

ECONOMIC DEVELOPMENT COMMISSION MINUTES
June 17, 2014
Waverly City Hall Council Chambers
7:00 a.m.

A. Call to Order:

1. Members Present: Deb Schroeder, Vice Chairperson
Rose Meyer
Patsy Reed
Brad Roling
Jim Willis

Members Absent: Dan Beenken, Chairperson
Shelley Wolf

Others Present: Connie Tolan, Economic Development Specialist
Bill Werger, Community Development Director
Dave Reznicek, Waverly City Council Liaison
Phil Jones, Waverly City Administrator
Darrel Wenzel, Waverly Light and Power
Duane Liddle, Waverly Resident

2. Approval of Agenda:

Motion By: Willis

Seconded By: Roling

Move that the agenda be approved as printed.

Yes: 5

No: 0

Absent: 2

3. Approval of Previous Minutes:

Motion By: Reed

Seconded By: Meyer

Move that the minutes of the February 11, 2014 Economic Development Commission Meeting be approved.

Yes: 5

No: 0

Absent: 2

4. Communication Items:

- Meeting Notes from April 8, 2014 meeting where there was no quorum.
- Chapter 33 of Waverly Code of Ordinances – *Economic Development Commission*

B. Regular Business:

1. Discuss Economic Development Staffing Changes

Phil Jones explained the staffing changes in Economic and Community Development. A new position has been created which is part-time City Attorney and part-time Community Development Director and Bill Werger has been hired for that position. Bill's role will be more strategic and broad in focus and his real estate and negotiation experience will be an asset. Connie Tolan has been promoted to Economic Development Specialist and she will perform the daily functions and field work of economic development including attraction, business retention and expansion, working with various groups to promote regional development and collaboration, and basically the daily functions of the former Economic Development Director's position. Ben Kohout will continue as Community Development and Zoning Specialist and Alex Thompson will provide administrative support to the department. Ben, Connie and Alex will all report to Bill.

Phil also talked about the Development Review Team he has assembled that meets bi-weekly to discuss development projects. The team is comprised of Phil Jones, Bill Werger, Connie Tolan, Ben Kohout, Mike Cherry and Jack Bachhuber. A representative of Waverly Light and Power will also be added to the team.

2. Discuss the Future of Economic Development Commission

The group discussed changes that could be made to better position the Commission to fully utilize the expertise of commission members to support the development function. Suggestions included:

- Shift focus to strategic, big-picture initiatives rather than functional activities.
- Identify sectors that would ideally be represented on the Commission and take that into consideration when filling vacancies. Remove the residency requirement and instead focus on expertise needed to make the Commission most effective. Sectors identified were Waverly Health Center, Waverly Light and Power, retail, manufacturing, housing, Bremer County, real estate/land development, education, and finance.
- Commission may benefit from strategic goal setting, then recommend to City Council
- Commission would look at incentives broadly to set strategy. Small group consisting of Mayor, a few City Council members and key staff would review and recommend individual incentive packages.

- Once or twice/year invite other regional economic development group representatives to a meeting (Chamber, WASBICC, Greater Cedar Valley Alliance & Chamber, Waverly Area Development Fund, Waverly Light and Power, Bremer County). Also invite Jeff Kolb from Butler County Economic Development.
- Meet quarterly rather than monthly. Continue to meet at 7:00 a.m. on the second Tuesday.
- Chapter 33 of the Waverly Code of Ordinances would need to be amended to implement changes to the Economic Development Commission.

3. Business Updates

Brad Roling reported that Shell Rock Ford's expansion project is underway. Foundations are in and things are progressing well.

Darrel Wenzel gave an update on the Waverly Communication Utility. The package being offered will be a triple play of cable, telephone and high speed internet. The business plan, financials and pro forma are completed. The finance bid package will soon be completed and bid responses due back by the August board meeting. RFP's will go out for the building out of the fiber optic system and a decision made by January 1, 2015. The first phase rollout is planned for first quarter 2016 and by the end of 2016 everyone who wants hooked up will be.

C. Old Business:

None

D. New Business:

None

E. Next Meeting Date:

In implementing the quarterly meeting schedule, the next meeting will be held on **September 9, 2014**, at 7:00 a.m. in the Council Chambers at Waverly City Hall.

F. Adjournment:

Motion By: Willis

That the Economic Development Commission meeting be adjourned.

Yes: 5

No: 0

Absent: 2