



NOTICE OF PUBLIC MEETING

Economic Development Commission

The City of Adel's Economic Development Commission will meet in the second-floor conference room of the Adel Public Library, 303 South 10th Street, Adel, Iowa, on **Monday, April 1, 2019** at **5:00 p.m.**

AGENDA

1. Call to Order
2. March 4, 2019 Minutes
3. Review of Purpose of Economic Development Commission
4. Prioritize 2019 Initiatives (Top 4-5) and Review Previous Action Plan
5. Home Base Iowa – Possible City Incentives
6. Box City Event for Kids (K-5) on Tuesday, April 16 from 4-6 p.m. in the Adel Public Library for *Envision Adel 2040*
7. Any Other Business
8. Adjournment

3/28/2019 4:26:19 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.



March 4, 2019 Economic Development Commission - Minutes

The City of Adel's Economic Development Commission met in the community room at the Adel Public Library, 303 South 10th Street, Adel, Iowa, on March 4, 2019 at 5:00 p.m.

Brown called the meeting to order at 5:05 p.m. Members present: Book, McAdon, Ockerman, West, and Whittlesey. Members absent: Birkey, Burdick, Cundiff, and Spencer. Others in attendance: City Administrator Brown and Chamber President Bengtson.

McAdon motioned, seconded by West, to approve the February 4, 2019 minutes. Motion carried unanimously.

Discussion began with a review of the purpose of the commission. Brown stated the official purpose as written in the City's Code of Ordinances. Bengtson stated that reviewing the purpose would be helpful for the commission's priorities. Whittlesey noted that having the full commission present would be best for this review. McAdon stated that it would be helpful to update the commission's old action plan. Ockerman asked Brown to send the plan out to prepare for next month's meeting.

Discussion moved to the prioritization of the commission's 2019 Initiatives. Brown noted that this task would benefit from the full commission's input. Bengtson provided an update on her efforts to clean up the LOIS listings.

McAdon stated that she would prefer the commission to prioritize four or five initiatives that the council could review and approve. Then, an action plan could be developed.

Ockerman stated that his top priorities were annexation and the East Annex Sewer Extension project. Whittlesey noted that it may be challenging for the commission to help on the annexation efforts besides staying informed. Brown suggested that the commission could be used for accountability. Ockerman stated that the commission could develop and propose annexation incentives. Book stated that annexation was his number one priority and noted that several of the initiatives could be handled through the Chamber.

Book stated that a targeted business plan may be difficult given its size and scope. Book noted that the transportation corridor may be developed through *Envision Adel 2040*, the City's updated comprehensive plan. Whittlesey noted that the council should weigh in on the commission's initiatives. Brown will ask the commission for their top five initiatives for the April meeting.

Discussion moved to a brief update on *Envision Adel 2040*. Brown noted that the public workshop had approximately 40-50 attendees.

Discussion moved to a brief presentation by Brown on the City's growth and planning efforts. Brown recently gave the presentation to the Alliance.

With no other business, the meeting was adjourned at approximately 5:58 p.m.

Respectfully submitted,

Anthony Brown
City Administrator

CHAPTER 28

ECONOMIC DEVELOPMENT COMMISSION

28.01 Purpose

28.02 Appointment and Term of Office

28.03 Organization

28.04 Compensation

28.05 Powers and Duties

28.06 Regularly Monthly Meetings

28.07 Secretary

28.01 PURPOSE. The purpose of the chapter is to establish an Economic Development Commission for the City of Adel, which shall serve as an advisory board to advise and assist the City Council and City Administrator with the promotion and economic development within the City. The Economic Development Commission shall research and study contemporary trends, identify development opportunities and funding sources, develop and recommend to Council economic development initiatives and strategies and an overall economic development plan. The Commission shall prepare recommendations for the City Council regarding matters of economic development within the City of Adel that are referred to it by City Economic Development staff or the City Council. The Economic Development Commission is an advisory board with no authority to act independent of the City Council. The City Council reserves the right to act on any matter of economic development without involvement from the Commission at its sole discretion.

