

BOARD OF SUPERVISORSDistrict 1 | **Stacey Walker**District 2 | **Ben Rogers**District 3 | **Louis J. Zumbach****JEAN OXLEY LINN COUNTY PUBLIC SERVICE CENTER**

935 2ND ST. SW

CEDAR RAPIDS, IA 52404

PH: 319-892-5000 | FAX: 319-892-5009

LinnCountyIowa.gov

**LINN COUNTY BOARD OF SUPERVISORS
MEETING AGENDA**

Monday, October 10, 2022

11 a.m.

Formal Board Room—Jean Oxley Public Service Center
935 2nd St. SW, Cedar Rapids, IA**Call to Order****Public Comment: Five Minute Limit per Speaker**

This comment period is for the public to address topics on today's agenda.

Minutes—Discuss and decide on meeting minutes.

Public hearing to vacate A portion of Johnsons First Addition to Toddville, Block 7, located in the SE 1/4 SE 1/4, Section 12, T. 84N., R. 08W. of the 5th P.M., Linn County, Iowa described as follows: The alley lying between Lots 7 and 8, Lots 5 and 6, Lots 3 and 4, and Lots 1 and 2 of said Johnsons First Addition, Block 7 and Second Street lying north of Lot 2 and said alley. Said vacated area = 5,897 sf or 0.14 acres.

Discuss and approve a purchase order #PO390 for \$15,000 to Newsmart Technologies Inc. to implement upgrade to the finance module of the Evolv software system for Linn County Community Services.

Discuss and approve a contract between Linn County and DeNovo Marketing for creation of marketing materials for statewide access center outreach.

Update on Linn County Mental Health Access Center

Discuss and authorize Chair to sign an amendment to the American Rescue Plan Act Subaward Agreement between Linn County and Gutschmidt Properties for Missing Middle Affordable Housing Jumpstart.

Discuss and decide on American Rescue Plan Act (ARPA) funding distributions

Public Comment: Five Minute Limit per Speaker

This is an opportunity for the public to address the board on any subject pertaining to board business.

Payroll Authorizations

Discuss and decide on Employment Change Roster (payroll authorizations).

Claims—Discuss and decide on claims.

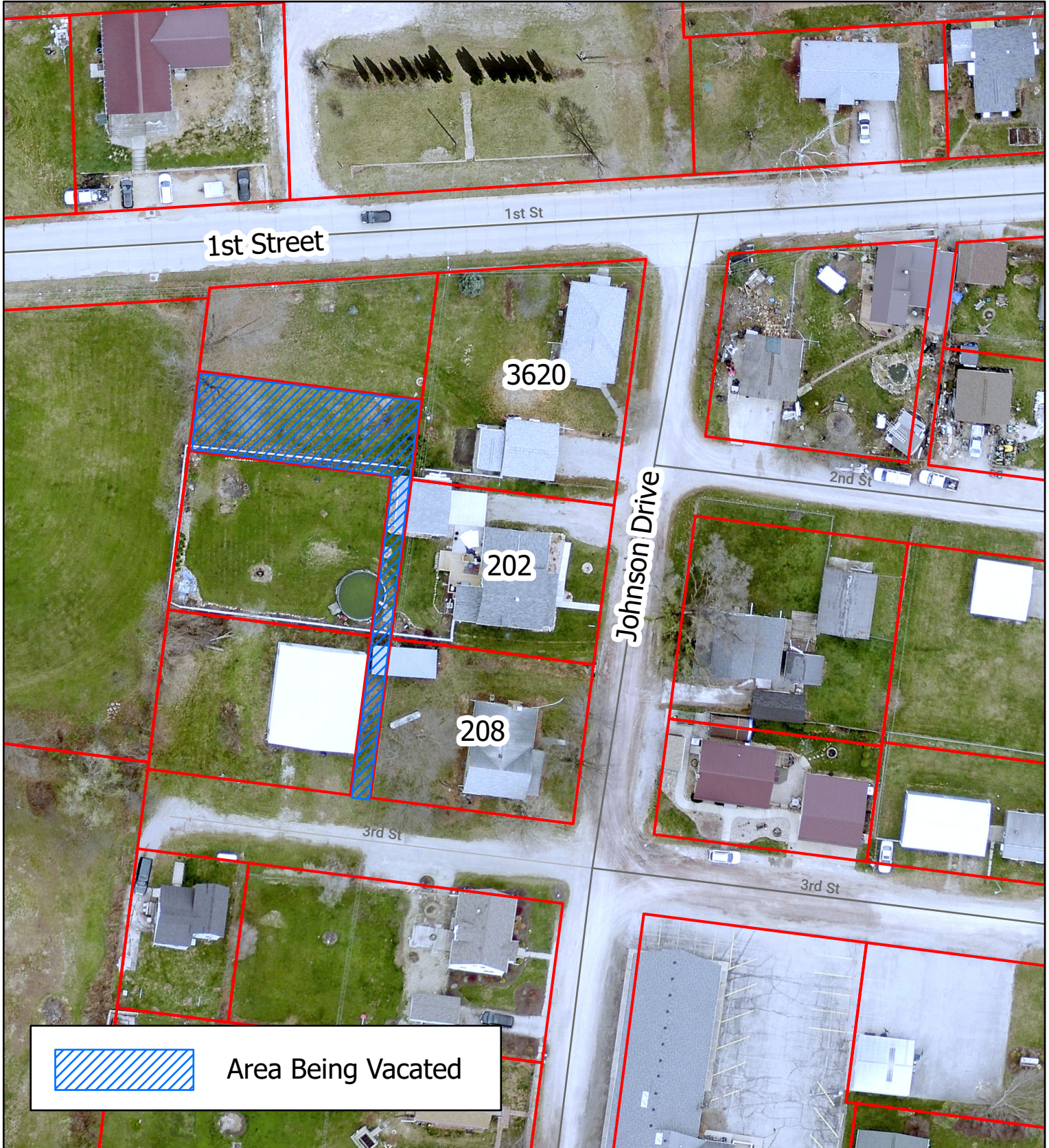
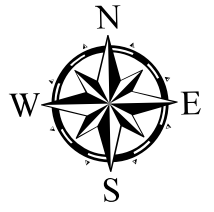
Correspondence**Appointments****Adjournment**

