



## **NOTICE OF PUBLIC MEETING**

### **Economic Development Commission**

The City of Adel's Economic Development Commission will meet in the 2<sup>nd</sup> Floor Conference Room of the Adel Public Library, 303 South 10<sup>th</sup> Street, Adel, Iowa, on **Monday, September 10, 2018** at **5:00 p.m.**

### **AGENDA**

1. Call to Order
2. August 6, 2018 Minutes
3. Sponsoring the City at Tradeshows (Greater Dallas County Development Alliance Staff)
4. Proposed Incentives for Southbridge PUD
5. Future of Retailing Update (Deb Bengtson)
6. Any Other Business
7. Adjournment

9/7/2018 3:34:26 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.*



## **August 6, 2018 Economic Development Commission - Minutes**

**The City of Adel's Economic Development Commission met in the second-floor conference room at the Adel Public Library, 303 South 10<sup>th</sup> Street, Adel, Iowa, on August 6, 2018 at 5:00 p.m.**

The Economic Development Commission meeting was called to order at 5:01 p.m. Members present: Book, Burdick, McAdon, Ockerman, and Spencer. Members absent: Birkey, West, and Whittlesey. Others in attendance: City Administrator Brown and Chamber President Bengtson.

Burdick motioned, seconded by Ockerman, to approve the July 2, 2018 minutes. Motion carried unanimously.

Discussion began with a review of the Placemaking proposal from McClure Engineering. Bengtson stated that placemaking services are a way to jumpstart smaller communities. In particular, this service looks differently and creatively at older, unused buildings. Bengtson stated that the proposal is a five-step process and could be used to revitalize buildings like Adel Chrysler, which will soon be vacant.

McAdon noted the importance of connecting with building owners. Bengtson stated that McClure would help identify and meet with owners throughout the process. Burdick noted that the City could not necessarily control the building owners, but it could use this process as an incentive.

Spencer asked if the City had the budget for these services. Ockerman suggested that the City should focus on updating its comprehensive plan first. Bengtson agreed that the comp. plan should take priority. Ockerman noted that the City would need to get the building owners on board before doing any placemaking services.

Discussion moved to the comprehensive plan update. Brown noted that the council had solicited a proposal from Chris Shires with Confluence to update the City's 2009 Comprehensive Plan. The proposal came back at \$71,500, which includes several plans and studies from McClure. The council will consider it next week.

Spencer stated it would be helpful to have a better cost breakout to understand which fees are McClure's and which are Confluence's. Spencer also noted that McClure did some planning and studies for areas south of town and west of the river. Burdick asked whether McClure could do all of the update. Brown noted that McClure does some of this work, but Confluence specializes in planning.

Discussion moved to an update on the East Annex Sewer Extension project. Brown stated that the project had been proceeding slower than expected due to land and easement acquisition. However, McClure is still anticipating final completion for August 2019, which is in line with the County's public safety building project. Brown noted that the City may conduct condemnation proceedings for one property owner.

Book asked whether the City had begun annexation proceedings on any properties that will benefit from this project. Brown noted that the council is expected to approve a plan next week that will set annexation priorities.

Discussion moved briefly to the September meeting, which will be held on September 10 due to Labor Day.

In other business, Spencer asked for an update on the HWY 169 Project. Brown noted that the project has been pushed to 2020. Burdick noted that the Brenton Arboretum recently completed its master planning.

With no other business, the meeting was adjourned at approximately 5:55 p.m.

Respectfully submitted,  
Anthony Brown, City Administrator

### **Exclusive Leads**

Attendance at previous shows and conferences has led to exclusive project leads and contacts that otherwise may not have landed in Dallas County

### **Save Time and Minimize Cost**

Researching, comparing, and connecting takes time and money in smaller increments over a longer period of time. With trade shows, GDCDA is able to perform all these tasks more efficiently and for a relatively low cost

### **Reach Those Who Cannot be Contacted**

Phone calls, email exchanges, and direct mail all pale in comparison to meeting face-to-face and many of the people attending these shows do not respond to any of the above communications

### **Meet Targeted Industry Leaders**

Trade shows and conferences allow GDCDA to stay on top of industry trends and speak directly to those industry leaders to see how we can

# **WHY GDCDA TRAVELS**

### **Increase Visibility**

As GDCDA travels, they tout the competitive and comparative advantages of Dallas County, Iowa, and your company

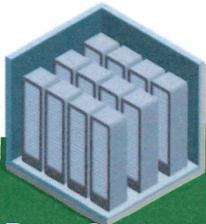
### **Learn, adapt, and innovate**

These conferences and trade shows are full of forward-thinking presenters, unique educational experiences, and opportunities to better hone skills

### **Targeted Industry Attraction**

GDCDA is very selective when it comes to trade shows and conferences, evaluating target markets, target industries, and quality of attendees.

# SPONSORSHIP LEVELS



## DATA CENTERS

### BIG DATA INNOVATION SUMMIT

SAN FRANCISCO, CA  
APRIL 10-11, 2019.

Attendees include:

- Apple
- Netflix
- Amazon
- Google
- NASA
- Facebook
- Microsoft
- many more

This would be a lead generating and marketing event

### DATA CENTER WORLD GLOBAL

PHOENIX, AZ  
MARCH 19-22, 2019

1000+ Data Center experts

100+ Expert Speaker.

