

1. Review of Housing Recommendation

Dave Reznicek reviewed the Housing Strategy Proposal that he will be presenting to the Waverly City Council on July 23rd on behalf of the Commission. Input was shared by commission members and Dave invited commissioners to send any additional comments to him for inclusion.

2. Review of Business Visits

Brent Matthias, Connie Tolan and Jim Willis visited GMT's new facility in the SW Business Park on June 21. GMT needs to hire 22 people to fill and/or backfill new positions.

Brent proposed scheduling future business visits during regularly scheduled Commission Meeting times in order to increase participation. The Commission was in favor of this and visits would occur perhaps every other month or quarterly. The first 15-30 minutes would be utilized to take care of Commission business, and the remaining portion of the hour would be used to tour the business.

3. Review Labor Shortage

There are a number of jobs in a variety of sectors that need to be filled in the Waverly Area and the Cedar Valley. Brent reported that the Cedar Valley Regional Partnership will be meeting later this week for strategic planning on how to recruit workforce to the Cedar Valley to fill jobs. Current unemployment statistics show the national average to be 8.2% and Bremer County is at 3.9%.

4. Business Incubator Update

Dave Reznicek and Emily Neuendorf reported forward momentum on this project. The framework is still being developed and details are being worked out. Some funding has been secured.

5. Business Updates from Economic Development Director

Brent reviewed the unique structure of Waverly Area Economic Development being under a city government entity. This creates a need to be very accountable for how marketing funds are spent. Measurability of results is very important. One significant marketing effort has been to build the Career Page on the Economic Development web site. The page was largely built with intern hours and statistics show increased usage as follows:

May 2011 – 1,944 views
May 2012 – 2,910 views

6. Business Updates from Commission Members

Jere Vyverberg reported that W-SR Schools have hired 7 new employees.

7. Updates from Mayor

Mayor Brunkhorst was not in attendance. Dan McKenzie (Council Liaison) reported on the recent Strategic Planning Session with the Waverly City Council and Mayor.

C. Old Business:

None

D. New Business:

None

E. Next Meeting Date:

The next meeting is scheduled for August 14, 2012, 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