



Motion By: Diercks

Seconded By: Stevenson

Motion to recommend approval of the Urban Renewal Amendment No. 4 to the Waverly City Council.

Yes: 6

No: 0

Absent: 3

2. Update on the AMPERAGE Marketing Initiative

Tolan provided an update on the Community Branding and Marketing initiative we are working on with AMPERAGE Marketing. The primary purpose of the initiative is to attract workforce to Waverly, as well as new residents and new business investment. Tolán clarified that this is not a rebranding of the City of Waverly as a governmental organization. It is a quality of life marketing initiative promoting the community as a place to live, work and invest. The branding component, which involved the input from approximately 225 community stakeholders and residents in and within a 30 mile radius of Waverly, has been completed. The results of that research are now being used to formulate the marketing messaging and plan. Economic Development and Chamber staff have worked with AMPERAGE to select a community marketing campaign theme and logo. The marketing plan will be presented to that group on March 26. The City Council has appropriated funds in the fiscal year 2019-20 budget to fund the first half of implementation. We are exploring options for potential funding partners who would have a stake in this initiative and might be willing to participate financially in its implementation.

3. Review the Cedar Valley Regional Partnership Funding & Initiatives

Tolan presented a review of funding history and initiatives this 6-county regional economic development partnership has undertaken in recent years.

4. Updates from Participants

Egli shared that Dr. Colson has been named to the National Association of Independent Colleges and Universities Board.

McKenzie suggested as a future agenda item that the Economic Development Commission could look at the city one quadrant at a time and complete the statement, "If I could do something to improve the community in this quadrant, I would (fill in the blank)". Through this exercise the Commission could identify what could potentially be fixed, improved or developed in various areas of the City.

Tolan provided two industry announcements.

- a. Winnebago Industries announced in February they are shifting production of their large diesel units from their Oregon plant to their Forest City, Iowa plant due to the Oregon location not meeting efficiency and profitability goals. She has confirmed that the wire harness assemblies for these diesel units will be built in Waverly. The operations in Waverly have already grown from the original 70 employees and will have the capacity to absorb the additional workload for now without significant addition of staff. However, Waverly operations could potentially grow based on future volume increases.

- b. Network Control has announced they are moving their operations to Willow Lawn Mall. They have outgrown their current leased facility and after exploring various options determined that the Willow Lawn Mall location will fit their needs now and into the future as they continue to grow. We are pleased they chose Waverly as the location to continue to operate and grow their very successful business.

Egli reminded the commission of the Economic Development Commission annual update to City Council on February 25<sup>th</sup> at 7:00 pm. All commission members are invited to attend.

C. New Business

None

D. Next Meeting Date

The next meeting is scheduled for Tuesday, March 12, 2019 at Waverly City Hall.

E. Adjournment

Motion By: Stevenson

Seconded By: Grace

That the Economic Development commission meeting be adjourned.

Yes: 6

No: 0

Absent: 3