

**ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 9, 2010
City of Waverly Council Chambers
7:00 a.m.**

A. Call to Order:

1. Members Present: Patsy Reed, Chairperson
Gary Bogenreif
Jean Keller
Dave Reznicek
Brad Roling
Jim Willis
Larry Young

Members Absent: Jere Vyverberg, Vice-Chairperson
Deb Mummelthei

Others Present: Brent Matthias, Economic Development Director
Connie Tolan, Economic Dev. Office Coordinator
Gary Grace, Waverly City Council Liaison
Bob Brunkhorst, Waverly Mayor

2. Approval of Agenda:

Motion By: Willis Seconded By: Roling

Move that the agenda be approved as printed.

Yes: 7 No: 0 Absent: 2

3. Approval of Previous Minutes:

Motion By: Willis Seconded By: Keller

Move that the minutes of the October 12, 2010 Economic Development Commission Meeting be approved.

Yes: 7 No: 0 Absent: 2

4. Communication Items:

- *National League of Cities Publication: "The Role of Local Elected Officials in Economic Development – 10 Things You Should Know"*
- *List of items was distributed prior to the meeting.*

B. Regular Business:

1. Project P1008M02845

Utility rate information was requested from IDED as a follow-up to the site visit in September. The response from Waverly Light and Power was shared with the Commission.

2. Project Denson

Information about this IDED lead was shared with the Commission.

3. Waverly Area Career Fair

The Waverly Area Career Fair will be held on November 9th at the Waverly-Shell Rock High School from 9:00 a.m. – 4:00 p.m. It is anticipated that at least 500 students will attend from W-SR High School and Jr. High, as well as from Oelwein and Clarksville High Schools. There are 19 exhibitors registered and break-out sessions on topics such as Careers in Manufacturing and Engineering, Careers in Health Related Fields, Interviewing Skills, etc. are scheduled throughout the day.

4. Plans for Building Openings

Discussion took place regarding buildings that are currently or will soon be vacant and the potential to market those buildings. Buildings discussed were the former Midcom Building in the SW Business Park (55,000 s.f.), and the Waverly Jr. High Building for which Historic Tax Credits might be available.

5. Discussion of Benchmark Cities

Discussion took place regarding identification of “Benchmark” communities which the Waverly area might look to for best practices and things those communities are doing right where economic development is concerned. Director Matthias had sent an e-mail to Commissioners with links to information on 20 Iowa communities that are similar in size to Waverly and solicited comments and thoughts regarding which cities might be considered as benchmark communities. It was discussed that attributes to compare could include demographics, budget size, tax base and infrastructure capacity, as well as identification of communities that have a distinct feel or “sense of place”. It was also noted that it would be difficult to compare Waverly with suburbs of major cities. The cities of Decorah, Pella, and Grinnell were identified as potential benchmark communities.

6. Creating Database of Potential Investors

The Economic Development Department is creating a database of potential investors who could be made aware of investment opportunities when they arise. This list is for office use only and there will be no obligation whatsoever. Commissioners were encouraged to e-mail names to Director Matthias of people to include in the database.

7. Discussion of Mission Statement

Director Matthias initiated a discussion clarifying the mission of Waverly Area Economic Development. He identified the three major components as being business retention, job creation, and capital investment. Discussion took place regarding Economic Development focus as compared to Chamber focus. Two areas of difference were noted, those being that Chamber is membership driven whereas Economic Development is mission driven. Also that Chamber focus is more tactical where Economic Development focus is more strategic. It was noted that there is not a clear delineation between the two, and that collaboration between the two entities is necessary and beneficial.

8. Continue Discussion of Economic Development Strategic Business Plan:
Goal 1 – Retaining and Expanding Existing Employers

Director Matthias reported that he is working on a matrix to identify companies that are the largest employers, largest energy users, and those with the largest tax base. He is also working on interview questions to ask during existing business visits. The goal is to begin existing business visits in January 2011.

C. Old Business:

- Business Incubator Project – Director Matthias reported that Sheila Boeckman (Chair of the Waverly Area Development Fund Board) and Kelly Engelken (Executive Director of Waverly Chamber of Commerce) are working with Tim Ewest of Wartburg College to clarify goals of the program. Mayor Brunkhorst has indicated that he feels this initiative is more retail oriented and may be a better fit with Chamber initiatives.

D. New Business: None

E. Next Meeting Date:

- The next meeting is scheduled for December 14, 2010, at 7:00 a.m. at Waverly City Hall.
- Discussion took place regarding future meeting schedule. It was decided that regular meetings will continue on the second Tuesday of the month at 7:00 a.m. If staff feels there is more to discuss than time would allow, they will communicate with the Chairperson and Vice Chairperson and if needed, an additional meeting will be scheduled. Possible topics that might be discussed at additional meetings were identified as incentives, benchmarks, and review of the Strategic Business Plan.

F. Adjournment:

Motion By: Willis

Seconded By: Bogenreif

That the Economic Development Commission meeting be adjourned.

Yes: 7

No: 0

Absent: 2