

the**DIGEST**

November 2024

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## Reimagining Miller Middle School

One of the most significant issues facing voters this coming November is the consideration of the bond referendum that will allow the Marshalltown Community School District to reinvest in a total transformation for Miller Middle School. The Marshalltown Area Chamber of Commerce Board of Directors has considered the relative importance of this issue against the potential impact to local property tax climate and business impact and strongly endorse the support of this referendum for the positive impact this will have for our community, our pride, and most importantly, our children. We are asking the business community to step up, lead with a vision for our community's future, and support this initiative in whatever way you can.

It's first important to understand what the implications of this vote would involve. The bond referendum is for \$57 million to be paid with \$49 million from the SAVE one cent sales tax to support an overall \$106 million improvement to the 100-year-old school building. It's important to note that our district has done a remarkable job in the last few years in bringing down their overall levy with smart fiscal management by the leadership. During that time, we have seen remarkable investments in our school buildings and athletic facilities. Now is the time to invest the necessary resources into our Middle School building.

It's important to understand the relative value of the improvement against the property tax implications. While the property tax impact will equate to an estimated \$1.28/\$1,000 of taxable valuation annually, the impact of us having the school in an updated condition can have an incredible ripple effect. The neighborhood that Miller is in will feel a new sense of reinvestment and rejuvenation with the increase aesthetic of the new building. Our workforce recruitment efforts have become easier. We are competing routinely with  
*Continued on page 2...*



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*Reimagining Miller Middle School continued...*

school districts in the Des Moines Metro and having high quality facilities are a requirement to attract and draw workers to support our business and industry. Finally, many businesses will look at investments that a community is making to determine if they will expand into that community. Schools are the quickest and easiest way to know if a community is taking enough pride to warrant investment, and Miller is a detriment to that effort currently.

One criticism I have heard is related to the investments that would take place in Franklin Field as a component of the bond. I think it is worth addressing concerns that the school district is hiding this from the voters, which simply isn't true. The investments that would happen outside of the existing Miller Middle School ground equate to approximately 5% of the overall project so they should naturally account for 5% of the overall discussion of the project, and if you have taken time to attend public presentations and become informed, that is an accurate reflection of the way the district is communicating on the projects. Specifically, looking at Franklin Field, I think most remember what 13th Street used to look like, prior to the revitalization. That effort began with the revitalization of the ticket booths at Franklin Field, from there remarkable investment has transpired in the district to become one of the most sought-after visitor districts in Marshalltown. Continuing to drive that investment forward, we will realize new opportunities for the district, and further the efforts started down there we must reinvest into Franklin Field to create an attractive and usable venue for athletic activities for Middle School athletes.

I will leave you with a series of specific asks as we march closer to the vote on November 5th. We as business leaders must step up to lead and support each other, our employees, and the community in understanding why this is vitally important. First, if you have not looked at the website put together to provide comprehensive information to the community, you need to check it out. [www.marshalltowncsdfuture.com](http://www.marshalltowncsdfuture.com). Second, make sure that before election day or on election day you provide your employees an opportunity to go and vote. The election center in Downtown Marshalltown is open 8 am – 4:30 pm Monday through Friday leading up to Election Day. Polls are open from 7 am – 8 pm on election day. Voting at the election center takes only a few minutes, but the impact of this vote will be felt for generations. Finally, you have a voice that carries incredible weight in our community. Use it to publicly broadcast your support. It takes the courage of the business community to move the needle on large community issues, and I encourage you to take that challenge head on for the betterment of Marshalltown.

Respectfully,

John Hall

President & CEO – Marshalltown Area Chamber of Commerce

On behalf of the Marshalltown Area Chamber of Commerce Board of Directors



## New Chamber Members

The following businesses have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support these businesses with your patronage.