For questions about meeting accessibility or to request accommodations to attend or to participate in a meeting due to a disability, please contact the Board of Supervisors office at 319-892-5000 or at bd-supervisors@linncountyiowa.gov.



Toddville Road Vacation

Linn County Secondary Road Department



Prepared By: Linn County Secondary Road Dept., 1888 County Home Rd, Marion, IA 52302 (319) 892-6400
Return To: Linn County Auditor's Office, 935 2nd St. SW, Cedar Rapids, IA 52404 (319) 892-5300

RESOLUTION # _____

VACATE EXCESS ROAD RIGHT-OF-WAY

WHEREAS, the Linn County Board of Supervisors desire to vacate a portion of excess road right-of-way, more particularly described as follows.

A portion of Johnsons First Addition to Toddville, Block 7, located in the SE 1/4 SE 1/4, Section 12, T. 84N., R. 08W. of the 5th P.M., Linn County, Iowa described as follows:

The alley lying between Lots 7 and 8, Lots 5 and 6, Lots 3 and 4, and Lots 1 and 2 of said Johnsons First Addition, Block 7 and Second Street lying north of Lot 2 and said alley.

Said vacated area = 5,897 sf or 0.14 acres.

WHEREAS, pursuant to Chapter 306.12 and 306.13 of the Code of Iowa, notice was published in the Cedar Rapids Gazette, a copy of said notice being attached hereto, and

WHEREAS, all adjoining land owners, all utility companies and the Iowa Department of Transportation have been notified by certified mail pursuant to Chapter 306.12 of said vacation and the hearing thereon, and

WHEREAS, the Linn County Board of Supervisors pursuant to the aforesaid notice held a hearing on the proposed vacation of the aforementioned right-of-way, and

WHEREAS, it being deemed in the best interest of Linn County to vacate said right-of-way, and

WHEREAS, this vacation is subject to easements of record at time of the public hearing including a utility easement, and

NOW, THEREFORE BE IT AND IT IS HEREBY RESOLVED by the Linn County Board of Supervisors this date met in lawful session to vacate as described below:

A portion of Johnsons First Addition to Toddville, Block 7, located in the SE 1/4 SE 1/4, Section 12, T. 84N., R. 08W. of the 5th P.M., Linn County, Iowa described as follows:

The alley lying between Lots 7 and 8, Lots 5 and 6, Lots 3 and 4, and Lots 1 and 2 of said Johnsons First Addition, Block 7 and Second Street lying north of Lot 2 and said alley.

Said vacated area = 5,897 sf or 0.14 acres.

in Linn County, Iowa, be and the same is hereby vacated, and shall no longer be deemed public road right-of-way.

Dated at Cedar Rapids, Linn County, Iowa on this _____ day of _____, 2022.

BOARD OF SUPERVISORS
LINN COUNTY, IOWA

Chairperson

Vice Chairperson

Supervisor

ATTEST:

Linn County Auditor



A PROPOSAL FOR:

Awareness for the (Mental Health) Access Center

PREPARED FOR:

Erin Foster

Linn County Mental Health Access Center

PREPARED BY:

Ryan Shenefelt

de Novo Marketing

10/06/2022





THANK YOU FOR REQUESTING THIS PROPOSAL!

ABOUT OUR PROPOSAL SOFTWARE

de Novo uses proposal software developed by Proposable.com to respond to RFP's, outline scope and pricing, and use as an online contract agreement.

To navigate between sections, simply hit the arrow buttons (left and right) in the upper right corner of the window to move forward and backward in the proposal. Additionally, you can download this proposal as a PDF by clicking the "download cloud" icon in the upper left portion of your window.

You may comment on the proposal at any time in the left hand column of the browser. The questions are immediately forwarded to our team for reply.

Accepting this proposal does not bind you to all options offered (example: maintenance plan options or other "add-ons"). You may indicate which options you have selected in the comments or via email. Accepting this proposal means you are ready to engage with de Novo and you accept our terms and agreement.

Ready? Your serve.

THANK YOU FOR INVITING US!



