

Regular Meeting Minutes – April 2, 2018  
Ivan “Ike” Ackerman Council Chambers

A Regular Meeting of the Waverly City Council was held on April 2, 2018 at 7:00 P. M. at City Hall. Mayor Soash presided.

A. Mayor Soash called the meeting to order.

B. Roll Call

1. Birgen, Drenkow, Kangas, McKenzie, Rathe, Sherer, and Waldstein were present with none absent.

C. Mayor Soash led in the Pledge of Allegiance.

D. Moved by McKenzie, seconded by Sherer to postpone Regular Business Item number 2 until May 7, 2018.

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

Moved by Birgen, seconded by Rathe to postpone Regular Business Item number 8 until April 16, 2018.

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

Moved by Kangas, seconded by Waldstein to approve the agenda as amended.

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

E. Mayor and Council welcomed Eric Stromberg as the Guest Council person for April.

F. Public Hearing

1. This was the date, time and place for a public hearing on an Ordinance Amending Chapter 102 of the City Code providing for amendments to the current Flood Plain Management section.

• **There were no written or oral public comments.**

**The public hearing was then closed.**

Moved by Drenkow, seconded by Rathe to approve the Second Reading of Ordinance 1034, an Ordinance Amending Chapter 102 of the City Code providing for amendments to the current Flood Plain Management section.

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

G. Public Comments on Items Not on the Agenda

- Pete Lampe expressed his concern for the deteriorating condition of Cedar Lane. Increased traffic amounts due to the detours for the Bremer Avenue Reconstruction project will only aid in the deterioration.
- John Campbell requested that Council and staff look into the possibility of decreasing the speed limit on 10<sup>th</sup> Avenue SW.

H. Consent Calendar

1. Pay Request from McClure Engineering Co. for the 20<sup>th</sup> Street NW Reconstruction 2018 for \$14,360.00.
2. Pay Request from Boland Recreation for the Rolling Hills Miracle play equipment for \$20,099.25.
3. Pay Request from BerganKDV Technology & Consulting Inc. for Extreme Switching/Ruckus Wireless for \$20,826.00.
4. Setting the Public Hearing for May 7, 2018 at 7:00 p.m. in the Council Chambers of City Hall to review the 20<sup>th</sup> Street NW Reconstruction: Railroad Crossing Improvements at 20<sup>th</sup> Street NW and 5<sup>th</sup> Avenue NW- 2018 project Plans, Specifications, Form of Contract, and Estimated Cost.

Moved by Drenkow, seconded by Birgen to approve the Consent Calendar.

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

I. Regular Business.

1. Moved by McKenzie, seconded by Birgen to approve the Third and Final Reading of Ordinance 1033, an Ordinance Providing for rezoning of property on the Northwest corner of 4th Street SW and 10th Avenue SW from R-1 (Single Family Residential) to C-2 (Commercial) District with accompanying statement of commitments from applicant, for amending the Waverly Future Land Use Map from Residential and Commercial to Commercial.

**Motion passed. Yes: 4 No: 3 (Drenkow, Kangas, Sherer) Absent: 0**

- The engineer for Casey's, Wally Pelds of Pelds Engineering Company, presented a slide show to demonstrate what the hill at 16 – 20-foot-high would look like; what a line of sight would look like with a fence and six (6) foot trees; and what traffic controls would be put into place. The fencing will be positioned 75 feet from a unit, the green space will remain green space, and 4<sup>th</sup> Street SW will become a 3-lane road in 2020. Mr. Pelds showed slides of what the night views might look like. Lights will go out when the store is closed, with the exception of three (3) security lights. Store hours are slated to be 6:00 a.m. to 11:00 p.m.
- Jim Janssen voiced that he still has concerns for south bound traffic and the planned traffic controls seem like it would make it harder to turn onto 8<sup>th</sup> Avenue SW. Mr. Janssen expressed that he would like to see them eliminate the exit into Casey's from 4<sup>th</sup> Street and that he has further concerns for reducing the number of lanes.
- Patricia Shaw commented that it seems it would be harder to turn off of 8<sup>th</sup> Avenue SW onto 4<sup>th</sup> Street SW. She stated that she feels that the proposed traffic control does not allow for 4<sup>th</sup> Street SW north bound traffic to turn left onto 8<sup>th</sup> Avenue SW.
- Issues of the noise, lighting pollution, water run-off, and fuel run-off have been addressed. Traffic issues can be addressed. Casey's has done a good job addressing the neighbors' concerns. It was questioned whether this project is the highest and best use for this property. Planned screening is adequate and should always be required. Council is concerned with what else might be built at this location if it isn't a Casey's. The grading of the hill with that much traffic is a concern and weather dictates some of the concern. All safety needs should be addressed. There are concerns for the neighbors. The location was questioned as to whether it was the best location for a Casey's. Once the Cedar River Parkway is finished, it will bring more traffic and likely many large trucks. Slowing traffic may help with safety issues. With all of the concerns addressed, the project can work there. The Planning & Zoning Commission spends a great deal of time on the Comprehensive Land Use Plan (CLUP). The Council needs to look at the CLUP critically and take it seriously.

