

## Downtown Economy Work Group Meeting Notes



Siouxland Chamber of Commerce, 101 Pierce Street  
**11:00 a.m., Monday, September 19, 2016**

**DOWNTOWN PARTNERS SIOUX CITY**  
418 Pierce Street  
Sioux City, IA 51101  
P (712) 252-0014  
F (712) 258-8516  
DOWNTOWNSIOUXCITY.COM

Present: Jennifer Rose Bass, Ken Beekley, Renae Billings, Ragen Cote, Diane Daby, Sarah Fish, Chris Jackson, Jim Jung, Dale McKinney, Suzan Stewart, Sam Wagner, Anne Westra.

### Market Opportunity Profile

Bass began discussion on the market rate opportunity profile. Research was presented by Cote and Fish on other communities and their market data reports. Lincoln, Nebraska and Tempe, Arizona were used frequently along with information gathered at the 2016 International Downtown Association (IDA) conference. Fish will share links with the information presented on Lincoln and Tempe will be shared with the group if they wish to dig into the entire reports, highlights and graph examples that were covered. At the IDA conference, Cote interacted with several communities and attended presentations on CRM software capabilities for Microsoft Dynamics, Sales Force and Sugar. The next step would be to identify software and schedule tutorial sessions with those companies. The questions arose on how much we would be able to customize the software and also to ensure that contact is made with the City of Sioux City, Siouxland Chamber of Commerce. Woodbury County and with Jim at TriState Appraisals on data gathering practices. The group also came to the conclusion that this is not something they want to pursue developing since there is software possibly available for this purpose.

LaBahn was not able to attend to give an update on CRA, but an email was sent prior and shared with the group.

Wagner began discussions on the Start Up Sioux City initiative and explained their efforts over the past few years. The larger group surrounding this movement has been very successful in engaging innovative projects quickly and gathering the entrepreneurial community. As a part of this initiative, Wagner, Fish and Billings will reach out to this group in an effort to help regain structure and continue moving things forward.

Over the next few months, these meetings will take place bi-monthly with separate group meetings in-between. The co-chair positions will take on the two separate sub-groups in compiling market/property data and mobilizing entrepreneurship efforts. In October both groups will meet on the same date/time at separate locations and then in November they will come together to discuss outcomes and next steps. An email will be sent out asking members of the group to select which task they would like to participate in, the market profile or Start Up Sioux City.

**Next meeting:** Monday, October 17<sup>th</sup> at 11:00 a.m.  
Market Profile will meet at Downtown Partners, 418 Pierce St.  
Start Up Sioux City will meet at Siouxland Chamber of Commerce, 101 Pierce St.

