

B. Regular Business:

1. Three Accomplishments to Achieve this Year

Initiatives identified include:

- Develop a strategy for a new Business/Industrial Park
- Finalize plans for reuse of the Jr. High School Building
- Continue Business Visits
- Develop a recommendation for a Housing Initiative
- Expand the focus of the Economic Development Strategic Plan beyond manufacturing
- Identify ways to utilize recreational resources to expand development

2. Strategy for Business Park Expansion

This will be discussed in detail at a future meeting. At the Mayor's request, immediate efforts will be focused on developing a recommendation for a housing initiative.

3. Housing Initiative

Mayor Brunkhorst directed the Commission to develop a recommendation for a Housing Initiative to be presented to the Waverly City Council in July. Items discussed include:

- Shell Rock has new housing opportunities and this is reflected in growth in the Shell Rock School
- Perhaps consider a short-term and long-term strategy
- Multi-family structures are currently taxed as Commercial. Co-ops are an exception.
- Housing needs are addressed in the Comp Plan
- Identify land areas for potential housing development
- Consider upper story housing in the downtown area
- Town homes are efficient in the amount of land used
- Veridian has land for potential condos in the Rolling Hills subdivision
- Discuss available funding with Iowa Finance Authority (IFA)
- The plan is to include all of Bremer County and Shell Rock
- What incentives are other communities offering?
- Consider using an outside source to help develop the plan

- Have a town meeting to solicit other ideas and viewpoints. Include developers, landlords, renters, bankers, land owners, realtors, potential investors, etc.
- The next Commission Meeting, April 10th at 7:00 a.m., will be the time and place for the Town Meeting.
- Publish the meeting in the Waverly Newspaper.
- Send to the Commission notes from the February 28, 2011 Housing Forum as well as the Housing section of the Comp Plan.

4. Business Visits

Visits are being scheduled with LifeLine (Sumner) and Nestle (Waverly).

5. Business Incubator Update

Efforts are being focused on developing a formal and legal structure for the Incubator.

6. Business Updates from Economic Development Director

The March e-letter from Waverly Area Economic Development included a link to a Des Moines Register article about Bremer County leading the state in corn yield. The newsletter also included a KWWL story featuring 600 skilled labor jobs open in the Cedar Valley. Gary Bogenreif commented that Nestle is looking to hire mechanics. Jere Vyverberg reported that the W-SR welding curriculum is expanding as are partnerships with local manufacturers.

A utility bill insert featuring the Waverly Area Career Website and the new City of Waverly website was shared with the Commission and is being sent out with each City of Waverly utility bill during the month of March.

The Economic Development Office continues to receive an increasing number of calls inquiring about land for sale.

Brent is looking for people who would be interested in serving on a task force to look at Connectivity in Bremer County. The group, Connect Iowa, will be working to help communities identify their technology needs and opportunities. This group will work with INRCOG to collect data that will then help promote the area. As a group the task force will try to answer: Access: Is the infrastructure there? Adoption: Do residents use available technology? Use: Are residents using technology to improve the quality of life? If interested in serving on this task force, please let Brent know.

7. Business Updates from Commission Members

None

8. Updates from Mayor

The Mayor will be meeting with Bremer County Building Official, Doug Bird, to discuss building code issues.

The Fair/Diamond Board continues to make progress. The Mayor will have a more detailed update in May.

The Waverly Chamber of Commerce has been tasked with developing a downtown master plan to present to the Waverly City Council in July.

The Greater Cedar Valley Alliance was recently notified that they are no longer being considered for a data center they had been in the running for.

The Mayor directed the Economic Development Commission to develop a recommendation for a Housing Initiative to be presented to the Waverly City Council in July. He requested that this be the number one priority for the Commission.

C. Old Business:

None

D. New Business:

None

E. Next Meeting Date:

The next meeting is scheduled for April 10, 2012, at 7:00 a.m. at Waverly City Hall.

F. Adjournment:

Motion By: Bogenreif

That the Economic Development Commission meeting be adjourned.

Yes: 6

No: 0

Absent: 3