When an organization decides to work with de Novo, they're usually looking for something new or different that can cut through the "noise" of today's over-saturated market. It's in our name after all — de Novo is Latin for "new" or "fresh." It can also mean "again, but in a different way."

At de Novo, we build brands, websites, videos, and campaigns around your goals. We start with them in mind and work backward from that point to get you results that your customers will notice. It's all about getting your message out to the right people, at the right time, at the right place.

Since 2007, we've grown from two people working in a closet-sized room to a full-service marketing & communications agency with a large open office to accommodate our growing staff. Our offices also contain a full video and photography studio, an audio suite, and collaborative spaces for our staff and our clients to meet safely — in person or virtually.

Just as the marketing landscape has changed over the last 15 years, so have we. But we've never let go of our core philosophy — by merging strategy and creativity, we create projects and campaigns that get to the heart of what your audience needs to build a meaningful, lasting relationship with your brand.

Our Collective Creative

At de Novo, our team is your team. We work closely with you to develop the strategies and tactics that help you meet your goals. We work in a big, open space conducive to collaboration, and we're all up in each others' business. One of the benefits of working with our team is that you get the best of our collective creative. It's something that sets us apart and gives our clients a competitive advantage.

What does this mean for the Mental Health Access Center? **It means you get a full team!** It means your dedicated Account Manager is going to keep your projects on task and on time, ensuring that it meets goals. Our copywriters, graphic designers, and strategists will work together to create collateral pieces that simplify and explain MHACs. It means you get the best cross-section of creative, strategy and



process to make your marketing the best tool to help you meet your goals.

THE DE NOVO TEAM

Leadership



Jen Neumann / Owner & CEO

Jen Neumann is the creative fulcrum of the team. She blends usability, effective communications, industry standards, and cutting edge technology to create tactics that work and is the person we lean on when we need just one more crazy idea to really set a client's campaign over the top. Her experience across multiple industries provides context and balance to our projects.



Jill Mast / VP, Director of Client Service

For nearly 20 years, Jill has worked with clients from almost every industry under the sun—from tourism to transportation, healthcare, finance, and entertainment—you name it, she's done it. She loves the fast pace of the marketing world, and enjoys helping clients figure out ways around their challenges to help them meet their goals. She loves any chance she gets to rally her team to solve your marketing problems.

Account Management and Administration

Our account team works with everyone on staff to make sure your project/s run smoothly and meet your needs.



Lydia Sax / Director of Operations

Lydia keeps the wheels on! She brings over 10 years of media buying, account management, and operations experience to the table. In addition to running the day-to-day operations of de Novo, she works behind the scenes with your account manager, making sure

your needs are communicated to the rest of the team, and ensures that your campaigns and projects are running smoothly.



Ryan Shenefelt / Account Manager + Innovation & Education Lead

A digital native, Ryan builds and leads strategies that help our clients reach their goals. As an account manager, Ryan balances clients' needs with implementation, combining creativity, strategy and innovation to bring client campaigns to life.



Alicia Anderson / Senior Account Manager

Alicia brings her experience with both digital and traditional to the team, and an infectious energy, too! Experienced in multiple industries, Alicia builds and deploys strategies, relying on deep industry knowledge and creativity to help clients succeed in an over-saturated world of advertising.



Ashley Neighbor / Account Coordinator

Ashley lives for a good story. As de Novo's Account Coordinator, she taps into her background as a broadcast journalist to make sure clients' stories reach and resonate with their audience—especially the media. She also works with our Account Managers to keep your goals and objectives on track. She loves seeing a project take shape. And she loves getting to play a role in the success of local businesses.



Jennifer Shaddox / Account Manager

With more than 20 years of account management experience to guide her, Jennifer knows what it takes to deliver thoughtful, effective and refreshingly creative marketing solutions. Working within your specified budget and schedule, she assembles our A-team to produce outstanding strategies, websites, logos and more. Need some collateral? The A-Team is on it. How about new branding? Yep, they're on that too. (We don't believe in B-teams.)

The Creative Team

Our creative team works to make your brand pop - while staying true to your brand. Our award winning designers work with our team to apply their talents to your project and help you reach your goals.



Becca Skalsky / Creative Services Manager – Design

Creativity + Innovation is Becca's winning combination when it comes to our client's visual identity and representation.

In the time she's been on our team, her work has won multiple awards and resulted in countless happy clients. Her clean, visually striking designs bring life to your brand and entice viewers to take a closer look. An artist across many mediums, Becca brings an artistic eye to every process: branding, design work, signage, street art, and painting are just a few ways she brings her art to life for our clients, while managing our creative services and constantly refreshing our creative approach.



Chris Moore / Art Director

You may have never met our Art Director, Chris, but we bet you've seen his work. For over 20 years, Chris has helped countless area businesses and organizations create recognizable graphic identities, including Downtown Cedar Rapids, ImOn Communications, Lion

Bridge Brewery, Short's Whiskey and the Cedar Rapids Public Library, just to name a few.



Javier Ducker / Multimedia Specialist

Javier, Javi—or just plain Jav—comes to de Novo with more than a decade of experience in graphic design, photography and visual storytelling. Over the course of his career, he's worked with iconic brands like Coca Cola and UNICEF across a variety of mediums, from

magazines to digital ads to video. He's got a passion for editorial design and photo portraiture, but don't put Jav in a box—as our master of Mixed Media, he can do it all.



