



**Committee Members:**

Melissa Spurgin – Chair, Gilda Boyer, Brian Crichton, Rachel Eubank and Brenda Mainwaring.

**Please Note:**

The meeting will convene no earlier than stated above but may begin later. Some members of the board may participate electronically due to travel issues. Agenda items may be considered out of order at the discretion of the Chair. If you require accommodation to participate in this public meeting, call (515) 348-6200 to make your request. Please notify us as long as possible in advance of the meeting.

\*This meeting will be accessible to members of the public in person at IEDA or click on the link above to join the meeting via Teams.

**Meeting Minutes**  
**Community Attraction and Tourism Program Review Committee**  
**Community Attraction and Tourism (CAT) Program Review Committee Meeting**  
**May 15, 2026**

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**I. Administration (Board Chair)**

**a. Welcome**

**b. Roll Call**

Chair Spurgin called to order the Friday, May 15, 2026, meeting of the Community Attraction and Tourism Program Review Committee at 09:00 AM. Roll call was taken, and a quorum was established. The following Committee members were **present**: Melissa Spurgin, Gilda Boyer, Brian Crichton, Rachel Eubank and Brenda Mainwaring. The following board members were **absent**: none.

**c. Election of Chair**

**Action**

Motion by Brenda Mainwaring and seconded by Brian Crichton, the committee unanimously elected Melissa Spurgin to serve as chair until a successor is elected or re-elected in 2027.

**d. Approval of March 20, 2026 Meeting Minutes**

**Action**

Motion by Brenda Mainwaring and seconded by Rachel Eubank, the committee unanimously approved March 20, 2026 Meeting Minutes.

**II. Public Comment Period**

A public comment period for the full meeting will be held at this time to accommodate visitors. This period is limited to 10 minutes.

Chair Spurgin opened the public comment period and asked if anyone in the audience would like to address the Board. No members of the audience requested to speak. Chair Spurgin closed the public comment period.

**III. Community Attraction and Tourism (CAT) Program Applications - Recommendations to IEDA Board**

**a. Dickinson County Conservation Board - Dickinson County Nature Center Nature Playscape (Rachel Eubank)**

**Action**

Motion by Brenda Mainwaring and seconded by Brian Crichton, the committee unanimously approved Dickinson County Conservation Board - Dickinson County Nature Center Nature Playscape.

**b. William G. Stowe Foundation and Des Moines Water Works - Water Curia (Brenda Mainwaring)**

**Action**

Motion by Brenda Mainwaring and seconded by Rachel Eubank, the committee unanimously approved William G. Stowe Foundation and Des Moines Water Works - Water Curia.

**IV. Other Business**

- a. Upcoming Board Meeting – June 19, 2026

**V. Adjournment**

Chair Spurgin adjourned the Community Attraction and Tourism Program Review Committee meeting at 09:06 AM.

Respectfully Submitted:

A handwritten signature in black ink, appearing to read "Sonya Bacon", with a long horizontal flourish extending to the right.

Sonya Bacon  
Board Administrator

**Applicant:** City of Le Mars  
**Project Name:** Municipal Park Enhancement  
**Program:** Community Attraction & Tourism (CAT)  
**Version:** 6/11/2026, 2:14 PM

## Project Description:

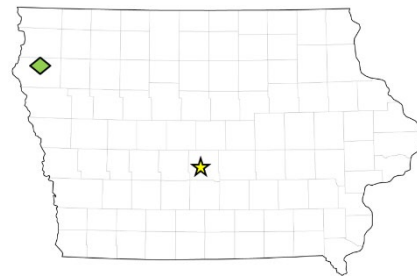
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This project includes the construction of six pickleball courts, an outdoor fitness and wellness area, expanded and modernized parking facilities, upgraded pedestrian access, and improved site infrastructure.

The project also includes an expansion and modernization of the existing banquet and event facilities at the municipal golf course clubhouse. The project includes a new north addition containing approximately 3,325 square feet of event space, while the renovated existing south banquet hall will provide approximately 3,525 square feet. The redesigned layout will also include a relocated main entrance to better accommodate simultaneous events and improve circulation throughout the facility. Additional amenities include an expanded outdoor deck, audio/visual capabilities, dedicated catering kitchen, bar service area, restrooms and lower-level storage.

