



**THE CITY COUNCIL OF WATERLOO, IOWA
WORK SESSION TO BE HELD AT
Harold E. Getty Council Chambers
Monday, June 3, 2024
4:00 PM**

RULES FOR WORK SESSION PUBLIC COMMENT

Iowa Code Chapter 21 gives the public the right to attend council meetings, but it does not require cities to allow public participation except during public hearings. The city council shall not receive any public comment during a work session.

Roll Call.

Agenda, as proposed or amended.

Approval of Minutes of May 6, 2024, Council Work Session, as proposed or amended.

4:00 p.m. Discussion of an ordinance amending Section 5-2-6: Discharging Weapons.

Submitted by: Martin Petersen, City Attorney

Approx. 4:10 An update from Historic Preservation Commission.

p.m. Submitted by: Noel Anderson, Community Planning and Development Director

Approx. 4:40 An update from Grow Cedar Valley.

p.m. Submitted by: Noel Anderson, Community Planning and Development Director

ADJOURNMENT

Kelley Felchle
City Clerk

May 6, 2024

COUNCIL WORK SESSION
Harold E. Getty Council Chambers

Roll Call.

Members present: Mayor Quentin Hart in the Chair. Mr. Boesen, Mr. Nichols, Mr. Chiles, Mr. Simon, Ms. Wilder and Mr. Feuss. Ms. Creighton-Smith entered the meeting at 4:03 p.m.

Agenda, as proposed or amended.

Nichols/Chiles

that the agenda, as proposed, be approved. Voice vote-Ayes: Six. Motion carried.

Approval of Minutes of April 15, 2024, Council Work Session as proposed or amended.

Nichols/Chiles

that the minutes of the March 18, 2024, Council Work Session as proposed, be approved. Voice vote-Ayes: Six. Motion carried.

Discussion of moving Animal Control to the Police Department.

Joe Leibold, Chief of Police, provided an overview of plans to move Animal Control to the Police Department.

Mr. Simon questioned if once a call reaches a criminal level aren't the police involved anyway?

Chief Leibold responded Animal Control officers currently handle cases from start to finish including issuing citations. The police only get involved for serious animal assaults or more serious criminal citations.

Mr. Simon questioned if the current employees handling the duties from Public Works would have their positions eliminated.

Chief Leibold responded those positions would be absorbed by the Police Department, that there would be one full-time employee, two part-time positions are undetermined and the current Animal Control Specialist position is vacant.

Mr. Simon questioned if bids were received from any other sources than the Humane Society.

Sheila Steffen, Public Works Coordinator, responded there are no other facilities available. Steffen further explained Council Bluffs uses a private entity, but that she has never seen that here in Waterloo.

There was discussion regarding certification CJIS, Criminal Justice Information System, and terminal access for running background checks and figuring out the logistics for that type of access.

Mr. Boesen questioned coverage schedule and additional cost for salaries, \$200,000.00

additional to current Animal Control budget and cost for adding additional equipment.

Damien Fischels, Safety Coordinator, explained costs included in the new budget estimate.

Chief Leibold explained the work schedule was something that would need to be worked out along with extra costs, but should be able to absorb costs into the Police budget.

Mr. Nichols questioned the estimate for Elements software customization and reporting requirements under the Police Department.

Sheila Steffen, Public Works Coordinator, explained she doesn't have those numbers, they are in the beginning phases of the work order structure for this software and that they would eventually have the capabilities to generate reports showing the expense breakout for Animal Control.

Mr. Chiles questioned if Animal Control officers are required to be sworn Police officers and if the calculated amount is figured into the current Police budget.

Chief Leibold explained the supervising sergeant would be a sworn officer but the Animal Control officers would not and that the increase in salaries would be funded by the Sanitation Department.

Mr. Simon questioned if the Public Works Department agrees with the move.

Mayor Hart explained this has been an issue considered for years by both departments.

Mr. Simon questioned if we reached out to other cities to see if this has worked with other police departments.

Chief Leibold explained the cities he is familiar with that have Animal Control under the Police Department have been running services this way for years and it seems to work.

Mr. Boesen questioned if we looked at putting animal control under Code Enforcement which would add additional enforcement officers for both departments.

Mayor Hart and Sheila Steffen explained there were conflicts with bargaining units due to work hours and 24-hour shifts.

Chiles/Boesen

To recess at 4:07 P.M. Voice vote-Ayes: Seven. Motion carried.

