



2. Waverly Quality of Life Marketing Initiative

Werger led a discussion around the topic of a Waverly quality of life marketing initiative. This is one of the workforce recruitment initiatives identified by both the manufacturers roundtable and the Economic Development Commission in recent discussions. It was agreed that a professional marketing firm would need to be hired to develop the marketing campaign and materials in order to deliver the right message to the target audience at the right time using the appropriate medium, along with the ability to measure results. Staff will develop an RPF in order to identify what the cost would be so that it can be submitted as a budget item for consideration by City Council.

3. Development Planning Team

A planning team has been established to identify and evaluate properties for future business park development. The team will identify potential properties and conduct the appropriate evaluations so that the City can be prepared to take action as opportunities present themselves. Gene Lieb will participate in this planning team representing the Economic Development Commission.

4. Updates from Participants

Werger shared real estate listing statistics that he has been pulling periodically from realtor.com. The number of residential homes for sale in Waverly has been fairly steady over the past few months. He will share the available housing lot inventory numbers at the next meeting.

C. Mayor's Roundtable Discussion

Mayor Infelt praised the dialog that took place in the meeting and stated that he believes it is the Mayor's job to manage energy. He shared his belief that as a community we will be who we have the energy to become.

D. Old Business

None

E. New Business

None

F. Next Meeting Date

The next meeting is scheduled for Tuesday, December 12, 2017 at 7:00 a.m. in the Civic Center at Waverly City Hall.

G. Adjournment

The Economic Development Commission meeting was adjourned.