The existing banquet hall currently includes approximately 3,600 square feet of event space with a capacity of approximately 240 occupants. The proposed project will expand the facility to approximately 6,850 square feet of total event space, nearly doubling the current capacity.

**Grant Request: \$1,000,000**  
**Total Project Cost: \$6,870,000**  
**Requested % of Total: 15%**  
**City / County: Le Mars/Plymouth**  
**Population: 10,571**



**Anticipated Construction Timeline: Construction starts Summer 2026, completion Fall 2027**

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**Applicant:** City of Le Mars  
**Project Name:** Municipal Park Enhancement  
**Program:** Community Attraction & Tourism (CAT)  
**Version:** 6/11/2026, 2:14 PM

## Project Budget

<i>Use of Funds</i>	<i>Cost</i>	<i>Source of Funds</i>	<i>Amount</i>	<i>Form</i>
Site Preparation	\$ 775,000	City of Le Mars	\$ 3,355,000	Minutes
Construction/Remodeling	\$ 3,809,000	Plymouth County	\$ 15,000	Minutes
Fixtures/Furniture/ Equipment	\$ 1,482,000	Private Fundraising	\$ 2,500,000	Fundraising spreadsheet
Public Art & Landscaping	\$ 162,000	CAT Request	\$ 1,000,000	
Architectural/ Engineering Design	\$ 616,000		\$ -	
Contingencies	\$ 642,000		\$ -	
Work Completed	\$ (616,000)	Funds Spent	\$ -	
<b>TOTAL</b>	<b>\$ 6,870,000</b>	<b>TOTAL</b>	<b>\$ 6,870,000</b>	

## OPERATION & MAINTENANCE PLAN

The City of Le Mars will own, operate, and maintain the Municipal Park Enhancement project following completion. Existing municipal staff and parks personnel will oversee daily maintenance, programming, scheduling, and long-term capital upkeep.

## MARKETING PLAN

The City of Le Mars expects to draw visitors through recreational programming, pickleball tournaments, seasonal events, wellness activities, and community gatherings hosted at the enhanced park facilities and event center.

Promotion of the project and associated activities will occur through partnerships with local organizations, tourism agencies, community foundations, recreation organizations, social media campaigns, the Le Mars Area Chamber of Commerce, and regional marketing efforts.

## ECONOMIC IMPACT

The Municipal Park Enhancement project is a critical component of the City of Le Mars' Vision 2045 economic development strategy. Investments in recreation, wellness, and community amenities are increasingly important factors in workforce recruitment and retention, particularly in highly competitive regional labor markets. The project will support continued residential growth, encourage private investment, strengthen local retail activity, and enhance Le Mars' attractiveness to families, professionals, employers, and visitors.

**Applicant:** City of Le Mars  
**Project Name:** Municipal Park Enhancement  
**Program:** Community Attraction & Tourism (CAT)  
**Version:** 6/11/2026, 2:14 PM

## PRIOR AWARDS

The following projects have received funding in Plymouth County in the last 10 years.

Applicant	Project	Date of Award	Total Project Cost	CAT Award	Status
City of Le Mars	Community Betterment Project II	12/14/2016	\$3,500,000	\$450,000	Contract Closed – Grant obligations met
City of Akron	Akron Family Aquatic Center	9/1/2022	\$3,200,720	\$385,000	Contract close materials requested
		<b>TOTAL</b>	<b>\$6,700,720</b>	<b>\$835,000</b>	

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**Proposed Motion:** Approve a \$1,000,000 CAT grant to the City of Le Mars for the Municipal Park Enhancement Project.

