

**Community & Economic Development Committee**  
**January 7, 2020 – Meeting Minutes**

The City of Adel's Community & Economic Development Committee met in the council chambers at Adel City Hall. Ockerman called the meeting to order at 6:30 p.m. Members Present: Christensen, McAdon, and Ockerman. Others Present: Council Member Selby, City Administrator Brown, Adel Partners Chamber of Commerce President Bengtson, Cramer & Associates, Inc. President Robert Cramer, and CDA rep. Doug Mandernach.

**NEW BUSINESS**

**a) Amending the Southbridge Urban Renewal Area and TIF District to Add Section of Southbridge Plat 2**

Cramer stated that his proposal would extend the Southbridge URA from Plat 3 to Plat 2 for a potential Mercy clinic. Cramer noted that a federal health provider shortage area boundary is preventing Mercy from locating in Plat 3. Cramer stated that his proposal would allow him to meet his valuation requirements under the development agreement.

Christensen asked about the southern cul-de-sac along HWY 169. Cramer stated that he would be open to restricting the type of businesses here and that buffering would be important for the surrounding homes. Selby asked whether the clinic would add another physician. Mandernach stated that the building's size would allow it. Ockerman stated that the area was previously zoned commercial and that there would be separation on three sides.

Christensen moved, seconded by McAdon, to forward the request to the full council. Motion carried unanimously.

**b) Organization, Planning, and Duties of the Committee**

Brown will send out a draft of the updated Economic Development Commission ordinance. Ockerman asked to bring in the Chamber and the Greater Dallas County Development Alliance for a summary of their work. Ockerman stated it would be beneficial to meet with metro cities like Perry, Waukee, and West Des Moines.

Christensen asked for regular business roundtables and a meeting with the State. Ockerman suggested meeting with metro developers to gather their input. Selby stated that the committee should be deliberate in selecting its target industries and partners. Ockerman suggested meeting with Deb Calvert of MidAmerican Energy.

**c) Consideration of Adel Partners Chamber of Commerce's Request for Additional \$10,000 for Economic Development in Calendar Year 2020**

Brown stated that the City allocated an additional \$10,000 to the Chamber in FY18-19 and that \$10,000 was budgeted for FY19-20. Brown noted that the City does not have dedicated economic development staff. Brown stated that this additional funding will augment the City's economic development efforts, especially as the focus is on commercial.

Bengtson stated that the Chamber's membership has grown from 140 to 203 members over the past few years. Bengtson stated that the Chamber was involved in helping Big Al's BBQ, several physical therapy practices, and Edward Jones. Bengtson stated that the additional funding in FY18-19 was used for an intern for social media and LOIS entry. Bengtson noted that the intern allowed her to better connect with businesses and conduct "Main Street" surveys.

McAdon stated that the Alliance typically works with 10+ acre projects, while the Chamber works with projects less than 10 acres. McAdon stated that the City recently partnered with the Chamber on an updated hotel feasibility study and on *Envision Adel 2040*. McAdon noted that interested parties may not call the City first due to open records issues.

Christensen stated that the City needs to understand the impact and what could happen if this is not funded. McAdon stated that the City could partner on communications. Selby noted that this could be considered business development. Ockerman stated that the City should focus on getting a planner position. Ockerman asked to review all the City's economic development spending. McAdon noted that, while a planner would be helpful, the City is at an interim period. McAdon stated that Bengtson is devoting significantly more time to economic development issues compared to what the City is funding today. Ockerman stated that, in his opinion, economic development is about developing plats.

The committee asked to review the City's economic development funding and how other cities are funding chambers.

**ADJOURNMENT – 8:06 p.m.**

Respectfully submitted: Anthony Brown, City Administrator