

SWICO Board Minutes
November 18, 2010 – Red Oak, IA – Red Oak office

Board Members Present: Clarence Moshier, Alec Turner, George Maher, Kenner Baxter, Russ Joyce, Margaret Johnson, Steve Adams, Bill Henderson

Bill Henderson called the meeting to order at 4:10 PM.

There were no additions or corrections to the agenda.

A motion by Johnson to approve the minutes from the July board meeting and a 2nd from Baxter passed unanimously.

The board reviewed Adams' treasurer's report reflecting balance of \$8,098.75 as of November 18, 2010. The board reviewed the regular expenses paid and had no questions. Adams reported that income at this same time compared to last year at this same time was not significantly different. A motion by Joyce with a second from Baxter to accept the report passed unanimously. Henderson did state that it was good to be able to see continued restitution from Hansen after not being sure that the Coalition would ever recover any funds.

Adams presented the board with a researched account of the SWICO incorporation. SWICO was incorporated as the Southwest Iowa Coalition and then formed the Southwest Iowa Coalition Foundation In 1996. In 1998, then SWICO president Dan Dunlap when it was decided to change the Foundation's name to GIF, mistakenly took the SWICO name and not the Foundation. Adams got the information necessary to reinstate the SWICO incorporation from the Secretary of State's office. Steve gave Turner a release of name form that GIF must sign and send back to the SWICO office. Lynn will put a packet with the by-laws and a form for reinstatement along with a brief summary of explanation and send it to the SOS office. The reinstatement will cost about \$30.

Lynn provided the board with a membership report. She submitted a membership trend chart of both numbers of memberships and revenue generated from 2005 to 2010 which showed the peak of both at 2008 and 2010 just slightly more than 2005. She reviewed the members who lapsed in 2010 and noted those that would most probably renew in 2011 but had been going through some internal restructuring. \$1,800 in dues was not captured in 2009 from 2008 members.

Lynn submitted a draft of the 2009 annual report which she intended to mail the first week of December to existing members that would be followed by a renewal invoice in mid-December. She will mail letters of invitation for membership to non-member county board of supervisors and to a list of cities with the annual report toward the end of December – first of January. She then distributed a list of names of businesses/organizations/individuals to the board which she had archived and mailed to in the past. She asked for each board member to review the records of those in their county and supply any updated contact information for a prospect mailing in January. Board members from each county present were given a set of membership recruitment materials with a short list of local prospects for them to approach about joining. She asked them to let her know once they had visited with the prospect or dropped off materials and who the contact was. She could either mail the annual report as a follow-up. The report will also be on the Web site for board members to download.

Lynn reminded the board members that some of the prospects may state that they already support local economic development or multi-county development through donations to the local groups. The board should differentiate SWICO by explaining its unique role in policy advocacy on a regional basis which in turn supports local economic development efforts and use the Clarinda Mental Health Institute as an example. Henderson suggested CMHI as well as Hwy 34 is emphasized in membership materials as well.

Discussion took place on the slate of board nominees for 2011. Karen Bender had agreed to serve on behalf of Ringgold County Economic Development. Darryl Steven Carlyle had been nominated from Red Oak. The board decided that each county should try and have two representatives. Montgomery currently had two board members. Henderson would try and find someone from Taylor as a counterpart; targeting Bedford. Henderson will also reach out to Union County to see who might serve. Adams stated that Lori Holste (east Pottawattamie) had expressed interest in coming back onto the board and will check with her.

Adams resigned from the treasurer's position stating he was uncomfortable serving in that role with his ISU employment but would stay on as board member. Henderson stated that he would be rotating off after two years of presidency. Johnson as vice offered to continue, but she did not feel she could move into the presidency due to time

conflicts she has with work on occasion. Officers are to be elected in January at the annual meeting by the current board, but Adams stated that the president's position should be held by someone with some experience with SWICO. Maher suggested that Blankenship be asked if he would be willing to serve. Lynn will ask Joe. Johnson stated that she would ask Larson if she would serve as treasurer and that she had a financial work background as well.

Discussion about the 2011 meeting and activity schedule and site locations took place. Red Oak will be the site for the annual meeting in January. Atlantic is targeted for the February meeting.

March will be a legislative day without Taste of Southwest Iowa, and Lynn will try and schedule that when the new administration comes in in mid-January. A group of 5 or 6 board and/or members will be formed to serve as the delegation. Baxter offered to serve. Lynn will take names of others who express interest and submit them to the board for a decision.

The board decided that with new administration, it would be nice to have a discussion with the Governor and House and Senate leadership. Corning will host in April and Fremont in June. The legislative forum is targeted for eastern Pottawattamie. Lynn will see about Bedford hosting the October meeting.

Henderson suggested that board members make sure that it is remembered to begin the meetings with good news items. The board agreed that it helped the mood and was a good way for members to share what was going on locally.

Lynn shared the salient points from the membership survey showing the interest in topics and legislative agenda items. One suggestion made was that SWICO evaluate its agenda of priorities in 2011 by reviewing what programs/resources are and have been most valuable to communities from the state due to the structural and programmatic changes that have been mentioned by the incoming administration. It was also suggested through the survey that topics for meetings could be representatives from IDOT, IDED, DOCA, etc. for discussion on the access and use of their departmental programming.

Adams suggested, and the board concurred, that SWICO should make it a priority to be part of the conversation if IDED truly was going to be transformed into a private/public partnership.

Henderson suggested that another survey be sent to members in January to see if any of them had developed additional ideas for the SWICO agenda.

Committee reports were slated. There were no regular committee reports, Henderson asked for a report on the current state of the RCDI. Joyce had had to leave the meeting early and Larson and McAllister were not in attendance due to work conflicts but Maher and Adams from the working subcommittee were. Adams stated that the sub-committee was working on its list of recommendations to the board to find viable options for transferring the remainder of the program funds and Buy Iowa Online in order to comply with Grow Iowa's request. He stated that the committee had offered some options to research other than Extension, which is still viable, and details are being worked out, but these organizations posed a problem because they had confining service areas not broad enough to cover the entire program. Turner asked if this wasn't what was going to be determined at a Grow Iowa meeting on November 23rd. Adams stated that he knew nothing about that meeting. Turner was surprised and stated that he would mention that. Lynn stated that there had been no substantive communications from the Grow Iowa offices in several months. Henderson was asked by board members if he knew anything about a meeting. He stated that he had been communicated with about a meeting for the 23rd which would include one member from each of the partnering organizations WFFRRD, GIF, ISUE (Tim Borich) and SWICO. He was asked who would be representing SWICO. He said the meeting had been moved to December 8th due to a schedule conflict with Borich.

Discussion took place about the facilitated discussion that Houghtaling, GIF, had requested in July and about the lack of capacity to have such a discussion that would lead to any productivity given the nature of change in the organizations – especially with the budget crisis of the WFFRRD. Lynn did state that the subcommittee and subsequent volunteers interested in continuing work on a regional entrepreneurial development system had been developed and ready to go through a strategic goal setting process. She stated that there were still opportunities for the remaining funds to be utilized but needed to be opened to a broader and newer base of participants. Henderson stated he had no problem with what was being done which was the consensus of the board.