### Alta Vista Real Estate - Centro de Bienes Raíces

Melisa Fonseca, Broker/Owner

506 S. 9th Street, Marshalltown

641-351-8428

[mfonseca@altavistarealestate.com](mailto:mfonseca@altavistarealestate.com)

[www.altavistarealestate.com](http://www.altavistarealestate.com)

Facebook: @melisafonseca Realtor

Instagram: @melisaiowarealtor

Tik Tok: @melisaiowarealtor

*Alta Vista Real Estate ~ Centro de Bienes Raíces is a bilingual brokerage in Marshalltown. With energy, care, and dedication at the core of our real estate services, we're here to guide you every step of the way! Visit our website to explore client testimonials and learn more about the services we offer, ensuring you receive expert guidance tailored to your real estate needs.*



## Central Iowa Capital Advisors



### Gary Schaudt

25 S. Center Street  
Marshalltown, IA

641-752-2041

Securities and advisory services offered through  
LPL Financial, a registered investment advisor,  
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## Ladies Night Out: November 7

Join in the fun for Ladies Night Out! Participating Chamber member businesses will be offering refreshments, prizes, and promotions. Afterwards enjoy dinner or drinks at one of our local restaurants or bars. November is Alzheimer's Awareness Month and this year we have chosen to support this cause. Each participating business will have a box where you can sign up to be added to the Marshalltown retailers email list. Each email address we receive we will donate \$1 to the Alzheimer's Association. Please wear purple for Ladies Night to support Alzheimer's Awareness!

Be sure to shop early! The first 5 customers to check out at each business when Ladies Night kicks off at 4pm will receive an envelope with Chamber Bucks! One lucky customer will receive \$100 in Chamber Bucks!

Ladies Night Out is hosted by the Marshalltown Area Chamber of Commerce and sponsored by our 2024-2025 Think Local First Leading Sponsor, Central Iowa Capital Advisors-Gary Schaudt & Champion Sponsor, Gregg Young Automotive Group.

Participating Chamber Members include:

Blissful Expressions (30 E. Main Street)  
 Brit Marie's & Co. (1 W. Main Street)  
 Brown's Shoe Fit Co. (10 E. Main Street)  
 Hellberg's Jewelers (13 W. Main Street)  
 In Stitches (36 E. Main Street)  
 La Michoacana Xtra (118 W. Main Street)  
 Lillie Mae Chocolates (217 N. 13th Street)  
 Maurices (50 Lafrentz Drive)  
 McGregors Furniture & Mattress (111 W. Main Street)  
 Nina's Attic Boutique (13 W. Main Street, Suite 102)  
 Oliver Beene Designs (214 E. Main Street)  
 Real Deals - Marshalltown (122 E. Main Street)  
 Stepping Stones Christian bookstore (14 W. Main Street)  
 Tannin (125 E. Main Street)  
 The Flying Elbow (229 N. 13th Street)  
 Tremont on Main (22 W. Main Street)

### Job Posting

Did you know that included with your membership you can post jobs to the Chamber website for free? Posting jobs with the Chamber is simple, email [office@marshalltown.org](mailto:office@marshalltown.org) for a template. Job postings are available for the public and members to view on our website, [www.marshalltown.org](http://www.marshalltown.org) under the Work in Marshalltown tab.

## Thank You Reinvesting Chamber Members

The reinvesting members printed in bold type marks those with memberships in increments of five years.

1st Street Dental	1	Hawkins Electrical Services	16
AAA Septic Service Inc.	17	Historical Society of	
Applebee's Neighborhood		Marshall County	18
Bar & Grill	27	Holiday Inn Express & Suites	4
Appleberry Farm	4	<b>Mass Mutual Financial -</b>	
C Eye Care	7	<b>Tom McCoy</b>	<b>35</b>
Child, Adolescent and,		Primary Health Care, Inc.	16
Parent Support	14	<b>Riverside Cemetery</b>	<b>5</b>
Clapsaddle-Garber		Salina's Small Cakes	1
Associates, Inc.	53	Southridge Specialty Care	56
Community Foundation of		Spahn & Rose Lumber Co.	23
Marshall County	14	St. Paul's Episcopal Church	2
Elim Lutheran Church/		The Bridge Home	3
Elim Children's Center	16	TNT Price Income Tax	8
Farmers Savings Bank	24	<b>UPS Store, The</b>	<b>20</b>
Hargrave Construction LLC	2		
Hartwig Plumbing &			
Heating, Inc.	66		



