

ECONOMIC DEVELOPMENT COMMISSION MINUTES
February 10, 2015
Waverly City Hall – Civic Center
7:00 a.m.

A. Call to Order

1. Voting Members Present: Deb Schroeder, Chairperson
Jim Willis, Vice Chairperson
Dan Beenken (*Arrived B.1, Departed C.*)
Steve Egli
Mark Hanawalt
Brad Roling
- Voting Members Absent: Julie Lindaman
Patsy Reed
Dave Takes
- Non-Voting Partners Present: Jim Atty, Waverly Health Center
Chuck Infelt, Waverly Mayor
Ed Klamfoth, Waverly-Shell Rock Schools
Dan McKenzie, Waverly City Council Liaison
Travis Toliver, Waverly Chamber of Commerce
- Non-Voting Partners Absent: Linda Allen, Hawkeye Community College
Darrel Colson, Wartburg College
Shelley Wolf, Bremer County
Darrel Wenzel, Waverly Light and Power
- Staff Present: Bill Werger, Community Development Director
Connie Tolan, Economic Development Specialist
Phil Jones, City Administrator

2. Approval of Agenda:

Motion By: Willis

Seconded By: Egli

Move that the agenda be approved as printed.

Yes: 5

No: 0

Absent: 4

3. Approval of Previous Minutes:

Motion By: Roling

Seconded By: Willis

Move that the minutes of the January 13, 2015 Economic Development Commission Meeting be approved.

Yes: 5

No: 0

Absent: 4

B. Regular Business

1. Discuss Proposed Economic Development Policy, Strategy, and Application for Financial Assistance

Bill Werger led the review of a draft economic development policy document. An updated strategy document will be created and reviewed at a future meeting. These documents will replace the existing policy and strategy document. Changes to the policy draft were proposed and Bill will revise the document accordingly. General comments from the discussion include:

- Need to keep housing studies and strategic plans updated if the policy document refers to them
- Much of this is not new. Look at policies, strategies, programs and plans from the past for reference.
- If architectural design is a factor perhaps creating design standards through Planning & Zoning is the way to address this.
- The City offers a downtown façade improvement program that is based on tax increment rebatement. The program is underutilized and needs to be restructured. The Chamber offers a façade improvement grant program that is better utilized.
- Consider weighting the factors listed as considerations for financial assistance to give more credit for those factors that are most important.
- Reference the comprehensive plan to determine which types of projects to incent in a given location.

C. Mayor's Roundtable Discussion

Mayor Chuck Infelt facilitated a roundtable discussion on the topic of: What is your vision for Waverly? Where do we want to be? What is holding us back? How do we fit into the Cedar Valley?

D. Old Business

None

E. New Business

None

F. Next Meeting Date

The next meeting is scheduled for March 10, 2015 at 7:00 a.m. in the Civic Center at Waverly City Hall.

G. Adjournment

Motion By: Willis

Seconded By: Roling

That the Economic Development Commission meeting be adjourned.

Yes: 5

No: 0

Absent: 4