

**MINUTES  
PROSPERITY EASTERN IOWA (PEI) STEERING COMMITTEE**

**DATE:** Monday, June 28, 2010

**TIME:** 10:00 a.m.

**PLACE:** ECIA  
7600 Commerce Park  
Dubuque, Iowa

**MEMBERS PRESENT:** Donna Boss, Mike Blouin, Jacque Rahe

**OTHERS PRESENT:** Justin Erickson (by phone)

**STAFF PRESENT:** Kelley Deutmeyer, Candace Eudaley, Sharon Nesteby

**Call to Order**

Former Chair Boss volunteered to preside at the meeting; the meeting was called to order at 10:10 a.m.

**Approval of Minutes**

**a. April 26, 2010**

Motion by Blouin, second by Rahe to approve the April 26, 2010, PEI minutes. The motion passed unanimously.

**Initiatives updates**

**a. New Business Recruitment**

- i. Loras student projects**
- ii. Website – videos, photos, content**

Eudaley distributed the three mass marketing campaign ideas created by the Loras students to the committee members. The ideas centered on the “dream dirt” contained in a burlap bag, a cardboard phone with a real flash drive, and a direct mail piece with the opportunity to win an iPad. The winner in the class was the direct mail piece with the prize. The students presented the ideas as public relations firms with a budget and supporting documents. Deutmeyer noted a nice tag line “Build a foundation for success.” Discussion followed concerning the ideas and their potential.

Deutmeyer said the postcards need to drive the site selectors to the web site. Eudaley informed committee members the web site would be updated and completed by September. Suggestions when opening the web site to engage the visitor would be an activity to complete, key reasons to relocate to the region and items to check off in order to be eligible for the prize. Discussion followed concerning the targeted list for the postcard with consensus by committee members for the Midwest region, manufacturers, agricultural and alternative energy. Eudaley will start the postcard campaign with the prize giveaway in September when the updated web site is live.

Eudaley asked committee members to sign up the dates in July and/or August that she could come to their community to video their available sites to be placed for viewing on the web site.

**iii. CVN – Justin Erickson calling in to discuss**

Erickson said he appreciates the support he has received from our region over the last couple of years. He is willing to be a resource and independent third party between the region and the companies at the CVNs. Erickson is also aware that the majority of the companies require more funding than communities have available. He is trying to find the right individual in Chicago to keep the CVN going—someone with a commitment and background. It was suggested that if a company is only interested in leasing, that information should be included in the CVN summary. If a committee member is interested in a past company presenter, they can either contact the company directly, or Erickson will contact the company and update the committee member. Committee members and staff thanked Erickson for his comments and suggestions.

Blouin noted the Minneapolis CVN is on August 20; hopefully the Chicago CVN will be on October 15. Discussion followed concerning several companies and the economy stopping their expansion or relocation plans. Blouin commented that the Iowa Department of Economic Development has retired 23 personnel over the past several months, but project managers are still available.

**b. Buyer Supplier Connection**

- i. Registered companies update**
- ii. 2011 marketing plans and measureables**

**c. Workforce Development**

- i. 2011 marketing plans and measureables**
- ii. Website traffic analysis**

**d. Petal Project**

- i. 2011 marketing plans and measureables**

Eudaley distributed web site analysis for the three programs to the committee members. Currently there are 166 companies that have registered for Buyer Supplier Connection. Eudaley noted that manufacturing and retail companies make up a majority of those companies registered in the program. There are no RFPs on the site at this time. A newsletter was sent out to the registered companies last week; Carlisle Ryan was the featured company in the newsletter. One of ECIA's interns is currently calling all registered companies in Buyer Supplier to confirm their information on the web site.

Eudaley is drafting marketing plans and gathering quotes for the three programs: Buyer Supplier Connection, Workforce Development (Accessmyfuture.com), and Petal Project. She is checking on ads to be placed in several magazines and newspapers and radio ads.

Eudaley informed committee members that a new labor shed survey will be completed this year.

### **Other Business/Events**

Eudaley said an application has been submitted for a sustainability award from the International Economic Development Council; awards will be presented at their annual September conference.

### **Next Meeting – discuss bi-monthly meetings**

Eudaley suggested that it would be easier for committee members to meet if the PEI meetings were bi-monthly. Training, such as census or vertical response for surveys, could be scheduled in the months with no meetings. Consensus by committee members to hold bi-monthly PEI meetings. The next PEI meeting will be Monday, August 23, at 10:00 a.m. at ECIA.

### **Adjourn**

Motion by Blouin, second by Rahe to adjourn the meeting. The motion passed unanimously. The meeting adjourned at 11:30 a.m.

Respectfully submitted,

Kelley H. Deutmeyer  
Executive Director