



## **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 10<sup>th</sup> Street, Adel, Iowa, on **Monday, June 3, 2019** at **5:00 p.m.**

### **AGENDA**

1. Call to Order
2. April 1, 2019 Minutes
3. Consider Changes to Economic Development Commission Structure and Ordinance
4. Any Other Business
5. Adjournment

5/31/2019 3:19:18 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.*



## **April 1, 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 10<sup>th</sup> Street, Adel, Iowa, on April 1, 2019 at 5:00 p.m.**

Birkey called the meeting to order at 5:04 p.m. Members present: Birkey, Burdick, Cundiff, McAdon, Ockerman, and Whittlesey. Members absent: Book, Spencer, and West. Others in attendance: City Administrator Brown, Chamber President Bengtson, and MidAmerican rep. Calvert.

Ockerman motioned, seconded by Burdick, to approve the March 4, 2019 minutes. Motion carried unanimously.

Discussion began with a review of the purpose of the commission. Birkey stated that a review of the commission's old plans should help clarify the commission's purpose. McAdon noted that the strategic plan was supposed to help reduce the duplication of efforts from the City, Chamber, and commission. Birkey suggested consolidating the old strategic plan.

Brown reviewed each section and goal of the 2013 strategic plan with the commission. Many goals have been completed. Some goals are in progress or being handled by the Chamber or a combination of entities.

The commission discussed developing and prioritizing its 2019 initiatives. McAdon asked about the DOT's efforts to relocate its driver's license station. Ockerman noted that the DOT needs a 5,000 square foot building. Calvert suggested creating a project team to find a location. The commission agreed that there were not many viable locations in Adel. Robert Cramer's Southbridge PUD development may have a suitable building, but this development might not be ready by the DOT's timeline.

Birkey suggested sending out a Survey Monkey poll to expedite the prioritization process. Calvert asked whether the commission would have funding and resources to complete any initiatives. Birkey noted that having the initiatives prioritized will help focus the commission's meetings.

Calvert noted that the Alliance may be able to assist with an employer's roundtable on workforce issues. The Partnership could also be involved.

Brown will send out a Survey Monkey poll before the next meeting.

With no other business, the meeting was adjourned at approximately 6:26 p.m.

Respectfully submitted,

Anthony Brown  
City Administrator



**May 6, 2019 Economic Development Commission - Minutes**

**The City of Adel's Economic Development Commission was scheduled to meet in the community room at the Adel Public Library, 303 South 10<sup>th</sup> Street, Adel, Iowa, on May 6, 2019 at 5:00 p.m.**

Due to a lack of a quorum, an official meeting could not be held. No action could be taken.

## 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]

Council Letter No. 4482  
Council Meeting July 9, 2013

To the Honorable Mayor  
and  
Members of the City Council  
City of Urbandale, Iowa

Agenda Item:	Economic Development Advisory Board
Department:	Economic Development
Project Description:	Would establish an Economic Development Advisory Board to enhance and successfully further the City's economic development efforts. The Board would be built around ten key perspectives that are essential to the City's efforts and would consist of ten members.
Recommendation:	Recommend that the City Council, at its meeting of July 9, 2013, approve establishing the Economic Development Advisory Board to consist of ten members each representing a key perspective of the City's economic development efforts.
Signed and Recommended by:	
	<i>A.J. Johnson, City Manager</i>

To: A.J. Johnson, City Manager  
From: Curtis Brown, Director of Economic Development  
Date: July 5, 2013  
Subject: Establishment of Economic Development Advisory Board

The City Council held a June 18, 2013 Lunch and Learn meeting on economic development. At the meeting, staff provided an overview of the City of Urbandale's compelling interest in economic development and the City's economic development-related activities since mid-April 2013. The staff, Mayor and City Council members discussed the formation of an economic development advisory body to enhance the City's work to successfully establish a municipal economic development effort.