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Deb Wollam

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Dr. Anne Howsare Boyens, IVCCD

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**April McKibbin**

Marshall County

Economic Development Director

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**Brittany Sichra**

Event & Tourism Coordinator

## Alerus Financial Corporation Completes Acquisition of HMN Financial, Inc. (Home Federal Savings Bank)

Alerus Financial Corporation (Nasdaq: ALRS) and its wholly owned subsidiary, Alerus Financial, National Association, (together, “Alerus”) announced today they have completed the previously announced acquisition of HMN Financial, Inc. (Nasdaq: HMNF) and its wholly owned subsidiary, Home Federal Savings Bank (together, “Home Federal”). Under the terms of the transaction, HMN Financial, Inc. merged with and into Alerus Financial Corporation, and Home Federal Savings Bank merged with and into Alerus Financial, National Association. The all-stock transaction is valued at approximately \$128.8 million as of closing.

Founded in 1934, Home Federal includes 12 branches in Minnesota and one branch in each of Iowa and Wisconsin. As of June 30, 2024, HMNF had, on a consolidated basis, \$1.1 billion in total assets, which included approximately \$876.6 million in loans and \$983.2 million in total deposits.

The transaction expands the Alerus franchise into Rochester, Minnesota and represents the largest bank acquisition in Alerus’ history. Alerus has now completed twenty-six acquisitions since 2000 as part of its long-term plan to continually expand its business segments, including banking, wealth services, and retirement and benefits plans and services. With the addition of Home Federal, Alerus now has approximately \$5.5 billion in total assets, \$3.8 billion in total loans, \$4.3 billion in total deposits, and assets under administration and management of approximately \$43.6 billion, with 29 locations across the Midwest, as well as Arizona.

“We are pleased to welcome Home Federal’s clients and employees to Alerus and look forward to providing enhanced products and services with greater capacity to clients in the Rochester, Minnesota, market and throughout our expanded footprint,” said Alerus President and Chief Executive Officer Katie Lorenson. “Alerus has a long history of successful acquisitions and is one of the most diversified financial services companies in the country. Combining our capabilities and shared focus on client service will provide positive results for our clients, our team members, and our stockholders.”

Alerus expects to transition Home Federal client accounts to Alerus systems in the fourth quarter of 2024. Until this transition occurs, Home Federal clients will continue to be served through Home Federal’s website, mobile app, and branches. Additional information will be provided to clients in advance of conversion to ensure a seamless transition to Alerus systems.

## Planet Fitness Now Offering Special Membership for Chamber Members

Join as a Black Card Member now for only \$27.99/month with NO ADDED FEES! Access to any club; bring a guest anytime; unlimited use of massage chairs, HydroMassage, tanning and Total Body Enhancement; PF+ premium digital workouts; partner rewards and discounts. Sign up online at [www.planetfitness.com/gyms](http://www.planetfitness.com/gyms). Scroll to the Marshalltown home club, then select Review Plans. Select "Have a promo code?" and type in CORPBC.

Questions? Contact [corpsales@baselinegyms.com](mailto:corpsales@baselinegyms.com)

If you have Marshalltown area news to brag about, submit it to The Digest via email to [office@marshalltown.org](mailto:office@marshalltown.org) or via mail to P.O. Box 1000, Marshalltown, IA 50158. Grand openings, management changes, employee promotions, moves, organization name changes, expansions, accomplishments, awards, and major developments all qualify. Space is limited, so please keep submissions to a maximum of six sentences. Photos should be sent in JPEG format. The editor reserves the right to determine what is included. All information in this section is supplied by Chamber member businesses and organizations; it is not an endorsement by the Chamber.





## Welcome!

**McFarland Clinic** is pleased to announce that Mindy Arnold, PA-C has joined McFarland Clinic's Pediatric department in Marshalltown, located at 421 East Merle Hibbs Boulevard.

Mindy received her Bachelor of Arts in Psychology from Biola University in La Miranda, California. She completed her Master of Science in Physician Assistant Studies from Des Moines University in Des Moines, Iowa.

