

**ECONOMIC DEVELOPMENT COMMISSION MEETING NOTES**  
**April 8, 2014**  
**Waverly City Hall Council Chambers**  
**7:00 a.m.**

A. Call to Order:

1. Members Present: Dan Beenken, Chairperson (*Arrived B.1*)  
Deb Schroeder, Vice Chairperson  
Rose Meyer
- Members Absent: Patsy Reed  
Brad Roling  
Jim Willis  
Shelley Wolf
- Others Present: Connie Tolan, Economic Development BR&E Specialist  
Dan McKenzie, Waverly City Council Liaison  
Chuck Infelt, Waverly Mayor  
Phil Jones, Waverly City Administrator  
Bill Werger, Waverly City Attorney  
Steve Dust, Greater Cedar Valley Alliance & Chamber  
Lisa Skubal, Greater Cedar Valley Alliance & Chamber  
Reid Koenig, WASBICC & Waverly Area Development Fund  
Jan Loyson, WASBICC  
Mike Litterer, Waverly Light and Power  
Darrel Wenzel, Waverly Light and Power  
Todd Coleman, Waverly Chamber of Commerce  
Ken Kammeyer, Bremer County Board of Supervisors

**With 3 of 7 Commission Members present, a quorum was not established.**  
The minutes of the February 11, 2014 meeting will be approved at the next meeting. There was no other action to be taken, however discussion took place regarding economic development and regional partnerships.

2. Communication Items:

- An updated Commission Member List was distributed.

B. Regular Business:

1. Discussion of Economic Development and Regional Partnerships

This was a continuation of a discussion hosted by Reid Koenig in February with the various organizations that promote and support development and growth in the Waverly Area.

Steve Dust shared information about the Greater Cedar Valley Alliance & Chamber (GCVAC) which was created 10 years ago and charged with developing a regional economic development approach and a mechanism to carry that out. It is difficult for small cities to do economic development on their own and finding ways to work together as a region is important. The GCVAC is involved with business recruitment and retention, talent recruitment, competitiveness and amenities, and existing business development.

Lisa Skubal, Vice President of Economic Development for the GCVAC, spoke about the 6-county Cedar Valley Regional Partnership which works together to market regionally. The partnership was formed to share financial and intellectual resources initially and has evolved to include more, such as sharing aggregate data from existing business programs using Synchronist software. Lisa also spoke of the importance of working together to spread the Cedar Valley message.

On the topic of developing a new business park in Waverly, Steve Dust spoke of the need to have an inventory of building sites to accommodate business growth and expansion as well as new business attraction. The land needs to have utilities onsite or close, including broadband/fiber, and needs to have characteristics that can accommodate your target industries. Need to look at return on investment and the property tax that can be generated long term.

On the topic of regional partnerships, Lisa Skubal shared that many site selectors will only meet with economic development professionals marketing a region, not individual cities. Site selection is a data driven process and regional data is very strong. It was stated that the marketers deliver opportunities, and the communities are the sales people who close the deals.

The role of an Economic Development Commission was discussed and the primary roles were identified as policy setting, marketing oversight, and a focus on special initiatives that require a lot of intensive work.

The various structures of economic development organizations were discussed as public, private, and combination public/private. The public/private structure is most common. Steve Dust will share examples of successful and effective public/private organizations. Steve shared his belief that the business side has to drive economic development, but needs to partner with local government to get things done.

Ken Kammeyer reported that the Bremer County Supervisors will be hiring their own Economic Development staff position effective July 2014.

Reid Koenig opened discussion about local employers who have headquarters outside of the region and how to best work with those companies. Steve Dust suggested that building relationships with local management is important, as well as periodic headquarter visits. He also stated the importance of understanding what it takes for the local unit to be successful and supporting those success factors.

C. Next Meeting Date:

The May 13<sup>th</sup> meeting has been cancelled due to a scheduling conflict with Waverly Connected. Commission Members are encouraged to attend the Waverly Connected business networking event at First National Bank from 7:30-9:00 a.m. to help First National Bank celebrate their 150<sup>th</sup> Anniversary and to network with business leaders in the community.

The next meeting is scheduled for June 10, 2014, at 7:00 a.m. in the Council Chambers at Waverly City Hall.

D. Adjournment:

The Economic Development Commission meeting was adjourned.