

ECONOMIC DEVELOPMENT COMMISSION NOTES
October 14, 2014
Waverly City Hall Council Chambers
7:00 a.m.

A. Call to Order:

1. Members Present: Patsy Reed
Jim Willis
Shelley Wolf

Members Absent: Dan Beenken, Chairperson
Deb Schroeder, Vice Chairperson
Brad Roling

Others Present: Bill Werger, Community Development Director
Connie Tolan, Economic Development Specialist
Dan McKenzie, Waverly City Council Liaison
Darrel Wenzel, Waverly Light & Power General Manager
Travis Tolliver, Waverly Chamber Executive Director

With 3 of 6 Commission Members present, a quorum was not established.

The minutes of the September 16, 2014 meeting will be approved at the next meeting. There was no other action to be taken, however discussion took place regarding the Waverly Housing Study Report and updates were given.

2. Communication Items:

Connie Tolan distributed copies of the new Cedar Valley Region marketing publication. Additional copies are available in the Economic Development Office.

B. Regular Business:

1. Discuss Housing Study Report

Slides from the Housing Study Report presented by Maxfield Research on October 6 were distributed to Commission members and discussed. Commissioners Patsy Reed and Deb Schroeder attended the presentation. The report stated that housing in nearly every category is needed in Waverly, with the exception of executive housing. Bill Werger shared potential housing projects the community development department is aware of and which category of housing each project would address. Future discussions will explore whether incentives should be considered for housing development and what those incentives might look like.

2. Business Updates from Commission Members

Travis Tolliver was introduced as the new Executive Director of the Waverly Chamber of Commerce.

Darrel Wenzel reported that the Waverly Communication Utility is in the process of building RFP's for bids and working on financing for the broadband project.

Shelley Wolf shared that the Bremer County Supervisors are still considering options for economic development and Bill Werger shared that he visited with Ken Kammeyer on this topic. Bremer County is also working on the 2-mile agreement with the City of Waverly.

3. Business Updates from Economic/Community Development

The new Cobblestone Hotel to be located in downtown Waverly is moving forward with plans to demolish the Keller's Furniture building presently on that site. The hotel intends to capture the business traveler and extended stay markets.

Bill Werger reported on the status of Waverly's rental ordinance. The tentative timeline is to present at the City Council Study Session on November 24 and bring back for a vote in January. The ordinance is proposed to be effective July 1, 2015 which is compatible with the leasing cycle for college student rentals.

4. Business Updates from City Administrator, City Council Liaisons and Others

Dan McKenzie shared that the City Council has expressed interest in benchmarking certain factors that contribute to cost of living. The Economic Development Commission may be asked to identify key benchmarks and determine how to quantify those. It could be particularly challenging to quantify factors that contribute to quality of life.

C. Old Business:

None

D. New Business:

None

E. Next Meeting Date:

The next meeting will be held at 7:00 a.m. on November 18, 2014 in Council Chambers at Waverly City Hall. Please note this is the third Tuesday of the month rather than the second Tuesday when the Commission usually meets.

F. Adjournment:

The Economic Development Commission meeting was adjourned.