Discussion of Habitat for Humanity activities in Walnut and Church Row Neighborhoods.

Chiles/Feuss

to adjourn from recess at 4:17 p.m. Voice vote-Ayes: Seven. Motion carried.

Alli Parrish, Iowa Heartland Habitat for Humanity provided an overview of activities in the Walnut and Church Row Neighborhoods.

Curtis Young, 825 W. 3rd Street, provided an overview of Housing Barriers to Stability in the Walnut and Church Row Neighborhoods.

Molly Schemanski, Rentals of Iowa, presented an overview of Opportunities for Landlords and Tenants.

Curtis Young presented various requests to the City council to assist in the success of improvements to the Walnut and Church Row Neighborhoods and requested a future meeting with the Council in June or July 2024 to discuss their recommendations.

Mr. Chiles questioned if assessed values have increased with increased market values and if other homeowners are making improvements seeing the improvements in these neighborhoods.

Ali Parrish responded that new home assessed values are seeing an increase, but not necessarily the homes around them and there are other homeowners making improvements on their own.

Mr. Boesen questioned how home ownership in marginalized neighborhoods is created?

Ali Parish responded it would be helpful if a percentage was allocated specifically for marginalized incomes, downpayment assistance, more financing availability, bringing cost of homes down through multi-residential use homes.

Mr. Boesen questioned if the city, when donating land for a large housing project, could dedicate a certain percentage to lower income.

Ms. Wilder thanked Habitat for for bringing a new sense of pride to these communities.

Mayor Hart explained the rental aspect was researched, Tolemi software will assist us and we will give access to rental data to assist Habitat for Humanity in addition to two new full time inspectors being hired. Mayor Hart provided a handout to Council and estimates the council will have some answers by June.

Ms. Creighton-Smith requested the council make sure that some of the \$1.00 properties sold by the City are set aside for affordable housing.

Mr. Nichols thanked the group for their presentation.

ADJOURNMENT

Feuss/Wilder

that the council adjourn at 5:02 p.m. Voice vote-Ayes: Seven. Motion carried.

Kelley Felchle
City Clerk

ORDINANCE NO. _____

AN ORDINANCE AMENDING THE CITY OF WATERLOO CODE OF ORDINANCES BY AMENDING SUBSECTION B1, DISCHARGING AND POSSESSING AIR RIFLES AND SIMILAR DEVICES; EXCEPTION:, SECTION 6, DISCHARGING WEAPONS, CHAPTER 2, GENERAL OFFENSES, TITLE 5, POLICE REGULATIONS.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF WATERLOO, IOWA AS FOLLOWS:

Section 1. That Subsection B1, Discharging and Possessing Air Rifles and Similar Devices; Exception:, Section 6, Discharging Weapons, Chapter 2, General Offenses, Title 5, Police Regulations is amended to read as follows:

B. DISCHARGING AND POSSESSING AIR RIFLES AND SIMILAR DEVICES; EXCEPTION:

1. No person shall discharge on or into any street, alley, highway, sidewalk, public way, public ground, public building or carry on or about theirhis person or in a vehicle, any air rifles, pellet guns, paintball gun, airsoft gun, splash ball blaster, slingshots, or similar devices capable of discharging any projectile leaden or other dangerous missile, object, or substance within the city, except peace officers, other authorized state, county or city officials or employees in the line of duty, and individuals or groups receiving City Council approval. However, it shall be lawful to carry one or more unloaded air rifles, pellet guns, paintball guns, airsoft guns, splash ball blasters, slingshots or similar devices if the unloaded weapon is carried in a gun case or closed container which is too large to be effectively concealed on the person or within the clothing of an individual. (Ord. 4912, 6-16-2008)

Section 2. If any section, provision or part of this chapter shall be adjudged invalid or unconstitutional, such adjudication shall not affect the validity of this chapter as a whole or any section, provision or part thereof not adjudged invalid or unconstitutional.

Section 3. This ordinance shall be in full force and effect from and after its passage and publication as provided by law.

INTRODUCED:	_____	, 202 <u>43</u>
PASSED 1st CONSIDERATION:	_____	, 202 <u>43</u>
PASSED 2 nd CONSIDERATION:	_____	, 202 <u>43</u>
PASSED 3 rd CONSIDERATION:	_____	, 202 <u>43</u>

PASSED AND ADOPTED this ____ day of _____, 20243.

