

ECONOMIC DEVELOPMENT COMMISSION MINUTES
October 9, 2012
Wartburg College - The Zesty Orange @ the "W"
7:00 a.m.

A. Call to Order:

1. Members Present: Dave Reznicek, Chairperson (*Arrived B.1*)

Jere Vyverberg, Vice Chairperson

Patsy Reed

Brad Roling

Deb Schroeder

Jim Willis

Members Absent: Dan Beenken

Deb Mummelthei

Rose Meyer

Others Present:

Brent Matthias, Economic Development Executive Director

Connie Tolan, Economic Development Office Coordinator

Dan McKenzie, City Council Liaison

Gary Grace, V.P. for Administration, Wartburg College

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: Schroeder

Seconded By: Willis

Move that the minutes of the September 11, 2012 Economic Development Commission Meeting be approved.

Yes: 5

No: 0

Absent: 4

4. Communication Items:

- Updated Member List
- Meeting Calendar for 2013

B. Regular Business:

1. Update on Housing Study

Brent talked with Mark Reinig of ISU to discuss data they have available on Waverly housing. Mark will get information to Brent on what data is available by the end of October. The Commission then needs to identify what statistical data to include in the report and ISU will create the report free of charge.

2. Update on Vital Few

No changes from last update.

3. Cedar Valley Regional Partnership – 7 County Marketing Efforts

The CVRP is meeting today to strategize on workforce recruitment. Talent recruitment is a big issue not just for the Waverly Area, but for the entire region and beyond.

4. Business Incubator Update

Dave Reznicek reported that things are moving forward significantly. Officers have been elected for the Board, and the Board hopes to have a director hired by the end of October.

5. Business Updates from Economic Development Director

- Final candidates for the Waverly City Administrator position will be in Waverly this weekend for interviews. The public is invited to meet with the candidates on Friday, October 12, from 5:30-6:30 p.m. at the Waverly Public Library.
- Gym 24 has relocated to the Jr. High Building in Waverly.
- Next Level Fitness has established a location in the Willow Lawn Mall.
- Walsworth Family Dentistry is moving into the former liquor store north of Pizza Ranch.
- The Peoples Insurance building expansion is enclosed and ahead of schedule. The expansion will result in 45 new hires.
- The Carmi Flavors warehouse construction project is underway.
- Brent attended both the state and national Economic Development Conferences in recent weeks and workforce recruitment was a hot topic at both conferences.

6. Business Updates from Commission Members

No updates.

7. Updates from Mayor/City Council Liaison

Dan McKenzie outlined the itinerary for interviewing Waverly City Administrator final candidates. He encouraged Commission members and the public to attend the public session at the Library on Friday, October 12, at 5:30 p.m. Formal interviews with the Mayor, City Council, staff, commission members and community leaders will take place on Saturday, October 13.

Dan asked Gary Grace about student housing capacity at Wartburg as it relates to the housing study. Gary replied that there housing available on campus for 1,415 students and they are at approximately 95% capacity. Students can apply to live off campus starting their junior year. Wartburg supports enforcement of local codes related to the number of unrelated occupants allowed in residential dwellings and the safety of their students living off campus is important to Wartburg. Gary encouraged the Commission to let Wartburg know how they can help with this issue.

8. Tour of Wartburg

Gary Grace led a discussion about Wartburg and its impact on the community. Current enrollment is 1,730, the number of graduates who remain in Iowa is 98%, a large number of students participate in service projects here and abroad, and many participate in internships in the community. Wartburg is the Waverly Area's largest employer with \$26 million paid in salaries annually and a total budget of \$70 million. Wartburg also pays \$50,000 in property tax annually. The total economic impact of Wartburg to the community is estimated to be \$110 million annually. Service and relationships with the Waverly community are important to Wartburg and they have a very strong and positive partnership with the Waverly-Shell Rock School system as well as the community at large. Challenges for Wartburg and other educational institutions include a declining number of high school graduates and keeping up with technology and the ever changing way in which education is delivered.

Gary Grace and Jere Vyverberg highlighted the importance of broadband availability to education. Brent Matthias shared the importance of broadband to economic development and as well. Discussion took place regarding the Economic Development Commission's possible role in addressing this issue.

C. Old Business:

None

D. New Business:

None

E. Next Meeting Date:

The next meeting is scheduled for November 13, 2012, at 7:00 a.m. Location to be determined.

F. Adjournment:

Motion By: Willis

Seconded By: Vyverberg

That the Economic Development Commission meeting be adjourned.

Yes: 6

No: 0

Absent: 3