

ECONOMIC DEVELOPMENT COMMISSION MINUTES
September 13, 2011
Waverly City Hall Council Chambers
7:00 a.m.

A. Call to Order:

1. Members Present: Patsy Reed, Chairperson
Dave Reznicek, Vice-Chairperson
Gary Bogenreif
Jean Keller
Rose Meyer
Deb Mummelthei (*Arrived at A.5*)
Brad Roling (*Arrived at A.5*)
Jere Vyverberg
Jim Willis

Others Present: Brent Matthias, Economic Development Director
Connie Tolan, Economic Dev. Office Coordinator
Gary Grace, Waverly City Council Liaison
Bob Brunkhorst, Waverly Mayor
Sheila Boeckman, Waverly Chamber of Commerce

2. Approval of Agenda:

Motion By: Willis

Seconded By: Bogenreif

Move that the agenda be approved as printed.

Yes: 7

No: 0

Absent: 2

3. Approval of Previous Minutes:

Motion By: Willis

Seconded By: Vyverberg

Move that the minutes of the July 12, 2011 Economic Development Commission Meeting be approved.

Yes: 7

No: 0

Absent: 2

5. Communication Items:

- *Updated Member List*

B. Regular Business:

1. Confidentiality and Disclosure of Interest Forms

Confidentiality and Disclosure of Interest Forms were completed by all attendees.

2. New Business and Expansion Update

Plainfield Tiling Company, manufacturer of field tile, has hired 26 people and will begin production on October 1, 2011.

Debi Durham, State Economic Development Director, visited Waverly on June 3, 2011. She toured four family owned businesses in Bremer County (UEA, GMT, Schumacher Elevator and Rada Manufacturing) and had lunch with business leaders. The visit was very positive and Brent Matthias will be inviting her back to tour national/global companies in the Waverly Area.

3. Cedar Valley Workforce

Cedar Valley books were distributed to Commission members. This publication is a marketing tool created and funded by the Cedar Valley Regional Partnership. Books will be distributed to area businesses where members of the public are most likely to view them.

The Waverly Area career website currently has 92 open jobs posted. It is great to have employment opportunities in the area, and the challenge is to fill them. Discussion took place regarding how to reach out and make these job openings more widely known to the public. Ideas discussed were Mediacom advertising, Waterloo Courier advertising, advertising in high unemployment areas, area colleges, national job sites and head hunters. Data has not been collected on the average wage of jobs on the website.

4. \$50,000 Question

In an effort to stimulate dialog about how to continue to grow the Waverly Area, commission members were asked how they would use a hypothetical budget of \$50,000 for that purpose.

Thoughts included:

- Investing in housing
- Opening a retail business
- Assisting with relocation expenses for new workers moving to the area
- Investing in rental apartments
- Studying the dynamics of the Waverly Area and building a vision around the results

Other discussion points included:

- Thoughts on why there is significant outside investment in Waverly
- Identifying why companies might choose not to locate in Waverly (what is missing?)
- The cost of living in Waverly
- Plans to convert the Jr. High Building into senior apartments and the positive impact that will have on the rental climate
- How many people left Waverly as a result of the flood in 2008

5. Business Updates from Commission Members

Brent Matthias reported that Life Line Emergency Vehicles has purchased the former Rockwell Collins building in Sumner. This will allow Life Line to increase production and get into lean manufacturing with plans to double production and produce 40-45 vehicles a month.

Patsy Reed reported on the business incubator project. They are in the process of appointing a temporary Board and would like representation from the Economic Development Commission. Commission members should let Patsy or Brent know if they would like to be involved. They are also working on obtaining 501(c)3 status.

Jerry Roling Motors has completed their expansion project and will be holding a Grand Opening Event on September 22nd from 4:00-8:00 p.m.

C. Old Business:

1. **Deal Garden** - Brent Matthias reported that Deal Garden, a daily deal marketing business, will be launching their first deal in the Cedar Valley on September 15th. The first deal will feature Tony's Pizzeria in Cedar Falls. A new Cedar Valley deal will be offered once each week. People can sign up for these deals at www.dealgarden.com.
2. **Hotel Project** – The hotel project will not be going forward because the developer was unable to secure local investors.

D. New Business:

None

E. Next Meeting Date:

The next meeting is scheduled for October 11, 2011, at 7:00 a.m. at Waverly City Hall.

F. Adjournment:

Motion By: Vyverberg

That the Economic Development Commission meeting be adjourned.

Yes: 9

No: 0

Absent: 0