

A Countdown For Progress

2025-27 Strategic Plan

While UCDA has an office staff of 2, Mindy and Olivia collaborated with over 47 board and committee members to establish the strategic plan for the next three years.

4 Committees

3 Subcommittees

2 Leadership
Programs

1 Shared Vision

UCDA

Mission Statement:

The mission of UCDA is to seek to strengthen the economic base and well being of Union County through a commitment of service in the areas of industrial retention and recruitment, housing programs and inspiring collaboration for total community development.

Executive Board

- Chad Rieck, KSIB Radio: **President**
- Devon Tyler-Leith, Tyler Insurance Services: **Vice President**
- Paul Fuller, PCSB Bank: **Vice President**
- Francine Ide, Ide Farms: **Secretary**
- Matt McCutchan, Greater Regional Health: **Co-Treasurer**
- Dan Waigand, Northwest Bank: **Co-Treasurer**
- Kevin Stewart, Iowa State Savings Bank: **Past President**

Board of Trustees

- Melissa Driskell, Premier Builders
- Jean Weisshaar, Create Creston
- Jamie Travis, Hometown Insurance and Real Estate
- Kiki Scarberry, Our Town Realty
- Scott Coen, Stalker Auto Group
- Gabe Carroll, Carroll Family Chiropractic
- Sam Baird, Willets Baird & Co, PLC

Ex-officio Board Members

- Austin Smith, Garden & Associates
- David Marroquin, RE Lewis
- Wayne Hanson, RE Lewis
- MaKenzi Vonk, Reflections
- Taylor McClellan, Alliant Energy
- Maggie McGehee, First Interstate Bank
- Marion James, James Law Office
- Wayne Pantini, Soutwestern Community College

Public Partners

- Rick Friday
- Union County Supervisors**
- Waylon Clayton
- City of Creston**

- Deron Stender
- Creston Community Schools**
- Tim Kuehl
- East Union Schools**

2025-2027 Union County Development Association Strategic Goals:

Grow

Business Development

Vision: Union County is the most desirable location to conduct business.

Measurable Outcome:

Foster innovation and stimulate rural economic growth resulting in increased revenue for UC.

Identify 3 business gaps and recruit individuals to participate in just start to meet the needs of UC.

Identify target areas available for development with available incentives.

Advocate for infrastructure improvements and funding mechanisms for rural communities.

Provide resources and educational opportunities for effective business strategies, with an emphasis on succession planning.

Work

Workforce Education

Vision: Union County education stakeholders and industry leaders collaborate to ensure all area youth are future ready.

Measurable Outcome:

Assist to increase engagement between UC employers, businesses and schools by 25%.

Work with area business and education partners to organize an annual career exploration activity.

Work with students to create a minimum of 9 career hype videos highlighting various careers available in UC.

Establish a "Game of Life" Simulator that can be expanded beyond the leadership program.

Increase communication and engagement with Lead UC graduates and area Young Professionals.

At Home

Housing Developmet

Vision: Union County has a variety of housing to meet the needs of all existing and new residents.

Measurable Outcome:

Directly support the development of 100 new or rehabilitated housing units.

Explore state programs and opportunities for housing development and educational purposes.

Establish a solid housing rehabilitation program using the CNRG project as a model for the county.

Advocate for housing development projects targeting a variety of demographics.

Create a Housing Expo focused on promoting local developers, realtors and other people that are in the field, featuring educational workshops for residents.

Discover

Sense of Place

Vision: Union County is the most desirable place to live.

Measurable Outcome:

Engage in all seven communities and key rural areas to create a sense of place.

Support and advocate for increased branded and consistent wayfinding.

Develop a countywide trail expansion plan.

Create a streamlined way to promote UC and cross promote through multiple platforms to expand our digital footprint.

Increase communication and encourage collaboration with organizations to promote a shared vision for progress.

From Our Board Members ... What Does UCDA Do?

We asked our board members to share what they value about UCDA and what they look forward to accomplishing over the next three years.

UCDA is doing a great job at starting events, activities, groups and ideas that bring value to Union County. It is so hard to find anyone that takes initiative these days and that's what UCDA is doing, they are the initiative, the trend setter, the doer for Union County.

Results take time, like years, but there is momentum in their planning and it's working and over the next year you are really going to see things blossom even more! I can't wait for everyone to see it.

UCDA stands out because of its dedication to community-centered development, strategic partnerships, and forward-thinking vision.

The only way rural America survives is if government and other groups recognize failing infrastructure, dilapidated buildings and housing as well as declining population in our area UCDA is addressing these issues and shining a light on the way forward for our county and the communities that make up our area.

UCDA has become a leader and model for other communities across Iowa. We have increased housing developments, provided local professional development and leadership opportunities, and are advocates for the great things Union County has to offer.

I am proud to be involved with such a forward thinking and focused organization. Keeping a positive perspective is key for progress in any community.

When new ideas or ways to accomplish a goal are brought to the boards and committees at UCDA, the first response is always "YES! Why not here, why not us, why not now?" UCDA empowers and excites members of the community to think bigger, supporting goals that improve the quality of life and opportunities for growth through collaborative efforts. As an organization, UCDA brings people together under the mindset that anything is possible.

Members of the UCDA come with a wealth of experience and skill from a wide array of business and industry. This collaboration not only provides a dynamic shared vision of growth for our community, but brings passion to the table that help see projects come to fruition. Together, they work to find solutions that will leave a favorable impact on Union County for years to come.

UCDA is constantly seeking new opportunities and adapting their strategies to address new and ongoing challenges. The continue to learn from experiences and refine their approach to help be a part of a solution.

UCDA makes appropriate, relevant, and attainable goals. Over the course of the year, adjustments are made to goals to make sure we are still on track or if we need to change course. The difference really is how you can literally see the work UCDA has done. From the renovated Roundhouse building + apartments, to the downtown trees, entrepreneur workshops that are held and watching the graduates open their businesses in Union County, and SO much more.

UCDA is a great arm for our community for fostering growth opportunities and bridging gaps with outside people looking for local opportunities. The excitement and drive of the staff keeps UCDA progress driven.

UCDA invests in the future of Union County. They support the development of young people through education partnerships and leadership programs. UCDA understands the immense value of youth involvement through volunteerism, engagement, input and feedback.

When young people feel as though their voice is being heard and their opinion is appreciated, their connection to their community strengthens.

I am looking forward to continuing to collaborate with all of the communities that make up Union County.

UCDA is a vital resource for fostering economic growth and building a thriving community. Its commitment to supporting local businesses, attracting new opportunities, and enhancing the quality of life in Union County creates lasting benefits for residents and stakeholders alike. UCDA's collaborative approach ensures sustainable progress and shared success.

I'm looking forward to developing a countywide trail expansion plan and adding to recreational opportunities in UC.