As a pediatrics provider, Mindy will see children for follow-up appointments, acute illnesses, and sports physicals.



## UnityPoint Health – Marshalltown Wound Clinic Earns Three National Honors

The wound healing center at UnityPoint Health – Marshalltown has earned three national awards from Healogics, the nation's largest provider of advanced wound care services, for its performance in 2023.

The center received the prestigious President's Circle Award for the sixth time in the last seven years, while also being recognized as a Center of Distinction and earning the Clinical Excellence Award.

"It's an honor for our center to receive these awards," says Tia Bacon, the clinic program director at the center in Marshalltown. "Year after year, our team consistently provides top-level advanced wound care to our community. Our team is dedicated to providing the best quality outcomes and building relationships with our patients."

For 2023, the center posted top scores in categories such as Comprehensive Healing Rate (92%), Patient Satisfaction (95%) and Median Days to Heal (21).

As a member of the Healogics network of approximately 600 centers, the wound center in Marshalltown offers highly specialized wound care to patients suffering from slow healing wounds, diabetic foot wounds, pressure sores, leg wounds from poor circulation and other chronic wounds.

## Ward Toby Brimmer Honored with the Iowa Credit Union Cooperative Spirit Volunteer Award

The Lennox Employees Credit Union is proud to share that Ward Toby Brimmer has been awarded the prestigious Cooperative Spirit Volunteer Award by the Iowa Credit Union League (ICUL). The annual awards granted by ICUL acknowledge individuals across the state who have made significant contributions to the Iowa credit union movement.

Toby worked at Lennox so he became a member of Lennox Employees Credit Union which he said had that family feeling. Toby was then elected to the Board of Directors in 1990 and appointed on several committees. In 1993 he was then voted as Board Chair where he still serves today. Even serving as Board Chair Toby still served on committees like Member Development which has been instrumental in implementing programs that enhance member engagement and support of our local economy, Wage and Comp Committee and many others. Outside of the Credit Union Toby serves on the Board for United Way of Marshalltown.

"This year's Iowa Credit Union Award recipients exemplify the cooperative spirit of credit unions. Their leadership, innovation and dedication to the credit union movement have set a remarkable example for others in the industry," said ICUL President and CEO Murray Williams. "Our movement is built upon the 'people helping people' philosophy, and ICUL is honored to recognize those going above and beyond through the Iowa Credit Union Awards."

Toby was presented with the award during the 2024 ICUL Annual Meeting, held on September 19 in Des Moines.



**Listen to Chamber Member Moment every Wednesday morning at 8:35 a.m. on News-Talk KFJB 1230 AM or 93.9 FM. To sign up to participate in the Chamber Member Moment email [ssmith@marshalltown.org](mailto:ssmith@marshalltown.org).**





# CHAMBER AMBASSADORS VISITS



Congratulations **Kapaun & Brown, Inc.** on 50 years in business!



**Inmobiliaria Inc** celebrated their new location at 112 E. Linn Street on October 15th with a ribbon cutting!



On September 24th the Chamber Ambassadors held a ribbon cutting for new downtown business **RE/MAX Precision** (132 W. Main Street)!

## Thank you Chamber Ambassadors!

Each month, this group of volunteers visits Chamber member businesses and organizations to say “thank you”.

We’d like to take this opportunity to thank them!

Visit [www.marshalltown.org](http://www.marshalltown.org) for all the latest Chamber news and upcoming events.

## Thank You Ambassadors!



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OF COMMERCE



[WWW.MARSHALLTOWN.ORG](http://WWW.MARSHALLTOWN.ORG)





Leadership Marshalltown October class was all about education. The class was hosted at Marshalltown High School. They heard from a panel of professionals in the education industry, toured several MCSD school buildings, and learned more about the Reimagine Miller Bond issue.



Business After Hours  
October 8, 2024  
**Elmwood Country Club**



Caffeinated Conversations, October 16, 2024  
**Pinnacle Bank**





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## Chamber Members Advertise Here!

**Did you know that as a member of the Marshalltown Area Chamber of Commerce you are able to advertise in the Chamber Digest newsletter for a reduced price?**

For more information on advertising in the Chamber Digest contact Rhonda James at the Times-Republican.

