



B. Regular Business:

1. Discussion of Goals and Vision with Chuck Infelt, Waverly Mayor

Commission members introduced themselves and shared their thoughts on economic development and their vision for Waverly. Mayor Infelt then shared his vision which includes the need for planning, the need for growth, the need for generous people who are positive, and the need to be driven by a plan. He further expressed the need to create a vision for Waverly's future and to promote it and to grow into it. Mayor Infelt expressed his thanks to those who serve on the Commission.

2. Discussion of Connie Tolan's New Role

Phil Jones and Connie Tolan explained Connie's new position of Business Retention and Expansion (BR&E) Specialist. Phil explained that in reviewing Economic Development operations, the level of care and attention given to existing businesses was identified as an area that was lacking. In response to that unfilled need, Connie's role has been redefined and expanded to include the development of a BR&E Program. This will include a rotation of business visits and the use of Synchronist software as a tool for managing the BR&E program. Dan Beenken offered to put Connie in contact with his economic development contacts in Dubuque who have a strong and successful BR&E Program.

Phil also shared that with the Economic Development Director position open, he is evaluating how to best structure the position to meet the overall development needs of the Waverly Area. He has met with various members of the community, council, staff, and county supervisors to hear and share ideas. The prevailing thought is that the position will be restructured to oversee both economic and community development with a focus on the growth and development of the entire community. The position would serve as a generalist in the planning and development areas including economic development, planning and development, and housing. The various boards and commissions involved with economic development will be evaluated as well to determine how to best work together. Phil solicited input from commission members on a structure moving forward and a number of thoughts were shared.

3. Update on Bremer Court Project

Phil reported that developers have submitted their application for tax credits to the Iowa Finance Authority and an independent market study has been completed. An announcement will be made in late February or early March as to which projects are awarded funding. Phil and Mayor Infelt shared that the City continues to work with existing rental property owners, some of whom have formed a Landlord Association, to make Waverly attractive as a rental community.

4. Review Historical Data on Economic Development Agreements

Connie Tolan shared a spreadsheet which summarizes key elements of economic development agreements entered into by the City of Waverly from 2001 to present. It was suggested that showing the value of jobs created might be a helpful addition.

5. Business Updates from Commission Members, Economic Development, City Administrator, City Council Liaison and Others

Deb Schroeder shared that Bartels is working toward their newest level of care, which is assisted living memory care. They have a plan for construction of 16 new units for this level of care.

Shelley Wolf reported that the County is working on budgeting and how to structure and move forward with their public health department.

Jere Vyverberg and Mike Litterer gave an update on the Waverly Broadband Initiative. Survey responses have been received from about 300 residents and 25 businesses. The project team will be meeting with potential partners on Friday. The project is on track and moving forward. Preliminary plans are to make a presentation to the Waverly City Council and Waverly Light and Power Trustees in early March.

Brent Jones shared that his company, Baja Trucking, is constructing a new office on Cedar-Wapsi Road, which will double their existing space.

Mike Litterer reported that Waverly Light and Power will be putting up a new substation at 12<sup>th</sup> Street and 1<sup>st</sup> Avenue NW in 2014 and taking down the old one. This will increase their capacity to serve new customers.

Dan McKenzie encouraged commission members to share feedback with Phil and Chuck on future structure of Economic Development, including commission structure and focus.

C. Old Business:

No items.

D. New Business:

No items.

E. Next Meeting Date:

The next meeting is scheduled for February 11, 2014, at 7:00 a.m. (location to be determined).

F. Adjournment:

Motion By: Roling

Seconded By: Jones

That the Economic Development Commission meeting be adjourned.

Yes: 8

No: 0

Absent: 1