

C. Mayor's Roundtable Discussion

Mayor led a roundtable discussion regarding what the commission thinks their focus should be and what drives their agenda.

Discussion summary follows:

- What does City Council want from the Economic Development Commission? Should the Commission be bringing topics to City Council to address, or should City Council be directing the Commission on what topics to address? How does the Commission help the City Council to be more focused on strategic visioning and planning vs operational issues? Is the Commission expected to present problem solutions to Council? Or to identify the problem and recommend that Council engage professional service providers to address?
- Identify what is hindering economic growth in the community (ex: housing, workforce, child care) and get creative with solutions.
- Function as a sounding board for staff on various issues (ex: housing, land acquisition for development, development agreements). The Commission may need a better foundation of knowledge/background information on such things as the Comp Plan, Strategic Plan, etc. in order to be comfortable in sharing their thoughts on topics.
- Move agenda items forward to City Council with action vs discussion and supported by facts and testimonials.
- Cost of living comes up as a barrier with no facts to support it. Perhaps the Commission addresses this by identifying the cost of living components and quantifying them with factual data and identifying potential alternatives where appropriate.
- Perhaps the Commission should be more broad in their scope. Rather than focusing solely on traditional economic development issues it could address quality of life/quality of place topics that relate to workforce attraction.
- As a community we need agreement on basic issues, such as: Does the community want to grow? The Commission should be involved in the City Council strategic planning process.
- Waverly needs to decide what we want to be good at and not apologize for what we are not.
- Find Waverly's Unique Value Propositions (UVP) and promote these. Bill Withers speaks about this topic.
- Waverly needs to stop comparing itself to the same peer communities that we always have in the past and that we are already like (Decorah, Pella, etc.). We need to instead identify benchmark communities that we aspire to be like (Ankeny, North Liberty, etc). We need to identify what hinders us from moving to the next level like these communities have.

Next steps identified:

1. Summarize notes from this discussion to share with the Commission and discuss at the next meeting.
2. Send the most recent SWOT Analysis out to the Commission for review.
3. Provide more information on UVPs. Invite Bill Withers to speak to the Commission on this topic at an upcoming meeting.
4. Identify Waverly's UVPs.
5. Identify mechanisms for bringing items forward to City Council in an effective way.

D. Old Business

None

E. New Business

None

F. Next Meeting Date

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

G. Adjournment

The Economic Development Commission meeting was adjourned.