new Korean War book available to Veterans or Veteran's families at no charge by contacting the county veteran's affairs office. The Hwy 30 by-pass project by Lisbon has been met with some resistance from Lisbon residents. The Cedar

County Board of Supervisors sent a letter to the Iowa Department of Transportation supporting the current plans.

Tipton is looking into a K9 unit for the County. They are also in the process of hiring a full-time Ambulance Director. The new Non-Profit Heartland Sports Complex is hoping to open in March. The Hardacre Theater was purchased through donations completing their first phase in their plans for the building. Cedar Poly is expanding. The Industrial Park has another prospect. In addition, the purchase of a sign for the property is being explored for the east side of the property.

- **Bennett** will have the final hearing on their budget in March. The first phase of the new sewer project is completed. The next step will be upgrading their lift station. The fire station project to date has raised \$100,000 through letter drives and fundraisers for a new fire station. The total cost of the project is \$300,000 to \$400,000. Upcoming fundraising projects are Cabin Fever Day, Duck Race, and Alumni Basketball game. Land and labor has generously been donated by local business towards the project. The EMS service is trying to get funding. The current ambulance budget is \$15,000. They struggle with manpower, but the service is wanted and needed in the community.
- **Mechanicsville** is working on developing a sports complex on the north side of town. They have raised over \$100,000 towards the project. Public bids will be accepted for a city owned concession stand.
- **Durant** has an ongoing sewer treatment project. They will soon have final plans to look at. A TIF meeting is scheduled for Wednesday, February 26th at 5:30 at the Community Center. Attorney John Danos will be the speaker. They are also in the process of hiring police protection.
- **Clarence** has been having water main issues due to the weather. They are also currently working on budgets. The North Cedar School Board is considering moving the high school students to Clarence. They would use the Stanwood facility for offices. This is a big concern for members of the community. A vote is scheduled for March 10th.
- **Lowden** reported there is currently no residential lots available for building. A new housing addition is being developed extending 5th Street Place to the east. There is only two empty commercial buildings downtown, and Lowden Economic Development Corporation is working on getting them occupied.
- **West Branch** reported Casey's hopes to break ground in the spring for their new building. Construction has started on the new Altorfer Implement. The Hoover House building is still vacant.

Adjourn

- With no other business to discuss, Jon Bell moved to adjourn the meeting and Doug Beland seconded. The motion carried. Chair Pam Spear adjourned the meeting at 7:20 PM.

Board Chair

Preparer of Minutes

CCEDCO**Checking Account Summary for February 2014**

Checking Account Balance as of February 1, 2014

\$ 19,762.80**Income/Deposits**

<u>Date</u>		<u>Description of Transaction</u>	<u>Amount</u>
02/04/2014	Deposit	Schroeder Restitution	\$ 55.00
02/14/2014	Deposit	Dues - City of Stanwood	\$ 1,833.00
02/18/2014	Transfer	From Interest Bearing Account	\$ 76.93
		F&B Web Hosting - January \$16.95	
		Domain renewal cedarcountyia.org \$59.98	
		Total Deposits	\$ 1,964.93

Expenses

11/25/14	1486	Tipton Conservative	VOID - double payment (was outstanding check for \$28.82)	\$ -
01/29/14	1506	Technology Solutions	New computer	\$ 694.99
01/30/14	1507	IPERS	Decker - January 2014	\$ 234.36
01/30/14	1508	Iowa State University	Director's salary \$10,359.48, benefits \$3,257.22, moving expenses \$1,299.49	\$ 14,916.19
02/03/14	1509	Durant Chamber of Commerce	Annual Banquet	\$ 20.00
02/03/14	Auto w/d	Iowa Dept. of Revenue	State w/h 2013 4th Quarter - Decker	\$ 75.00
02/04/14	1510	Lisa Decker	Salary 01/20-01/31	\$ 608.39
02/10/14	1511	VISA	Wal-Mart \$12.84; CRMEA \$40.00; F&B Web Hosting \$16.95; Web Training \$70.00; Parsley meals \$9.97; West Branch Times subscription \$29.00	\$ 178.76
02/18/14	Auto w/d	IRS	Federal w/h - Decker	\$ 335.00
02/21/14	1512	Lisa Decker	Salary 02/03-02/14	\$ 608.39
02/18/14	1513	Windstream	Internet and phone	\$ 185.39
02/18/14	1514	Shelise Parsley	Mileage 01/14-02/11	\$ 173.69
02/27/14	1515	Latta Harris	VOID	\$ -
			Total Expenses	\$ 18,030.16