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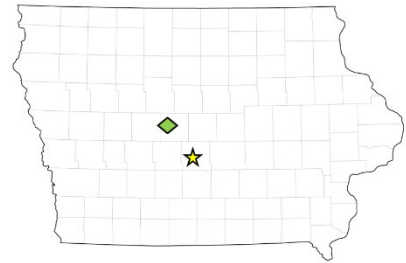
**Applicant:** City of Ogden  
**Project Name:** Ogden Recreation Complex  
**Program:** Community Attraction & Tourism (CAT)  
**Version:** 6/10/2026, 2:24 PM

## Project Description:

This project includes the construction of two new Little League baseball fields, including playing surface, fencing, player dugouts, athletic field lighting, and score boards. Additional development planned for the site includes fully accessible paved spectator areas, a new playground, on-site parking improvements, community garden and storm water management infrastructure.

This project represents the first phase of a larger park development plan.

**Grant Request: \$274,000**  
**Total Project Cost: \$1,741,000**  
**Requested % of Total: 16%**  
**City / County: Ogden/Boone**  
**Population: 1,902**



Anticipated Construction Timeline: Construction starting July 2026 with completion Spring 2027.

## Project Budget

<i>Use of Funds</i>	<i>Cost</i>	<i>Source of Funds</i>	<i>Amount</i>	<i>Form</i>
Construction/Remodeling	\$ 1,282,610	City of Ogden	\$ 350,000	Resolution
Fixtures/Furniture/Equipment	\$ 350,000	Boone County	\$ 11,000	Resolution
Public Art & Landscaping	\$ 37,980	Private Fundraising	\$ 95,000	Fundraising spreadsheet
Architectural/ Engineerin	\$ 71,210	Grants	\$ 1,000,000	
		In-kind	\$ 11,000	
		CAT Request	\$ 274,000	
<b>TOTAL</b>	<b>\$ 1,741,800</b>	<b>TOTAL</b>	<b>\$ 1,741,000</b>	

**Applicant:** City of Ogden  
**Project Name:** Ogden Recreation Complex  
**Program:** Community Attraction & Tourism (CAT)  
**Version:** 6/10/2026, 2:24 PM

## OPERATION & MAINTENANCE PLAN

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The City of Ogden will operate and maintain the facility.

## MARKETING PLAN

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The applicant plans to feature the assets in the annual Boone County Visitor's Guide and on the community's digital media channels and website. Partnerships with the school district, local churches and service clubs are also planned.

## ECONOMIC IMPACT

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Additional housing is being developed within the community. This project is considered a workforce attraction and retention opportunity for the community with new quality of life facilities and programming.

## PRIOR AWARDS

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The following projects have received funding in Boone County in the last 10 years.

Applicant	Project	Date of Award	Total Project Cost	CAT Award	Status
Boone History Center	Boone History Center Building Improvement Project	12/14/2016	\$316,000	\$63,865	Project complete and contract closed
Iowa Railroad Historical Society	All Aboard! Capital Campaign	8/20/2020	\$882,030	\$150,000	Close out materials requested
Iowa Arboretum & Gardens	Treehouse Village	4/6/2023	\$1,616,673	\$260,000	Project complete and contract closed
		<b>TOTAL</b>	<b>\$2,814,703</b>	<b>\$473,865</b>	

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**Proposed Motion:** Approve a \$274,000 CAT grant to the City of Ogden for the Ogden Recreation Complex Project.

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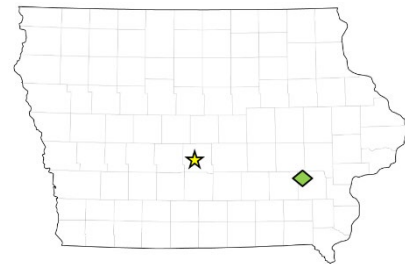
**Applicant:** City of Wellman  
**Project Name:** Wellman Veteran & First Responder Memorial  
**Program:** Community Attraction & Tourism (CAT)  
**Version:** 6/10/2026, 2:32 PM

## Project Description:

The Wellman Veteran & First Responder Memorial will be a dedicated park, located at the corner of Hwy 22 & 8<sup>th</sup> Avenue, to honor veterans from all branches of the US Military, giving recognition to those who have served the nation. It will also pay tribute to local and county first responders, including firefighters, EMS personnel, police, and other emergency service providers who serve and protect the community.