ATTEST:

Quentin Hart, Mayor

Kelley Felchle
City Clerk

It is unlawful for a person to throw stones, bricks, or missiles of any kind or to shoot arrows, paintballs, rubber guns, slingshots, air rifles, BB guns, or other dangerous instruments or toys on or into any street, alley, highway, sidewalk, public way, public ground, or public building, without written consent of the Council.



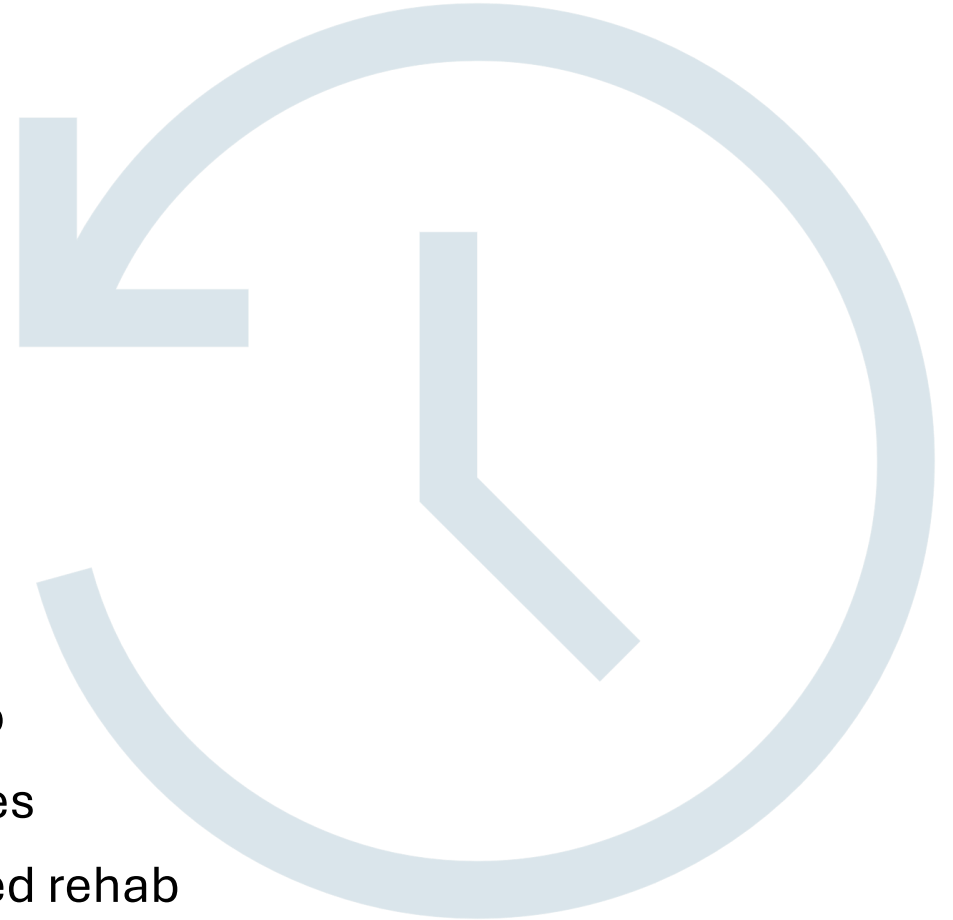
Saving the Dunsmore House

Waterloo Historic
Preservation
Commission



History

- Built in 1865
- Only limestone residence left in Waterloo
- On the National Register of Historic Places
- City owned since 2012 after multiple failed rehab attempts



Why are we here?

The home is in dilapidated shape and is continuing to deteriorate every day.

Asking for funds to stabilize the structure and save it from demolition.

Plan

Rehabilitate the home into a single-family residence.

City would hire a contractor to rehab the structure and then sell the home using a realtor.

Mike Hayworth quoted \$180,000 to \$200,000 to complete a rehab on the property in 2021.

Benefits



The home will return to the tax roll and therefore bring more income to the city.



The structure sits on a double lot, which means a second home could be built to the north of the Dunsmore House.



An additional owner-occupied home in the neighborhood.



Improve the appearance of the neighborhood and Highway 63 Corridor.

Summary



The 1865 limestone residence needs repairs to prevent the home from continually deteriorating.



The Historic Preservation Commission is asking for funds to secure and stabilize the structure until the city can fully rehabilitate the home into a single-family residence.



A single-family residence on this property has many benefits such as additional tax roll income and an owner-occupied home in the neighborhood.



