ECONOMIC DEVELOPMENT COMMISSION MINUTES - UNAPPROVED October 9, 2018 Waverly City Hall – Civic Center 7:00 a.m.

A. Call to Order 1. Voting Members Present: Steve Egli, Chairperson Brittney Diercks, Vice Chairperson Gary Grace **Crystol Harms** Gene Lieb Troy Miller **Deb Schroeder** Paula Stevenson Voting Members Absent: Mark Hanawalt Non-Voting Partners Present: Darrel Colson, Wartburg Dan McKenzie, City Council Liaison Sharina Sallis, CUNA Mutual (Largest Employer) Dean Soash, Mayor Travis Toliver, Waverly Chamber Darrel Wenzel, Waverly Utilities Linda Allen, Hawkeye Community College Non-Voting Partners Absent: Jim Atty, Waverly Health Center Ed Klamfoth, W-SR Schools Heidi Solheim, Waverly Health Center James Bronner, City Administrator Staff Present: Connie Tolan, Economic Development Specialist Bill Werger, Economic Development Director 2. Approval of Agenda: Motion By: Diercks Seconded By: Schroeder Move that the agenda be approved as printed. Yes: 8 Absent: 1 No: 0 3. Approval of Previous Minutes: Seconded By: Diercks Motion By: Lieb

Move that the minutes of the September 11, 2018 Economic Development Commission Meeting be approved.

Yes: 8 No: 0 Absent: 1

B. Regular Business

 Updates from Participants Egli shared some interesting articles in Sunday's Des Moines Register. One headline stated that young lowans could earn up to \$75,000 per year. A software tech company is locating in Jefferson. Thirty-five million is being spent on high school improvements and career training facility for the new jobs being created. Another story discussed a midwestern town consulting on the layout of streets. They are trying to boost the downtown district as a place where people want to be. The goal is to make it friendly to pedestrians, not all about the cars.

2. Review TIF Agreement with Waverly Hotel Group Motion By: Grace Seconded By: Miller

Move to recommend approval of an amendment to the TIF agreement with Waverly Hotel Group to reduce the FTE's from 9 to 8.

Yes: 8 No: 0 Absent: 1

Tolan explained the TIF agreement with the Waverly Hotel Group. The 9 FTE's was an estimate prior to opening. The Waverly Hotel Group has been having between 8 and 9 FTE's consistently. The minimum tax assessment outlined in the agreement is being met. The commission unanimously agrees to recommend approval of the amendment. They see the hotel as a positive for the City.

3. Review TIF Amendment Motion By: Diercks Seconded By: Stevenson

Move to recommend approval of Amendment No. 3 to the Unified Urban Renewal Plan.

Yes: 8 No: 0 Absent:1

Werger explained which parcels would be removed and which would be added. The parcels were added in when the district was originally established, but never developed so the City has not received benefit from them. We can add parcels to the plan, but not to the ordinance unless a plan to develop is in the near future. Once the parcel is added to the ordinance, then the 20 years starts.

- 4. Update from Waverly's Strategic Planning Session The commission reviewed the Strategic Plan that came out of the strategic planning session. Two major components the commission noted were the need for improved communication and diversity.
- 5. AMPERAGE Branding Initiative Update Werger discussed the background leading up to where we are. We have completed the research phases, and will now need to go to Council for approval to move forward with the marketing pieces.
- C. Old Business

None

- D. <u>New Business</u> None
- E. Next Meeting Date

The next meeting is scheduled for Tuesday, November 13, 2018 at Waverly City Hall.

F. Adjournment

The Economic Development Commission meeting was adjourned at 8:00 am.