

ECONOMIC DEVELOPMENT COMMISSION MINUTES
May 13, 2008
City of Waverly Council Chambers
7:00 a.m.

A. Call to Order:

1. Members Present: Jean Keller, Chairperson
 Terry Van Laningham, Vice-Chairperson
 Gary Bogenreif
 Gene Leonhart
 Patsy Reed
 Dave Stevenson
 Jim Willis

Members Absent: Rick Schneider
 Larry Young

City Officials Present: Jason Passmore, Economic Development Director
 Connie Tolan, Economic Development Office Manager

2. Approval of Agenda:

Motion By: Terry Van Laningham Seconded By: Gary Bogenreif

Move that the agenda be approved as printed.

Yes: 7 No: 0 Absent: 2

3. Approval of Previous Minutes:

Motion By: Patsy Reed Seconded By: Jim Willis

Move that the minutes of the April 8, 2008, Economic Development Commission meeting be approved.

Yes: 7 No: 0 Absent: 2

B. Regular Business:

1. Update on Current Status of Economic Development Projects

- Director Passmore updated the Commission on the following projects:
 - a. Rubber Development – The City/Company Agreement for a 7,800 s.f. expansion project was distributed. It is similar to the original agreement with Rubber Development. This will go before City Council on May 19th to set the public hearing for June 2, 2008.

- b. Heritage Dental – The City/Company Agreement was distributed. Incentives are being provided for construction of the turning lane. This agreement, along with approval of the minor plat and construction documents for the turning lane, goes before City Council for approval on May 19, 2008.
 - c. Graening-Knights Expansion – Permit applications have been received for an approximate 14,000 s.f. expansion project at their 1st Avenue SE location. No incentives were requested.
 - d. Walgreens – A letter from PricewaterhouseCoopers requesting tax rebatement on behalf of Walgreens was distributed, as well as the City's response which stated that maximum incentives had already been provided to the developer.
- Director Passmore reported on the following Regional Group activity:
 - a. NA08 Trade Show in Cleveland, OH – Mr. Passmore attended this trade show April 20-23. The Regional Group hosted a luncheon and approximately 20 participants attended. Contact was made with some site selection companies as well as participating businesses.
 - b. American Wind Energy Association (AWEA) Conference in Des Moines – Mr. Passmore attended this 2-day conference April 29-30. It was a training session as well as a prerequisite for attending an upcoming Wind Energy Trade Show in Houston.
 - c. WINDPOWER 2008 Conference & Exhibition in Houston, TX – Mr. Passmore will be attending May 31-June 5. This is an IDED sponsored trip and put on by AWEA. There are 8,000 visitors expected and 700 exhibitors, with the State of Iowa having a large exhibitor booth
 - d. Site Visit on May 13, 2008 – An economic development prospect will be making a site visit to Waverly today. This is a state IDED lead and they will be visiting several sites in Iowa and at least one other state.
2. Discuss and Review Economic Development Plan and Strategy
- Director Passmore requested input from the Commission regarding the job creation element of the current economic development strategy, specifically the default clause. This clause states that if within a specified time period, the company has not created the number of jobs specified in the agreement, the company shall reimburse the City a dollar amount in direct proportion to the new jobs not created. Mr. Passmore has learned in talking to other communities that many do not have this type of clause, the prevailing thought being that incentives are based on valuation rather than jobs created.

The general consensus of the Commission was that the default clause based on jobs not created is not a particularly effective strategy, in that it could be punitive at a time that would be difficult for a company already. It is also not easily enforceable.

C. Old Business:

- The status of the People's Insurance project was discussed. They have selected a contractor and have applied for their building permits.

D. New Business:

- Director Passmore reported that he and City Administrator Dick Crayne met with the Sumner Development Group on May 6, 2008. Discussion centered around roles and support.
- Director Passmore was contacted by a marketing firm from NY who does marketing for communities by producing video clips for the community's web site. There is no cost to the community. Their revenue is generated by selling sponsorships to local businesses. Commissioner Leonhart reported that his business participated as a sponsor for Waterloo's web site and his experience was not favorable in that it took 18 months for the marketing firm to deliver the videos.

E. Next Meeting Date:

The next meeting is scheduled for June 10, 2008, at 7:00 a.m. in the City Hall Council Chambers.

F. Adjournment:

Motion By: Terry Van Laningham

Seconded By: Gene Leonhart

That the Economic Development Commission meeting be adjourned.

Yes: 7

No: 0

Absent: 2