641-753-6611 ext. 240

[rjames@timesrepublican.com](mailto:rjames@timesrepublican.com)

## www.marshalltown.org Statistics

	September '24	Avg/Month	YTD Total
Unique Visitors	9,645	10,320	92,877
Number of Visits	16,600	17,597	158,374
Page Views	131,463	110,864	997,777
Hits	510,671	507,538	4,567,840

The Marshalltown Area Chamber of Commerce's website traffic is strong. The website includes information about the Chamber's departments: government affairs/advocacy, economic development, education and workforce, membership services, and quality of life and tourism. Be sure to check it for business news, legislative updates, event photos, program information, job postings, and the Community Calendar.

## Upcoming Events

November 2nd - Day of the Dead

November 15 - 16th - IGHS AU Girls State Swim

November 20 - 22nd - IAHSEA Fall Showdown

November 23rd - 32nd Holiday Stroll

November 23 - 24th - Marshalltown Showdown

January 6th - State & Federal Small Business Resource

We are committed to supporting your business growth and success, and we believe that by fostering open communication and collaboration, we can create a stronger and more vibrant business ecosystem in Marshalltown. Should you have any questions or wish to add any events we are unaware of, contact us at [ddoes@marshalltown.org](mailto:ddoes@marshalltown.org)!

## Chamber member benefit tip

Did you know a benefit to Chamber membership is that you are able to “brag” about your business or organization in The Digest? Grand openings, management changes, employee promotions, moves, organization name changes, expansions, accomplishments, awards, and major developments all qualify. Space is limited, so please keep submissions to a maximum of six sentences. Photos should be sent in JPEG format. The editor reserves the right to determine what is included. If you have Marshalltown area news to brag about, submit it to Sarah Smith via email at [ssmith@marshalltown.org](mailto:ssmith@marshalltown.org).

Chamber Chat - Sundays

6:30 a.m. on 92.9 KDAO FM

7:30 a.m. on 1190 KDAO AM

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FDIC

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## Small Business Development Center:

### Let's talk about Beneficial Ownership Information (BOI) reporting

Do you know that your business is most likely impacted with the need to file BOI before the end of the year?

Beneficial Ownership Information reporting is administered by the Financial Crimes Enforcement Network (FinCen). Businesses which organized before December 31, 2023, have until December 31, 2024, to comply with the reporting requirement. Businesses organized January 1, 2024, or after must report the entity ownership within 90 days of being notified that their filing to organize has been approved by the Secretary of State. Businesses organizing on January 1, 2025, or after have 30 days to comply with filing.

E-filing seems to be the most user-friendly avenue to report online at finCEN.gov. There is no cost to file. The process should take 10-15 minutes. FinCEN also has a robust FAQ connected to this link to help understand the information they seek. Unless the business ownership or address changes, this should be a one-time event. Reporting will go more smoothly if you have the business EIN, and digital copies of recognized photo ID's such as driver's license or passport of all owners.

Additionally, companies organized after January 1, 2024, are required to identify the person(s) who filed the organizing paperwork with the Secretary of State or other registering body. This may be the business owner, an employee of the business, attorney, accountant, third party service, etc. Personal information such as name, address, email, phone number or FinCEN ID will need to be reported for the applicant. Completing the Beneficial Ownership Information report can generate a FinCEN ID if the business owner elects.

Finally, ignoring the ruling to report or failing to report is not an option. The ruling carries with it a significant financial penalty of \$500 per day to businesses which fail to comply. Learn more about beneficial ownership information reporting and small businesses online at finCEN.gov.

ISU SBDC is here to work with you. Our services are without cost and confidential. How can we help? Let's get a conversation going. We can be reached through a click or a call. The fastest method to connect with us is to visit iowasbdc.org, select the request counseling button, complete the electronic form and choose Iowa State as your center of choice. Call us at 515-296-7828 or, ask a Chamber official how to reach us and they will point you in our direction.

