

ECONOMIC DEVELOPMENT COMMISSION NOTES
March 10, 2009
City of Waverly Council Chambers
7:00 a.m.

A. Call to Order:

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

With 4 of 9 Commission Members present, a quorum was not established. The minutes of the February 10, 2009, meeting will be approved at the next meeting. There was no other action to be taken; however, Commission Members in attendance agreed to enter into discussion on certain items as documented in the following notes.

B. Regular Business:

1. Discuss and Review Economic Development Plan and Strategy
- Discuss Strategic Planning Sessions to be led by UNI's Institute for Decision Making
Sessions are scheduled for March 25th and April 15th from 8:00 a.m.-12:00 p.m. at Waverly City Hall. The first meeting will be in Council Chambers and the second meeting will be in the Civic Center. Lunch will be provided and a reminder e-mail will be sent to Commission members as well as City Council members. These meetings will be open to the public.
 - Review of February 23, 2009, City Council Meeting.
Director Passmore and Council Liaison Ribich explained that because of the way the minutes of the February 2nd City Council meeting were written, a review of the Economic Development Department was placed on the agenda for the February 23rd meeting. Council members were provided with the strategic planning document outlining economic development activities and

accomplishments, and also minutes of the February 10, 2009, Economic Development Commission minutes. The motion made at the February 10th Commission meeting seemed to be agreeable with the majority of the Council.

2. Update on Current Status of Economic Development Projects

Director Passmore Updated the Commission on the following projects and activities:

- a. IDED Business Visits – Joe Jongewaard and Beth Govoni of IDED, along with Director Passmore, visited two Waverly manufacturing companies on March 3rd.
- b. EPA Smart Growth Grant Application – An application was submitted for a planning grant on three possible topics. One topic was economic development of our downtown. Grants will be awarded to 4 of the 10 cities most impacted by 2008 disasters.
- c. Marketing Seminar – A seminar entitled “Marketing in an Economic Downturn”, sponsored by the Iowa Small Business Development Center, Waverly Chamber of Commerce, and Waverly/Bremer County Economic Development will be held at the Fire Station on March 12th from 11:30 – 1:00. Local businesses have been invited to attend. There is no charge to attend, and lunch will be provided.
- d. Greater Waverly Area Career Fair – The Career Fair is scheduled for March 17th at the Waverly-Shell Rock High School from 10:00 a.m. – 6:00 p.m.
- e. Eisenach Village Development – This residential development will go before City Council on March 16th for final plat approval. Construction is planned to begin this summer with units available in the fall.
- f. Hawkeye Community College – Hawkeye has announced plans to open a satellite center in Waverly. They will be occupying space in the Willow Lawn Mall.
- g. 4th Street SW Corridor Improvement Project – Discussions have been taking place with businesses along the 4th street corridor. This project will benefit Business Park access.
- h. Restaurant Closure – Discussion of a restaurant closure took place, with suggestions of possible alternative locations.
- i. Terex Employment – Discussion took place regarding layoffs, furloughs, and services being made available by Iowa Workforce Development for impacted employees.

- j. Tornado/Flood Disaster Grant – This new grant is offered through the Department of Labor. It is targeted for businesses with 25 employees or less and based on workers displaced due to disasters. The maximum award is \$5,000. The Waverly Chamber and Economic Development Department have made information available to local businesses and will continue to do so.
- k. Iowa Northern Railway – The IANR has plans to create a transfer station between Shell Rock and Clarksville on Highway 3. This will expand their truck-to-rail transfer facilities in the area.
- l. New COBRA Rules – Commissioner Willis discussed ways to get word out about the new COBRA rules which become effective March 1, 2009. This information could be valuable to smaller employers in the area. Commissioner Willis will e-mail this information to Director Passmore for distribution and communication.

3. Regional Economic Development Information

- a. Waverly Hosting Regional Meeting – Director Passmore informed the Commission that Waverly will be hosting the Regional Economic Development Group meeting on March 26, 2009.

C. Old Business:

- None

D. New Business:

- None

E. Next Meeting Date:

The strategic planning sessions with IDM are scheduled for March 25th and April 15th from 8:00 a.m.–12:00 p.m. at Waverly City Hall.

The next regular meeting is scheduled for April 14, 2009. At the March 25th strategic planning session, the Commission can decide whether to cancel the April 14th meeting, since they will be meeting again on April 15th.

F. Adjournment:

The Economic Development Commission meeting was adjourned.