We team up with Greater Des Moines Partnership for a reduced cost attendance.

This is a Trade Show, so we market and generate leads via a booth

## \$2,500

HIGHLIGHT YOUR AGENCY, COMMUNITY AND/OR COMPANY AT ANY ONE OF THE SHOWS BELOW THROUGH CO-BRANDING ON ALL GDCDA MARKETING LITERATURE INVOLVED IN THAT SPECIFIC SHOW



## SCIENCE AND BIO

BIO-INTERNATIONAL  
PHILADELPHIA, PA  
JUNE 3-6, 2019

More than 1,100 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations.

## \$5,000

HIGHLIGHT YOUR AGENCY, COMMUNITY AND/OR COMPANY AT ANY ONE OF THE INDUSTRY SECTORS BELOW THROUGH CO-BRANDING ON ALL GDCDA MARKETING LITERATURE INVOLVED IN THOSE SPECIFIC SHOWS



## SITE SELECTORS

SSG Annual Conference  
Salt Lake City, UT  
March 25-27, 2018

SSG Fall Forum  
Greenville, SC  
September 10-12, 2018

SIOR Fall World  
Denver, CO  
October 11-13, 2018

SIOR Spring World  
Washington, D.C.  
April 10-13, 2019

## \$7,500

HIGHLIGHT YOUR AGENCY, COMMUNITY AND/OR COMPANY AT ALL OF THE EVENTS, CONFERENCES, AND SHOWS BELOW THROUGH CO-BRANDING ON ALL GDCDA MARKETING LITERATURE

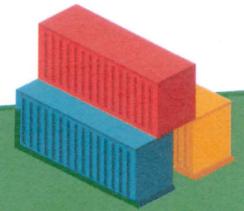


## SUSTAINABILITY

USGBC  
CHICAGO, IL  
Nov. 14-16, 2018

Greenbuild is the world's largest conference and expo dedicated to green building.

This would be an educational (what other events we should attend), lead generating and marketing event



## LOGISTICS

EDGE SUPPLY CHAIN CSCMP  
NASHVILLE, TN  
SEPT. 30-OCT. 3, 2018

In attendance:

- 39 Countries
- 33% from Europe
- 47 States
- 71% of attendees are Director or Above
- 20 of Fortune 50 companies represented.

This would be a lead generating and marketing event

INTERNATIONAL WAREHOUSE LOGISTICS ASSOCIATION  
SAVANNAH, GA  
MARCH 10-12, 2019

IWLA Conference brings together the International Warehouse Association and the American Warehouse Associations.

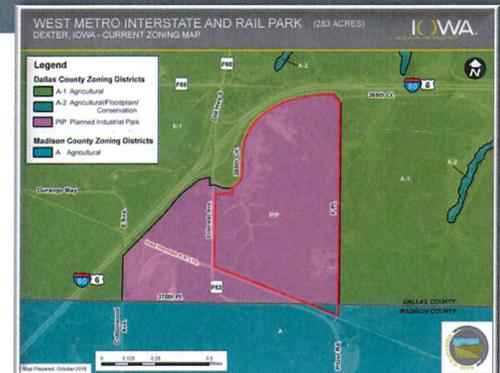
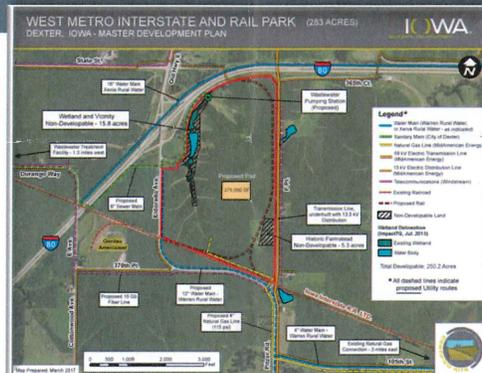
This would be an educational (what we can do to be more competitive in the Logistics Industry), lead generating and marketing event

# WEST METRO INTERSTATE AND RAIL PARK

Rendering of possible build



The West Metro Rail Park is comprised of a total of 255 developable acres Certified for business development. This Planned Industrial Park has direct access to Class 2 rail as well as direct access to Interstate 80, making it a perfect location for distribution and/or warehousing



As a Certified<sup>®</sup> Site, The West Metro Interstate and Rail Park has had all surveys completed and any risks detailed in these reports mitigated. Additionally, as part of the certification process, the site has either all infrastructure in place or planned.

### Studies include:

- Environmental Phase 1
- Endangered Species
- Archeological Assessment
- Wetlands Report
- Geotech Report

### Infrastructure includes:

- Electric on-site
- Natural Gas on-site
- Three suppliers on-site
- Fiber near site-planned
- Sewer near site-planned

### Site advantages include:

- Tailored approach to TIFF
- Two-day shipping to nearly all U.S.
- GDCDA experienced professionals
- Room for expansion
- Site access 1/2 mile from I-80 interchange



515.987.2020 | [Jvoss@dallascounty-ia.org](mailto:Jvoss@dallascounty-ia.org) | [Dallascounty-ia.org](http://Dallascounty-ia.org)