

**ECONOMIC DEVELOPMENT COMMISSION MINUTES**  
**February 8, 2011**  
**City of Waverly Council Chambers**  
**7:00 a.m.**

A. Call to Order:

1. Members Present: Patsy Reed, Chairperson

Gary Bogenreif

Jean Keller (*Arrived at A.4*)

Deb Mummelthei

Brad Roling

Jim Willis

Members Absent: Jere Vyverberg, Vice-Chairperson

Dave Reznicek

Larry Young

Others Present: Brent Matthias, Economic Development Director

Connie Tolan, Economic Dev. Office Coordinator

Gary Grace, Waverly City Council Liaison

Bob Brunkhorst, Mayor

2. Approval of Agenda:

Motion By: Willis

Seconded By: Roling

Move that the agenda be approved as printed.

Yes: 5

No: 0

Absent: 4

3. Approval of Previous Minutes:

Motion By: Willis

Seconded By: Roling

Move that the minutes of the November 9, 2010 Economic Development Commission Meeting be approved.

Yes: 5

No: 0

Absent: 4

4. Communication Items:

- *Meeting Notes from December 14, 2010 Meeting*
- *The January meeting was cancelled due to few agenda items. The Commission affirmed that meetings can be cancelled when agenda items do not warrant meeting and that meeting cancellations can be communicated by e-mail.*

B. Regular Business:

1. Small Business Façade and Improvement Incentive Program

The Small Business Façade and Improvement Incentive Program proposal was developed at the suggestion of a downtown Waverly business owner. The objective of the program is to provide an incentive to support small business owners or building owners in adaptive reuse of existing commercial structures; to create a stronger main street corridor by presenting a façade that is attractive to potential customers and business owners; and to create quality upper story living/office space in area buildings that are currently vacant. The existing Economic Development Assistance Strategy favors larger businesses with large capital investment and creation of new jobs, and does not meet the needs of small businesses. The proposed program will provide incentives to the business owner or building owner in the form of tax abatement or rebatement generated on the net taxable value increment resulting from the improvements, and is proposed as a declining percentage over a 5-year period.

The proposal was discussed and details clarified. Feedback from a sampling of downtown business owners was positive. The Commission voiced support of the proposed program as a tool for incensing building improvements.

Motion By: Willis

Seconded By: Keller

Move that the Economic Development Commission recommend to the Waverly City Council that the Small Business Façade and Improvement Incentive Program be approved.

Yes: 6

No: 0

Absent: 3

2. Business Visit Updates

Matthias reported on his visits to Carmi Flavors and GMT.

3. Potential Business Expansion

Matthias reported on a potential business expansion.

4. Company Division Retention and Growth in Waverly

Matthias reported on a successful retention effort with an existing business. Existing jobs will be retained, and future jobs are anticipated in 2011 and 2012.

#### 5. Affordable Housing Meeting

At the Mayor's request, the Economic Development Department will be organizing a Housing Forum to focus on housing needs in Waverly. A broad audience including developers, builders, real estate agents, industry representatives and others will be invited and the meeting will be open to the public. The tentative date is February 28<sup>th</sup> and more information will be coming as details are finalized. Grace suggested that comments from the affordable housing section of the Comp Plan Survey would be useful information. Bogenreif commented that new employees experience difficulty finding rental housing in Waverly and some live in Cedar Falls for that reason. Matthias reported that a developer has expressed interest in building an apartment complex in Waverly, but is having difficulty finding land to buy. Keller reported that lot prices have come down somewhat, and that homes in the \$100,000-\$150,000 range are selling better than the higher priced homes. It was noted that 57% of Waverly's workforce commutes from out of town, and the housing situation in Waverly could be a factor.

#### 6. School Update

Matthias reported that the Waverly-Shell Rock School Board is committed to finding a re-use for the current Jr. High Building when it is vacated later this year. They have no intentions of tearing it down. There is the potential that the City might have an opportunity to utilize the gym space in some way in the future.

#### 7. Discuss Three (3) Goals for the Economic Development Commission for 2011.

The Waverly Mayor has requested that all Boards and Commissions report to the City Council with three (3) goals for 2011. The following goals were identified:

- Continue to review the Economic Development Strategic Business Plan and update as appropriate.
- Continue to place greater focus on existing business visits.
- Continue to develop a stronger partnership with the Chamber of Commerce.

Additionally, Mayor Brunkhorst requested the following:

- The Waverly City Council would like the Commission to develop policy objectives for the Council to consider regarding affordable housing.
- The Mayor and City Council would like the Commission to review the TIF policy in Waverly, specifically whether some of the TIF areas should be expired, and make a recommendation to Council.

8. Election of Officers.

Per Chapter 33 of the Waverly Municipal Code, the first organizational meeting of the Economic Development Commission held each year is the time and place to elect a chairperson and vice-chairperson. The elected officers shall serve concurrent terms of one (1) year.

Motion By: Willis

Seconded By: Bogenreif

Move that Patsy Reed be elected as Chairperson of the Economic Development Commission for the 2011 term.

Yes: 6

No: 0

Absent: 3

Motion By: Bogenreif

Seconded By: Roling

Move that Dave Reznicek be elected as Vice-Chairperson of the Economic Development Commission for the 2011 term.

Yes: 6

No: 0

Absent: 3

9. Continue Discussion of Economic Development Strategic Business Plan:  
*Goal 2: Attracting and Locating New Employers*

Matthias reported on the proposed new structure for Economic Development at the state level, which proposes replacing the current Iowa Department of Economic Development (IDED) with a public/private partnership referred to as the Iowa Partnership for Economic Progress (IPEP). Matthias further reported that leads from the state level have not been coming forward in recent months.

Mummelthei stated that she would be very willing to talk to prospective small business owners who are considering Waverly as a location for their business.

It was discussed that getting the right people together to get new businesses started would be a role of Economic Development.

Mayor Brunkhorst stated that more information about the Business Incubator Project would be available in the next 60 days.

C. Old Business:

- None

D. New Business:

- The status of various downtown businesses was discussed.
- Matthias reported on growth and recruitment efforts in the technology sector.
- Matthias reported on the recently-developed career page on the Waverly Area Economic Development Website: [www.waverlyia.com/careers](http://www.waverlyia.com/careers)
- Discussion took place regarding the proposed merger of the Dubuque, IA and Galena, IL Chambers of Commerce.
- Tolan reported on the hotel project. The developer is in the process of identifying investors. He would like to break ground in March.
- Roling reported on the progress of the Roling Motors expansion project.

E. Next Meeting Date:

The next meeting is scheduled for March 8, 2011, at 7:00 a.m. at Waverly City Hall.

F. Adjournment:

Motion By: Willis

That the Economic Development Commission meeting be adjourned.

Yes: 6

No: 0

Absent: 3