

**ECONOMIC DEVELOPMENT COMMISSION MEETING NOTES**  
**May 10, 2011**  
**Waverly City Hall Council Chambers**  
**7:00 a.m.**

A. Call to Order:

1. Members Present: Jean Keller  
Brad Roling  
Jere Vyverberg  
Jim Willis

Members Absent: Patsy Reed, Chairperson  
Dave Reznicek, Vice-Chairperson  
Gary Bogenreif  
Deb Mummelthei  
Larry Young

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

**With 4 of 9 Commission Members present, a quorum was not established.**

The minutes of the February 8, 2011 and March 8, 2011 meetings 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.

2. Communication Items

- Commissioner Vyverberg reported that the W-SR School Board approved and accepted a proposal from Community Housing Initiatives (CHI) to renovate the Jr. High building into senior housing. CHI is now in the process of securing financing for the \$9 million renovation project, which will seek to maintain the original look of the building while using energy efficient design and products.
- Mayor Brunkhorst informed the Commission that a contingent of visitors from Germany will be visiting Waverly later in May through the Sister City Program, and that commission members will be receiving an invitation to a reception to be held on May 27<sup>th</sup>.

B. Regular Business:

1. Business Visits Scheduled for May 26, 2011

Visits to two businesses have been scheduled for May 26<sup>th</sup> at 1:00 and 3:00 p.m. Commissioners are asked to contact the Economic Development office if you are able to attend one or both visits.

2. Updates from Economic Development Director

- Deal Garden, an online social media buying site, will be coming to the Cedar Valley. Matthias will send a link to commission members with sign-up information. Subscriptions are free. Online deals will be sent to subscribers 3 times per week on Mondays, Wednesdays and Fridays. Deal Garden representatives will be in the Cedar Valley at the end of May for a meet and greet event.
- The hotel project in Waverly is on hold, as the owner has been unsuccessful thus far in securing local investors.

3. City of Denver Tax Abatement Program

Brent Matthias shared with the Commission a residential tax abatement program the City of Denver is offering, which includes free utility hook-ups and rebatement of permit fees, as well as tax abatement. The City of Denver is also spending \$25,000 on a marketing campaign with Impact Marketing of Waterloo.

4. Housing Discussion

Discussion notes from a Waverly Housing Forum held on February 28, 2011 were reviewed and the topic of housing was discussed. It was suggested that some things were starting to happen in the private sector, such as affordable lots in the Rolling Hills subdivision being available and future plans to convert the Jr. High building into senior housing which would potentially open up current housing owned by seniors for starter homes for young families. There also appears to be a need for rental apartments in Waverly, as the Chamber, school and Economic Development office frequently get calls from people looking for apartments to rent. The Economic Development office's role would be to assist in getting the appropriate parties together when approached by developers who are interested in doing this type of development.

## 5. Recap Chairperson Reed's Presentation to City Council

As requested by Mayor Brunkhorst, Chairperson Reed addressed the Waverly City Council on April 25, 2011 with a report on the Economic Development Commission's goals for 2011. She outlined the goals of more intentional collaboration with the Waverly Chamber, plans for the Business Incubator Project, a focus on existing business visits, as well as an overall report on the economic climate. Also at the April 25<sup>th</sup> meeting, the City Council approved a TIF rebatement program for qualifying small business façade and improvement projects.

## 6. Business Updates from Commission Members

### Brad Roling –

- Roling Motors building project in Waverly is going well and their new dealership in Shell Rock is going great, with good inventory and good staff.

### Jere Vyverberg –

- The new middle school project is ahead of schedule. They plan to start moving in early July with completion scheduled for August 1.

### Jim Willis –

- The economy is rebounding and things are going well at First Insurance Services.

### Kelly Engelken –

- Reminder of Waverly Connected business networking event on May 12<sup>th</sup> at 7:30 a.m. at First National Bank. Co-sponsors are Tenenbaum's Jewelry and Waverly-Shell Rock United Way.
- Waverly Chamber and Economic Development office are collaborating on a Financial Incentives Brochure to be completed and available soon.
- The bench project in downtown Waverly is waiting for DOT approval and will go before the Planning and Zoning Commission in June.
- The Chamber Golf Outing is scheduled for May 19<sup>th</sup> at Centennial Oaks.
- Concerts in Kohlmann will begin in June.
- Chamber and Economic Development staff recently participated in a tour of available business properties in Waverly and the Chamber will be recruiting businesses based on the Chamber's market analysis and inventory of available properties.
- Checks have recently been distributed to Waverly businesses that were approved for disaster assistance programs from the June 2008 flood. Approximately 6 businesses are still awaiting checks.
- The Dream Big Grow Here Cedar Valley Award will be presented tonight, May 10<sup>th</sup>, at 5:30 at Sunnyside Country Club in Waterloo.

Brent Matthias –

- A business sector missing in the Waverly area is that of web design/advertising/IT services. These fields typically attract young workers, which leads to young families moving to the area, and also provides support for local businesses by making these types of services available locally. This would be a business sector to target through recruitment efforts.

Bob Brunkhorst –

- The Waverly Cable Commission is looking at options for updating the City's website. They are getting quotes from several vendors. The Chamber has been part of these discussions, and Jere Vyverberg expressed interest in including the W-SR schools in these discussions as well.

7. Discussion of Fundraising Idea

Due to time constraints, this item will be discussed at a future meeting.

C. Old Business:

- None

D. New Business:

- Brent Matthias discussed a potential business expansion.
- Mayor Brunkhorst requested that the Commission look at the City of Waverly's TIF policies, specifically the TIF districts that do not have a sunset date.

E. Next Meeting Date:

The next meeting is scheduled for June 14, 2011, at 7:00 a.m. at Waverly City Hall.

F. Adjournment:

The Economic Development Commission meeting was adjourned.