Kelly Stapella / Writer + Communications Manager

Kelly blends creative writing with fact-based strategy to create honest, original content that both informs and entertains.

Using natural curiosity and a drive for life-long learning, she will delve into your audience, competition, strategies, and most importantly—your brand's voice. Also, need a limerick on the fly? She's got you covered.

The Digital Team

This powerhouse team connects creativity and logic to make your brand perform well in the digital realm and beyond. They combine perfectly created content with data to drive results, measure performance and constantly make adjustments to better inbound and outbound marketing performance.



Matt Browning / Digital Strategist

Matt joined de Novo as a digital strategist after a career as a high school English teacher. If he survived that, he can do anything.

Building on his intuitive knowledge of digital marketing, Matt ensures our campaigns are effective and help our clients meet their goals. On

top of helping our clients engage with their audiences on social media, Matt is Google AdWords Certified, and is a black belt in digital jujitsu.



Ally Machala / Digital Strategist

Ally may be a left-handed Pisces, but don't let that fool you into thinking her head is in a creative cloud (no, not that Creative Cloud).

Using both her creative and analytical sides, Ally is happiest while doing deep dives into your digital campaign data and finding new ways

to optimize conversions and website tracking.

Unwilling to shy away from the next challenge, she'll jump in to tackle any project on any platform, from email to AdWords to social media. When it comes to your digital strategy, count on Ally to deliver successful advertising campaigns that captivate your audience and engage them in a meaningful conversation about your brand.



Brooke Ruckdaschel / Web Developer

Art & Science. Left-brained/Right-brained. As a web developer, Brooke uses her educational background and expertise in design and code to create award-winning websites that are as functional as they are beautiful. She strives to stay ahead of the technological curve in order to build and maintain sites that look current and fresh, with the underpinnings of tech to allow for customized functionality.



Mara Swenson / Web Developer

As a Web Developer, she works on both the front-end and server-side to build modern, high-performing websites for our clients. She's an advocate for accessibility in design and custom solutions for business needs, and works to anticipate changes to keep sites functioning at their best, and secure for users.

The Video Team

Our team of producers and photographers work strategically to plan and capture your message and combine it with compelling visuals, voice, music and animation to tell your story in a way that resonates with your audiences.



Annie Sexton-Stewart / Creative Services Manager – Video

As the head of our video department, Annie works with you to give your company, brand or product a new life on screen with eye-catching imagery and compelling messaging. She's a lover of visual media and storytelling, and enjoys putting the puzzle pieces of a great video together. She's a masterful producer who excels at finding the story and telling it in a compelling way.



Andrew Ravera / Video Producer

Andrew is a visual artist who is committed to the highest quality capture of photo, video, and audio. He listens for the story, looks for the unique perspective, and pulls together and captures the perfect blend of footage and imagery that leaves the viewer with a great understanding of the subject. His attention to detail, commitment to excellence and to project goals is what makes his work amazing. He's also a total geek when it comes to AV equipment. Don't get him started. *Please.*

WORK WE'RE PROUD OF

de Novo is well versed in working with nonprofits, especially those in the mental health space. Each nonprofit is unique, with their own set of challenges. However, nearly all are challenged by effectively defining and communicating their value proposition. Our clients rely on us for solid strategies, research, planning, and fresh creative ideas that make a difference. Here are a few examples of recent work we've done in this sector.

Project: Foundation 2 COVID-19 Telehealth Campaign / Ongoing support

Services provided: campaign development and other services as needed

When COVID-19 hit Iowa, Foundation 2 needed to pivot quickly to keep services available and accessible. They partnered with de Novo for a fast turn on a campaign designed to reach audiences on Facebook and Instagram and provide critical support in uncertain times.

Additionally, de Novo has partnered with Foundation 2 over the years to redevelop their website, write and design their annual reports and provide them with additional marketing support. We appreciate their partnership and the opportunity to advance their mission.





Contact: Emily Blomme, CEO

Email: eblomme@foundation2.org

Project: Iowa Donor Network – Donor Registration Campaign

Services provided: campaign development, videography, graphic design, implementation

Iowa Donor Network is the statewide organization that promotes and organizes organ donor registration within Iowa's 99 counties. As a whole, Iowa has a higher than average organ donation registration percentage - those who are organ donors/total number living in the county. However, certain counties have seen steady decreases in this number.

Five counties of concern were selected for this campaign with a goal of raising this percentage by 2% in each county. de Novo met the client's goal in all five with a targeted digital media strategy and creative designed to connect with the audience and encourage them to register. de Novo created a longer two minute video and then edited it into shorter vignettes to offer flexibility within each digital platform. de Novo planned and executed a digital advertising campaign that allowed us to target specific individual with our messages.



