

Regular Meeting Minutes – July 1, 2019  
Ivan “Ike” Ackerman Council Chambers

A Regular Meeting of the Waverly City Council was held on July 1, 2019 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, Rathe, Sherer, and Waldstein
  - Absent: McKenzie
- C. Mayor Soash led the Pledge of Allegiance.
- D. Moved by Drenkow, seconded by Birgen to approve the agenda as presented.  
**Motion passed. Yes: 6 No: 0 Absent: 1**
- E. Moved by Drenkow, seconded by Rathe to approve the June 17, 2019 regular meeting minutes.  
**Motion passed. Yes: 6 No: 0 Absent: 1**
- F. Council welcomed Kim Dix as Guest Councilperson for July.
- G. Public Comments on Items Not on the Agenda.
  - There were none.
- H. Consent Calendar
  1. Pay Request from WHKS & Co. for the WPC Facility Improvements 2020 for the amount of \$19,499.90.
  2. Pay Request from WHKS & Co. for the Adams Parkway Bridge Repairs 2019 for the amount of \$4,748.34.
  3. Pay Request from Stanley Consultants Inc. for the Cedar River Parkway (East) Improvements 2018 for the amount of \$45,989.17.
  4. Pay Request from Cramer and Associates, Inc. for the Cedar River Parkway (East) Improvements 2018 for the amount of \$393,130.00.
  5. Pay Request from Midwest Mobile Washers for exterior North and East Water Tower Cleaning for the amount of \$12,580.00.
  6. Pay Request from Mätt Construction for the South Riverside Park Improvement Project-Phase 1 Exchange Building Renovation for the amount of \$48,900.00.
  7. Class C Liquor License for Sasquatch Jack’s Hideaway Barroom & Grill.
  8. Cash Disbursements for May, 2019.Moved by Sherer, seconded by Birgen to approve the Consent Calendar.  
**Motion passed. Yes: 6 No: 0 Absent: 1**
- I. Regular Business.
  1. Moved by Drenkow, seconded by Birgen to approve Resolution 19-114, approving the Website Design proposal in the amount of a one-time fee of \$12,500.00 and annual cost of \$1,445.00 for a total cost of \$13,945.00 and the Marketing Plan Production proposal in the amount of \$39,250.00 from Amperage Marketing of Cedar Falls, Iowa for the implementation of the Community Marketing Plan.  
**Motion passed. Yes: 5 No: 1 (Kangas) Absent: 1**
    - Economic Development Specialist Connie Tolan reviewed that in April 2018 the City of Waverly contracted with Amperage Marketing to lead the City through a branding study to identify the community's brand using qualitative and quantitative research. Through personal interviews and online surveys, the voices of 225+ individuals in the community and surrounding area were used to identify a community branding identity for

Waverly. In November 2018, the City of Waverly took the next step with Amperage Marketing by contracting to develop a Community Marketing Plan. This plan included a theme that effectively communicates the community's brand, a strategy to introduce the branded materials and messaging to each stakeholder segment, recommendations for communication channels to be utilized, and a timeline and budget to carry out the plan. The City Council approved \$60,000 in the FY 2019-20 budget to begin implementation of the Community Marketing Plan that was developed. We are at the point where approval of specific work plan proposals is needed in order to move forward with implementation of the plan.

- Robin Frost and Bryan Earnest of Amperage Marketing were present to respond to questions. Council would like to be sure that the website will serve the people that are using it regularly. Robin Frost explained that the new website would not be intended to replace the current City website. The new website would be utilized more as a recruitment / relocation type tool. The current website will be more transactional. Amperage Marketing has taken a look to see if any of the existing content could be repurposed onto the new website. The new website will be a separate tool with a separate focus. We will want some synergy between the two websites. Tools like website design and marketing plan production will now begin to be built. The contract before Council is for website design and also for more marketing plan production. It is anticipated there will be a "Reveal" event this fall. Amperage Marketing will do their best to make the new website as prominent as possible for internet searching. There was some skepticism of the vagueness of what exactly the marketing will be. Robin Frost reviewed the process for the outcome of the committee's work.