28.02 APPOINTMENT AND TERM OF OFFICE. The Economic Development Commission shall consist of nine (9) members whose term of office is three (3) years on a staggered basis. Members shall be appointed by the Mayor subject to approval of the City Council. The Mayor shall appoint members who represent different perspectives that are relevant to economic development in Adel. Members of the Economic Development Commission may include nonresidents who work in or own a business within the City of Adel; however, not more than two (2) members may be nonresident. Two City Council representatives shall be included in the membership of nine (9).

28.03 ORGANIZATION. Members of the Economic Development Commission shall act by consensus through meetings facilitated by City staff.

28.04 COMPENSATION. Economic Development Commissioners shall serve without compensation, but may be reimbursed for actual expenses, including travel expenses incurred in performing any duty described in this chapter, in accord with City of Adel polices and subject to prior Council approval.

28.05 POWERS AND DUTIES. The duties of the Economic Development Commission include, but are not limited to:

1. Develop and recommend an economic development action plan for the City to include long-term strategies for enhancing the City's economic development.
2. Recommend economic development policies and programs to the City Council.
3. Work with the City Administrator, Chamber Director and other City economic development staff in promoting the City, attracting economic growth and development, and retaining businesses in the community.

4. Provide individualized assistance with specific projects and strategy development.
5. Review and recommend to the Council the uses of all economic development funds provided by the City and/or other agency partners in financing economic development opportunities in Adel.

28.06 REGULAR MONTHLY MEETINGS. The Commission shall hold regular monthly meetings at a date, time and place as determined by the Commission. Special meetings may be called by the Secretary. All meetings shall be open to the public and properly noticed with the exception of those outlined by the current Code of the State of Iowa. A quorum shall consist of a majority of the Commissioners.

28.07 SECRETARY. The City Administrator or his designee shall serve as the Secretary of the Commission and be responsible for preparation of agendas, completing the minutes and making proper public notice of all meetings.

(Chapter 28 – Ordinance No. 286 – Sep. 12 Supp.)

[The next page is 145]

2019 Initiatives

City of Adel Economic Development Commission

- Marketing collaboration with Chamber on social media
 - Chamber liaison provides updates to council on Chamber
- Leverage ideas between Greater Dallas County Development Alliance and others
- Update Adel's LOIS information (e.g., sites, buildings, and community profile)
- Pursue leased building for DOT's 5,500 sq. ft. driver's license station in Dallas County
- Develop a Targeted Businesses Plan
 - Facilitated by MidAmerican Energy
 - Use Gap Survey and leakage information from the Comprehensive Plan Update
 - Consider using Gazelle application
- Update business directory or develop map to target employees/employers
 - Compile detailed information on Adel's child and elder care opportunities
 - Compile detailed information on Adel's quality of life offerings
- Consider hosting an Employer's Roundtable to gather feedback
- Determine how to address workforce issues
- Keep focused on annexation
 - Mayor's role with Waukee (i.e., island parcel, extending moratorium)
 - Bob's role with East Annex Sewer Extension project
 - Consider other moratoriums (e.g., Van Meter, Urbandale, De Soto)
- Transportation Corridor Plan
 - This will be a part of the Comprehensive Plan Update
 - Extension of University Avenue
 - Ring/loop around the greater Des Moines metro area



CITY OF ADEL, IOWA

2013 ECONOMIC DEVELOPMENT STRATEGIC PLAN

Our Mission

To provide exceptional and fiscally responsible services that promote planned, sustainable growth and a high quality of life.

Our Process

The recently completed City strategic planning initiative resulted in a goal to *Develop an Overall Economic Development Plan*. The assignment to implement a process and create a plan was delegated to the Economic Development Commission. The Commission approached the planning process in a deliberate and thoughtful manner. The following steps highlight the process used to prepare the City of Adel Economic Development Plan.

- Commission and staff survey on questions pertaining to strengths, challenges, issues and possible strategic priorities
- Commission workshop on strategic planning held at the Kuder Office on April 15
- Identification of preliminary list of economic development priorities (22) and community characteristics (16)
- Prioritization of the priorities and characteristics for inclusion in the draft work plan
- Development of a draft set of strategies and goals
- Preparation of a draft strategic plan
- Review and adoption of final plan

The overall outcomes of the economic development plan include the following five essential priorities: 1) identify funding options; 2) identify statewide partners; 3) identify financing tools presently in use; 4) identify financing tools available to use; and 5) identify nationwide best practices in economic development that may be relevant to the City of Adel. The strategies, goals and action steps will include these essential priorities.

CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET

Our Strategic Priorities

The strategic priorities were identified based on input from the City Council Strategic Plan, the input from the Commission and the extensive discussion and prioritization that has been part of our process. This has resulted in the creation of four economic development strategic priorities. They are designed to represent the most important economic development considerations for our community. These are in no particular order of importance or ranking. Each strategy is briefly defined with a descriptive phrase.

1. **Financing Economic Development** – ensure access to local and non-local resources
2. **Maximize Use of Assets, Facilities and Resources** – create jobs and expand the tax base
3. **Economic Development Practices** – recognize and capitalize on the City’s niche
4. **Preparation and Readiness** – capacity to respond and deliver results

Each strategy is comprised of a set of nine (9) *Considerations* and up to four (4) *Goals*. The Considerations identify qualities and characteristics within each strategy. The Goals are specific projects and activities that implement the strategy. The Goals are divided into Action Steps with assignments and deadlines to track and monitor progress.

The strategic plan is designed to be a guide and road map for the future economic development priorities of the City. The application of the plan and its relevancy is based on the importance of the goals and the commitment to see them completed. Naturally, as priorities change and arise, and as goals are accomplished and completed, the plan must be reviewed and updated.

CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET

Strategy One: Financing Economic Development – ensure access to local and non-local resources

➤ **Considerations**

- Legislative policies
- C/I tax abatement program
- Engage community banks
- Infrastructure funding plan
- Identify grants and loans
- Inventory existing resources
- Borrowing capacity (debt limit)
- Capital improvement plan
- Iowa ED Authority

Goals:

1.) *Identify currently utilized City incentives and resources for economic development including City grants and loans, staffing, funds, plans, contracted consultants, etc.*

Action Steps	Assigned	Deadline
a. Create a list of existing fund incentives/programs	Brett / Jon	3/25/14
b. Create a list of all economic development partners	Brett / Jon / Karina	3/25/14
c. Gather and centralize all plans including City Strategic Plan, comp plan, growth plan, etc.	Brett	4/15/14

Responsible Party: Brett / Jon
Timeframe: 5/1/14

2.) *Identify foundation, other non-profit, regional, county, state, and federal grant and loan programs available to Iowa municipalities for economic development*

Action Steps	Assigned	Deadline
a. Research what other cities have utilized and create a list of successful incentives/programs – examples	Brett / Karina	4/15/14
b. Identify contacts with USDA, EDA, State, and regional partners, prepare a lit, and develop contact	Brett / Karina	5/1/14
c. List potential grant and funding opportunities in accord with the City's plans	Brett / Karina	Ongoing
d. Create a master list of contacts, partners and opportunities	Karina	8/30/14
e. Develop policies for carrying out City plans / utilizing programs available	Brett	12/31/14

Responsible Party: Brett / Springsted
Timeframe: 12/31/14

CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET

3.) *Research, design and propose a commercial / industrial tax abatement program and other aggressive incentives for C/I development*

Action Steps	Assigned	Deadline
a. Identify best practices and other success stories	Springsted	12/1/13
b. List most likely successful incentives and conduct a cost / benefit analysis	Brett / Bill	7/1/14
c. Draft the proposed incentives based on City's successful residential plan	Brett / Ahlers	2/15/15
d. Propose incentive plan(s) to Council	Jon / Shirley	4/1/15

Responsible Party: Brett / Jon
Timeframe: Spring 2015

4.) *Meet with community banks and engage them in the City's ED Plan, including the pursuit of a private / non-profit ED authority*

Action Steps	Assigned	Deadline
a. Involve a management representative from the four city banks including discussions on the City's plans and what roles the banks can play	Shirley / Phil	1/31/14
b. Brainstorm possible partnership formats	Shirley / Phil / Thomas / Tanner	1/31/14
c. Discuss establishing an ED Authority 501(c)(3) or (c)(6)	Shirley / Phil / Thomas / Tanner	2/15/14
d. Propose an action plan and goals for start-up	Shirley / Phil / Thomas / Tanner	3/31/14

Responsible Party: Shirley / Phil
Timeframe: 5/15/14

CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET

Strategy Two: Maximize Use of Assets, Facilities and Resources – create jobs and expand the tax base

