#### **ECONOMIC DEVELOPMENT COMMISSION MINUTES**

# March 13, 2018

# Waverly City Hall – Civic Center 7:00 a.m.

## A. Call to Order

1. Voting Members Present: Steve Egli, Chairperson

Gary Grace (left at 7:50am)

Gene Lieb Rebecca Smith Paula Stevenson

Voting Members Absent: Brittney Diercks, Vice Chairperson

Mark Hanawalt Troy Miller Deb Schroeder

Non-Voting Partners Present: Jim Atty, Waverly Health Center

Darrel Colson, Wartburg Ed Klamfoth, W-SR Schools

Dan McKenzie, City Council Liaison

Dean Soash, Mayor

Heidi Solheim, Waverly Health Center

Darrel Wenzel, Waverly Utilities

Non-Voting Partners Absent: Linda Allen, Hawkeye Community College

Travis Toliver, Waverly Chamber

Staff Present: James Bronner, City Administrator

Bill Werger, Economic Development Director Connie Tolan, Economic Development Specialist

2. Approval of Agenda:

Motion By: Stevenson Seconded By: Lieb

Move that the agenda be approved as printed.

Yes: 5 No: 0 Absent: 4

3. Approval of Previous Minutes:

Motion By: Grace Seconded By: Stevenson

Move that the minutes of the February 13, 2018 Economic Development

Commission Meeting be approved.

Yes: 5 No: 0 Absent: 4

#### B. Regular Business

1. Industry Insights Report

Tolan presented the Industry Insights Report. Data is collected from business visits and the report contains data for the CVRP region and a section is Bremer County only. Discussion took place regarding the statistics.

Review of Updated Proposal by Amperage for Waverly's Community Branding and Marketing Plan.

Werger met with Amperage to review the proposal again and get clarification. Discussion followed. This community branding initiative can be beneficial to the City's strategic planning session that is planned for this fall. Amperage has a creative process of finding how the community views the City and the pros and cons of Waverly. Amperage will include participants outside of the City limits to get their vision as well. It may be a good idea to eliminate the marketing plan piece for now. There was general consensus of commission members and partners to propose going forward with the research component at this time, which will benefit the City's strategic planning by providing data as an input for that process. Once we have Amperage's research and the City's strategic planning completed then we can look at moving forward with the marketing plan.

3. Review Commission Update to Council

Egli stated he presented the commission update to Council and felt the conversation was productive. Egli presented strategies the commission has created, current and past projects and areas of focus of the commission. We are planning to have a joint meeting with City Council again this year.

4. Updates from Participants.

Egli would like to have members sign up for a date to present about your organization. It doesn't have to be lengthy. We just want to hear what is going on with your organization and how the commission or the City can support/coordinate with your plans.

#### C. Old Business

none

#### D. New Business

none

## E. Next Meeting Date

The next meeting is scheduled for Tuesday, April 10, 2018 at 7:00 a.m. in the Civic Center at Waverly City Hall.

#### F. Adjournment

The Economic Development commission meeting was adjourned.