



2. Review of Updated Proposal by Amperage for Waverly's Community Branding and Marketing Plan.

Werger met with Amperage to review the proposal again and get clarification. Discussion followed. This community branding initiative can be beneficial to the City's strategic planning session that is planned for this fall. Amperage has a creative process of finding how the community views the City and the pros and cons of Waverly. Amperage will include participants outside of the City limits to get their vision as well. It may be a good idea to eliminate the marketing plan piece for now. There was general consensus of commission members and partners to propose going forward with the research component at this time, which will benefit the City's strategic planning by providing data as an input for that process. Once we have Amperage's research and the City's strategic planning completed then we can look at moving forward with the marketing plan.

3. Review Commission Update to Council

Egli stated he presented the commission update to Council and felt the conversation was productive. Egli presented strategies the commission has created, current and past projects and areas of focus of the commission. We are planning to have a joint meeting with City Council again this year.

4. Updates from Participants.

Egli would like to have members sign up for a date to present about your organization. It doesn't have to be lengthy. We just want to hear what is going on with your organization and how the commission or the City can support/coordinate with your plans.

C. Old Business

none

D. New Business

none

E. Next Meeting Date

The next meeting is scheduled for Tuesday, April 10, 2018 at 7:00 a.m. in the Civic Center at Waverly City Hall.

F. Adjournment

The Economic Development commission meeting was adjourned.