

**ECONOMIC DEVELOPMENT COMMISSION MINUTES**  
**October 11, 2011**  
**Waverly City Hall Council Chambers**  
**7:00 a.m.**

A. Call to Order:

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

Members Absent: Dave Reznicek, Vice-Chairperson

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: Vyverberg

Move that the agenda be approved as printed.

Yes: 6

No: 0

Absent: 3

3. Approval of Previous Minutes:

Motion By: Meyer

Seconded By: Bogenreif

Move that the minutes of the September 13, 2011 Economic Development Commission Meeting be approved.

Yes: 6

No: 0

Absent: 3

5. Communication Items:

- 2008 flood impact statistics related to housing were shared with the Commission.

B. Regular Business:

1. Waverly Tax Base

Brent Matthias distributed property tax rate charts comparing cities with population of 6,500 and larger. Waverly ranked 39<sup>th</sup> in Population; 35<sup>th</sup> in Taxable Valuation; 20<sup>th</sup> in Valuation Per Capita; and 28<sup>th</sup> in Tax Levy.

2. Economic Development Conference Review

Brent Matthias attended the PDI Economic Development Conference in Burlington in September. State Economic Development Director Debi Durham spoke about the Governor's goal of creating 200,000 jobs, and state legislators spoke about their visions for growing the economy. The Cedar Valley Region's primary focus is on job growth.

3. Goal #2: Job Creation

Brent Matthias distributed a listing of 90+ job openings listed on the Waverly Area Economic Development Career Site. On a recent Monday the site had 201 unique visitors. A survey of pay ranges for the jobs posted on the site is planned by year-end. Chairperson Reed shared that she was recently contacted by the Waterloo Courier for an article they will be doing about the economy in the Waverly Area.

4. Business Visits

The Economic Development office is working to schedule business visits for October and will share dates and times with the Commission once they are scheduled.

5. Business Incubator Update

Chairperson Reed reported that Dave Reznicek has volunteered to be the Economic Development Commission representative on the temporary board for the Business Incubator Project. Mayor Brunkhorst stated that the incubator will be for retail or service-type businesses in Waverly and that the Business Incubator Project will be rolled out to the public at Waverly Connected on November 16<sup>th</sup> at CUNA Mutual.

6. Business Updates from Economic Development Director

Compassionate Care Veterinary Clinic will be opening at 2020B 3<sup>rd</sup> Avenue NW. Their Grand Opening Event is scheduled for October 29<sup>th</sup> from 11:00-3:00.

The Economic Development Office received a call from a site selector in California inquiring about available properties. He has ties to the Midwest and spoke highly of the work ethic and business climate in this area.

The Economic Development Office was notified of 5 acres for sale on 10<sup>th</sup> Avenue SW. If you know of anyone interested, please have them call the office for the seller's contact information.

A Meet & Greet Reception was held on October 6<sup>th</sup> for Mark Hearn, new CEO of Network Control in Waverly. Mark lives in northern California and purchased the company in January 2011. The company designs phone systems for companies, and also audits phone bills for companies to assure proper billing. They have 49 employees and most of their clients are in California. Mark has plans to grow the business in Waverly.

#### 7. Business Updates from Commission Members

Brad Roling shared that the grand opening event at Roling Motors went well and they had a great turnout.

Jere Vyverberg reported that Waverly-Shell Rock Schools had an increase of 64 new students this school year. The school has experienced increased enrollment five out of the last six years.

Gary Grace shared that Wartburg has experienced their third largest enrollment increase in history this academic year. He also reported on the Good Morning Cedar Valley business networking event that was held at the "W" in September. There were 160 attendees from throughout the Cedar Valley and it was a nice opportunity for Waverly to make a positive impression.

Sheila Boeckman reported that the Waverly Chamber of Commerce has hired Emily Neuendorf as the new Executive Director. Her start date is October 19<sup>th</sup>.

#### 8. Updates from Waverly Mayor

- The Waverly City Council will go through Strategic Planning in December.
- The Comp Plan Update has been completed. Commission members are encouraged to review the plan and familiarize themselves with areas identified for growth.
- The Mayor will be asking commissions to identify their goals for next year.
- Diversity in the workforce is a topic the Mayor plans to address.
- The Waverly City Council is working on the issue of affordable housing.
- The Mayor asked Superintendent Vyverberg to let the City know how they can help with the Jr. High Redevelopment Project. The gym space is currently being used for city recreation programs.
- Cedar Valley Regional Board Update: Tech Works is going well.

C. Old Business:

None

D. New Business:

1. Nestlé Recognition – Brent Matthias reported that Nestlé was named to Forbes Top 100 Global Brands. Nestlé came in #39 worldwide. The area is fortunate to have Nestlé has a major employer in Waverly.
2. Leader Valley Rally – This event, sponsored by the Greater Cedar Valley Alliance, will be held on October 24<sup>th</sup> from 6:30-8:00 p.m. at the Gallagher Bluedorn Performing Arts Center. Leader Valley is an Education and Business Partnership that features a variety of programs designed to assist educators in developing the essential learning, decision making and life skills students need to thrive in the 21st century. A program already being implemented in Cedar Valley Schools is The Leader In Me. This is an education program based on the principles of Stephen Covey's "7 Habits of Highly Effective People."

E. Next Meeting Date:

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

F. Adjournment:

Motion By: Willis

Seconded By: Keller

That the Economic Development Commission meeting be adjourned.

Yes: 8

No: 0

Absent: 1