➤ **Considerations**

- Available land
- Historic downtown square
- Shovel ready sites
- Certified Business Park
- Building and space inventory
- County seat
- Annexation plan
- Stabilize property tax
- Reach out to private sector

Goals

1.) *Pursue the creation of a certified business park and/or use it as a guide for developing a shovel ready site*

Action Steps	Assigned	Deadline
a. Complete the initial application process for certified business park – Step 1	Linda / Dan	TBD
b. Identify commitment level of land owners	Linda / Dan	1/15/14
c. Identify costs involved	Brett / Linda	2/15/14
d. Decide if the City will formally apply or follow the procedures as a guide for developing a shovel ready site	Brett / Linda	6/15/14
e. Complete the process identified in letter (d)	Brett / Linda	12/1/14

Responsible Party: Linda / Dan
Timeframe: 2/25/15

2.) *Complete the redevelopment of the downtown square*

Action Steps	Assigned	Deadline
a. Identify what has been completed thus far (Streets, sewer and water, hardscape and sidewalks, etc.)	Brett / Karina	2/27/14
b. Identify next steps including façade enhancement program, signage, theme, etc.	Karina / John / Lori	3/31/14
c. Develop a plan for continued revitalization of the downtown based on the market and other influences such as the County, economy, etc.	Karina / John / Lori	10/31/14
d. Develop programs to incentivize improvements to downtown and expand on current offerings such as Historic Preservation Grant, facade enhancement, etc.	Brett / Karina	7/1/15

Responsible Party: John / Lori
Timeframe: Summer 2015

CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET

3.) *Create a list of available space, land and buildings*

Action Steps	Assigned	Deadline
a. Create a spreadsheet for tracking available space, land, and buildings and the ability to track inquiries to identify needs	Abby / Rachael	5/1/14
b. Identify current availability and update the list accordingly	Abby / Linda / Rachael	5/1/14
c. Create a template for information to be collected on each property	Abby / Linda / Rachael	7/30/14
d. Populate spreadsheet with current information	Karina	1/31/15

Responsible Party: Abby / Rachel
Timeframe: 2/15/15

4.) *Update the City's Comprehensive / Growth plan including future annexation*

Action Steps	Assigned	Deadline
a. Meet with Planning and Zoning / City Council to discuss the process	Brett / Dan	2/15/14
b. Update the Zoning Code	Brett	6/30/14
c. Identify funding for updating the plan	Brett / Shirley	10/31/14
d. Request proposals for updating the City's Comp plan	Brett	1/31/15
e. Identify consultant for updating the City's Comp plan	City Council	4/15/15
f. Work with City staff, committees, boards and consultants to complete the update to the plan	Brett / Dan	9/15/15

Responsible Party: Brett / Dan
Timeframe: Fall 2015

5.) *Enhance and market complimentary offerings and recruit additional resources to capitalize on the Raccoon River Valley Trail users as it relates to economic development and quality of life.*

Action Steps	Assigned	Deadline
a. Identify an individual who is passionate about the City, economic development, and biking to sit on the RRVT Board	Shirley / Karina	1/31/14
b. Develop a marketing plan for the trail and the City's current complimentary offerings (resources / businesses, etc.)	Board Liaison / Shirley / Karina	6/30/14
c. Develop an overall RRVT plan to attract more users and retain current users	Board Liaison / Shirley / Karina	10/31/14
d. Update marketing plan based on overall plan and possible new offerings, etc.	Board Liaison / Shirley / Karina	4/30/15

Responsible Party: Shirley / Karina – Spring 2015

CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET

Strategy Three: Economic Development Practices – recognize and capitalize on the City’s niche

➤ **Considerations**

- Recruitment and retention
- Agriculture opportunities
- Small business incubator
- Des Moines metropolitan area
- Rural charm
- Community partnerships
- Retail and commercial plans
- Manufacturing and industrial
- Supportive residential development

Goals

1.) Prepare a business recruitment and retention program

Action Steps	Assigned	Deadline
a. Identify currently utilized recruitment and retention activities	Brett / Karina	7/1/15
b. Research contemporary trends / discuss with Chamber and businesses additional ideas	Brett / Karina	10/1/15
c. Identify the area / Adel’s specific needs for retaining and attracting by discussing with local business owners and regional partners, etc.	Brett / Karina / Lori	2/1/16
d. Develop draft of recruitment and retention plan	Brett / Karina / Lori	7/15/16