Waterloo City Council Work Session – June 3, 2024

Katy Susong
CEO

Mike Mallaro
Grow Cedar Valley Board Chair

Stephanie Detweiler
Workforce Solutions Coordinator

Nicole Sallis
Director of Communications

Lisa Skubal
Vice President, Economic Development

Agenda

- | | |
|---|--------------|
| 1. Opening Remarks | M. Mallaro |
| 2. External Marketing & Business Growth | L. Skubal |
| 3. Talent Initiatives | S. Detweiler |
| 4. Communications/Marketing Initiatives | N. Sallis |
| 5. TechWorks Campus | K. Susong |
| 6. Closing Remarks | K. Susong |

WATERLOO

CITY COUNCIL UPDATE

DECEMBER 2023 - MAY 2024



**GROW
CedarValley**
Business. Community. Opportunity

Grow Cedar Valley

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Waterloo, IA 50701

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- 12 Meet The Grow Cedar Valley Team

WATERLOO ECONOMIC DEVELOPMENT RESULTS

MARKETING + LEAD GENERATION

Greater Minneapolis/St. Paul, MN Lead Generation Marketing Initiative

A lead generation campaign meeting(s) took place March 2024, marking the first trip to Minnesota for such purposes since the pandemic began. A total of 1,160 companies were identified and contacted via phone and email to identify expansion plans and locational interest in northeast Iowa, with an average of six or more attempts to identify interest.

Grow Cedar Valley collaborates with a company specializing in lead generation and related economic development services. Companies are selected based on their growth trends, industry publications, and online sources. GCV initially screens the list to eliminate companies with branch locations in the Cedar Valley and eastern Iowa.

WATERLOO ECONOMIC DEVELOPMENT RESULTS

Targeted Industries Assigned to List: Durable Goods Manufacturing, Food Processing, Renewable Energy, Distribution/Logistics.

Below are the results of the lead generation calls by the numbers:

Number of companies: 1,160

Number of outreach attempts (phone and email): 5,337

Number of resolved records: 614

“Resolved Records” Defined: Qualified Leads, In Reschedule, Possible Follow-Ups, Acquired/Bankrupt, Branch/Subsidiary, Downsizing, Excess Capacity, Expanding Elsewhere, Longer-Term Follow-Up, Looking for Acquisitions, No expansion plan, Regional/Single Location/Too Small, Bad Data

Number of identified leads: 9

Number of qualified leads: 5

Cancelled/Disqualified leads: 3

Number of reschedules: 1

Number of follow-ups: 9

A more detailed summary and scope of leads has been provided to the City of Waterloo Economic Development Staff.

Illinois Lead Generation Marketing Initiative

Is currently underway. One company was visited in Chicago and a second virtually as of May 21, 2024. There are another 4 companies with some interest are trying to be scheduled for in-person or virtual. Approximately 1,246 companies are currently being contacted regarding expansion plans and consideration of communities outside of Illinois

Select USA

Requests for appointment setting will begin occurring in early June. The Select USA Conference is in the last week of June. The event is hosted by the U.S. Department of Commerce to encourage foreign direct investment into the United States.

Grow Cedar Valley has co-sponsored the State of Iowa's Economic Development Booth along with three other Iowa metro communities.

WATERLOO ECONOMIC DEVELOPMENT RESULTS

OPPORTUNITIES + PROJECTS

	Capital Investment	Job Potential	External Projects	Existing Business Projects
New*	\$740.5 M	324	12	1
Total Active	\$745.76 M	801	28	3

*Includes new projects occurring between the months of December 1, 2023 through May 10, 2024; some projects occurring during this timeline minus those that may have eliminated Waterloo during that same period.

Note: Job Potential and Capital Investment won't correlate; some projects don't provide both or either figure. Information available depends on the project's stage; some projects are more advanced than others.

13 New Projects

31 Total Active Projects

11 Prospect Proposals/Info sent to leads
(does not represent multiple communications)

EXISTING BUSINESS SERVICES TO WATERLOO COMPANIES

20

Business Services

Information/services provided included discussion on expansion/retention and/or barriers such as workforce; including issues related to managing supply chain.