Contact: Heather Butterfield, Director of Strategic Communications

Email: hbutterfield@iadn.org

Project: East Central Region Mental Health Campaign – Pat the Llama

Ongoing Work: Mental Health/Disability Services of Iowa

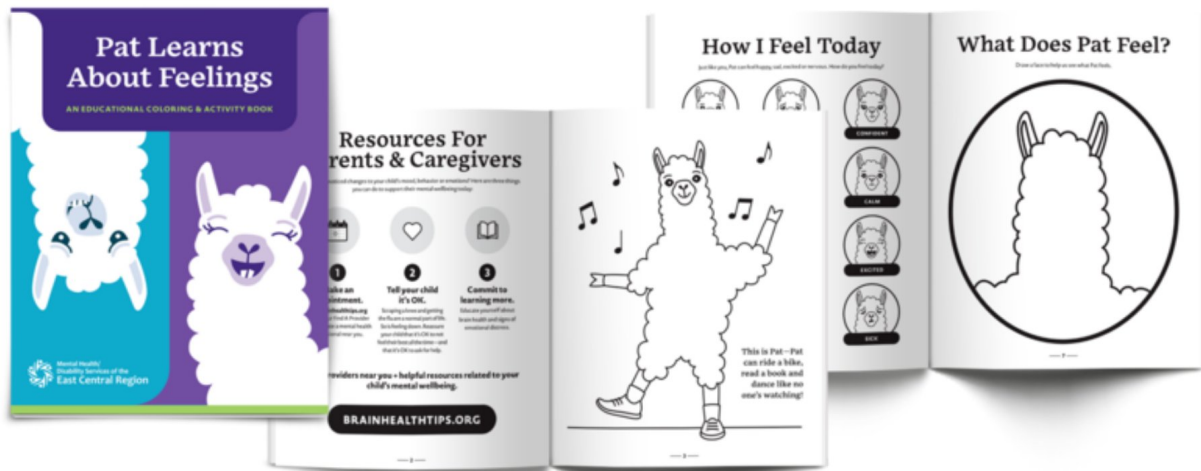
ECR partnered with de Novo in 2021 to develop and execute a campaign to increase awareness for mental health services in the East Central Region and to connect individuals to local mental health providers in their area. The need for mental health services has never been greater, and ECR was awarded federal funding for this important initiative. de Novo developed a concept and created a marketing and public relations campaign featuring "Pat the Llama" to normalize and change the language around mental health and to connect more people to direct services.



Why a llama? Llamas are known for their imperfections, the very things that make them

cute and relatable. They are also increasingly used for support and therapy animals. Llamas are approachable, with their big eyes and soft fur, and their unique physical features gave us flexibility to convey metaphors about brain health in a relatable and approachable way. de Novo developed the messaging and media strategy, copy, design, video and landing page. We developed an activity book and sourced stuffed llamas to be given to pediatricians in our markets to encourage seeking help for mental wellness. Additionally, the team developed and executed a full traditional and digital media plan, using print, out of home, Google search, Google display, YouTube, OTT/CTV streaming, Facebook, Instagram, Twitter, Spotify, Snapchat and TikTok.

The team is tracking and managing the campaign to measure and ensure success by increases in website traffic, provider link clicks and provider inquiries, and has a real-time digital tracking dashboard in place. Due to campaign success, the client has extended the campaign into 2022. We've included a few examples with this proposal to illustrate the campaign.



In the spring of 2021, we selected de Novo to be our marketing partner for a critical project - launching a multi-county campaign designed to increase awareness and access to "brain health" services.. They not only met our timelines, but continue to be our partner, growing their knowledge and evolving our tactics to help us to achieve our goals in decreasing barriers and stigmas and increasing access for lowans. -Mae Hintgen, Executive Director, Mental Health/Disability Service of the East Central Region

Contact: Mae Hintgen

Email: Mae.Hingtgen@dubuquecounty.us

SCOPE OF WORK & ESTIMATE

Dedicated Mental Health Access Centers are a new concept for many lowans, but one that offers them (and their neighbors) an unparalleled resource. Mental health is a commonly underrepresented issue that affects all members of our community. We have seen understanding, support, and “acceptance” of mental health grow, but we know many still need support and access to services. de Novo will partner with the team at Linn County's Mental Health Access Center to write and develop collateral pieces that can be shared with and used by all Mental Health Access Centers throughout the state. Knowing that some of the Access Centers have their own (or will have their own) brand, we will design the collateral to be easily customized for different communities.

de Novo proposes a variety of collateral pieces that can be used by various entities, such as doctors offices, police officers, public health buildings, etc: rack cards, pocket cards, magnets, stickers, and more

Estimate for projects

Title/Description	Cost	Unit	Qty	Subtotal
Strategy & Creative Development	\$20,000.00		1	\$20,000.00
Phase 1: Discovery & Concepting				

Deliverables:

- Discovery work with the MHAC team to determine larger goals, audiences, barriers, and communities to target
- Design of initial concepts for approval and specific formats to be developed within scope

Phase 2: Develop Concepts, Creative Assets, and Collateral

Deliverables:

- Full graphic build-out of the awareness campaign (theme)
- Collateral pieces written & designed
- Landing Page Copy and Graphic Direction

Grand Total:

\$20,000.00



Assumptions and Agreements

All of the above services have been estimated based on the information available to us at the time of submittal. de Novo reserves the right to charge up to a 15% contingency fee for hours/services incurred above these estimates. Additional fees for excessive revisions, delays, and work stoppage may be incurred.

