



NOTICE OF PUBLIC MEETING

Economic Development Commission

The City of Adel's Economic Development Commission will meet in the **Adel Public Library**, 303 South 10th Street, Adel, Iowa, in the **2nd Floor Conference Room** on **Monday, February 6, 2017** at **5:00 p.m.**

AGENDA

1. Call to Order
2. January 9, 2017 Minutes
3. Chamber – Adel Developers Update
4. Future Direction of Commission
5. Greater Des Moines Partnership
6. Update on Alliance – Chamber Gap Survey
7. Residential Tax Abatement Program – McClure Engineering Study Update
8. Commercial Tax Abatement Program Update
9. Iowa SMART Conference – Thursday, May 4, 2017
10. Any Other Business
11. Adjournment

2/3/2017 3:19:39 PM

Please Note: Members or a quorum of members of other City Boards, Commissions, Committees, and / or the Council may be in attendance. Only items on the agenda may be acted upon and / or discussed.



January 9, 2017 Economic Development Commission - Minutes

The City of Adel's Economic Development Commission met in the 2nd Floor Conference Room at the Adel Public Library, 303 South 10th Street, Adel, Iowa, on Monday, January 9, 2017 at 5:00 p.m.

The Economic Development Commission meeting was called to order at 5:02 p.m. by Chair Bill Spencer.

Members present: Book, Burdick, McAdon, McAvoy, Merryman, Spencer, and Standley. Members absent: Sutton and West. Others in attendance: City Administrator Brown and MidAmerican rep. Calvert.

McAdon motioned, seconded by Burdick, to approve minutes of the December 5, 2016 meeting. Motion carried unanimously.

Brown began the residential tax abatement discussion by noting that McClure Engineering estimated that its information gathering project would cost \$5,000. McClure would review the City's water, sewer, and storm water capacities as well as discuss electric and gas with MidAmerican Energy. McClure would then provide a report and a recommendation.

McAvoy stated that the initial concept of a lengthy council meeting with stakeholders would not be productive. Facts and detailed information are needed for the council to make decisions. McAdon stated that the technical information from this report would be vital. No one likes surprises, and speculation is not needed.

Calvert stated that MidAmerican Energy has not been contacted about the numerous developments and subdivisions that are being proposed or currently being developed. MidAmerican can supply roughly 300 more homes in Adel before gas improvements are necessary, though their gas teams are reviewing this information. Calvert stated that MidAmerican needs to be at the table, as planning improvements will need to be funded. MidAmerican has roughly 2 megawatts of electric capacity for Adel.

Burdick asked whether hiring McClure would be a conflict of interest (or give the impression of one) for the City. McAdon stated that the City only needs technical information, not a recommendation from McClure. The City needs to understand its infrastructure constraints. Spencer noted that the City needs to know which directions it can grow.

Spencer asked whether the City would accept the findings of this information gathering process. McAvoy stated that the results need to be facts that are not skewed. McAdon stated that the City respects McClure Engineering and has had success with that company in the past. Spencer stated that the stakeholders for this study are not necessarily the developers or the school.

Brown summarized that the City needs a study from McClure that would analyze water, sewer, storm water, electric, gas, and other infrastructure. McClure would only report back the facts and figures on technical information (e.g., capacities, issues, concerns, etc.). The report would not provide recommendations about the tax abatement program. Then, the council could discuss its next steps with the school, Dallas County, and the developers.

Brown provided a brief update on the proposed commercial tax abatement program. The council will be considering approving the program tomorrow evening.

Brown provided a brief update on the Twin Eagles Riverview P.U.D. that the council will consider tomorrow evening. The commission noted that the development agreement and P.U.D. document should be specific and detailed.

In other business, Brown noted that the annual Iowa SMART Conference will be held on Thursday, May 4.

The commission briefly discussed the County's proposed Public Safety Facility, which will be on the ballot in May. The County has noted that approximately \$600,000 of their proposed \$22 million facility will be used to extend sewer service.

Calvert briefly updated the commission on MidAmerican's proposed project in the Adel area. MidAmerican has acquired approximately 150 acres just west of R-16 and just north of 303rd Place for a long-term investment for the company's future.

With no other business, the meeting was adjourned at approximately 6:10 p.m.

Respectfully submitted,
Anthony Brown
City Administrator

Anthony Brown

From: Iowa SMART Conference <info@iowasmartconference.com>
Sent: Friday, February 3, 2017 2:08 PM
To: Anthony Brown
Subject: You're Invited to the Iowa SMART Economic Development Conference! | Luncheon
Keynote: J.B. Bernstein



Community Choice
Credit Union
Convention Center
Des Moines, Iowa

Thursday, May 4, 2017

IOWA'S PREMIERE ECONOMIC DEVELOPMENT CONFERENCE

Dear Guest,

You are invited to the **Iowa SMART Economic Development Conference** on **May 4, 2017**. Register today by clicking the **'YES'** button at the bottom of this email.