2. Approving Resolution 18-57, a Resolution accepting the final contract payment of \$90,000.00 from the Bremer County Fair Association for Parcel O and authorizing the deed to be given in satisfaction of the contract, approving the lease of Memorial Park for 2019 for the Bremer County Fair event, and (approving or terminating) the extension of the fundraising deadline to January 2019 for Champions Ridge.

**This item was postponed until May 7, 2018 at the time the agenda was amended.**

3. Moved by Kangas, seconded by Waldstein to approve Resolution 18-58, Approving a Farm Lease Agreement between the City of Waverly and Dean Knapp for 35.34 acres Parcel M property for \$10,124.91 and David Joachim for 54 acres Parcel N property located at Champions Ridge for the total amount of \$9,720.00 payable in two increments.

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

- Parcel N was rented to David Joachim by the Smith Estate in 2017 for \$180 per acre. That lease was not terminated in the process of transferring the property to the City. Mr. Joachim wants to rent Parcel N for \$180 per acre for 2018. The City is obligated to honor the prior lease amount. This parcel contains 54 acres. Parcel M is being rented with Parcel O owned by the Fair Association. Dean Knapp was the high bidder for both parcels. There will be a separate lease with the Fair. Parcel M contains 35.34 acres.

4. Moved by Rathe, seconded by McKenzie to approve Resolution 18-59, Approving a contract with Amperage Marketing for a Community Branding Plan for an estimated amount of \$39,325.00 plus out-of-pocket expenses for travel, meals, etc.

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

- Waverly employers are struggling to find skilled workers to fill their job openings. Recruitment has been hampered in part by preconceived notions about small town living and reluctance to consider living in a small community. However, Waverly has many benefits to offer along with close proximity to the resources of a larger metropolitan area. In an effort to assist employers in recruiting workforce to Waverly, staff has solicited a proposal from Amperage Marketing for the creation of a community branding plan. The primary goal of the plan is to assist in the recruitment of new workers to the community, and secondary goals include attracting business investment and new residents to Waverly. Amperage utilizes a well-defined process which uses 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 obtained is used to create a branding strategy that strategically positions Waverly in the marketplace.

- Account Manager Robin Frost and Research Strategist & Marketing Director Erin Bishop both of Amperage Marketing of Cedar Falls, Iowa explained that Robin would serve as the City's primary contact person and liaison between the City, the Economic Development Commission, and Amperage to make sure the project is being completed to the City's satisfaction. Erin's primary roll would be to facilitate the research projects, pulling in members of other internal marketing and strategy team to help pull together what the brand vision and platform in relaying the message as to why Waverly is a great place.

- The result of this project would include building a positive perception of surrounding communities within a 30 miles radius of Waverly. With such a monetary investment, this is something that we would want to use to the fullest and be sure it doesn't get "pushed to the back of the shelf and forgotten". This will not be an instantaneous result, and the project will need at least one (1) year to gain traction. The more effort that is put into this, the more benefits the City will see. How much continuous messaging to the public gets done will determine the time frame. It is planned that the Economic Development Commission together with City Staff will push to keep this moving forward. Waverly Chamber of Commerce would also be a partner in keeping the momentum going on this project. Since people can find like positions in other communities, it seems necessary to promote Waverly and why they would want to live and work in the community. Amperage Marketing would work with Council to determine benchmarking.

5. Moved by Birgen, seconded by Rathe to approve Resolution 18-60, Approving a contract with Community Foundation of North East Iowa to establish a Leisure Services Foundation and Quasi Foundation with the donations of \$10,000.00 each.

**Moved by Waldstein, seconded by Sherer to postpone this item until May 7, 2018.**

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

- The Foundation would be a vehicle to accept donations, bequests, and memorials to help fund future initiatives for the Department. There would be two separate foundations: the regular foundation which money is donated into a fund and the Department would get the interest each year while the principal is not touched and the “Quasi” foundation where funds for specific projects are deposited in the fund and the principal receives interest and can be withdrawn down to a balance of \$10,000 to use for the specific project. This could be a holding place for grant funds received for a particular project and then, when needed, withdrawn to do the project. The objective would be to invest funds for the future with contributions earning a reasonable interest rate. All principal is tied up and can never be used in the Foundation. The Quasi funds can be used as needed, but must have a minimum balance of \$10,000 all the time. The interest earned each year can be received at any time of the year or reinvested.

- The regular foundation would earn 4% interest and 1% goes to Community Foundation of North East Iowa for the administration. Concerns were expressed regarding the 100 basis points annual fee and that 4% seems considerably below market rate. Staff informed Council that the 4% is a minimum that gets adjusted each year. Staff will report back to Council with more information at the May 7 meeting.