The memorial will include large granite monuments, along with custom memorial pavers/bricks that supporters and families can purchase, helping to fund the project while creating a lasting recognition of individual service.

**Grant Request: \$73,000**  
**Total Project Cost: \$245,610**  
**Requested % of Total: 30%**  
**City / County: Wellman/ Washington**  
**Population: 1,523**



Anticipated Construction Timeline: Bid letting and acceptance in February 2026 with completion planned for summer/fall 2026.

## Project Budget

<i>Use of Funds</i>	<i>Cost</i>	<i>Source of Funds</i>	<i>Amount</i>	<i>Form</i>
Land Acquisition	\$ 50,345	City of Wellman	\$ 232,956	Resolution
Site Preparation	\$ 3,900	Washington County	\$ 500	Letter
Construction/Remodeling	\$ 175,400	Private Fundraising	\$ 74,699	Fundraising
Fixtures/Furniture/Equipment	\$ 43,315	Grants	\$ 3,000	spreadsheet
Public Art & Landscaping	\$ 4,050	CAT request	\$ 73,000	
Architectural Design	\$ 56,800		\$ -	
Work Completed	\$ (88,126)	Funds Spent	\$ (138,471)	
<b>TOTAL</b>	<b>\$ 245,684</b>	<b>TOTAL</b>	<b>\$ 245,684</b>	

**Applicant:** City of Wellman  
**Project Name:** Wellman Veteran & First Responder Memorial  
**Program:** Community Attraction & Tourism (CAT)  
**Version:** 6/10/2026, 2:32 PM

## OPERATION & MAINTENANCE PLAN

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The City of Wellman will be responsible for the maintenance and up-keep of the project.

## MARKETING PLAN

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The Wellman Veteran & First Responder Memorial will be actively promoted as a year-round community destination through events, ceremonies, and integration into Wellman's existing festivals and tourism activities. A major anchor for visitation will be the Memorial Dedication Ceremony on July 4, 2026, which will be held as part of Wellman's annual Fourth of July Celebration in honor of the 250th Anniversary of the United States. This once-in-a-generation national milestone will significantly expand the event's draw. The dedication will bring together veterans, first responders, families, civic leaders, and visitors to commemorate both local service and the nation's founding. Each year following the dedication, the memorial will remain a focal point of Wellman's Fourth of July festivities, Memorial Day observances, Veterans Day ceremonies, First Responder recognition events, school, scout, and civic group visits. The City of Wellman will promote it through the city website and social media, regional tourism and veterans' organizations, school district, civic groups and service organizations.

## ECONOMIC IMPACT

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This project strengthens civic pride, preserves Iowa's history, and provides a shared space where education, wellness, and community meet. While the memorial itself is a public asset, its economic value comes from increased visitor spending and community growth. Over time, the memorial's role in attracting families, veterans, and retirees to live in Wellman also contributes to long-term growth in residential property taxes, utility use and local retail/service activity.

## PRIOR AWARDS

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The following projects have received funding in Washington County in the last 10 years.

Applicant	Project	Date of Award	Total Project Cost	CAT Award	Status
City of Kalona	Kalona Community Center	4/12/2017	\$5,360,252	\$500,000	Project complete, contract closed
YMCA of Washington County	Washington Community Y Phase I Building Project	9/12/2018	\$8,913,077	\$500,000	Project complete, contract closed
YMCA of Washington County	YMCA of Washington	5/4/2023	\$8,245,466	\$500,000	Project complete, contract closed

# PROJECT REPORT

**Applicant:** City of Wellman  
**Project Name:** Wellman Veteran & First Responder Memorial  
**Program:** Community Attraction & Tourism (CAT)  
**Version:** 6/10/2026, 2:32 PM

	County Indoor Aquatic Center				
City of Kalona	Vista Park Phase I	4/4/2024	\$2,570,863	\$400,000	Close out documentation requested
		<b>TOTAL</b>			

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**Proposed Motion:** Approve a \$73,000 CAT grant to the City of Wellman for the Wellman Veteran & First Responder Memorial Project.

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