We'd like to introduce this year's luncheon keynote speaker who said of the Iowa SMART Conference, "I love your audience and the fact that they have an opportunity to really impact whole communities."

2017 LUNCHEON KEYNOTE: J.B. BERNSTEIN



Portrayed by Jon Hamm in the Disney movie, "[Million Dollar Arm](#)," **J.B. Bernstein** is one of the most respected marketing experts in the world of sports.

A few years ago, inspired by the increasing popularity of reality television in the United States and the global phenomena that NBA player Yao Ming generated, Bernstein saw an untapped opportunity to change the game. He then traveled to India, motivated to find the first Indian born player in professional baseball history and created a contest that would reward one lucky contestant with \$1 million and a chance to play for a professional baseball team in the U.S.

J.B. will tell his story in a presentation titled, "**Sometimes to win, you have to change the game,**" and inspire you to think courageously.

Watch the video below for an introduction to our luncheon keynote speaker, J.B. Bernstein!

AGENDA | as of 1/19/2017 (subject to change)



Thursday, May 4, 2017 | Community Choice CUCC

7:00 AM Registration / Breakfast (Main Floor / Ballroom A)

7:30 AM Exhibits Open | (Main Floor)

8:00 AM Welcome & General Session (Ballroom A)

“Open & Welcome”

- **IUA Chairman (TBD)**

“Economic Development in Iowa – Update”

- **Debi Durham**, director, Iowa Economic Development Authority

“Special Message from the Governor”

- Iowa Gov. **Terry E. Branstad** & Iowa Lt. Gov. **Kim Reynolds**

BRE Awards

- Presented by **Mark Reinig**, president, Professional Developers of Iowa; **Clark Smith** and **Bob Henningsen**, partners, Smart Solutions Group, Inc.; and honored by Gov. **Terry Branstad**

Morning Keynote: “Building Cities For People”

- **Joel Kotkin**, Presidential Fellow in Urban Futures at Chapman University (Orange, CA); Executive Director, Center for Opportunity Urbanism (Houston, TX); internationally-recognized authority on global, economic, political and social trends; author of the “Building Cities for People” report and the book *The New Class Conflict*; columnist for weekly “New Geographer” Forbes.com column and regular contributor to the Daily Beast

Joel will talk about the tremendous growth opportunities facing states like Iowa. These include the revival of US manufacturing and energy production (now a Presidential priority), support for agriculture and, perhaps most important, the shift of millennials to smaller, less expensive cities. These opportunities suggest places like Iowa can now compete not just in commodity-based production, but in intellectual product as well.

10:00 AM Break / Networking / Exhibits (Main Floor)

10:30 AM Breakout Workshops -- Block #1 (Main Floor)

Workshop 1 | Building Cities For People – Deeper Dive (Rooms 312-313)

- **Joel Kotkin**, Presidential Fellow in Urban Futures at Chapman University (Orange, CA); Executive Director, Center for Opportunity Urbanism (Houston, TX); internationally-recognized authority on global, economic, political and social trends; author of the “Building Cities for People” report and the book *The New Class Conflict*; columnist for weekly “New Geographer” Forbes.com column and regular contributor to the Daily Beast

Moderated by Tina Hoffman, marketing and communications director, Iowa Economic Development Authority

During his workshop, Joel’s main desire is to listen and to help *you* – the local economic developers, businesses leaders and promoters of Iowa communities. But he will also expound upon his morning keynote address by sharing his experiences concerning attempts by other communities (e.g., Houston, Austin, Nashville, Raleigh) to expand their appeal beyond just low costs and to develop a new narrative about themselves.

Workshop 2 | Success with Smaller Data Centers (Room 314-315)

- **Kim Ingerslev**, chief executive officer, Professional Computer Systems (PCS)
- **Joel Althoff**, president, Infrastructure Technology Solutions
- **Name, title, company**

Moderated by Mike Fastenau, manager, economic development - Iowa, Black Hills Energy

[Workshop description] Panelists describe what it takes to locate and be successful at with data centers in small Iowa communities.

Workshop 3 | Embracing New American Immigrants + Community Successes (Rooms 316-317)

- **Sven Petersen**, city manager, Pella
- **Lynn Ubben**, superintendent, Perry Community Schools
- **Jon Wolseth**, community devel. specialist, ISU Extension & Outreach - Community & Economic Development
- **Omar Padilla**, coordinator, Greater Des Moines Habitat for Humanity – Dallas County; Latino Political Network

Moderated by Steve Shupp, senior economic development manager, Alliant Energy

[Workshop description] In order for many Iowa communities – both urban and rural – to grow, there's a need to embrace new immigrants entering America. This comes with opportunities as well as a number of challenges needed to be overcome. Panelists from Iowa communities that have undergone this change will address these opportunities and challenges. They will describe how new immigrants have been received, and the difficulties incurred and successes experienced by welcoming in this new segment of the population.