6. Moved by Drenkow, seconded by McKenzie to approve Resolution 18-61, Approving the Leisure Services Department Fees and Charges for 2018.

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

- The fees are reviewed by staff during the annual budget process and by the Commission before a request to Council is made. This year they are requesting to establish more youth and young adult fees for the golf course and increasing the weekend opening and closing charges for Harlington Cemetery. A recommendation from the Golf Pro David Jordan was to encourage young golfers to take up the game of golf and hopefully, they will continue the game as they get older. This led to the recommendation to decrease the youth pass to the same rate as the team pass of \$50, to expand the age of the young adult pass from 23 to 26, and to reestablish a \$150 College Pass for before Memorial Day and after Labor Day. The Cemetery is unique because staff does not have regular weekend hours, but are expected to work whenever there is a service on the weekend. As a result, the staff are now being paid a weekend premium rate for weekend services. Staff recommends to increase the weekend services fees at Harlington Cemetery by approximately 5% to offset some of these additional costs. Parks, Pool, and Civic Center will remain the same for 2018. There are no user fees for the Rail Trail or Bark Park.

7. Moved by Rathe, seconded by Birgen to approve Approving Resolution 18-62, Authorizing the Mayor to sign a memorandum of understanding with the Iowa Northland Regional Council of Governments (INRCOG) for the general administration of the housing fund contract with the Iowa Economic Development Authority.

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

- The City has participated in housing rehabilitation programs in the past. These past projects, during years ranging from 1999 to 2009, have included the rehabilitation of 25 homes. The City has opened this program to various neighborhoods to allow for

many differing homes in different neighborhoods to receive a benefit. The work completed included various bare essential improvements, such as new roofs, windows, furnaces, plumbing, and removal of lead and other environmental hazards from the homes. These homes were located outside of the 100-year floodplain and mainly in NE and SE Waverly. CDBG funding cannot be utilized on homes located within the 100 year floodplain. With the completion of the Dry Run Creek improvement project, FEMA has revised the Flood Insurance Rating Maps to show a vast majority of properties moving from a high-risk 100-year flood hazard area to a lower risk 500-year flood hazard area in Northwest and Southwest Waverly. With this action, these homes are now eligible to receive Federal funding through CDBG funded housing rehabilitation funding through City-facilitated programs. The program is competitive and requires substantial input from the City. City staff is interested in pursuing this particular grant opportunity which could provide for improving approximately six owner-occupied housing properties in 2018 based on funding projections provided by INRCOG. In order to increase the chances of success, City staff has narrowed a target area to include an area in NW Waverly which includes blocks of housing which could benefit from such funding. Staff and INRCOG defined an area in NW Waverly big enough to capture eligible homes which could entertain utilizing this program, and have a high percentage of homes within the identified area qualifying for income guidelines and housing needs, according to the CDBG grant decision criteria matrix. To accomplish this program, Staff is recommending Council to consider a request to have the City partner with INRCOG to complete a vast majority of the required administrative items in the future because of their familiarity with Waverly and past housing rehabilitation projects. INRCOG will receive a portion of any received funding to accomplish this in a not-to-exceed amount of \$30,000. The Housing rehabilitation program is a grant and does not require any City funding.

8. Approving Resolution 18-63, a Resolution accepting the Winter Tree Cutting- Cedar River Parkway Improvements project as complete and approving final pay request to Benton's Sand & Gravel of Cedar Falls, Iowa.

**This item was postponed until April 16, 2018 at the time the agenda was amended.**

J. Reports from Boards and Commissions

1. Historic Preservation Commission Minutes; January 22, 2018; Received into record.

K. Staff Comments

- City Engineer Mike Cherry noted that the yard waste site spring opening was delayed due to weather. It is now open as of today (April 2).
- Leisure Services Director Tab Ray announced that the Dog Park will hold an Easter Egg Hunt for the dogs on Sunday, April 8, at 1:30 p.m.
- City Attorney Bill Werger commented that Bremer Avenue construction will be starting (depending on weather) with no parking on Bremer Avenue. The removal of the canopy at Bremer Avenue and 2<sup>nd</sup> Street NE is partly done.

L. City Council Comments

- Staff informed Councilmember McKenzie that the pounding noises being heard on the southeast part of town is being caused by the driving of the pylons for the Cedar River Parkway bridge. This could take quite a bit more time.
- Staff informed Councilmember Birgen that there have been many photos taken of the inside of the cemetery crypt.

M. Mayor's Comments

- There were none.

N. Moved by Waldstein, seconded by Kangas to adjourn. Motion passed and Council meeting adjourned at 9:10 P.M.      **Yes: 7    No: 0    Absent: 0**

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Dean Soash, Mayor

ATTEST:

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Carla Guyer, City Clerk