

ECONOMIC DEVELOPMENT COMMISSION MINUTES
July 12, 2011
Waverly City Hall Council Chambers
7:00 a.m.

A. Call to Order:

1. Members Present: Patsy Reed, Chairperson
Dave Reznicek, Vice-Chairperson (*Arrived at B.2*)
Gary Bogenreif
Jean Keller (*Arrived at B.3*)
Rose Meyer
Brad Roling
Jim Willis

Members Absent: Deb Mummelthei
Jere Vyverberg

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: 5

No: 0

Absent: 4

3. Approval of Previous Minutes:

Motion By: Bogenreif

Seconded By: Willis

Move that the minutes of the June 14, 2011 Economic Development Commission Meeting be approved.

Yes: 5

No: 0

Absent: 4

5. Communication Items:

- *Welcome New Commission Member (Rose Meyer)*

B. Regular Business:

1. GMT Update

Brent Matthias reported that GMT has begun clearing the site for their business expansion in the SW Waverly Business Park. The deed to the property has been transferred and the facility is anticipated to be ready for production by February 2012.

2. Review Small Business Façade and Improvement Incentive Program

Connie Tolan reviewed minor changes to the Application and Program Description Page based on feedback received from the Mayor and County Assessor. Approval from the Waverly City Administrator is needed before finalizing the documents.

3. Follow up on Waverly City Council Retreat

The Waverly City Council, Mayor and City Administrator participated in a strategic planning retreat on July 8, and each city department director made a brief presentation. Brent Matthias shared with the Commission the following topics on which he presented: Creation of career website (83 jobs currently posted); Creation of E-Newsletter (current mailing list of 640 and growing); Traffic increases to website; Waverly Area Development Fund (gap financing at 3% for 10 years); Planning needed for future business park; Marketing for growth; and Redistricting after the 2010 census.

Mayor Brunkhorst reported that other topics discussed at the retreat included river use, downtown revitalization, housing, sidewalks, dry run improvements, business park planning, and the airport.

Chairperson Reed asked if the Council offered any feedback for the Commission. While no formal feedback was offered, Mayor Brunkhorst stated that the Council appreciates the ongoing economic development business visits and Brent Matthias shared that he has received positive feedback about the career website.

4. Comprehensive Land Use Planning Meeting

The Commission was reminded of the Comprehensive Land Use Planning Meeting on July 13th at 7:00 p.m. in Waverly City Hall. Commission members are encouraged to attend to give input for future business park planning.

5. Updates from Director

Brent Matthias reviewed various commercial properties for sale along the 4th Street SW corridor and their comparative asking prices.

6. Business Updates from Commission Members

None

C. Old Business:

1. Business Incubator Project – Efforts are continuing on the business incubator project. The concept is to have start-up businesses share space and benefit from mentoring opportunities. The goal is to get the retail incubator up and running first, followed by an industrial incubator. The challenges at this point are defining the structure, securing funding and 501(c)3 status, identifying leadership and defining the role of the Waverly Area Development Fund. It was the consensus of the Commission that the Economic Development Office could serve in a facilitation role in terms of helping to explore options, helping to find a champion and leader for the project, and helping to navigate the 501(c)3 status process. However it was agreed that the Chamber should be driving the project since it is retail oriented in nature.

D. New Business:

1. Iowa Northern Railway – Brent Matthias reported that Iowa Northern Railway is developing a food-grade transportation system in Shell Rock next to the ethanol plant. The first project will be an egg facility scheduled to open in May 2012, creating 30 jobs initially. Iowa is the number one egg exporter in the United States and California is number two. However recent legislation in California is expected to significantly reduce egg production there. Rail currently provides an 8-10% savings over trucking and this facility can be used as a tool in marketing the Waverly area.
2. Hotel Owners Meeting - Mayor Brunkhorst convened a meeting with owners of the 3 largest hotels in Waverly, as well as Chamber and Economic Development staff on July 11 to discuss ways the entities can work better together to promote tourism to the area. Hotel owners were interested in better communication with the Chamber so that they are aware of what events are happening in the community so that they can plan accordingly. Hotel owners also identified taxes and utility rates as issues. The desired outcome of the meeting is to improve communication between the entities and to partner better on larger events taking place in the community.

E. Next Meeting Date:

The next meeting is scheduled for August 9, 2011, at 7:00 a.m. at Waverly City Hall.

F. Adjournment:

Motion By: Willis

Seconded By: Roling

That the Economic Development Commission meeting be adjourned.

Yes: 7

No: 0

Absent: 2