Checking Account Balance as of February 28, 2014

\$ 3,697.57**Outstanding Checks**

02/27/14	1516	IPERS	Decker - February 2014	\$ 234.36
			Total Outstanding Checks	\$ 234.36

CCEDCO

Interest Bearing Account July 2, 2013 to February 28, 2014

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
07/01/2013	Transfer to checking	\$ (1,000.00)		\$ 114,647.62
07/03/2013	Transfer to checking	\$ (3,000.00)		\$ 111,647.62
07/31/2013	Interest		\$ 47.49	\$ 111,695.11
08/06/2013	Board Dues (All)		\$ 80,000.00	\$ 191,695.11
08/19/2013	Transfer to checking	\$ (2,000.00)		\$ 189,695.11
08/31/2013	Interest		\$ 75.57	\$ 189,770.68
09/19/2013	Transfer to checking	\$ (2,000.00)		\$ 187,770.68
09/30/2013	Accrued Interest		\$ 77.66	\$ 187,848.34
10/07/2013	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
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
02/28/2014	Interest		\$ 63.73	\$ 166,205.81
Current Balance as of Feb. 28, 2014				\$ 166,205.81

CCEDCO

Financial Summary for February 2014

CURRENT ASSETS

Checking

Liberty Trust Checking Account	\$	3,697.57
Liberty Trust Marketing Account	\$	4,073.48

CD/Money Market

Liberty Trust, Interest Bearing Account	\$	166,205.81
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TOTAL CURRENT ASSETS \$ 173,976.86

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 \$ 181,476.86



Shelise Parsley, Executive Director

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

Lisa Decker, Office Manager/Marketing Assistant, lisaccedco@windstream.net

MARCH 2014

Marketing:

Website:

- **Business Directory Changes: cost budgeted**
 - Proceeded on business directory
 - A Master Business List with categories was sent to F&B with corrected formatting. F&B will be working on the project later this month, and we will launch it in April or May. Once the Business Directory is implemented, we will consider having a "Featured Business."
 - Continuing: 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.
 - The Director needs to know if this is a direction CCEDCO wants to pursue: offering assistance to local businesses, cities and organizations to update their websites, install Google maps and other applications if applicable.
- **E-newsletter and News and information on website: cost \$35**
 - Continuing: E-newsletter- The Marketing Assistant is gathering newsletter samples and working on what will best suit CCEDCO's needs and distribution methods
- **Business Opportunities Tab: cost to add new pages are \$70 per page plus stock photos on time fee**
 - Will have prices to discuss at the next meeting on the creating of separate tab that lists businesses and locations available for rent or sale in the county.
- **Photo of the Month Contest: cost to add new pages are \$70 per page plus stock photos on time fee**
 - Page for staff to post a single photo of a Cedar County landmark with an e-mail link to allow visitors to identify the location as part of a contest to drive site traffic. Includes integration into existing navigation menus and CMS system.
- **LOIS (Location One Information System)**
 - Two hour training on LOIS March 6, 2014
 - After completing training CCEDCO will be able to update the website
 - Need to take photos of existing sites, which is on hold until the weather breaks
- **Web Presence:**
 - On-going: Including links to:
 - Other websites, including the cities served
 - Improving metadata – checking with F&B on whether it is advantageous to add business names that have websites that are linked and have established traffic
- **Other: cost to add new pages are \$70 per page plus stock photos**
 - For discussion:
 - Have a webpage for those looking for housing in Cedar County, which lists realtor information, 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 promote 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 and working on putting together the document
- 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
 - Need approval to Budget resources

