

ECONOMIC DEVELOPMENT COMMISSION MEETING NOTES

August 12, 2008

City of Waverly Council Chambers

7:00 a.m.

A. Call to Order:

1. Members Present: Terry Van Laningham, Vice-Chairperson
Gene Leonhart
Patsy Reed
Jim Willis

Members Absent: Gary Bogenreif
Jean Keller, Chairperson
Rick Schneider
Dave Stevenson
Larry Young

City Officials Present: Jason Passmore, Economic Development Director
Connie Tolan, Economic Development Office Manager
Fred Ribich, City Council Liaison

- **With 4 of 9 Commission Members present, a quorum was not established.** The minutes of the July 8, 2008, meeting will be approved at the next meeting. There was no other action to be taken; however, Commission Members in attendance decided to enter into discussion on certain items as documented in the following notes.

B. Regular Business:

1. Update on Current Status of Economic Development Projects

- Director Passmore updated the Commission on the following projects, activity, and travel:
 - a. Carmi Flavors – Was granted a variance at Board of Adjustment in August for an addition to their back storage area at 2100 4th Street SW.
 - b. Site Visit Follow-up - The wind blade manufacturing company that visited Waverly in May did not select any sites in the Cedar Valley Region for re-visits.
 - c. Site Visit in July – A wind component casting company made a site visit to Waverly on July 31. It was a direct lead from the Wind Power Conference in Houston in June. They toured the Casting Center at UNI and visited one other site in the Cedar Valley Region.

- d. Software Seminar – Mr. Passmore attended a seminar on August 1, regarding software that is an economic development tool for managing information obtained from interviews with existing businesses.
 - e. Sell Iowa Trip to Denver, CO – Mr. Passmore participated in an IDED sponsored Sell Iowa trip to Denver, CO, July 21-24. Iowa Economic Development representatives called on two businesses that currently have a presence in Iowa, as well as potential companies who might be interested in locating in the state.
 - f. Laborshed Presentation – A Laborshed Report for the Cedar Valley Region was developed by Iowa Workforce Development. A Workforce Summit to share information from this report with interested parties in the region is being planned for October. More information to come.
 - g. New Dental Facility - Permit applications have been submitted for the new Heritage Dental facility on 10th Avenue SW. The City/Company Agreement was reviewed by the Commission in May of this year.
 - h. New Chiropractic Facility – Permit applications have been submitted for a new chiropractic facility on 10th Avenue SW. This is a relocation of Waverly Chiropractic.
 - i. Riggs 4th Street Plaza – A minor plat will be presented to City Council for approval on August 18, for the creation of a new property line and separate parcel as it relates to the next phase of this development.
 - j. Walgreens – This project is slowly moving forward and activity at the site should be apparent in upcoming weeks.
 - k. Existing Business Relocation/Expansion – Discussions are underway regarding a potential relocation/expansion of an existing business.
2. Discuss and Review Economic Development Plan and Strategy
- At 7:40 a.m. Kelly Engelken, Waverly Chamber Director, and Tiffany Kudron, Chamber Tourism Director, joined the meeting to introduce themselves to the Commission and discuss downtown development.
 - a. The Waverly Area Development Group has been renamed to the “Waverly Chamber of Commerce” with a tag line of “A Main Street Community”. They are working on developing a new logo.

- b. The Chamber has worked extensively with Waverly businesses following the June flood. They have physically helped with clean-up efforts and have connected businesses with various resources including SBA, FEMA, SBDC and Main Street Iowa. Of the 118 Bremer Avenue business that were contacted last week, there are 74 that are open for business, 18 that are open in temporary locations, 2 that are closing, and 24 that are unknown due to inability to make contact with the proper individual to confirm their status.
- c. The Chamber is organizing a Steps for Success Workshop for existing or potential businesses. The workshop will focus on business plan development and Judy Strotman will be the presenter. Wartburg resources are also being utilized. Class size is limited to 10 participants and will meet Tuesday nights from September 30 through November 18. If there is enough sponsor support, another workshop will be offered in March 2009. Future workshop topics under consideration are disaster recovery and succession planning.
- d. Tiffany has worked extensively on special events since joining the Chamber staff in October. She is also a participant in the Sports Commission, which is a regional group that works on bringing sports tournaments and events to the region. She has also worked with hotel owners in town to develop a formal process for handling complaints.

C. Old Business:

- None

D. New Business:

- None

E. Next Meeting Date:

The next meeting is scheduled for September 9, 2008, at 7:00 a.m. in the City Hall Council Chambers.

F. Adjournment:

The Economic Development Commission meeting was adjourned.