

MEETING NOTES

Iowa Advisory Council on Automated Transportation (AT) Economic Development Subcommittee Meeting

Skype Conference Call – 319-467-1100, conference ID: 8442672#

Wednesday, August 7, 2019

2-3pm

1. Introductions (10 minutes) – Anna Dizack, University of Iowa National Advanced Driving Simulator

Attendees:

- Rick Peterson (Economic Development Subcommittee Chair), Kristen Weaverling – Iowa Economic Development Authority
- Mickey Shields – Iowa League of Cities
- Mark Buschkamp – Iowa Falls Area Development Corporation
- Erin Cole – Clinton Regional Development Corporation
- Shannon Landauer – Carroll Iowa Development Corporation
- Adam Shell, Garrett Pedersen – Iowa DOT
- Dan McGehee, Omar Ahmad, Anna Dizack – University of Iowa
- Peter Rafferty – Gannett Fleming

Guests:

- Jeremy Harrington, Nate Gordon – Pillar Technology/Accenture
- David Tominsky – New Bohemian Innovation Collaborative (NewBoCo)

2. Update on ATC meeting held Wednesday, June 12th (5 minutes) – Rick Peterson, Economic Development Subcommittee Chair
 - Rick Peterson – provided an overview of the previous ATC meeting. Subcommittee updates given, Scott Marler provided an update on the National Strategy for Highway Automation, subcommittee structure (reduced from eight to four), focus on economic development as the user as well as the developer.
3. ATC vision project (10 minutes) – Peter Rafferty, Gannett Fleming
 - Peter Rafferty – reviewed three-prong approach, six strategic focus/objective areas, economic development four objectives identified (outreach to business, foster business growth, improve freight movement, and workforce development).
4. How can we leverage Iowa's new legislation to maximize additional investment opportunities in the state (in both capital and careers) by tech companies that are operating and succeeding in this space? (30 minutes) – Jeremy Harrington, Accenture and David Tominsky, The New Bohemian Innovation Collaborative, Inc. (NewBoCo)

- Jeremy Harrington – Pillar Technology has foundations in automotive. Connecting cars to the rest of the world. 380 people across Ohio, Michigan, Iowa, and now Chicago. Focus on software. Pillar awarded underlying operating system for what a smart city, Columbus, means, what it looks like. Foundation for bettering life. Autonomy really getting its roots in precision agriculture. A lot of people in the state doing that work. Improving the experience and quality of life.
- Rick Peterson – this terminology opens doors, indicates full scope of these efforts. Personalizes the topic, at a human level. Mobility sounds less like a produce and more like a service. Opportunities that exist in rural areas are compelling.
- Jeremy Harrington – need to be ready (workforce, infrastructure, etc.).
- David Tominsky – provided a background on NewBoCo. A non-profit based in Cedar Rapids with 18 employees. Focused on entrepreneurship, education, and innovation. Early stage tech companies. Accelerators typically have an investment fund tied to them and provide basic business curriculum for start-ups. Made first investment in 2014. \$1.7 million fund. Have invested in 39 companies, 2/3 are still active, have created 91 jobs. Accelerator designed to invest in many types of companies, but industries that are strong in Iowa. What Iowa excels in: healthcare, ag, transportation, manufacturing, education. In the process of raising a second fund that's significantly larger than the first fund (target of \$30 million). Looking for ways they can go much deeper in specific industries—healthcare and education are two they're far along on. Partnerships in place will allow them to hone focus on those. Focus areas: entrepreneurship, education, innovation. Looking to invest in a company that can scale.
 - Interested in transportation and AVs. One company in particular from Ukraine (Cargofy: <https://cargofy.com>). Like the Uber model for freight.
 - Opportunity to train talent needed for AV jobs in the future.
- Rick Peterson – how do you get a project through program to monetized form?
- David Tominsky – NewBoCo isn't necessarily looking for ideas, but good teams that create good ideas. Looking for teams with something established, want to get things to revenue quickly but not build so fast that it's based on the wrong model. Timing is key.
- Rick Peterson – IEDA has innovation programs, but state will always be the last dollar into a deal. Will continue to work with accelerator to determine how to get more. NewBoCo aware of those programs and looking for opportunity to trigger ability to use IEDA investment.
- Anna Dizack – asked about Smart Cities initiative. Working with any communities besides Columbus?
 - Jeremy Harrington and Nate Gordon – Not currently. At the core, with them only, but looking more broadly. Not fully yet in Iowa but working to get there. All about data. Access to useful information and datasets. Software being developed is open source, public domain.

5. Information and key upcoming dates

- Iowa ATC Meeting: Thursday, September 12th, 10:30am-12:30pm

SUBCOMMITTEE MEMBERSHIP

Economic Development Subcommittee

Name	Organization	Email
Rick Peterson	Iowa Economic Development Authority	Rick.Peterson@IowaEDA.com
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