



### **April 3, 2017 Economic Development Commission - Minutes**

**The City of Adel's Economic Development Commission met in the 2<sup>nd</sup> Floor Conference Room at the Adel Public Library, 303 South 10<sup>th</sup> Street, Adel, Iowa, on Monday, April 3, 2017 at 5:00 p.m.**

The Economic Development Commission meeting was called to order at 5:00 p.m. by Chair Bill Spencer.

Members present: Book, Burdick, Merryman, McAdon, McAvoy, Spencer, Standley, and West. Members absent: Sutton. Others in attendance: City Administrator Brown and Chamber Director Bengtson.

Standley motioned, seconded by McAdon, to approve minutes of the March 6, 2017 meeting. Motion carried unanimously.

Bengtson provided an update on the Chamber's Community Visioning process. Roughly 150 written surveys were returned. A public meeting held last month was attended by 40 residents of varying age groups. Attendees provided feedback on good and bad places in Adel, and a map was created with this information that will be used by Iowa State interns to design improvements.

Bengtson noted that a meeting was scheduled for next week with the Iowa DOT, the Dallas County Conservation Board, the City of Adel, and Dallas County. The purpose of the meeting is to talk through proposed projects to determine barriers, if any.

Bengtson stated that the Community Visioning projects will be unveiled during the annual Adel Sweet Corn Festival. These projects will identify costs and funding sources. The Chamber has allocated \$2,000 to the first project.

Merryman asked about possible issues that were identified at the public input meeting regarding the schools. Bengtson stated that the issues mainly concerned traffic and safety during school drop off and pick up times. In addition, the public input indicated that it was challenging to walk to school with a lack of sidewalks or crosswalks. McAvoy suggested that it would be helpful for someone from the school to participate in the Community Visioning project to provide further input and recommendations.

Discussion moved to the "gap" survey. Bengtson noted that the goal of this survey, which was put together by Adel Developers and the Greater Dallas County Development Alliance, was to determine what is missing in the community. Bengtson stated that the survey received 465 responses. Approximately half of the participants have lived in Adel for 20+ years, and the other half less than two years. Many respondents go to the Des Moines metro for goods and services instead of looking locally first. This issue could be remedied with more marketing from local businesses. More dining options was the main request.

Bengtson stated that, while some survey items are likely unattainable (e.g., a movie theater), other items can be done or remedied. Burdick noted that many respondents just want goods and services closer to Adel. Bengtson noted that the Chamber's "#ThinkAdelFirst" campaign has been viewed over 12,000, though some tweaks are needed. McAdon asked if the Chamber has a map system. Bengtson stated that the Chamber's website has a self-service mapping system. Bengtson noted that Chamber members that have uploaded more information end up having more inquiries and calls.

Brown moved briefly to the Iowa SMART Economic Development Conference, which will be held next month.

In other business, Bengtson noted that a second hotel developer had been looking at land, though the land price seems too high. Bengtson stated that she has seen several cases of potential projects that have fallen through because of unrealistic land prices.

Spencer asked about Dallas County's proposed Public Safety Facility, which will be put to a vote on May 2. Standley noted that the County's public informational meetings on the bond election were very helpful and informative.

The commission discussed the "Big Blue" house on the corner of 9<sup>th</sup> and Greene that Rally Cap Properties has purchased. Bengtson noted that the developer is \$50,000 short of their financing needs. Spencer asked about the brick house along HWY 169. Bengtson noted that the property would be the site of a new dental office. Burdick asked about the rental property just east of the new Lincoln Savings Bank along HWY 6. Bengtson stated that the property seems to have the same issue as the unrealistic land prices that the hotel developer is facing. Spencer asked about the Brickyard Burgers & Brews restaurant, which is now open.

With no other business, the meeting was adjourned at approximately 5:52 p.m.

Respectfully submitted,  
Anthony Brown, City Administrator