*Enjoy today-Sheri Benson, CBA, CGBP, ISU SBDC business counselor*

**Chamber Bucks are great way to  
THINK LOCAL FIRST!**

## Member Appreciation Luncheon November 1

Save the date for the Annual Member Appreciation Luncheon presented by Emerson! Chamber members join us at the Chamber office (34 W. Main Street) to meet the Chamber staff, tour our office and grab lunch from Smokin' G's BBQ Restaurant! Any employee of a Chamber member business/organization is welcome to attend.

## Workforce Tours

The Marshalltown Area Chamber of Commerce offers guided tours around our community to showcase local industries and businesses, housing options, and places to eat as well as many unique and fun activities. When you go on a tour of Marshalltown with the Chamber, you get a customized experience with a professional tour guide who brings first-hand experience with enthusiasm and authenticity. You will get exclusive access to local businesses, and you will learn some of the history of our town as well as current and future projects.

This is a chance to learn more about the place you thought you already knew everything about! Tours are typically offered Monday – Friday during business hours. If you are interested in setting up a time to tour Marshalltown, you can reach out to Kate at [kbowermaster@marshalltown.org](mailto:kbowermaster@marshalltown.org).

**Listen to the Chamber Member Moment live every  
Wednesday morning at  
8:35 a.m. on KFJB News Talk 1230 AM & 93.9 FM**

## Timber Creek Countertops

~ Russ D. Paul ~



### \* Concrete Countertops

Soft Appearance & Warm Earthy Natural Stone Feel

### \* Butcher Block Countertops

Warm Natural Wood Tones & Beautiful Color Shades

### \* Countertop Restoration

Refinish Laminate Tops with a Durable Concrete Overlay.

**Kitchens  
Bath  
Bar  
Fireplace  
Islands  
Office  
Patio**

**Call 641-751-6440 for more info & FREE ESTIMATES**

**[Timbercreekcountertops.com](http://Timbercreekcountertops.com) • [rdpaul@timbercreekcountertops.com](mailto:rdpaul@timbercreekcountertops.com)**



## Economic Statistics

<b>Employment – Marshall County - August</b>	<b>2024</b>	<b>2023</b>
(Source: Iowa Workforce Development)		
Labor force	17,130	17,430
Unemployed	980	930
Percent unemployed	5.7	5.4
Total employment	16,140	16,490
<b>Marshall County Construction - August</b>	<b>2024</b>	<b>2023</b>
(Source: Marshalltown Building Department)		
Building permits	10	12
New Residential Construction	\$800,599	\$0
Residential Addition/Remodeling	\$219,774	\$176,436
New Commercial/Industrial Const.	\$0	\$0
Commercial/Industrial Remodeling	\$281,080	\$10,080
<b>Housing Sales Data - September</b>	<b>2024</b>	<b>2023</b>
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	26	33
Average sale price	\$214,127	\$177,509
Median sale price	\$169,000	\$150,000

## Upcoming Chamber Events

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**November 1 - 11:00 AM - 1:00 PM**

Member Appreciation Luncheon at the Chamber office

**November 7 - 4:00 - 7:00 PM**

Ladies Night Out - Participating Chamber Member Businesses

**November 19 - 7:30 - 9:00 AM**

Caffeinated Conversations at **Community Choice Credit Union**

**November 21 - 4:00 - 6:00 PM**

Business After Hours at **Hellberg's Jewelers**

For more information on these Chamber events visit our website at [www.marshalltown.org/chamber-events](http://www.marshalltown.org/chamber-events)



Lance Horbach  
Agent



Marna Mitchell-Butler  
Agent-CSA



Ryan Larmore  
Agent



Pat Hageman  
Agent



Paul Beals  
Agent



Tyler Slagle  
Agent



Mark Rohde  
Agent



Heather Hanus  
Agent-CSA



Rich Mohan  
Agent



Bonnie Ohrt  
Processor



Darla Rowley  
Agent-CSA



Carla Nordstrom  
Agent-CSA



Jodi Eygabroad  
Agent-CSA



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LOCAL CLAIMS SERVICE

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Kristi Carlson  
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Agent-CSA



LeAndrea Abel  
Administrative Assistant