

Regular Meeting Minutes – November 5, 2018
Ivan “Ike” Ackerman Council Chambers

A Regular Meeting of the Waverly City Council was held on November 5, 2018 at 7:00 P. M. at City Hall. Mayor Soash presided.

- A. Mayor Soash called the meeting to order.
- B. Roll Call
- Birgen, Drenkow, Kangas, McKenzie, Rathe, Sherer, and Waldstein were present.
- C. Mayor Soash led in the Pledge of Allegiance.
- D. Moved by Birgen, seconded by Drenkow to approve the agenda as presented.
Motion passed. Yes: 7 No: 0 Absent: 0
- E. Moved by Waldstein, seconded by Rathe to approve the October 15, 2018 regular meeting minutes as presented.
Motion passed. Yes: 7 No: 0 Absent: 0
- F. Council welcomed Ben Wilson as Guest Councilmember for the month of November.
- G. Public Comments on Items Not on the Agenda.
- Kevin Blanshan of Iowa Northland Council of Governments (INRCOG) addressed Council regarding both the recent Community Development Block Grant (CDBG) application and the proposed upcoming CDBG grant application. Mr. Blanshan explained that the CDBG grant is federally funded; there were two people from the Iowa Economic Development Authority that reviewed the most recent grants and nobody from INRCOG reviewed them. He highly encouraged the City to apply for the grant.
 - Adam Hoffman, Michelle Chavez, Matthew Schneider, Tony Skaggs, Kay Kingsley (of rural Waverly), and Amy Schneider shared with Council their concerns for the three-lane Bremer Avenue and requested that Council reverse their decision for a 3-lane road vs. a 4-lane road.
 - Mayor Soash commented that after speaking with Police Chief Richard Pursell he feels that none of the recent accidents (2 rear-end accidents and 1 left turn in front of another car) were caused by Bremer Avenue being a three-lane road. Drivers need to have patience. The additional space provided between the parking lanes and the outside driving lanes is not designated for bike trails. According to Iowa law, a person can legally ride a bicycle right down the middle of the lane on a highway. The painted markings will not be 100% done until spring. The D.O.T. will not change the markings for at least two years. In checking with emergency responders, they have reported that the ambulance has only had a few calls and have had no problems getting across town, the fire department has not had any calls since Bremer Avenue was made fully accessible. The lack of visibility of the markings at night will be looked into along with several other punch items. The hash marks in front of Fareway and the Printery will be looked at next spring. According to policies, procedures, and legalities a reconsideration of this topic is not allowable at this time. Citizens, employees, business people, and others are encouraged to speak with the Councilmembers.
- H. Consent Calendar
1. Approve the purchase of a Dodge Ram Pickup for the Government Buildings Division from Krueger Motors of Waverly, Iowa for a total of \$23,767.00.
 2. Pay Request from Cramer and Associates, Inc. for the Cedar River Parkway (East) Improvements 2018 for the amount of \$35,150.73.
 3. Pay Request from Cramer and Associates, Inc. for the Cedar River Parkway (East) Improvements 2018 for the amount of \$87,440.85.
 4. Pay Request from Lodge Construction for the 2nd Avenue NE Storm Sewer Replacement 2018 for the amount of \$42,964.70.

5. Pay Request from Stanley Consultants, Inc. for the Cedar River Parkway (East) Improvements 2018 for the amount of \$35,439.11.
6. Pay Request from WHKS & Co. for the WPC Facility Improvements 2020 for the amount of \$77,715.92.
7. Pay Request from Crystal Heating, Plumbing, & Exc. for the storage building demo and tree removal for the South Riverside Park Improvement Project Phase I for the amount of \$17,650.00.
8. Pay Request from Crystal Heating, Plumbing, & Exc. for additional tree removal for the South Riverside Park Improvement Project Phase I for the amount of \$28,750.00.
9. Class C Liquor License for Prairie Links Golf and Event Center.
10. Class C Beer Permit for Kwik Star #752.
11. Special Class C Liquor License for Wartburg College.
12. Ownership update for Wartburg College.

Moved by Sherer, seconded by Birgen to approve the action of Consent Calendar item numbers 11 and 12 separately from item numbers 1 – 10.

Motion passed. Yes: 7 No: 0 Absent: 0

Moved by Sherer, seconded by Birgen to approve Consent Calendar item numbers 1 – 10.

Motion passed. Yes: 7 No: 0 Absent: 0

Moved by Sherer, seconded by Birgen to approve Consent Calendar item numbers 11 and 12.

Motion passed. Yes: 7 No: 0 Absent: 0

- City Clerk Carla Guyer informed Council that item number 11 was a regular annual liquor license renewal and that item number 12 was due to a management change.

I. Regular Business.

1. Moved by Drenkow, seconded by Rathe to approve Resolution 18-153, a Resolution approving a Minor Subdivision request for subdividing the property into three parcels creating Parcel JJ, Parcel KK, and Parcel LL at 1515 East Bremer Avenue.

Motion passed. Yes: 7 No: 0 Absent: 0

- This is in order to have three complete parcels once approved by Council.

2. Moved by Rathe, seconded by Sherer to approve Resolution 18-154, a Resolution approving a Marketing Plan Contract with Amperage Marketing of Cedar Falls, Iowa for researching and development of a marketing plan for an estimated amount of 12,480.00 plus out-of-pocket expenses for travel, meals, etc.

