

**Cedar County Economic Development Commission**  
**January 13, 2015**  
**5:30 PM**  
**Cedar County Extension Office**  
**Meeting Minutes**

**Roll Call**

**Board Members Present:** Pam Spear (Board Chair-Tipton), Jon Bell (Cedar County Board of Supervisors), Greg Wagner (Vice-Chair-Stanwood), Pat Hasenbank (Clarence), Doug Beland (Durant), Adam Sandberg (Mechanicsville), Mark Worrell (West Branch)

**Staff Present:** Rod Ness (Executive Director), Lisa Decker (Office Manager)

**Guests:** Wayne Deerberg (Cedar County Supervisors), Annette Shipley (ISU Extension), Sue Hall (Reporter-Tipton Conservative)

Chair Pam Spear called the meeting to order at 5:30 PM

**Agenda Additions/Agenda Approval**

- Mark Worrell made a motion, seconded by Wayne Deerberg to approve the Agenda. Motion carried.

**Communications**

- None

**Consent Agenda**

- The December minutes and financial reports were presented. Greg Wagner made a motion, seconded by Mark Worrell to approve. Motion carried.

**Unfinished/Old Business**

- Chair Spear reported the personnel committee approved a 3% raise moving forward for the Office Manager. They would also encourage her to take any beneficial training. The Executive Director added any training would be brought to the board for approval, as there are many opportunities to attend webinars and conferences. Mark Worrell added West Branch takes advantage of training about once a quarter. Jon Bell added there might be grants available. Chair Spear made a motion and Adam Sandberg seconded to give the Office Manager a 3% pay raise retroactive to her anniversary date of 11/11/14. Motion carried.
- By-laws were presented with the suggested changes from last meeting. Chair Spear addressed page 2 – 4.2 to state “approved by participating communities”. Mark Worrell made a motion to pass the proposed By-laws and Pat Hasenbank seconded. Motion carried.

**New Business**

- The election of new officers was held. Jon Bell made a motion, seconded by Adam Sandberg, to nominate **Greg Wagner, Board Chair**. Motion carried. Wayne Deerberg made a motion, seconded by Pat Hasenbank, to nominate **Mark Worrell, Vice Chair**. Motion carried. Pam Spear made a motion, seconded by Pat Hasenbank to nominate **Adam Sandberg, Secretary/Treasurer**. Motion carried. Lisa Decker, Office Manager, will be the official recorder of minutes.
- Rod Ness gave a presentation for CCEDCO goals titled “Impacting our Community”. The objective is to impact Cedar County residents and customers by offering them value by creating a program to do so. We need to be supportive to help local businesses grow through awareness, engagement, and investment. Community Development is Economic Development. The Shop Cedar Campaign in November and December brought out awareness for local businesses and CCEDCO. Wayne Deerberg agreed it needs to get out to people what is going on in their towns through a press release or maybe a website.

The Executive Director added he hopes to make CCEDCO a leader and role model through an Iowa Retail Initiatives. Some of the communities have already agreed to buy into it. The Iowa Retail Initiatives provides collaboration across boundaries to business/community needs by providing assistance in retail areas including marketing, promotion and customer development.

- The quarterly budget report was presented for review. The Executive Director was asked to provide a 2015-2016 proposed budget to the Board of Supervisors on January 20<sup>th</sup>. He stated his objectives for the next fiscal year are to deliver value. More funds will probably be designated for marketing and promotion. Jon Bell asked the Executive Director to bring the current budget to the Cedar County Supervisors and show where he wants to reallocate funds and asked if the bottom dollar will stay the same.

#### Other

- The annual audit is scheduled to start February 16<sup>th</sup> with Marilyn Jensen from the Auditor of State. The Office Manager will prepare everything needed for the audit.
- Jon Bell asked if CCEDCO would be willing to sign on for the gas tax increase. The proposed talk is an increase of 10 cents per gallon. Legislature is in the process of taking action on it. It would carry a lot of weight if the Board would show their support. Pat Hasenbank asked if it is the consensus of Cedar County residents to support it. She added that CCEDCO as a group needs to consider residents' thoughts. After some discussion, it was tabled and put on the agenda for the March meeting.

#### Announcements

- Jon Bell stated the Limestone Bluff RC&D has \$90,000 in their revolving loan fund. This can be applied for by new businesses or existing businesses for improvements.

#### Executive Director's Report

- The Executive Director is looking for board approval for the Retail Initiative. The total cost will be \$1,000-\$1,200. He is looking for 4-6 retailers to buy into the project, which will keep down CCEDCO's cost. Teams of students will be brought in to evaluate local businesses and share their thoughts on marketing. Right now, the businesses will be from Tipton and West Branch. Pat Hasenbank made a motion and it was seconded by Adam Sandberg to approve the project.
- Thursday, January 15<sup>th</sup> CCEDCO will host a series of webinars: Understanding Communities and Their Dynamics. All city councils and organizations are invited to attend. The series will be every Thursday from 1:00 – 2:30 PM, starting January 15<sup>th</sup> through February 26<sup>th</sup> at the Extension Office meeting room.
- He will be attending the TEDCO meeting on January 15<sup>th</sup> and was invited to speak at the Tipton Rotary Club on January 28<sup>th</sup>.

#### City Reports

- West Branch reported a Main Street Dessert Auction fundraiser would be held in February. They received a DOT grant for a bridge crossing which will cover 75% of the total cost.
- Cedar County Supervisor Wayne Deerberg reported Cedar County has 152 bridges that need to be inspected in 2015. Box culverts also need to be inspected. Budgeting starts next week.
- Clarence, Durant, Mechanicsville, Stanwood and Tipton all reported they are working on budgets.
- Pam Spear reported Leanne Zearley resigned from the city council. Beau Holub was appointed to fill her seat. They are also busy working on Tipton's 175th Anniversary celebration.

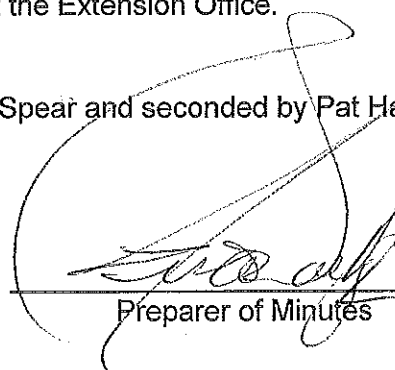
#### Announcements

- Next regular meeting will be Tuesday, February 10<sup>th</sup> at the Extension Office.

#### Adjourn

- With no further business, a motion was made by Pam Spear and seconded by Pat Hasenbank to adjourn at 7:14 PM.

  
Board Chair

  
Preparer of Minutes