IOWA ECONOMIC DEVELOPMENT AUTHORITY

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MINUTES

Iowa Economic Development Authority Sports Tourism Review Committee Meeting Friday, February 21, 2025 9:00 a.m.

1963 Bell Avenue, Suite 200 – Helmick Conference Room

None

COMMITTEE MEMBERS PRESENT:

COMMITTEE MEMBER(S) ABSENT:

Melissa Spurgin Bobbi Bentz

Doug Boone Mark Kittrell

Megan McKay

STAFF MEMBERS PRESENT:

Megan Andrew (Joined 9:01 am)

Lisa Connell
Emily Hockins
Molly Lopez
Maicie Pohlman
Alaina Santizo

Sonya Bacon Debi Durham Staci Hupp Ballard Anne McMahon Terry Roberson Brent Tade (Joined 9:03 am) Vicky Clinkscales Rita Grimm Kanan Kappelman Rick Peterson (Joined 9:01 am)

Katie Rockey Deanna Triplett

OTHERS PRESENT:

Emily Schmitt – IEDA Board Member Jennif

Pankaj Monga – IED Board Member Rob Denson – IEDA Ex Officio Member

Representative Ray Sorensen – Ex Officio IEDA

Member (Joined 9:01 am)

Courtney Bushell - Iowa Finance Authority

Noel Anderson – City of Waterloo Evan Johnson – Legislative Services Agency Lisa Skubal – Grow Cedar Valley (Joined 9:02 am) Jeremy Rounds – Southern Iowa Council of

Governments (Joined 9:06 am)
Letty Azar – Penske Corp
Craig Armstrong – City of Newton
Lexi Schneider – City of Waterloo

Connie Boesen - Des Moines Mayor (Joined 9:01 am)

Jennifer Steffensmeier – IEDA Board Member

Hank Norem – IED Board Member

David Barker – Ex Officio IEDA Board Member Brian Sweeney – Iowa Finance Authority

Tyler Barnard - Iowa Finance Authority (Joined 9:03

am)
Addison Lathers – Des Moines Register

Kevin Baskins – Des Moines Register Laura Jones – Cherokee County (Joined 9:03 am) Jo Adams – Lenox Walking Trail Committee

Eric Peterson – Iowa Speedway, LLC Adrienne Miller – Grow Cedar Valley

Jason White – Greater Dubuque Development Corp

COMMITTEE CHAIR

- Welcome
 - Sports Tourism Review Committee Chair Melissa Spurgin called to order the meeting of the Sports Tourism Review Committee at 9:00 am
- Roll Call and Introductions
 - A quorum of the Committee was established with the following members present: Melissa Spurgin, Bobbi Bentz, Doug Boone, Mark Kittrell and Megan McKay

SPORTS TOURISM MARKETING FUND: RECOMMENDATION(S) TO THE IEDA BOARD

Newton Community Events – NTT INDYCAR Race Weekend

<u>MOTION:</u> Mark Kittrell moved that the Sports Tourism Review Committee recommend that the lowa Economic Development Authority Board approve the application by Newton Community Events, Inc. for a \$437,500 Sports Tourism Marketing Grant, seconded by Doug Boone. Motion carried unanimously.

Newton Community Events - NASCAR Cup Series Race Weekend

<u>MOTION</u>: Mark Kittrell moved that the Sports Tourism Review Committee recommend that the Iowa Economic Development Authority Board approve the application by Newton Community Events, Inc. for a \$50,000 Sports Tourism Marketing Grant, seconded by Bobbi Bentz. Motion carried unanimously.

PUBLIC COMMENT PERIOD: No comments were made.

OTHER BUSINESS

The next Sports Tourism Review Committee meeting will be held on Friday, March 21, 2025 if there is a business to conduct.

ADJOURNMENT

There being no further business to come before the Sports Tourism Review Committee, the Chair adjourned the meeting at 9:07 am.

Respectfully submitted:

Sonya Bacon

Board Administrator

Approved as to form:

Melissa Spurg

Chair