The presentation at the June Lunch and Learn meeting outlined the purpose of an economic development advisory body:

- Encouraging engagement of the private sector in the City's economic development efforts
- Providing valuable industry insights to shape economic development staff actions
- Apprising staff members of potential economic development opportunities for Urbandale
- Alerting staff members to potential economic development concerns
- Providing feedback to shape economic development policies and strategies
- Endorse economic development policies to the City Council
- Serving as community ambassadors to businesses considering investment in Urbandale
- Promoting the accomplishment of the City Council's goals and vision for the community
- Making key introductions and building relationships between city staff, private sector representatives and other public sector agencies

The advisory body would be built around ten key perspectives that are essential to the City's economic development efforts. The perspectives are listed here:

1. Financial services
2. Manufacturing/Bioscience
3. Logistics
4. Information Technology/Business Services
5. Education/Workforce Development
6. Real Estate Development
7. Real Estate Brokerage
8. Young Professional
9. Retail/Hospitality/Services
10. Citizen Stakeholder

The initial appointments to the Economic Development Advisory Board will be for approximately one year or until the end of FY14 on June 30, 2014. The majority of the appointees will be residents of Urbandale. The employer of the appointee may or may not be an Urbandale-based business.

It is anticipated that the advisory body to the City Council will be formalized by ordinance beginning in FY15. This one-year interim period will allow time for staff, elected officials and appointees to make an informed decision about the best structure for the advisory body. It will also allow the initial appointees to consider a longer commitment to serving in this capacity.

The Board will not have a chairperson for this fiscal year. It will not take binding votes, but will act by consensus to advise staff and endorse policies. The body is not regulatory. Appointees will abide by the City's policy on Conflict of Interest, Code of Ethics, Gifts ; this policy will need to be reviewed and may be amended relative to economic development activities concerns.

The primary objectives for the Economic Development Advisory Board in FY14 are:

- Develop and present for City Council approval a Comprehensive Economic Development Plan for the City of Urbandale
- Provide insights and feedback on specific actions to advance the Comprehensive Economic Development Plan
- Assist the City in developing stronger relationships with key industry and community leaders

I recommend that the City Council, at its meeting of July 9, 2013, approve establishing the Economic Development Advisory Board.



Council Letter No. 5218  
Council Meeting – August 16, 2016

To the Honorable Mayor  
and  
Members of the City Council  
City of Urbandale, Iowa

Agenda Item:	Economic Development Advisory Board - Add Two Positions
Department:	Economic Development
Project Description:	Would add two additional positions to the Economic Development Advisory Board representing real estate development and brokerage. The total number of appointees to the Economic Development Advisory Board would be 12 (twelve).
Recommendation:	Recommend that the City Council, at its meeting of August 16, 2016, approve the addition of two positions representing real estate development and brokerage to the Economic Development Advisory Board.
Signed and Recommended by:	
	<i>A.J. Johnson, City Manager</i>

To: A.J. Johnson, City Manager  
From: Curtis Brown, Director of Economic Development  
Date: August 10, 2016  
Subject: Addition of two members to the Economic Development Advisory Board

The City Council held a June 18, 2013 Lunch and Learn meeting on economic development. At the meeting, staff provided an overview of the City of Urbandale's compelling interest in economic development and the City's economic development-related activities since mid-April 2013. The staff, Mayor and City Council members discussed the formation of an economic development advisory body to enhance the City's work to successfully establish a municipal economic development effort.

At its meeting of July 9, 2013, the City Council established the Economic Development Advisory Board (CL 4482). The approved advisory body was built around ten key perspectives that are essential to the City's economic development efforts. The perspectives are listed here:

1. Financial services
2. Manufacturing/Bioscience
3. Logistics
4. Information Technology/Business Services
5. Education/Workforce Development
6. Real Estate Development
7. Real Estate Brokerage
8. Young Professional
9. Retail/Hospitality/Services
10. Citizen Stakeholder

Since the time of initial appointments in 2014, the Economic Development Advisory Board has made substantial contributions to Urbandale's economic development efforts. Most notably, the Board members' input shaped the first version of the City of Urbandale Economic Development Plan as well as an updated version of the Plan in fall 2015.

