

Study Session Meeting Minutes – November 26, 2018
Ivan “Ike” Ackerman Council Chambers

A Study Session Meeting of the Waverly City Council was held on November 26, 2018 at 7:00 P. M. at City Hall. Mayor Soash presided.

- A. Mayor Soash called the meeting to order.
- B. Roll Call
 - Present: Birgen, Drenkow, Kangas, McKenzie, Rathe, Sherer, and Waldstein.
 - Absent: None
- C. Moved by Waldstein, seconded by Drenkow to approve the agenda as presented.
Motion passed. Yes: 7 No: 0 Absent: 0
- D. Moved by Waldstein, seconded by Rathe to approve the November 5, 2018 regular meeting minutes and the November 10, 2018 strategic planning minutes
Motion passed. Yes: 7 No: 0 Absent: 0
- E. Public Comments on Items Not on the Agenda
 - There were none.
- F. Study Session Calendar.
 1. Golf Commission Update
 - Golf Commission Chairperson Brent Jones introduced himself and named the commissions members: Ron Reusche, Sally Thorson, Brad Gade, Sharon Abram and also recognized Council liaison Ann Rathe. Mr. Jones highlighted activities from the past 12 months and a few of the possible challenges looking forward. Some of many accomplishments he listed were: removal and replacement of five Ash trees, transition of City staff in different and new positions, a new P.O.S. system (T-SNAP), growth in youth golf participation, new joint management with the Country Club, success with the Fire Fighters Convention, and expansion of the #9 Tee box. Various fundraising golf events were held including: Veterans Appreciation, Dave Fink Memorial, Valley Lutheran Golf Outing, Chamber Outing, Exchange Club, Pink Ribbon, Booster Club, Peace Officers, Bethany Bible Church Outing, and many more small business outings. Some challenges that the commission faces are: the need for a golf practice range, updating the irrigation system, the overall aging of the golfing public, possible run-off from Casey’s (this is an unknown as of now), finding qualified and reliable seasonal help, local competition for golfing rounds between courses (especially now that both courses are public courses), and extreme weather pattern changes. The City has great staff maintaining the City course.
 2. Discussion on Town Hall Meetings
 - Councilmember Rathe explained that through the Community Involved Strategic Planning session held in August it was determined there was a need for more effective communication between the City and the public. Holding Town Hall meetings may aid in moving towards the right direction of an effective communication goal. There are not very many communities that conduct regular Town Hall meetings. Town Hall meetings could be done by ward number. Daytime on a weekend may work the best for scheduling a Town Hall meeting. It was noted that Councilmembers are also very receptive to receiving a phone call

from citizens with questions or comments. There are many different approaches to Town Hall meetings. There were comments that the possibilities of a communications marketing director may aid in determining the use of Town Hall Meetings. For instance, the meetings would have structure, but possibly no agenda. Questions arose as to whether people would engage in dialogue and if they did, would there be civil conversations. It was determined that responding to the public comments during a Council meeting should not be common practice and should be the discretion of the presiding Mayor. Councilmember Rathe will check with Phil Jones on the status of neighborhood meetings.

3. Discussion on the Communications Director Position

- This topic also originated from the Community Involved Strategic Planning session held in August. Some of the ideas presented of what would be looked for in a Communications Marketing Director position would be more than the standard staffing position that has historically been in place. This position could be responsible for organizing communication to the public. Possible ways to achieve this would be: town hall meetings, through the City's web site, and community surveys. Possible skills and/or traits to be looked at for this position might include: an I.T. background, being a community contact, taking a proactive position in sharing information, looking at what the Amperage Markets Strategy revealed, and have an expertise in posting information. It is important for the City to be nimble in how it responds. This position will take budgetary discretion. It would be important to find out what Amperage comes back with to aid in determining some of what would be involved in marketing strategies. Staff will check into whether other Cities have such a position and look at possibilities in partnering with other entities. It was discussed whether this position could be outsourced; however, it doesn't seem to be something that would be outsourced very readily. There would be a certain authenticity that would come from in-house staff and the ownership they would hold. A very specific job description is needed so there are clear priorities and tasks set for them.

G. Reports from Boards and Commissions

1. Waverly Low Rent Housing Agency Minutes; September 18, 2018; Received into record.
2. Bremer-Waverly Law Board Minutes; November 14, 2018; Received into record.

H. Staff Comments

- There were none.

I. City Council Comments

- Councilmember Birgen noted he would be at the Wooden Foot after this meeting if anyone would like to meet him and visit about City affairs.
- Councilmember Sherer noted the Iowa League of Cities periodical, *CityScape*, article regarding the City of Waverly's Guest Council program.

J. Mayor's Comments

- There were none.

K. Moved by Birgen, seconded by McKenzie to adjourn. Motion passed and Council meeting adjourned at 8:10 P.M.

Yes: 7 No: 0 Absent: 0

Dean Soash, Mayor

ATTEST:

Carla Guyer, City Clerk