

December 5, 2019

Dear JCDC board members,

I'm writing to let you know I have decided to leave my role as VP of economic development on the new Aspire Economic Development + Chamber Alliance staff team on Jan. 1, 2020. It is with a very heavy heart that I will not be continuing on in my anticipated capacity due to personal and health issues.

Three years ago, the JCDC executive committee began a journey to explore new opportunities to better serve our county, our businesses and our investors. Because of the evolving needs of business, JCDC worked with our communities and partners to begin developing stronger messaging about the quality of life in our county, the strength of our workforce and our increasing focus on community development and talent attraction.

This inquiry further led us to explore the concept of a countywide organization that could better articulate a unified economic development vision, streamline the process of talent attraction and retention, and boost the area's significance to create opportunities in all corners of the county. The result of this journey, as you now know, is Aspire Economic Development + Chamber Alliance.

I will be stepping down to allow a new economic development leader to emerge who will continue to move the county forward on the path to excellence. It has been an honor to serve in this capacity, and I truly wish it were possible to continue. My desire is to see this organization succeed, and I know I do not have the physical capacity to give 100% to this effort. I believe it is for the good of the county to allow someone else to step forward to lead this organization and our county to the next level of success.

It has been my privilege to serve the county as executive director of JCDC. For more than seven years, I was honored to work alongside many other Johnson County leaders in efforts to bring in new businesses as well as retain the companies already based here. I participated in the creation of important initiatives including our county's first tourism bureau, the development of a countywide trails master plan, and the establishment of two important workforce development programs – the Work Ethic Certification program and the Work Ready Community program. I look forward to continuing my involvement in the county, both as a resident and as an advocate, just with a different level of service.

I am grateful for your understanding that I need to make this decision based on my personal health concerns and my family. I am so thankful for your service and commitment to JCDC.

I am excited to watch the work that will continue and the successes that will come because of Aspire. I will always be a champion for the organization and the work they do.

Sincerely,

Dana Monson