Responsible Party: Brett / Karina
Timeframe: Summer 2016

2.) Implement a revolving small business incubator program

Action Steps	Assigned	Deadline
a. Identify the first building to be used	Brett / John / Shirley	6/1/14
b. Identify grants and other funding sources for acquisition / renovation	Brett / Shirley	8/1/14
c. Work with small business groups, metro entrepreneurial groups, Drake, Simpson, ISU, and UNI for identifying businesses and owners looking for a program	Brett / Shirley / Van	11/30/14
d. Develop policies including terms, reinvestment, etc.	Brett / Shirley / Thomas	2/1/15

Responsible Party: Brett / Shirley
Timeframe: 4/1/15

**CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET**

3.) *Consistent with the City's Strategic Plan, brand the City from an overall standpoint including economic development capitalizing on the location to the metro area, charm, recreation offerings, school, downtown, etc.*

Action Steps	Assigned	Deadline
a. Form a branding committee to spearhead the effort	Mayor	9/1/13
b. Refer to the City's strategic plan as a guide	John / Lori	9/1/13
c. Use the information from the ED / strategic plan process to identify City assets and branding ideas	Abby / John / Lori / Rachael	9/1/13
d. Identify process branding committee will use	Committee	12/1/13
e. Complete the branding process	Committee	8/1/14
f. Incorporate the brand in communications, websites, etc.	Abby / John / Lori / Rachael	11/1/14

Responsible Party: John / Lori
Timeframe: Fall 2014

4.) *Create a manufacturing, industrial, retail and commercial expansion strategy*

Action Steps	Assigned	Deadline
a. Create an inventory of existing business uses (know what we have)	Dan / Jon	6/1/15
b. Identify available land, space and facilities (use information from Strategy Two/Goal Three)	Brett	9/1/15
c. Research best practices in business expansion strategies	Springsted	2/1/16
d. Develop policies to respond to potential expansion	Brett / Karina	5/1/16
e. Phase in the strategy using resources, capital needs, and available assets	Brett / Dan / Jon	10/1/16

Responsible Party: Dan / Jon
Timeframe: 10/1/16

CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET

Strategy Four: Preparation and Readiness – capacity to respond and deliver results

➤ **Considerations**

- Highway 6 corridor
- Resources available
- Transportation
- Identify best practices
- Development standards
- Staff capacity
- Access to broadband fiber
- Determine target markets
- Research based decision making

Goals

1.) *Assess existing information technology capacity and identify plan to strengthen access and availability*

Action Steps	Assigned	Deadline
a. Identify current capacity and technology available to City	Brett / Bryan Welch / Jon	3/1/14
b. In partnership with targeted businesses, identify limitations or weaknesses in capacity available to the City	Bryan / Jon / Fiber Com.	6/1/14
c. Determine if a plan exists within the private sector to expand the City’s capacity or innovate public solution (needs assessment / feasibility)	Bryan / Jon	8/1/14
d. Research grants, loans, resources to help secure funding if a public sector (City) commitment is needed (see Strategy One/Goal Two) and draft plan / proposal for Council consideration	Bryan	10/1/14

Responsible Party: Bryan / Jon
Timeframe: Fall 2014

2.) *Identify best practices in economic development public-private partnerships*

Action Steps	Assigned	Deadline
a. Create a list of where the City and private sector interact presently (from plan review to permitting to incentives)	Brett / Karina	10/1/14
b. Identify opportunities available for strengthening the public-private partnership (what possibilities exist and what is missing)	Brett / Karina / Anthony	12/1/14
c. Contact peer communities to identify other ideas and success stories	Brett / Karina / Anthony	12/1/14
d. List opportunities, best practices and successes	Brett / Karina / Anthony	4/1/15

Responsible Party: Brett / Karina
Timeframe: Spring 2015

**CITY OF ADEL, IOWA
ECONOMIC DEVELOPMENT GOAL WORKSHEET**

3.) *Review and update existing standards (rules, ordinances, etc.)*

Action Steps	Assigned	Deadline
a. Form a development standards committee	Bill / Dan / Tanner	10/1/15
b. Review existing / new standards and guidelines for strengths and limitations	Brett / Bill / Dan / Tanner	1/15/16
c. Conduct a review of peer communities to determine their standards – review best practices	Brett / Dan	3/15/16
d. Develop amendments and ideas for updates and new creation of City standards	Brett / Bill / Dan	9/15/16

