

# CCADC meeting includes tourism dollars discussion, marketing future

## Also picks new officers for the year

By Bob Steenson  
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The Charles City Area Development Corp. selected new officers for the year, heard reports on various ongoing projects and concerns, and discussed the impact of tourism on the county, at the board's monthly meeting held Wednesday morning.

The board approved Scott Melliore of Valero Renewables as president; Randy Heitz, a retired Farm Bureau regional manager, as vice president; Tammy Elthon of Circle K Communications and the community transit daily operations manager, as secretary; and Sarah George of Machine Tool Engineering Inc. as treasurer. Ron Litterer moved into the past president position.

Charles City Housing Task Force Co-chair Dean Andrews gave an update on efforts to take advantage of Charles City's selection as an Iowa Thriving Community and the housing tax credit eligibility that goes along with that designation.

Andrews, who is the mayor, said the housing task force continues to meet monthly and should be contacting potential housing developers, "but we haven't quite gotten, yet."

A webinar was scheduled to be held on Thursday to show potential developers how to apply for available workforce tax credits and low income tax credits, both of which Charles City has been approved for, Andrews said.

The webinar was also likely going to show the developers the Thriving Communities cities' promotional presentations, including the one for Charles City.

Andrews also said the Housing Task Force can use some additional members to help with other projects that the group wants to take on.

For example, he said, they would like to have a work day this summer with youth groups and others where they could do projects to help upgrade the community of residential properties.

It would be exterior work only, and could include painting, landscape work and other projects for people who don't have the physical ability to do it themselves or don't have the finances to do it.

Since the Housing Task Force is an Area Development Corp. committee, "we thought this would be the first place we look" for additional members, Andrews said.

**ALSO AT THE MEETING,** Ginger Williams, Charles City Area Chamber of Commerce tourism and marketing coordinator, ran through an Iowa Department of Economic Development report on the impact of tourism on the Charles City and the state economies.

In 2022, the latest year for which complete results are available, there was \$16.6 million in direct visitor spending in Charles City, Williams said. "That's up 6.7% from the previous year."

Spending on transportation led that, with \$5.9 million, followed by food and beverage at \$3.7 million, lodging at \$2.8 million, retail at \$2.4 million and recreation at \$1.8 million.

Williams read a statement

from Iowa Tourism Manager Amy Ziegler that pointed out that the nearly \$7 billion the state saw in tourism spending in 2022 was a 13% increase from the previous year.

The \$16.6 million tourism spending in Floyd County generated \$3.3 million in tax revenue, Ziegler said.

"This is a testament to the incredible investments Floyd County and Charles City provide, especially with outdoor recreation and white water amenities," Ziegler said in the statement that Williams read.

Also at the meeting:

- Marketing Committee Chair Emily Garden said the organization was continuing to look for a company that can help the CCADC with its marketing, after a proposal by one company had less clarity than they were looking for and was more expensive than desired.

Paul Rottinghaus, of Zip's Truck Equipment Inc. in New Hampton and several development projects in Charles City, asked what is the purpose of the marketing effort.

**"WHAT'S THE GOAL,** to sell the property that we own?" Rottinghaus asked. "Or is the goal to bring in more businesses? Do the businesses here feel good about that because of the competition level for staffing that exists currently? Who are we helping here or what's our goal?"

Garden said, "No. 1, the goal is to sell sites at the Avenue of the Saints Development Park and make all of our services accessible, not only to members but to the public."

She said there are currently three websites that the CCADC operates, "and our information is really very inaccessible."

"Just a variety of factors came together to make those websites no longer really editable, and we've lost ownership," Garden said.

The goal is to set the CCADC on a path to a messaging platform that will serve the organization for at least the next 15 years, where they will be able to update website information and have a presence across a variety of social media and be creating new content, she said.

"There's just that litany of problems there. And so while we're still maybe finetuning, we're at least getting going now on what the financial cost would be to develop the platform," Garden said.



A collection of community and business leaders gathered at Hy-Vee to share their latest developments at the Chamber of Commerce's first Coffee and Conversation event on Thursday, Jan. 25.

# Chamber shares info over coffee

## Community organizations offer updates on plans and projects at gathering

By Travis Fischer  
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Dozens of area community leaders came together for the Charles City Area Chamber of Commerce's first Coffee and Conversation event on Thursday, Jan. 25.

Gathering at Hy-Vee, which provided the coffee, people braved the foggy morning and sat down for an opportunity to hear about the latest developments in Charles City directly from the sources.

