



Egli stated that he would like to remain on the commission, but not be reelected as Chairperson as he will be out of town often for his wife's senate campaign.

Motion By: Grace

Seconded By: Harms

Move that Brittney Diercks be elected Chairperson of the Economic Development Commission for the 2020 term.

Yes: 8

No: 0

Absent: 1

Stevenson volunteered to serve as Vice Chairperson. The commission unanimously agreed.

Motion By:

Seconded By:

Move that Paula Stevenson be elected Vice Chairperson of the Economic Development Commission for the 2020 term.

Yes: 8

No: 0

Absent: 1

## 2. Discuss Topics for the Update to City Council on February 24<sup>th</sup>

Egli stated that the commission is scheduled to present their yearly update to Council at their February 24<sup>th</sup> Study Session. The commission looked over the topics that will be presented. Egli and Diercks will attend the study session, but anyone on the commission is welcome.

Lieb asked if we were working on better signage at our gateways to the city. Toliver stated they are starting to work with a consultant to look into the signage.

## 3. Updates from Participants

Wenzel said the standard speed from Waverly Utilities is very good. Waverly has the infrastructure for people to use more and more devices in their home.

Does broadband factor in to recruitment of businesses to Waverly?

Werger said yes, people live in Waverly, but work from home for various companies outside of Waverly and Iowa.

Grace said the reliability and cost in their stores is a huge benefit for Waverly Utilities.

Toliver stated the Snow Walk Sales event last Saturday was a success. He also mentioned that The Junkery and Frayed Feather have opened downtown. Butcher Block is moving to the building next door to the Chamber office. The Kilo Fit building is now a tattoo parlor.

Toliver mentioned the 2019 Waverly Prospects Survey results are posted on the Chamber's website. The Board is starting to focus recruitment based on the survey results.

Toliver mentioned two events coming up in March. March 11<sup>th</sup> is Waverly Connected hosted by The Accel Group. March 26<sup>th</sup> is the Chamber's Annual Award Celebration.

Toliver stated the Welcome banners should be going up next month.

Lieb asked if Waverly Lofts is moving forward as he noticed the sign. Werger stated they are hoping in March.

#### 4. Community Branding Initiative Update (Kick-Off Event)

Werger provided updates on various projects.

The community branding initiative kick-off event will be held on March 31<sup>st</sup> and formal invites will be emailed to everyone on the commission. We will also be installing banners for the branding initiative. Eight will be located on the Bremer Ave. bridge and 2 in front of the Civic Center entrance. Content is being inputted to the website.

We've been working on getting some surveys completed to help INCROG with the Housing Study.

We are still working to expand child care in Waverly. A rezoning just went through the Planning and Zoning Commission to rezone the former Church of Jesus Christ Latter Day Saints to allow for a daycare facility.

Streetscape was delayed at last night's Council meeting. The America in Bloom grant has to be accepted by February 28<sup>th</sup>.

Last night was the first reading of a 37-lot subdivision. The developer is anxious to begin building the roads.

Miller asked why there was a hold up on streetscape. It was a combination of the price and some businesses not wanting trees in some of the locations.

Toliver said a survey regarding trees was sent and completed by downtown building/business owners three years ago. The results came back about 50/50 of those who wanted trees or not.

The trees that would be chosen are meant for streetscape. The locations of trees have been moved to the ends of the blocks then planters with seats would be located in the middle of the blocks.

Stevenson said there has been a divide between the West and East side of downtown. The streetscape would help connect both sides. The plans have been scaled back, but we still want it to look attractive. Stevenson had comments regarding the desire to have streetscape completed as promised at the beginning of the Bremer Avenue Reconstruction project. Business owners expected to have the streetscape completed. Lieb said Stevenson's comments were well taken.

Toliver agreed that we have done work to trim the cost down.

Egli mentioned that the trees are a long-term decision and that people remember the previous trees that were large and did not fit in front of businesses.

Werger stated we have staff who have the ability to take care of the trees properly. We will get trees designed specifically for streetscape.

#### C. New Business

None

D. Next Meeting Date

The next meeting is scheduled for Tuesday, March 10, 2020 at Waverly City Hall.

E. Adjournment

The Economic Development commission meeting was adjourned at 7:49 am.