Billing will be estimated and billed to a monthly progress schedule unless otherwise agreed upon by both parties.

de Novo will issue a change order for your approval for any deviation from the approved contract.

STOCK ASSETS

The estimate(s) listed above does not include the cost of licensed stock imagery or stock video footage. Stock images licensed for this project(s) will be billed at a flat rate of \$20 per image. Stock video footage will be billed at a flat rate of \$50 per clip. For stock images or footage acquired outside standard sources, additional fees apply. One standard music bed license is included. If multiple music beds or specialty tracks are needed, additional fees apply. One standard voice talent with a script up to 40 words is included in this estimate. Longer scripts, multiple voices, or revisions requested outside the approval timeframe, additional fees may apply. All costs will be presented and approved before completion of final deliverable.

Why licensed images matter: de Novo adheres to licensing protocols and tracking to protect our clients from copyright issues. Use of unlicensed images (i.e. copied from the Internet without licensing or attribution) can result in litigation and fees. We track and maintain our licenses on your behalf and if there is ever a question as to the legal use of the image, you are protected.

Everyone loves surprises, but not in their invoices.

THE LEGAL STUFF

Terms and Agreement

Thank you again for requesting this quote for services. Below is our standard contract including information on our non-disclosure policy, and artistic rights (you own them) to material we collect on your behalf. It's a lot of yadda yadda yadda but you should read it. It makes our attorney feel validated.

 *Thank you!* **YOU'RE AWESOME.**

Assumptions and Agreements

This Consulting Agreement (the "Agreement") is entered into by Linncountyiowa (the "Company") and de Novo Alternative Marketing, LLC (the "Consultant"), as of the date of acceptance. In consideration of the mutual promises, terms and conditions stated below the parties agree as follows:

TERMS

1. **Provision of Services.** Company engages Consultant to provide, and Consultant agrees to provide, the previously listed consulting/services as outline in the scope of your project.
 2. **Compensation.** In consideration for Consultant's Services, Company agrees to pay Consultant as follows: Monthly agreements will be billed at the beginning of each month for the prior month, unless otherwise specified. Out of scope services will be billed monthly. Services requiring bulk payment (such as video, or non-monthly services) will be billed as incurred. Some projects may require 50% upfront at beginning of project.
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3. **Markups and Commission.** de Novo charges an industry standard mark up of 25% on costs, purchases or placements that are incurred on the client's behalf and purchased through de Novo. Commissions may be received from media companies, and will be in lieu of markup. These items are pre-approved and will be invoiced on regular or progress invoices. They are generally invoiced upon occurrence, but may be billed or pre-billed with monthly statement or on a progress basis.
 4. **Payment is set at Net 15 days.** If approved in advance in writing by Company, Consultant will also be reimbursed for out of pocket expenses incurred in performing the Services. A 1.5% late payment finance charge will be assessed for overdue invoices past 30 days, unless a prior payment schedule is agreed upon.
 5. **Term.** This Agreement will begin on the date of acceptance on on otherwise mutually agreed upon date. In addition, Company may terminate this Agreement upon 30 days written notice to Consultant. In the event of any such termination, Consultant shall be compensated pro rata for compensation and expenses incurred, in accordance with Section 2, with respect to Services performed through the effective date of termination, but will not be entitled to any additional compensation.
 6. **Confidential Information and Inventions.** If requested, consultant agrees to simultaneously sign a Confidentiality Agreement and Consultant Invention Assignment Agreement. The obligations under these agreements shall survive termination of this Agreement for any reason.
 7. **Artistic Rights.** Any materials collected or created on behalf of Company may be requested by Company at any point. If materials are requested after the project is completed, a fee may be assessed. Any materials collected on the clients behalf that are requested after one year of inactivity or no contracted projects will be assessed a \$200 retrieval fee.
 8. **Stalled Projects.** If company is unresponsive to requests for approvals or delays work, de Novo reserves the right to change the project status to "inactive" after a period of one month past last requested revision feedback deadline. A re-activation fee of \$200 will be assessed to reactivate inactive projects.
 9. **Non-Solicitation.** During the term of this Agreement, and for a period of one year afterwards, Consultant will not directly or indirectly solicit for employment, employ, consult with, or otherwise retain the services of any of Company's employees.
 10. **Independent Contractor.** The Consultant's relationship with Company is that of independent contractor. This Agreement is not intended to create an employer-employee relationship. The compensation stated above is the sole compensation due Consultant for the Services provided. Consultant is responsible for paying all taxes levied on the compensation income and understands that Company will not withhold any amounts for payment of payroll or related taxes from Consultant's compensation. Consultant shall have no right to represent or bind the Company to third parties or to act in the Company's name.
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11. **Non-disclosure Agreement.** During the term of this agreement and in perpetuity following termination, de Novo Marketing will not share or disclose private or proprietary information, or use any intellectual property belonging to the company in any way. This extends to mailing lists, memberships, imagery and software/software access.
12. **Electronic Signatures.** This Agreement and any written notice, consent, agreement or document provided for in this Agreement shall be deemed signed if the person's name is placed on the document whether by manual signature, electronic transmission or facsimile transmission by the person. By sending this document, de Novo Marketing has agreed to all terms contained within.
13. **Other Provisions.** This Agreement embodies the entire understanding between the parties with regard to its subject matter and replaces all prior agreements. This agreement may not be assigned or modified without the written consent of both parties. This agreement is governed by the law of the state of Iowa, without regard to its conflict of law principles. Any notice to either party may be sent by email, United States Mail or expedited delivery service.

