

B. Regular Business:

1. Update on Economic Development Structure

City Administrator Phil Jones gave an update on staffing and structure of Economic Development. Phil and Mayor Infelt met with the Bremer County Board of Supervisors on February 10 to discuss structure and goals going forward. No structural recommendations were made and discussions will be ongoing. Later that day Reid Koenig facilitated a meeting of the various groups that support economic development in some capacity in Bremer County. Groups represented include the City of Waverly, Economic Development Commission, Waverly Chamber of Commerce, Waverly Area Development Fund, Waverly Light and Power, Bremer County Board of Supervisors (no representation due to budget meetings), Waverly Area Small Business Incubator and Consultation Center (WASBICC), and the Greater Cedar Valley Alliance & Chamber. Each group shared who their clients are, what services they offer, where they get their direction, and where connections exist. The meeting was productive and revealed that while the groups do similar things, there is not a lot of day-to-day overlap of services and activities. The Greater Cedar Valley Alliance spoke about the importance of regionalism and how the efforts of the other groups may tie in with their efforts. Major take aways from the meeting are that a lot more effort needs to be spent on planning, with a focus on “what does it look like” rather than “how does it work” so that good decisions can be made about where to focus efforts in order to achieve the vision. It was also recognized that the Greater Cedar Valley Alliance offers a lot of resources that could potentially benefit other groups and Steve Dust offered to attend a future Economic Development Commission Meeting and also to visit with the Chamber about potential opportunities to collaborate.

Mayor Infelt asked the commission what role they want to play in the planning and visioning process and the response was that they would like to play a supporting role, but did not want to define the vision.

Phil shared that he is using information gained from these meetings and other discussions to make a decision about structure going forward, including the role of the Economic Development Commission and the Waverly Area Development Fund Board. He is working on structuring the Economic Development Director position in such a way that the scope is expanded beyond economic development to include community development and housing, yet in a way that does not stretch the scope so far that the position could not be effective or successful.

2. Review of Economic Development Incentive Strategy

Connie Tolan expressed a need to update the City of Waverly Economic Development Assistance Strategy. The commission reviewed the strategy document and identified areas needing to be updated and/or revised. Mike Litterer informed the group that Waverly Light and Power also has an incentive strategy. Jere Vyverberg reminded the group of the impact Tax Increment Financing has on schools. Connie will revise the document and bring back to the Commission for review at a future meeting.

3. Business Updates from Commission Members

Jere Vyverberg reported that the Broadband Study is going very well. They achieved an almost 10% response rate to the community survey. The consultant is doing a great job and the feasibility study is in its final stages. A preliminary report will be made to the Waverly City Council in a study session on February 17 and the final report will be presented to the Council and Waverly Light and Power Board in early March. Jere also reported that West Cedar School has been nominated as a Blue Ribbon School and this is a huge honor.

Shelley Wolf mentioned a 90+ acre parcel of land at the intersection of Highways 3 and 63 that could be a good development opportunity for Bremer County.

4. Business Updates from Economic Development

Connie Tolan shared information about a Business Roundtable Lunch Series sponsored by the Waverly Chamber and the Waverly Area Education Roundtable. Dates are Feb. 19 (Social Media Engagement), March 5 (Manufacturing Roundtable), and March 19 (Mayoral Roundtable). Registration is through the Chamber Commerce.

Connie also shared information about a free website launched by Iowa Finance Authority where owners of rental properties can list and market their units and renters can search for rental housing. The website is IowaHousingSearch.org.

5. Business Updates from City Administrator, City Council Liaison and Others

Phil Jones reported that the City of Waverly has purchased the Irving School property for the Dry Run Creek Improvement Project. The plan is to buy the land, use it as needed for the project, then utilize the land in the private sector. Also, it was discovered that there is an alley on the Jr. High School property that should have been vacated in 1924 that the City Council is now working to vacate so that the school property can be sold. Phil also shared that Kwik Star will begin

construction of their new facility on 4th Street SW in the spring when weather allows.

Mayor Infelt spoke about finding ways to provide incentives for downtown redevelopment and the need for creativity in that process.

C. Old Business:

None

D. New Business:

None

E. Next Meeting Date:

The next meeting is scheduled for March 11, 2014, at 7:00 a.m. (location to be determined).

F. Adjournment:

Motion By: Willis

Seconded By: Jones

That the Economic Development Commission meeting be adjourned.

Yes: 6

No: 0

Absent: 3