2. Discussion of current and future baseball and softball facilities

- Council would like to look at a big picture for recreation. This would not be limited to baseball and softball facilities. There are many different opportunities and updating that needs to be done for recreation, however, not all at the same time. Possible items include the future use of Memorial Park, an aquatic center, and a driving range. Council is in favor of developing a group of citizens to lead the organization of a youth ball diamond facility. It is important that the City offer youth recreation opportunities. The Mayor can appoint a task force with the approval of Council. In this case, the approval should be done via resolution that sets out clear direction for the group. The Mayor would welcome any suggested names from the Council. Leisure Services Director Garret Riordan should facilitate the group. The committee would need to consult with Council as the Council would need to approve any decisions. Council did express thoughts of only having a temporary committee, not a commission, since the charge would already fall under the Leisure Services Commission. This needs to be looked at holistically. Quick timing could present challenges with the committee needing to be appointed, multiple pieces of potential sites needing soil borings done and evaluated for have adequate sizing, and engineering needs to be done. It could take three to six months to complete the preliminary information gathering. The task force should learn what we have, what is needed, and then, determine what the best option is. There has been extensive planning done already for the property formerly known as Champions Ridge. It is not known how much rock, if any, exists at the site located north of the Soccer Complex. In a long-term plan, the City needs to explore recreation as a big picture. The Task Force will need to consider budgeting and financing when determining which site to use. It would also be good if the City could have an all-inclusive field. Guest Councilmember

Kim Dix added that the City would most likely see a great economic boom if it would be possible at some point to have adult baseball and softball. At this point, the City would encourage other people and entities to invest in such an endeavor rather than the City be the investor.

- Fred Ribich expressed his confusion and disappointment for the ending of Champions Ridge. Mr. Ribich noted that the committee had not stopped working for Champions Ridge. He also mentioned concern for the contributors of the project and for the Bremer County Fair Association. He commented that the proposal that Champions Ridge made to the City did not receive majority support, but he was still unsure where it left the committee.

3. Moved by Birgen, seconded by Waldstein to approve Resolution 19-115, approving the acquisition of permanent drainage easements for the Cedar Lane Reconstruction project. Permanent Drainage Easements for the following locations:

Willie and Louise Mohorne's property for \$400.00

Susan G. Johnson Revocable Living Trust's property for \$300.00

Vernon and Cynthia Gidley's property for \$1,350.00

**Motion passed. Yes: 6 No: 0 Absent: 1**

4. Moved by Rathe, seconded by Birgen to approve Resolution 19-116, approving the commencement of a public improvement project to design and complete the Waverly 10<sup>th</sup> Street SW Improvements project and to acquire property and easements for the project.

**Motion passed. Yes: 6 No: 0 Absent: 1**

- At this time, the land acquisitions will be for easements only.

5. Moved by Sherer, seconded by Waldstein to approve Resolution 19-117, approving the Professional Services Agreement with WHKS & Co. of Mason City, Iowa for the East Bremer Avenue Sanitary Sewer Extension 2019 project for the not-to-exceed amount of \$22,285.00 including expenses.

**Motion passed. Yes: 6 No: 0 Absent: 1**

- City Attorney/Community Development Director Bill Werger explained to Council that the agreement is for services associated with the development of plans and specifications. The project consists of survey, design and bidding services for approximately 1,500 feet of 8-inch sanitary sewer extension improvements along the north side of East Bremer Avenue to 39<sup>th</sup> Street NE. There is an immediate project at the northeast corner of the East Bremer Avenue and 39<sup>th</sup> Street NE intersection. Additionally, there is undeveloped land west of 39<sup>th</sup> Street NE that can be serviced by the new sanitary sewer main. This area is zoned as mixed Commercial / Industrial in the Comprehensive Land Use Plan and is within the City Limits. The amount that it would cost to install a septic system will be assessed back to immediate project. The water and sewer systems being installed in that location can help spur development. The funding will be placed into the urban development/T.I.F. area for that corridor. The Urban Renewal Plan is going to be amended.

6. Moved by Kangas, seconded by Waldstein to approve Resolution 19-118, accepting the Citywide Asphalt Patching- Spring 2019 project as complete and approving Pay Estimate No. 1 in the amount of \$26,733.24 as the final pay request to Heartland Asphalt of Mason City, Iowa.