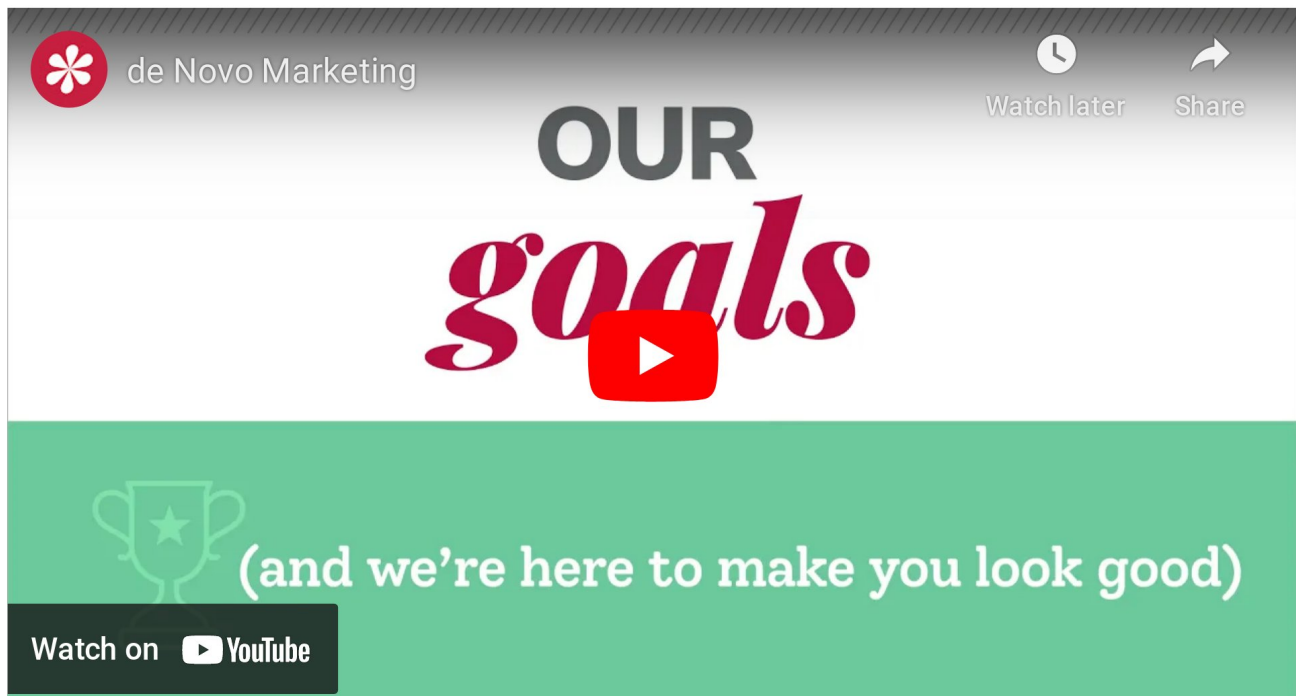
This agreement will be governed by the laws of Iowa. You may accept this agreement by clicking "Accept" at the top of the browser window.

FRESH THINKING

Trusting in Our Crazy Ideas Since 2007

We do all kinds of crazy stuff here - and we're fun to work with too. Here's a quick services reel video we created to list *ad nauseum* all the things we do to help our clients meet their goals.

Warning. The music is catchy. We *dare* you not to tap your feet.



What else do we do—besides potlucks?

At de Novo we're a full service marketing agency that provides almost anything our clients need. We believe that the "crazy ideas" are where you find the thing that sets you apart from your competition. We create and implement plans, artwork, websites, strategies and videos that make a difference for our client partners.



Strategic Planning

An idea without a plan is just a wish. Strategic planning makes your (marketing) dreams come true. We work with your team to identify your goals, put a measurable action plan behind them and make it happen.

ELEMENTS OF PLANNING

- Persona development
- Market research
- Competitive analysis
- Strategic planning
- Meeting facilitation
- Marketing & communications planning
- Tactical planning with benchmarks
- Measurement tools



Modern Web Design

We build effective, responsive sites that perform beautifully on every device and are optimized for search.

A FEW OF OUR RECENT FAVORITES

- Vesterheim, The National Norwegian-American Museum
- Acterra Group
- Indian Creek Nature Center
- Pocket Mortgage by Community Savings Bank
- National Czech and Slovak Museum (*featuring e-commerce store*)
- Tri-County Enterprises
- Iowa City Downtown District



Digital Strategy

We believe that digital strategy, combined with a strong focus on the principles of inbound marketing can be extraordinarily successful. Some of the services within our digital strategy department are:

- SEO research, support and implementation
- SEM research and marketing (*PPC, Display Ads, etc*)
- Social media marketing integration and support
- Content marketing strategy and creation
- Inbound marketing software and support (*Hubspot Partner*)
- Sales and CRM software implementation (*Hubspot Partner*)
- Podcasting



Branding & Design

Our creative team blends years of experience in the brand development and design world with a natural curiosity for our clients products to bring beautiful pieces together. Whether it's a cool die cut and fold direct mailer or a print ad, the artwork we provide our clients is what helps them reach their target audiences more effectively.



