



JOHN DEERE



What is the Role of Public Higher Education?

What do you get when you ask a college president to speak at a meeting? You often get a long brag list of awards, credentials, rankings and a few sports team references. But as Iowa is learning, Bruce Harreld does things differently. Yes, the University of Iowa (UI) has a long list of awards, credentials, top academic rankings and a fan base rivaling some professional franchises. At the AEDC February meeting, Harreld didn't spend his time pointing out what many already know. Instead, he presented some hard facts and asked tough questions. Questions like, what's the role of state funded higher education? Or what happens if state funding for higher education continues to fall as a percent of state income?



Harreld also took the opportunity to point out the economic impact the UI has on the state. Beyond the all important role of talent developer;

- UI employs 18,194 salaried faculty and staff and 29,700 total employees;
- UI is a large commercial consumer of everything from consumables to state-of-the-art building construction;
- UI contributes \$6 billion to Iowa's economy annually, and
- UI is one of the largest healthcare providers in the state in a very uncertain time for healthcare funding.

In our area, UI has offered their MBA program at the Des Moines John and Mary Pappajohn Education Center for years. With the addition of the Iowa Center for Higher Education (former AIB Campus in Des Moines), UI is offering four undergraduate programs and six graduate programs including an executive master of health administration. You can find more information on these at <https://desmoines.uiowa.edu/>.

When the Regents were looking for a leader who would take on the tough questions and not settle with the status quo they found the right person with Bruce Harreld.

Please Welcome Our New Members!



ANKENY SANITATION INC.



THE *Courtyards* AT
ROCK CREEK
An Epcon Community



McGOUGH
Construction



Valuations, Taxes and Water Rates

Commercial Building	2016	2017	Tax Rate Change
Valuation*	\$500,000	\$542,500	
Rollback %	0.90	0.90	
Taxable Valuation	\$450,000	\$488,250	
Ankeny Public Schools	\$8,712	\$9,042	\$ (0.84)
City of Ankeny	\$5,333	\$5,737	\$ (0.10)
Polk County	\$3,856	\$4,184	\$ -
Broadlawns Hospital	\$1,248	\$1,354	\$ -
DMACC	\$304	\$330	\$ -
DART	\$288	\$312	\$ -
Polk County Assessor	\$125	\$135	\$ -
Polk County Extension	\$18	\$20	\$ -
State of Iowa	\$1	\$2	\$ -
Total Tax	\$19,885	\$21,116	\$ (0.94)
Est. Tax Credit**	-\$1,665	-\$1,665	
Total Tax Due	\$18,220	\$19,451	

* Average commercial valuation in Polk Co. will increase by 8.5%.

** Tax credit is formula driven and will vary based on multiple factors.

Once again Ankeny property valuations are increasing and tax rates are decreasing. Ankeny City Council approved a \$0.10 reduction in their debt service levy for the coming budget year. Ankeny School District has approved a \$0.84 decrease. The remaining area rates will remain the same. The chart here is an example of what a commercial building in the area may experience based on the average valuation increase (8.5%) and new reduced rates.

Due to increasing capacity needs and Des Moines Water Works rate increases, water rates in the city of Ankeny are expected to increase by 9.5% each of the next five years. Projections only go out five years so they could continue to increase further but projections beyond five years haven't been made.

Disclaimer: *This is general information intended to inform our members. It is not a comprehensive assessment of all taxes and utilities.*

The Rapp Up

2017 AEDC Chairperson Ted Rapp



The War for Talent

I recently hosted a panel discussion on the War for Talent. With unemployment around three percent, this is an important topic for every business right now. I am grateful to our expert panel who shared their years of experience in employee recruitment, development and retention. Tracy Lewis, Rowena Crosbie and David Leto went above and beyond by sharing their notes so I could share them with you. The bullet point version is below but I suggest taking a minute to read the full notes that can be found on the [AEDC web site](#). They are worth your time to re-view.

Recruiting - David Leto, Executive VP, Palmer Group, dlet@thepalmergroup.com, 515.225.7000

Tips for Attracting Talent

- Realize the importance of your employment brand.
- What do your current employees say about the work environment?
- How are you known in the market?
- A strong social / digital presence matters. Google reviews and online presence is critical.
- Don't make your application process any harder than it has to be.
- If you are not responding to candidates within 48 hours, you are doing yourself a disservice and the candidates as well.
- Community Involvement - Need to clearly understand how the company benefits the community and get them interested in being a part of what you are doing.
- Money still matters in attracting people, especially when they have been frustrated with something in their current situation that has caused a reason to consider a new position.
- Prioritize meaningful work and have a career development program. Candidates want to know their company will invest in them.

Attracting and Managing Millennials

Rowena Crosbie, President Tero International, rcrosbie@tero.com, 515-221-2318

What millennials really want from an employer.