Workshop 4 | Local Public Financing: Review & Update (Room 318)

- **Bob Josten**, partner, Dorsey & Whitney, LLP

Moderated by Mike Fastenau, manager, economic development - Iowa, Black Hills Energy

One of Iowa's foremost authorities on local government and economic development financing is Robert Josten, a founding partner of the Des Moines office of the Dorsey & Whitney law firm. For more than 36 years, Bob has specialized in municipal law and finance, with a particular emphasis on tax increment financing and economic development. Each year at the Iowa SMART Conference, Bob presents the latest developments in economic development financing and encourages participants to bring their questions to his workshop.

11:45 AM Conference Luncheon (Ballroom A)

Emcee

- **Courtney Greene**, communications director, Iowa Workforce Development

Vocal Performance | "TBA"

- **Name**, title

"SBA 2017 Iowa Small Business Person of the Year Award" Presentation

- **Winner:** **Name**, title, company

"SBA 2017 Iowa Small Business Community of the Year Award" Presentation

- **Winner:** **TBA**

Awards presented by Jayne Armstrong, District Director, Iowa District Office, U.S. Small Business Administration

Luncheon Keynote | Sometimes to Win, You Have to Change the Game

- **J.B. Bernstein**, sports agent, entrepreneur, New York Times best-selling author of Million Dollar Arm

Inspired by watching a professional cricket match on ESPN late one evening, JB traveled across the world to India with the hope and dream of finding major league baseball's first professional Indian born player. In a country where America's pastime was completely foreign, JB conducted The Million Dollar Arm reality television contest where the winner had a chance to win one million dollars and pitch for a professional American baseball team. Filled with a number of obstacles and challenges along the way, the contest ultimately found two winners. A great storyteller, JB shares the Million Dollar Arm story while providing ideas on how we as individuals, businesses and institutions can all pursue the American Dream.

1:30 PM Breakout Workshops -- Block #2

Workshop 1 | U.S. Department of Commerce – Panel (Title TBD) (Rooms 312-313)

- **Steve Castaner**, agency representative for Iowa + East/Central Missouri, U.S. Department of Commerce, Economic Development Administration
- **Nathan Regan**, senior international investment specialist, Western & Central Europe & Midwestern States; SelectUSA IPF (Investment, Promotion & Facilitation) manager for Iowa
- **Patricia Cook**, director, US Commercial Service – Iowa, International Trade Administration

Moderated by Tina Hoffman, marketing and communications director, Iowa Economic Development Authority

[Workshop description] A panel of experts will discuss the following:

- DOC/EDA Grants – Overview of programs and assistance opportunities. Grant application best practices.
- DOC/International Trade Administration/SelectUSA – Bringing FDI to Iowa. Examples of how SelectUSA can engage with EDO offices to grow foreign direct investment.

- DOC/International Trade Administration/US Commercial Service Iowa – Summary of benefits of working with US Commercial Service for export promotion. Examples of companies assisted, sectors that would benefit from counseling.

Workshop 2 | BRE Award Winners Panel (Rooms 314-315)

- **Name**, title, company (TBA)

Moderated by **Joe Raso**, president, Blane, Canada Ltd.

PDI Business Retention and Expansion (BRE) award winners will explore the keys to turning their businesses into community success stories and what made their businesses award-winning.

Workshop 3 | Development-Ready Communities (Room 316-317)

- **Courtney Dunbar**, industrial program leader, Olsson Associates
- **Rita Frahm**, president, Ida County Economic Development
- **Name**, title, company (spec building)

Moderated by Troy Weary, manager, community relations, ITC Midwest

[Workshop description] Advantages of an almost-certified site, discussion on spec building, etc.

2:30 PM Ice Cream / Networking / Exhibits (Main Floor)

3:00 PM Breakout Workshops -- Block #3

Workshop 1 | Home Base Iowa – Successes Since Inception (Rooms 314-315)

- **Name**, title, company
- **Name**, title, company
- **Name**, title, company

Moderated by Jason Kemp, program manager – Home Base Iowa, Iowa Economic Development Authority

[Workshop description] A panel of veterans/employers/communities will discuss the impact and success of the program since it began in 2013.

Workshop 2 | Housing (Title TBD) (Rooms 316-317)

- **Jay Iverson**, executive officer, Home Builders Association of Iowa
- **Jayne Lourash**, assistant director, Laborers' Home Development Corporation

Moderated by ...

[Workshop description] Hear a broad perspective on what is going on in Iowa with regard to home building. Hear about a recently completed workforce housing development in Denison, Iowa and ongoing, similar projects in other communities across the state. Gain valuable insight into what the Laborers' Home Development Corporation looks at in communications – large and small – to undertake such projects.

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4:00 PM Adjourn