#### **ECONOMIC DEVELOPMENT COMMISSION MINUTES**

## **September 12, 2017**

# Waverly City Hall – Council Chambers 7:00 a.m.

#### A. Call to Order

1. Voting Members Present: Deb Schroeder, Chairperson

Steve Egli, Vice Chairperson

**Brittney Diercks** 

Gary Grace (arrived B.1)

Mark Hanawalt Gene Lieb Troy Miller

Voting Members Absent: Tammy McKenzie

Ann Rathe

Non-Voting Partners Present: Jim Atty, Waverly Health Center (arrived B.1, left 7:17am)

Darrel Colson, Wartburg Chuck Infelt, Mayor

Ed Klamfoth, W-SR Schools

Dan McKenzie, City Council Liaison Heidi Solheim, Waverly Health Center Travis Toliver, Waverly Chamber

Non-Voting Partners Absent: Linda Allen, Hawkeye Community College

Darrel Wenzel, Waverly Utilities

Staff Present: James Bronner, City Administrator

Connie Tolan, Economic Development Specialist (left 7:30am)

Bill Werger, Economic Development Director

2. Approval of Agenda:

Motion By: Egli Seconded By: Diercks

Move that the agenda be approved as printed.

Yes: 6 No: 0 Absent: 3

3. Approval of Previous Minutes:

Motion By: Lieb Seconded By: Egli

Move that the minutes of the August 8, 2017 Economic Development Commission Meeting be

approved.

Yes: 6 No: 0 Absent: 3

#### B. Regular Business

1. Discussion on process for evaluating potential development sites

Werger mentioned that staff would like to evaluate possible sites for future development. We want to have some sites in mind so if they become available then staff can proceed right away. Staff would like 2-3 commission members to volunteer to meet with staff for these discussions which will be held outside of our regularly scheduled commission meetings. The findings will be brought before the commission to discuss as a large group. If you are interested, please email Connie or Bill.

It was asked if the North part of the Champion's Ridge property would be available for development in the future. Werger said no, according to the plans, 12 diamonds and the fairgrounds would take up that entire area. An update regarding Champion's Ridge should be coming in the next couple of months.

2. Commission-led review of last month's discussion and identification of issues and topics for future meetings

The commission asked Toliver to get more information regarding UVP's (unique value propositions) from Bill Withers. Toliver stated that Withers will be coming to the October commission meeting to speak and identify past, current and future UVP's.

Cost of living was brought up at the last meeting as community members hear others say the cost of living is too high in Waverly. What part is too high and what can we do to change this? Is the cost of housing high? The number of houses on the market was recently brought up as a concern, but this should drive the prices down. Are we able to compare to Cedar Falls or Waterloo? Certain numbers are hard to do a comparison such as electricity rates because each community charges differently. The state puts out tax rates comparison each year. Werger will send the comparison to the commission for review.

Werger handed out an inflow/outflow chart showing a snapshot of how many drive to Waverly every day for work versus drive out of Waverly for work. The chart shows more people coming into Waverly rather than leaving Waverly for work which is a good thing, as they are purchasing groceries, gas, etc. in town and providing a larger pool of workers for Waverly employers.

The cost of living in Waverly may not seem as high when you look at the true cost of living outside of the community and driving to Waverly for groceries, work, shopping, etc. You spend more time and money living in a surrounding community and driving to Waverly for your activities. Cost of living is subjective. Waverly has great school systems, health care, emergency departments and community events.

We should make sure we are reviewing the strategic plan throughout the year to make sure it is being followed. The community strategic plan gets done every 5 years all community members are asked to participate.

#### 3. Updates from Participants

Werger stated that Tolan sent an email to leaders of Waverly's large manufacturers inviting them to a roundtable discussion about what can be done at the City level to help manufacturers recruit workers.

Red Fox property is moving forward. The liquor license was reviewed at Monday's Council meeting. Currently there are 65 clean rooms to be used. The bar portion will be open for the fall horse sale.

The former CUNA Building project, Waverly Historic Lofts, is continuing to make forward progress.

Klamfoth stated that school elections are today. The year is looking good. Official enrollment count isn't until October 1<sup>st</sup>, but looks like the numbers are up.

Colson mentioned that Wartburg is reaccredited for another 10 years. Wartburg's numbers are also looking up. Colson wants to remind the community that they have 20% students of diversity and wants to make sure the community is providing a welcoming environment.

Toliver stated that the East side businesses are happy construction is done, but the West side is now feeling the hit of the construction. Please remind people these businesses are still open

and it is worth putting the extra effort into support these businesses. Great events are coming up this fall.

### C. Mayor's Roundtable Discussion

None

# D. Old Business

None

## E. New Business

None

## F. Next Meeting Date

The next meeting is scheduled for Tuesday, October 10, 2017 at 7:00 a.m. in the Civic Center at Waverly City Hall.

#### G. Adjournment

The Economic Development Commission meeting was adjourned.