"It's another communication outreach," said Community Development Director Mark Wicks. "This is a chance for anybody in the community to come learn about what's happening in town and ask questions."

Representatives from 11 businesses and organizations took their turns presenting updates on their latest activities.

**FROM COUNTY SUPERVISOR** Dennis Keifer discussing the latest in wind farm and pipeline ordinances, to Floyd County Medical Center CEO Dawnett Willis updating the crowd about future expansion plans, to OmniTel's Tanner Snow talking about the rollout of fiber internet, the community coffee event was a one-stop opportunity to hear about things happening in Charles City.

"It was a nice gathering of a lot of different people," said Hy-Vee Assistant Manager Marcus Leach. "I'm looking forward to

being a part of it going forward."

Hy-Vee served as the host for the inaugural quarterly coffee event, but other sponsors have already signed up to host future get-togethers. No date or location has been set yet for the next event, but Wicks says the plan is for it to be scheduled for some time in May.

In the meantime, Wicks emphasized the Chamber is happy to facilitate contact with anybody who wants to know what is happening with a business or organization, but isn't sure where to go for answers.

"They don't have to wait until the next meeting," said Wicks. "If you've got a question, we urge you to call us."



Diamond Painting Stickers was the craft of the week at the Charles City Public Library's Get Messy program on Tuesday, Jan. 23.

# Library 'Get Messy' gets crafty

By Travis Fischer  
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Diamond Art was the craft of the day for the Charles City Public Library's weekly Get Messy program on Tuesday, Jan. 23.

Selecting a specially marked design featuring penguins, foxes, dinosaurs, and other animals,

the kids put their dexterity to the test by applying a pattern of tiny colored beads to make a textured sticker.

"Annette has done it with her children and we all liked it," said Children's Librarian Stacey Leerhoff, referring to Library Director Annette Dean

and Librarian Kamryn Kronschnabel.

This week's activity required more fine detail work, but things will get messier next week as kids will come back to make and play with ooblick, a slimy liquid substance that acts like a solid when pressure is applied to it.



### Charles City School District Elementary Lunch Menu

Week of January 29-February 2

**Monday:** Creamy Chicken Pesto Pasta, Breaded Chicken Tenders, Mozzarella Spinach Quesadilla, Fresh Baby Carrots, Fresh Broccoli Florets, Green Bell Pepper, Italian Veggie Blend, Unsweetened Applesauce, Fresh Orange Slices

**Tuesday:** Crispy Beefy Tacos, Creamy Macaroni & Cheese, Baja Fish Tacos, Cilantro Lime Rice, Cheesy Mexican Mix Refried Beans, Fresh Salsa, Fresh-Cut Cucumber Slices, Baby Carrots, Pineapple Tidbits, Apple

**Wednesday:** BBQ Sloppy Joe Sandwich, Breaded Chicken Patty Sandwich, Sunbutter Sandwich w/String Cheese, Fresh Baby Carrots, Fresh Celery Sticks, Fresh Broccoli Florets, Baked Broccoli Au Gratin, Sliced Apples, Banana

**Thursday:** Grilled Cheeseburger, Blueberry Waffles w/Turkey Sausage, Cinnamon Roll & Scramble Egg, Crispy Tater Tots, Carrots, Green Bell Pepper, Fresh Lettuce & Spinach Mix, Mandarin Oranges, Sliced Apples

**Friday:** Delicious Cheese Pizza, Chef Salad w/Crackers, BBQ Chicken Fajita Pizza, Fresh-Cut Cucumber Slices, Carrots, Cauliflower, Seasoned Peas & Carrots, Cinnamon Applesauce, Orange

*Fresh Vegetable Choices and Seasonal Fruit Offered Daily. Milk choice of 1% White, Skim or Chocolate Skim Milk is included. Entree Salads are served with dinner roll. Menu Subject To Change*

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### Legal Notice

**NOTICE OF PUBLIC HEARING – (SCHOOL DISTRICT)**

Pursuant to Chapters 21 and 298A Code of Iowa, NOTICE IS HEREBY GIVEN that a public hearing will be held by Charles City Community Schools, at February 12, 2024 at 5:30 pm in the High School Library 1 Comet Dr., Charles City, IA 50616. This hearing is on a resolution to expend funds from district's Flexibility Account for salaries. These funds, in the amount of \$475,000.00, were unexpended and unobligated from Teacher Leadership (TLC) funds.

All persons interested are invited to attend this hearing and be heard. Written comments may be submitted to Calli Boeckmann, Board Secretary on or before February 9, 2024 before 4 pm.

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