Responsible Party: Bill / Dan / Tanner
Timeframe: September 2016

4.) *Create a development plan for the the Highway 6 Corridor*

Action Steps	Assigned	Deadline
a. Identify best and most suitable uses of the land based on current zoning and proposed development / comp and growth plan	E. D. Commission	8/1/14
b. Identify short and long term highway needs or improvements that will impact access, traffic flow etc.	E. D. Commission	11/1/14
c. Overlay the land uses with highway improvements to determine development plans and marketing strategies	E. D. Commission	3/1/15
d. Consider the feasibility of creating a special district for Highway 6 development or other strategies	E. D. Commission	10/1/15
e. Develop plan	E. D. Commission	3/1/16

Responsible Party: Economic Development Commission
Timeframe: Spring 2016

City of Adel

Home Base Iowa Community Incentives

Overview

Adel, the county seat of Dallas County, is a rapidly growing suburb in the vibrant Des Moines metropolitan area with a population of approximately 4,386. We developed “Thrive With Us” as our tagline because it presents a feeling of inclusiveness, growth, and excitement. We want our residents, businesses, and visitors to enjoy all that Adel has to offer. Adel is not simply a city or a place to live, but a place to thrive.

Veteran Incentives

Home Base Iowa (HBI) communities offer valuable incentives for veterans who relocate to their community. The incentives listed below are offered through the program. Contact the HBI point of contact listed on the community page at homebaseiowa.gov.

- Free one-year individual membership to the Adel Partners Chamber of Commerce
- Free community tour or welcome meeting with elected officials and community leaders
- Free lunch at one Adel Rotary Club meeting
- Free one-year membership to American Legion Post 464
- Half-off building permit fee for single-family residential construction (excludes connection fees, multiresidential, commercial, and industrial)
- Waiver of fence, shed, or deck permit fees (applications still required)
- Annual waiver of pet registration fees (licensing still required)
- Annual \$100 credit to Adel Parks & Recreation programming (registration still required)

State Benefits Highlights

The Home Base Iowa Act positions Iowa as the leader in respect, support and employment of veterans. Passed by the Iowa Legislature in a broad bi-partisan manner and signed by Governor Terry E. Branstad on Memorial Day, 2014. The Act contains the following provisions:

- State income tax exemption on 100 percent of military pension
- Up to \$7,500 military and homeowner assistance

YOU'RE INVITED!

BOX CITY EVENT

Please join us at the library to help design the future of Adel. The City is working to create a plan for the future of the community and needs the kids of Adel to help!

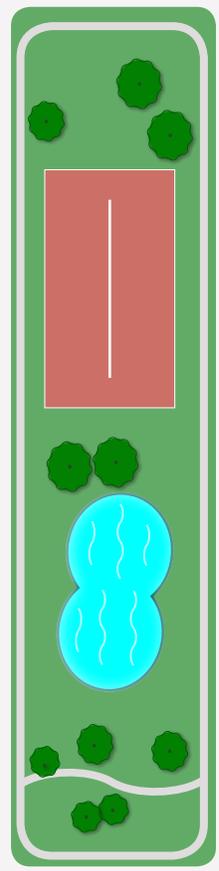
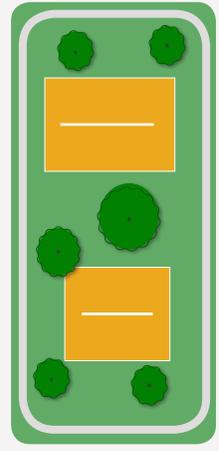
Come and use boxes, paper and creativity to design your ideal place to live!

- WHAT:** Box City Event
- WHEN:** Tuesday, April 16, 2019
4:00-6:00 p.m.
- WHERE:** Adel Public Library
303 S 10th Street
Adel, Iowa 50003

**CREATIVE KIDS
(GRADES K-5)
NEEDED!!**



For more information, please contact Adel City Administrator, Anthony Brown, at (515) 993-4525 or ABrown@Adellowa.org



**HELP US
DESIGN THE
PERFECT CITY!**

