



Economic Development Commission

Wednesday, April 28, 2021 at 6:00 p.m.

City Hall and Zoom Conference Call

Meeting Minutes

1. Call to Order—6:06pm
2. Roll Call
 - a. Members: Mitch Seiberling, Tim Havenstrite, Rob Hoffman, Scott DeVries
 - b. Others: Councilwoman Christy Lindsay, JEDCO Jeff Davidson
 - c. Excused: Mason Niklos, Mayor Chad Allegar, Councilwoman Deb Townsend, Hometown Pride representative Sue Ponder
3. Approval of Agenda—moved to approve by Tim, second Rob, approved unanimously
4. Approval of Minutes (from March 31, 2021 meeting)—moved to approve by Rob, second Tim, unanimously approved.
5. New Business:
 - a. Jasper County Downtown Façade grant program—April 20th JEDCO approved to establish the program, with eight largest communities in Jasper County (not Newton); established program limit of 50K, to be given in single grant up to 10K with a one to one to one match (JEDCO, City and property owner); project submitted to JEDCO by the city, needs to be fully vetted by city before turned into JEDCO, gives the city the opportunity to make sure that the developer is addressing any city issues and/or requirements; not intended for deferred, routine maintenance; grant program to be effective July 1st, 2021; preparing an online application that will be added to the website closer to the launch date
6. Old Business:
 - a. Live, Work, Play Flyer—working with Monroe to see what the interest is; appears to be some interest in the tourist side, especially with the trail project soon to be completed; there may be some interest in collaborating with a business development brochure for the two communities; third brochure for potential residents may need to be community specific; for next meeting need to determine what possible expense for these brochures and can it be funded within 2021-2022 budget
 - b. Wayfinding Signs—reviewed the potential points of interest; upon further research with IDOT it was discovered that some of the identified points of interest cannot be included on the signs (such as city hall, EMS/Fire and cemeteries) per DOT regulations; discussion about possible locations and sign positions; Scott will compile the discussion into a summary map for all members to approve; will then

work to create a preliminary plan to submit to the IDOT for review before completing the master plan and design

- c. Planning & Zoning — Off-street parking requirements in Downtown Revitalization area—Scott will follow up with P&Z commission on this
- d. Real Estate Update
 - i. Commercial Property update / availability—no new updates from last month: Williams' property is still pending sale for part and little interest on gas station; construction to start soon on Bouwkamp lot
 - ii. Housing Project Update—still working on plans for the townhomes on corner of State St; basements are starting to be dug in the new development; Farrell Properties is likely closing on multi-family residential sale to new owner, new owner has been seeking local maintenance/construction companies and individuals to support investment
- e. Red Rock Prairie Trail Update—did receive 2nd FLAP grant monies (900K), will allow for design finished to Mitchellville and bid letting will be for the whole distance to Mitchellville; congressional funding with Miller-Meeks to get additional funding; letting date of Aug 2021; start construction this fall and complete next spring
- f. EDC (Corporation) Update—working with buyers on west lot to get electricity installed, waiting on site plans to determine transformer placement
- g. JEDCO Update—broadband survey extended to May 14th (Warren, Adair, Boone, Poweshiek and Marshall have had little participation, Jasper Co has had very good participation in survey); small grants program added another 20K to the program—PC will be eligible again next fiscal year; Mid-Iowa development fund—gap financing for commercial development—currently well-funded and looking for projects in need of additional funding options
- h. Hometown Pride Update—no update
- i. Review and Future Action on
 - i. Main Street Iowa program
 - ii. Downtown Revitalization Grant Program
 - 1. Façade and commercial space—would be nice to know the history of the current program (who took advantage and when), considering changing façade component to be more similar to JEDCO program—as several building in downtown area have the potential to change hands in the next few years and are in need of external repairs; need to research the commercial interior grant program—does this need to be a separate program that maybe is expanded beyond downtown area to assist in remodel and/or interior improvements on other existing commercial spaces in town—is there an interest in having such a program?; members to review existing program, the JEDCO program

and research other commercial interior programs from other communities

7. General Discussion—cut short due to the time, members asked to review existing Main Street, downtown assessment and PC strategic plan to identify a point or area of focus for each member; EDC should be focused on three points: 1) increase tax base / property tax revenue (increase undervalued properties), 2) beautification of community and 3) added services and/or benefits to community members (new business, expanded job opportunities, accessibility, etc)

8. Next Meeting: May 26, 2021 - 6:00 PM City Hall/Zoom Meeting

9. Adjournment –7:33pm

American with Disabilities Act Compliance:

If there is anyone wishing to attend that may require special assistance in being able to participate in this public meeting, please advise City Hall of your needs forty-eight (48) hours prior to the meeting.