Millennials expect different things from the workplace than the generations that preceded them. They are largely unimpressed with the corner office or the usual trappings that communicate status and rank. They prefer an open work environment that fosters collaboration and provides access to decision-makers. Other appealing features to the workspace include common areas where they can enjoy informal conversations and meetings with coworkers. They also expect up-to-date technology.

Where do employers go wrong with this group?

1. Failure to invite feedback.
2. Failure to provide feedback.
3. Failure to provide professional development.
4. Creating a culture of entitlement by failing to set expectations.
5. Falling prey to the multitasking myth.

Engagement and Retention, Tips for Retaining Employees

Tracy Lewis, Director of Human Resources, PurFoods, LLC

1. Pay fair and competitive wages.
2. Offer competitive benefits.
3. Develop employees.
4. Provide opportunities for advancement.
5. Train supervisors and managers.
6. Communicate with employees.
7. Conduct employee opinion surveys.
8. Be as flexible as possible.
9. Provide regular positive feedback to employees.
10. Have fun!

AEDC recently participated in a Hyper-stream hack-a-thon with Ankeny Southview Middle School students. The future looks bright with these young minds ready to learn and work.



Ankeny Stock Index

price as of 3/29/17

Casey's General Store CASY		\$111.50
John Deere	DE	\$108.83
Monsanto	MON	\$113.84
Sysco	SY	\$51.94
Ankeny Index (Ave)		\$96.53
Business Record Iowa Index		\$37.40

May 2 Referendum

On May 2, Ankeny residents are asked to vote on two different referendums. Voters will cast a yes or no vote on two items: a new library/civic building and a third fire station. An example of the ballot is below.

CITY OF ANKENY PUBLIC MEASURE LETTER A SHALL THE FOLLOWING PUBLIC MEASURE BE ADOPTED?
Shall the City of Ankeny, Iowa, issue its Bonds in an amount not exceeding the amount of \$2,550,000 for the purposes of designing, constructing, equipping and furnishing a new Fire Station?
<input type="checkbox"/> YES
<input type="checkbox"/> NO

CITY OF ANKENY PUBLIC MEASURE LETTER B SHALL THE FOLLOWING PUBLIC MEASURE BE ADOPTED?
Shall the City of Ankeny, Iowa, issue its Bonds in an amount not exceeding the amount of \$8,500,000 for the purposes of designing, constructing, equipping and furnishing a new Library; and renovating the existing Kirkendall Public Library and associated parking lot?
<input type="checkbox"/> YES
<input type="checkbox"/> NO

Each referendum must receive sixty percent plus one yes votes to pass.

The \$8.5 million bond request for the library/civic building represents 30% of the total project costs. The remaining \$19.55 million will come from the Prairie Trail Civic Fund (41%), Capital Reserve Fund (18%) and savings associated with current leases that would no longer be needed (11%). If approved the new combined library/civic building would be built in Prairie Trail. The existing library and

City Hall council chambers would be renovated to house existing City staff currently housed in leased space. Staffing costs will come from existing resources and there will not be a tax increase to pay for staff.

The \$2.55 million bond request for a third fire station represents 49% of the total project costs. The remaining 51% (\$2.65 million) will come from the Capital Reserve Fund. The proposed fire station would be located at the entrance of Otter Creek Golf Course (northwest corner of 36th street and Otter Creek Drive). Staffing costs for it are included in the General Fund budget and will not increase taxes.

Approval of either building project will not impact tax rates. Additional details about these projects can be found at www.AnkenyIowa.gov/Bond. Voting locations, sample ballots and other voting information is available at <http://www.polkcountyIowa.gov/auditor/election/ankeny-special-election-may-2/>. There will also be three public information meetings at City Hall, 410 W. First St.: April 19, Noon or 6pm and April 26, 6pm.

Mark Your Calendars

Member/Board Luncheons

These are the 3rd Thursday of every other month at noon. Please RSVP to mking@ankeny.org if you plan to attend. Presentations and location are set at least two months in advance.

April 20, 2017, Dr. Jill Urich of Ankeny School District will present on College and Career Readiness efforts within the Ankeny School District. We will be at Courtyard by Marriott.

August 17, 2017

October 19, 2017

December 21, 2017

Coffee, Conversation and Inspiration

Professional Women of Ankeny, please join Karen Stiles, Joey Beech and others for coffee, conversation and inspiration. Our next gathering is May 5, 7-8am in the conference room at Café Diem.

We hope you noticed the addition of the Casey's General Stores logo to our newsletter. Casey's is a long time AEDC member but is joining John Deere and DRA Properties as a Platinum AEDC Investor. We are so honored to be representing three such iconic organizations!

Platinum Investors