Experiential Marketing

Video, an event, a trade show booth, interior branding or a guerrilla marketing excursion: all are tactics we've employed that help others experience a brand. We've worked with companies like GoDaddy.com to create events that showcase their culture, we've researched trade show audiences to discover the best "swag" to offer at a booth and a plan to convert attendees to customers, and we've deployed street teams into communities, in front of polling places and embedded them in college campuses to bring our clients' brands to life.



Video

No idea is too "out there" for us. We love to help our clients determine the message and the feeling they are seeking to convey and then build a concept around that goal. We concept, write, direct and produce videos that get watched. Want to go 360 and interactive? We've got the solution for that too.



Advertising

Whether it's a mix of digital and traditional advertising, you need a strategy. We are experienced in creating and implementing a strategy that uses your budget wisely and constantly evaluate the results so changes can be made when needed. We are never a "set it and forget it" agency!

Don't see what you need here? Visit our [services page](#) on our website for more information, or [contact us](#)!



AMENDMENT #1

AMERICAN RESCUE PLAN ACT SUBAWARD AGREEMENT

Federal Awarding Agency: U.S. Department of the Treasury

Federal Award Number: SLFRP0336

Assistance Listing (CFDA): 21.027 Coronavirus State and Local Fiscal Recovery Fund

Federal Award Date: May 19, 2021

Subaward Number: ARPA2022-021

Pass-Through Entity (PTE):	Subrecipient:
Linn County, Iowa	Gutschmidt Properties
935 2 nd Street SW	1540 D Avenue NE
Cedar Rapids, IA	Cedar Rapids, IA 52402
	UEI #: Z9PDTD58SYK3
Subaward Budget Period Start date: 4/1/2022 End date: 12/31/2026	
Period of Performance Start date: 4/1/2022 End date: 12/31/2026	
Amount of federal funds obligated by this action: \$0.00	
Total amount of the federal funds obligated to the Subrecipient: \$250,000.00	
Total amount of the federal funds committed to the Subrecipient: \$250,000.00	
Project Title: Missing Middle Affordable Housing Jumpstart	
Is Project for Research & Development? ☐ Yes ☒ No	

3. Grant Funding.

ORIGINAL STATEMENT:

The Subrecipient shall use the Subaward solely for the Missing Middle Affordable Housing Jumpstart Program.

The County agrees to provide up to \$250,000.00 to the Subrecipient from the County's share of its ARPA allotment, to be used for the Missing Middle Affordable Housing Jumpstart

Program. The Subrecipient agrees to adhere to all applicable local codes and comply with the applicable resident household income restrictions. Household income is calculated and reported in accordance with the annual HUD income limits. Income percentages indicate “at or below” that percentage and are a percentage of the area median income (AMI). Annual income limits are provided at issuance and throughout the duration of the agreement. The current income limits can be found online at <https://www.hudexchange.info/manage-a-program/home-income-limits/>. The Subrecipient committed to rent all of the units to persons at a certain income limit for 10-years from the date of temporary occupancy of the building. For these units, that income limit was at or below 80% of the AMI. (Income limit at or below 80% AMI is considered Low Income.) The County shall pay the Grant Funds to the Subrecipient per a reimbursement of expenses method.

AMENDED AS FOLLOWS:

The Subrecipient shall use the Subaward solely for the Missing Middle Affordable Housing Jumpstart Program.

The County agrees to provide up to \$250,000.00 to the Subrecipient from the County’s share of its ARPA allotment, to be used for the Missing Middle Affordable Housing Jumpstart Program. The Subrecipient agrees to adhere to all applicable local codes and comply with the applicable resident household income restrictions. Household income is calculated and reported in accordance with the annual HUD income limits. Income percentages indicate “at or below” that percentage and are a percentage of the area median income (AMI). Annual income limits are provided at issuance and throughout the duration of the agreement. The current income limits can be found online at <https://www.hudexchange.info/manage-a-program/home-income-limits/>. The Subrecipient committed to rent all of the units to persons at a certain income limit for 10-years from the date of temporary occupancy of the building. For these units, that income limit was at or below 80% of the AMI. (Income limit at or below 80% AMI is considered Low Income.) The County shall pay the Grant Funds to the Subrecipient per an agreed upon advance of \$50,000 per housing unit for 5 affordable “missing middle” infill housing units.

The Subrecipient will provide plans and specifications of the potentially funded projects along with a completed and signed **American Rescue Plan Act (ARPA) Request for Additional Funding** form prior to approval of fund disbursement.

BOARD OF SUPERVISORS

LINN COUNTY, IOWA

SUBRECIPIENT:

GUTSCHMIDT PROPERTIES

Board Chair

Authorized Representative

Date

Date