Motion passed. Yes: 7 No: 0 Absent: 0

- The City of Waverly previously employed Amperage Marketing to assist the City with a branding study to bring awareness to the community and portray it in a positive way to attract skilled workers, business investment and new residents to Waverly. The first phase provided research and logo/brand standards development. The next phase is to research and develop a marketing plan. Account Manager Robin Frost, Research Strategist and Amperage Marketing Director Erin Bishop, and Partner/President Bryan Earnest all of Amperage Marketing & Fundraising were present. Ms. Frost explained that Amperage uses a well-defined process which used both qualitative and quantitative research to answer the questions of how consumers perceive the City of Waverly's brand, and whether those perceptions align with the position the City wants to portray. Information was obtained and used to create a branding strategy that strategically positions Waverly in the marketplace. Their research included a comprehensive Brand Alignment Survey (CBAS), a Consumer Perception Study, and an Amperage Fusion Session to work on logo and brand development. The next step is moving forward with a marketing plan to attract workforce, business investment, and new residents to Waverly. The foundation of the message has

been developed. Ms. Bishop commented that the message needs to be tweaked and optimized since the message to recruit a skilled worker to come to Waverly to work would likely be different than quality of life messaging. Amperage can implement the plan as much as needed along with internal implementation. Marketing is critical to a successful business or in this case, a successful community. The marketing plan is needed to know what we could be doing and identifying what will be needed in advertising dollars. Mr. Earnest noted that first and foremost at task would be to develop a consistent message for Waverly, then, position the message internally and then, externally. Over a three-year period, it will probably be in excess of \$100,000. People live here because they are happy. The statement, “remove all obstacles” is working together to remove the obstacles that make a person un-happy in life. The word “all” shall be removed from the sentence. A theme for the campaign to move forward will be brought to Council to see if it will be adopted as an official tag line/slogan. Funding will come from dollars in the South Industrial Park fund which is a fund that remains available for future development.

3. Moved by Sherer, seconded by McKenzie to approve Resolution 18-156, a Resolution approving Amendment No. 1 to the original West Water Tower lease agreement between the City of Waverly and New Cingular Wireless PCS, LLC (Managed by AT&T Mobility Corporation) to update the language and address the possible installation of a generator and additional equipment for technology upgrades.

Motion passed. Yes: 7 No: 0 Absent: 0

- Telecorp Realty/AT&T/New Cingular Wireless has leased space on Waverly’s West Water Tower since 2001. The requested Amendment No. 1 updates the language in the original Agreement and addresses a generator and additional equipment that may be installed as technology upgrades are completed. Since 1997, the City of Waverly has leased space on the West Water Tower to cell phone providers. The leasing of the space on Waverly’s water towers provides income to the Water Division that helps to cover water tower maintenance expenses and lowers water user fees. Additionally, the use of water towers to co-locate communications equipment helps improve local cell phone service without the construction of unsightly communications towers. The generator and other equipment would still fit into the amount of space already leased to them.

4. Moved by Drenkow, seconded by Rathe to approve Resolution 18-157, a Resolution approving the City of Waverly Safety Manual.

Motion passed. Yes: 7 No: 0 Absent: 0

- This upgrades a previous manual that was prepared in 1995.

5. Moved by Drenkow, seconded by Waldstein to approve the First Reading of Ordinance 1048, an Ordinance amending Section 105.4.09, Handicap Parking and Section 105.4.10, Additional Parking Restrictions of the Waverly Municipal Code.

Motion passed. Yes: 7 No: 0 Absent: 0

- Appropriate markings of spaces by Family Video will be added to the ordinance for the second reading. A possible change to allow for two-hour parking on certain streets near the hospital may possibly be added to the ordinance for the third reading, however, alternate options were discussed. There is a need for 30 – 40 additional parking spaces.

6. Moved by Kangas, seconded by Birgen to approve First Reading of Ordinance 1052, an Ordinance Adopting the “City Code of the City of Waverly, Iowa” and Setting November 19, 2018 at 7:00 P.M. in the Council Chambers of City Hall as the date, time, and place for a Public Hearing.

Motion passed. Yes: 7 No: 0 Absent: 0

J. Reports from Boards and Commissions

1. Historic Preservation Commission Minutes; July 23, 2018; Received into record.
2. Historic Preservation Commission Minutes; August 27, 2018; Received into record.
3. Planning & Zoning Commission Minutes; September 6, 2018; Received into record.
4. Economic Development Commission Minutes; September 11, 2018; Received into record.
5. Airport Commission Minutes; September 13, 2018; Received into record.
6. Historic Preservation Commission Minutes; September 24, 2018; Received into record.
7. Leisure Services Commission Minutes; October 18, 2018; Received into record.

K. Staff Comments

- Leisure Services Director Tab Ray announced a Waverly Rail Trail Candlelight Walk on Saturday, November 10, from 5 p.m. to 7 p.m.
- County Attorney/Community Development Director Bill Werger informed Council that the paint contractor may be back soon to try to paint lines if the weather cooperates. The bricks to finish the sidewalk should be delivered and installed by the end of next week (November 16).

L. City Council Comments

- Councilmember Rathe reminded citizens to vote in the elections and also noted that the Waverly Senior Center (506 Café) would be serving lunch on Tuesday to raise money for the Friends of the Family organization.
- Councilmember Birgen said he would be going to the Pour House after the Council meeting in case anyone would like to join him to talk about any concerns of the City they may have.
- Councilmember Sherer mentioned that Wartburg College Football Team is playing a championship game on Saturday, November 10, at Dubuque.

M. Mayor's Comments

- Mayor Soash also encouraged residents to vote.

N. Moved by Birgen, seconded by Rathe to adjourn. Motion passed and Council meeting adjourned at 8:49 P.M. **Yes: 7 No: 0 Absent: 0**

Dean Soash, Mayor

ATTEST:

Carla Guyer, City Clerk