

ECONOMIC DEVELOPMENT COMMISSION MINUTES
December 11, 2007
City of Waverly Council Chambers
7:00 a.m.

A. Call to Order:

1. Members Present: Jean Keller, Chairperson (Arrived at B.1)
Terry Van Laningham, Vice-Chairperson
Gene Leonhart
Patsy Reed
Rick Schneider
Gary Bogenreif
Jim Willis
- Members Absent: Dave Stevenson
Larry Young
- City Officials Present: Jason Passmore, Economic Development Director
Connie Tolan, Economic Development Office Manager
Fred Ribich, Council Liaison

2. Approval of Agenda:

Motion By: Gene Leonhart Seconded By: Gary Bogenreif
Move that the agenda be approved as printed.
Yes: 6 No: 0 Absent: 3

3. Approval of Previous Minutes:

Motion By: Patsy Reed Seconded By: Gary Bogenreif
Move that the minutes of the November 13, 2007, Economic Development
Commission meeting be approved.
Yes: 6 No: 0 Absent: 3

B. Regular Business:

1. Update on Current Staffing

- It was discussed and decided to continue meeting on the second Tuesday of each month at 7:00 a.m. in the City Hall Council Chambers.
- Economic Development Director Passmore introduced Connie Tolan as the Economic Development Office Manager.
- Economic Development is tentatively planning to move into their remodeled office space in January. A new phone number will be established at that time.

- It was discussed that minutes will be e-mailed along with agendas to Commission members each month. Minutes of WADG Board meetings will be shared with the Commission as well and minutes of Economic Development Commission meetings will be shared with the WADG Board.
- Applications are being received for the Zoning Manager position which was recently advertised. Interviews will likely be conducted in January.
- Economic Development Director Passmore reported that he and City Administrator Crayne will be meeting with the Bremer County Board of Supervisors next week to discuss future economic development funding from the County. Discussion took place regarding the potential confusion that funding entities may experience related to the transfer of the Economic Development function from WADG to the City of Waverly. It was suggested that Economic Development and WADG meeting jointly with funding sources might be appropriate, as this would offer the opportunity to clarify roles and present a unified request to funding sources.

2. Update on Economic Development Plan and Strategy

Economic Development Director Passmore reported that he had been contacted by two companies that can be hired to market your community to potential businesses. One of the entities also offers strategic planning for economic development. He also mentioned that he had looked at the web site for the UNI Institute for Decision Making and they also offer assistance with business planning. He also plans to talk to IDED, INRCOG and the Cedar Valley Regional Group to find out what services they offer. It was suggested that Wartburg marketing classes might be a resource. Discussion also took place regarding the need to review and potentially update the model currently used for financial incentives, including incentives for existing businesses.

3. Update on Current Status of Economic Development Projects

Mr. Passmore updated the Commission on various current projects as follows:

- a) One regional contact lead was received. A 100,000 square-foot existing building was a requirement, which we could not fulfill.
- b) The City is working with an insurance company to purchase Lot 3-A (3.77 acres) in the Industrial Plaza and construct a new facility. A City/Company Agreement has been signed. The City Council will hold a public hearing on the sale of the lot at their meeting on December 17, 2007. Construction is planned to begin in spring 2008.
- c) The City is currently studying options for realignment of Oak Ridge Circle and Technology Place (the entrance to the Waverly Business Park). City Council will be reviewing options at their meeting on December 17.

- d) The City is working on the Urban Renewal/TIF amendment for the Village Square Mall area to accommodate the recently approved agreement with Millers and their purchase of the old Wal-Mart facility. The City has also included the 10th Avenue SW extension eastward to the river as part of the requested amendment.
- e) The expansion of an existing industry in the Waverly Business Park is close to being completed. A City/Company Agreement has been drafted and the building plans have been certified by the Bremer County Assessor to establish the increase in valuation.
- f) The Robertson & Brye property along the north side of 10th Avenue SW and along the west side of 16th Street SW is currently going through the rezoning process from agricultural to commercial. The owners have stated that their request is for speculative development and includes all of the existing farmland.
- g) A new dentist office is currently being constructed by Alan Young, D.D.S. and Waverly Family Dentistry, L.L.C. at 1404 3rd Street SW, across from the Ledges at Stone Haven. The project is underway and a request for City assistance was received after the project had begun. Guidelines state that an agreement must be signed before the project begins, so consideration is currently being given to how to appropriately respond to the request.
- h) The potential new retail development for downtown Waverly, at the corner of West Bremer Avenue and 4th Street SW, continues to move slowly forward. A City/Company Agreement is being created to assist in potential major infrastructure improvements and a plat has been filed.
- i) A restaurant chain is currently considering a site on 4th Street SW.

Commission members inquired about the status of the following properties:

- a) The CarQuest building at 1805 4th Street SW – status unknown.
- b) The Elm property in Plainfield – Jason will check into the status.

C. Old Business: None

D. New Business: None

E. Next Meeting Date:

The next meeting is scheduled for January 8, 2008, at 7:00 a.m. in the City Hall Council Chambers.

F. Adjournment:

Motion By: Gene Leonhart

Seconded By: Jim Willis

That the Economic Development Commission meeting be adjourned.

Yes: 7

No: 0

Absent: 2

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