Better communication between cities:

- Next Quarterly Clerk's Luncheon will be held Tuesday, March 18th in Lowden, which will also be attend by ECIA (COG)

Keep Main Street strong:

- In April, the Director will be on the agenda at the Durant Chamber of Commerce Board meeting to see if they would like to start a "Shop Local" campaign with new ideas including a Quarterly Small Business Saturday
- In February, met with Trees Forever and citizens of Stanwood to present programs on visioning, tree programs, etc.

Regional Alliances:

- Creative Corridor will be meeting on March 26th, at this time the Director will sort out the regional alliance and find out about the \$75K grant from the Iowa Economic Development Authority to promote the region with a promotional video and business start-up programming. CCEDCO pledged to invest \$1,000 per year for two years.
- The Director is working with Muscatine County, West Liberty, Wilton, and Quad Cities First to explore the possibility of creating a regional alliance. A formal meeting will take place in April.
- Quad Cities First has provided three requests for information (RIF) in the past three months though they did not fit the County, which was more than the Creative Corridor Alliance provided in the same time frame

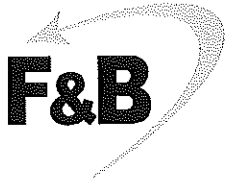
Organization:

- Completion of the Office Manager/Marketing Assistant's performance review
- Director is working on completing ISU on-reporting and waiting on forms for the ISU review that will occur on April 10th
- ISU in-service March 26-28th in Perry
- Continuing to reorganize the files and systems
- Training on CCEDCO is ongoing with a new employee
- State Audit occurred February 24th- 27th – very good results, the official report is acquired to report findings
 - Research 11.6 that has the Audit information for 28E with over \$100,000 in receipts
 - Downloaded all of the previous year's Audits and created a list of what documents the auditor requests
- Worked on Budget documents with history
- Ordered Publisher and compared QuickBooks, to Sage50 and Acclivity Accu Edge Pro programs
- Continuing to look for cost savings and areas to spend to achieve results

Vacation and Sick Time:

Director- Available Vacation Time- 68.36 hours; Sick Time- 73.87 hours

Office Admin and Marketing Assistant- Available Vacation Time- 7.5 hours; Sick Time- 15.0 hours



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Phone: 563-374-1236
Fax: 563-374-1930

PROJECT PROPOSAL

valid for 30 days

DATE: March 5, 2014
TO: Shelise Parsley/Cedar County Economic Development
FROM: Aaron Horman/F&B Communications
RE: Web Design

F&B Communications is pleased to present the following proposal:

Web Page Additions

PHOTO OF THE MONTH CONTEST \$70.00 one-time fee
Page for staff to post a single photo of a Cedar County landmark with an e-mail link to allow visitors to send the location as part of a contest to drive site traffic. Includes integration into existing navigation menus and CMS system.

LIVING IN CEDAR COUNTY \$70.00 one-time fee
Page that provides general information and Web links about establishing a residence or business in Cedar County. Up to 3 photos. Integration into existing navigation menus and CMS system.

BUSINESS OPPORTUNITIES \$70.00 one-time fee
Page that supports a template to post information about business opportunities in the county. Template for each opportunity may include a small photo, business name, contact info, brief information paragraph and Web link. Integration into existing navigation menus and CMS system.

NEWS AND INFO \$35.00 one-time fee
Reactivate News and Info page with Web links to topics of interest. Free-form text area to post other CCEDCO information. Integration into existing navigation menus and CMS system.

HOME PAGE QUICK LINKS \$35.00 one-time fee
Reactivate Quick Links section on homepage below photo rotation. Integration into existing navigation menus and CMS system.

*Acceptance of project estimate and acknowledgement to proceed:
I agree to proceed with the project and/or equipment as outlined above.*

Signature

Date