

ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 8, 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 A.4*)
Gary Bogenreif
Jean Keller (*Arrived at A.4*)
Rose Meyer
Jere Vyverberg
Jim Willis

Members Absent: Deb Mummelthei
Brad Roling

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

2. Approval of Agenda:

Motion By: Willis

Seconded By: Vyverberg

Move that the agenda be approved as printed.

Yes: 5

No: 0

Absent: 4

3. Approval of Previous Minutes:

Motion By: Willis

Seconded By: Bogenreif

Move that the minutes of the October 11, 2011 Economic Development Commission Meeting be approved.

Yes: 5

No: 0

Absent: 4

4. Communication Items:

- *Meeting Calendar for 2012*
- *Introduction of Emily Neuendorf, Executive Director of Waverly Chamber*

B. Regular Business:

1. Business Visits

Two business visits were conducted in October and reviewed with the Commission:

- Waverly Plastics – Matthias and Keller
- Rubber Development – Matthias, Tolan and Vyverberg

2. Women in Economic Development Conference Review

Connie Tolan provided notes from the Women in Economic Development Conference she attended in October and discussed key points with the Commission.

3. Business Incubator Update

Dave Reznicek reported that the Transitional Board met and plans are in place to roll out the concept to the community at the Waverly Connected event on November 16 at CUNA Mutual. They will be rolling out the concept to the business community as well as inviting assistance in the form of space, used equipment, mentoring, etc.

4. Business Updates from Economic Development Director

- IPTV was in Waverly last month to shoot a series of station identification spots. The first one, featuring CrawDaddy Outdoors, will air on Wednesday, November 9th at 6:50 p.m.

5. Business Updates from Commission Members

Jere Vyverberg –

- Jere will be in Des Moines on Monday accepting a \$1.8 million grant from FEMA for the construction of a safe room at the W-SR High School.
- Iowa has the highest average ACT score in the country at 22.3, and W-SR scores are higher than the state average at 23.5.
- Enrollment at W-SR schools has increased for the third year in a row, and 4 out of the last 5 years. Current enrollment is 2,143 students.
- W-SR Schools won the Class 3A Bank Iowa Traveling Challenge Cup for the 2010-11 school year. This award recognizes academic excellence in the classroom and outstanding achievement in state athletic, music, speech and debate competitions.

Patsy Reed –

- Patsy shared information about the second annual Small Business Saturday event on November 26th. Consumers are encouraged to shop locally-owned businesses on that day.
- Mayor Brunkhorst has scheduled Patsy to provide an update to the Waverly City Council on January 16, 2012. Homework assignment for Commission members is to identify 3-5 goals for the upcoming year, and the greatest risk or opportunity for the community in the next 3-5 years. This will be discussed at the next meeting.

6. Updates from Waverly Mayor

- The Fair Diamond Committee continues to work toward development of a combined ball diamonds/fairgrounds complex.
- Waverly will be hiring a new City Attorney as Gerry Carney retires from that position.
- The Workforce Development site in Waverly will be closing.
- The City of Waverly is moving ahead with development of an enhanced website.
- The Business Equalization Order has come out which will result in business valuations being increased a minimum of 10%.
- The Waverly City Council will hold a strategy session in December.

C. Old Business:

None

D. New Business:

1. The Economic Development Office will be communicating business visit dates and times with the Commission as they are scheduled.

E. Next Meeting Date:

The next meeting is scheduled for December 13, 2011, at 7:00 a.m. at Waverly City Hall.

F. Adjournment:

Motion By: Willis

Seconded By: Vyverberg

That the Economic Development Commission meeting be adjourned.

Yes: 7

No: 0

Absent: 2