The initial appointments to the Economic Development Advisory Board were for approximately one year, until the end of FY14 on June 30, 2014. When those terms ended, members were consulted on their desire to end their service or serve an additional one, two or three years. The objective of such consultation was to stagger the Board member terms and respect members' commitment of time and their interest level in serving. At the expiration of terms, members are asked to consider reappointment for a four-year term which is renewable once for a total of an eight year appointment.

At the City Council Lunch and Learn meeting on June 14, 2016, Economic Development Advisory Board member Dave Hansen gave an update on the Urbandale Development Association (UDA). Hansen reported that the UDA leadership intends to complete the process to dissolve the corporation and transfer its financial assets to the Endow Urbandale Community Fund. This will allow the funds to be used again to promote development in Urbandale.

In consideration of the changes in the UDA, staff recommends that two additional members be appointed to the Advisory Board (one more real estate brokerage perspective and one more real estate development perspective). The four real estate development and brokerage-related Advisory Board appointees would provide a link to the UDA legacy of engaging the broker/development community to support the community's development.

It is anticipated that once the transferred UDA funds are available for economic development purposes, the City's Economic Development staff would generate requests to the Endow Urbandale Community Fund to utilize the transferred UDA funds. The four members of the Advisory Board referenced above will be consulted on the requests and by consensus endorse (or offer revisions to) the request to the Endow Urbandale board members for consideration. The four members would also receive reports on the status of the growth and utilization of the transferred funds. This role would be incidental and secondary to the four members' primary role on the Advisory Board of advising staff on economic development strategy and policy.

The majority of the appointees will be residents of Urbandale. The employer of the appointee may or may not be an Urbandale-based business.

The Board does not have a chairperson. It does not take binding votes, but acts by consensus to advise staff and endorse policies. The body is not regulatory. Appointees will abide by the City's policy on "Conflict of Interest, Code of Ethics, Gifts"; this policy will need to be reviewed and may be amended relative to economic development activities concerns.

I recommend that the City Council, at its meeting of August 16, 2016, approve the addition of two additional members representing real estate development and brokerage to the Economic Development Advisory Board.

# Advisory Board

## Meetings

### Agendas & Minutes

Agendas are available prior to the meetings. Minutes are available following approval.

[View Most Recent Agendas and Minutes](#)

## Members

Board Member	Key Perspective Sector	Term Expires
Mark Anderson	Real Estate Brokerage	June 30, 2020
Laura Barringer	Information Technology	June 30, 2019
Ann Collins	Insurance/Financial Services	June 30, 2022
Suzy Emmack	Retail/Hospitality Services	June 30, 2019
Jacki Boldt	DMACC Business Resources	June 30, 2022
Dave Hansen	Real Estate Development	June 30, 2021
Aimee Staudt	Real Estate Development	June 30, 2020
Lisa Hubbard	Logistics	June 30,

## Contact Us

### Curtis Brown

Director of  
Economic  
Development

[Email](#)

### Economic Development

3600 86th Street  
Urbandale, IA  
50322

[Directions](#)

Phone: 515-278-  
3900

[Staff Directory](#)

[Select Language](#) | ▼

		2019
John Irving	Citizen Stakeholder	June 30, 2020
Adam Kaduce	Real Estate Brokerage	June 30, 2020
Curt Leaverton	Manufacturing/Bioscience	June 30, 2019
Matt Carlile	Young Professional	June 30, 2021

## Duties

The Economic Development Advisory Board provides perspectives and insights to help shape the City of Urbandale's economic development strategies. The membership of the Economic Development Advisory Board is built around twelve key perspectives. Appointees are residents of Urbandale and/or work in Urbandale. The Board was established on July 9th, 2013 through [Council Letter 4482 \(PDF\)](#). The original Board consisted of ten members. Two additional members were added on August 16, 2016 through [Council Letter 5218 \(PDF\)](#).