**Motion passed. Yes: 6 No: 0 Absent: 1**

7. Moved by Rathe, seconded by Birgen to approve the First Reading of Ordinance 1063, an Ordinance providing for rezoning of property owned by Wavtown Properties located at 1316 4<sup>th</sup> Street SW from R-1 (Single Family Residential) to C-2 (Commercial) and Setting July 15, 2019 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: 6 No: 0 Absent: 1**

- The residence and the buildings have not been removed. There is an ordinance that requires a buffer between residential and commercial property such as screening (vegetation or wall structures). At the Planning & Zoning public hearing, there were no objections from property owners within 250 feet of this rezoning.

8. Moved by Birgen, seconded by Kangas to approve the First Reading of Ordinance 1064, an Ordinance providing for rezoning of 34.62 acres of property owned by Hanawalt Farms, LLC located east of 39<sup>th</sup> Street NE and North of Hwy 3 from A-1 (Agricultural) to M-1 (Light Industrial) and Setting July 15, 2019 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: 6 No: 0 Absent: 1**

- Hanawalt Farms, LLC is selling 5 – 6 acres in the southwest corner of the quarter section adjacent to 39<sup>th</sup> Street NE and Hwy 3. The parcel will be developed as an implement dealership. This use will be consistent with a M-1 Light Industrial Zone. There will be no more than two access drives. Any driveways will connect with 39<sup>th</sup> Street where it has been improved to a concrete street. The Planning & Zoning Commission public hearing addressed the questions and concerns regarding the access and views that the neighbors currently have.

J. Staff Comments

- Leisure Services Director Garret Riordan announced that the sidewalk within the Waverly Bark Park is now complete. Thank you to Brian & Janadene Harvey for their monetary donation that made the sidewalk possible. The day after the sidewalk was complete there was a high-water incident that caused a little wash-out along the edges of the sidewalk in places. The Parks Department is taking care of restoring that area. Riordan also noted that the Waterloo / Cedar Falls symphony would present a free patriotic concert at the Amphitheater in Kohlmann Park on Sunday, July 7, at 7:30 p.m.

- City Administrator James Bronner commented that the agenda for July 15, 2019 will have an item on it for Council consideration to cancel the Study Session scheduled for July 22 due to not having any agenda items.

K. City Council Comments

- Councilmember Sherer commented that Adams Parkway Bridge improvements are very nice and is hopeful that some of the traffic concerns are helped with the re-opening of the bridge.

- Staff informed Councilmember Rathe that a pothole on the bike trail in need of repair is being taken care of along with some trees that are down.

- Councilmember Waldstein gave recognition to City staff and the contractor for Adams Parkway Bridge for getting the project done so quickly and smoothly. Ms. Waldstein said that she has noticed a difference in the traffic flow already. The recently cleaned west water tower looks really nice. Staff informed Waldstein that the orange water tower southwest of town is owned by the Central Iowa Rural Water Association; however, City staff could call and ask if they would clean that tower.

- Councilmember Birgen announced that he would be at the Waverly Area Veterans Post tomorrow, July 2, to hear feedback regarding the use of fireworks within the City Limits.

Mr. Birgen also noted he would be at the Pour House directly after the Council meeting if anyone from the public would like to join him and discuss City business. He also wished Councilmember Kangas and his wife Amy a Happy Anniversary.

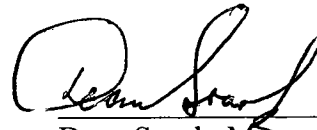
- Staff informed Guest Council Person Kim Dix that the yard waste site will be able to handle all the trees that will need to come down due to the effects of the Emerald Ash Borer.

L. Mayor's Comments

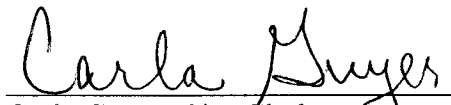
- Mayor Soash noted the disappointment felt by the Champions Ridge committee and added that it was time to move on.

M. Moved by Waldstein, seconded by Rathe to adjourn the meeting. Motion passed and the Council meeting adjourned at 8:46 P.M.

**Yes: 6      No: 0      Absent: 1**

  
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Dean Soash, Mayor

ATTEST:

  
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Carla Guyer, City Clerk