EXTERNAL PROSPECT ENGAGEMENT - WATERLOO

1 External Prospect Visits

5 Prospect Meetings in MN & IL

3 Virtual Prospect Meetings

(can include multiple visits/meetings for the same project)

WORKFORCE + TALENT

There are about 17 companies that make up the Cedar Valley Manufacturer's Association, along with several support partners in the Cedar Valley including Grow Cedar Valley. Dennis Schilling from Power Engineering and Manufacturing is the current President. CVMA meets quarterly to support the below priorities that manufacturers in the Cedar Valley have identified.

Priority Areas Identified by Manufacturers



- Support the alignment of the IGNITE program between lower and higher education.
- Provide educational support for upcoming workforce starting at grade school to ensure the demographics of the manufacturing workforce match the demographics of the community.

The workforce shortage isn't expected to improve over the next several years and is even worse for manufacturers as it is estimated 20% of manufacturing workforce will retire over the next 5-10 years while incoming workforce is short to fill the demand unless CVMA does something about it. CVMA's leadership has developed a plan and will be executing with support from Grow Cedar Valley, Hawkeye Community College, Waterloo Career Center, and University of Northern Iowa.

Workforce Resource & Expert

One of the main goals of Workforce & Talent at Grow Cedar Valley is to be an expert in the workforce space and a resource and connector to HR professionals and business owners throughout the Cedar Valley for all things that have to do with workforce. Here are some ways we have continued to make this a focus in 2023/2024:

- We have positioned ourselves as an expert in workforce data in a couple of different ways.
 1. In 2023, we began a subscription to Lightcast, which is a data source that is a global leader in labor market analytics. We have been able to use this data for many different things, but one of the most important ways has been defining our 4 key industries for workforce (Manufacturing, Distribution & Transportation, Finance & Insurance and Healthcare) in the Cedar Valley and determining the highest-in demand occupations within the next 10 years (Industrial/Mechanical Engineers and Nurse Practitioners). We will be utilizing this information to support programs doing work in this space and to support talent pipelines into those industries and roles.
 2. We have now partnered with UNI's Strategic Marketing Services and the Cedar Valley Regional Partnership for a third year to conduct a Cedar Valley Wage & Benefit survey. The goal of this survey is for Cedar Valley employers to complete the survey for their company and then have the ability to see the results/report. The results will help employers better attract and retain talent to their company by being more competitive when it comes to wages and benefits.

WORKFORCE + TALENT CONTINUED

- Another way we accomplish the goal of being an expert in workforce is to continue to utilize the Workforce Advisory Council that was created in December 2022. The goal of the council is to give feedback and input to the Director of Workforce & Talent on ideas and initiatives in regards to attracting and retaining workforce. Currently there are 11 businesses represented on the Workforce Advisory Council, with 5 of the 11 businesses newly added in mid to late 2023. The current companies represented on the council are Advanced Heat Treat, John Deere, Kryton, K & W Electric, Lincoln Savings Bank, PDCM, Target Food Distribution Center, The Accel Group, UnityPoint Health, VGM and Western Home Communities.
- To ensure alignment and reduce redundancy with other entities/organizations that are centered around workforce, the Director of Workforce & Talent now sits on several boards/committees in the community and region including: Leader Valley Council, Iowa Workforce Board's Northeast Iowa Planning & Operations Committee, Advancing Equity in the Cedar Valley and the Cedar Valley SHRM (Society of Human Resource Management) Board as the Work Readiness Chair. She also put together a peer group of workforce professionals from all around the state of Iowa who meet on a quarterly basis to share ideas and align where necessary- this group is called the Iowa Workforce Alliance Group.
- In 2024, the Director of Workforce & Talent started conducting HR Listening Sessions by key industry. The purpose of each listening session is to share key data about the Cedar Valley to HR professionals, but more importantly, to hear from HR professionals about their biggest challenges with workforce in that industry. The summary of information shared in the listening session will help GCV know how to best support workforce efforts in that industry.

Talent Attraction & Retention

Attracting and retaining talent in our community has become one of our top priorities, both in terms of helping employers directly with talent attract efforts as well as looking ahead to the quality-of-life amenities we're investing in as a community over the next 5 to 10 years. Current programs & resources are:

- Live the Valley magazine
 - We are currently in our 2nd year of a 3-year contract with Livability media for our Cedar Valley quality of life publication "Live the Valley". The purpose of the magazine is for businesses to use it in talent attraction efforts and for newcomers to the area to learn about all the great things we have to offer in the Cedar Valley.
- Cedar Valley Intern Connect Program
 - We have a new program for summer interns this year: Cedar Valley Intern Connect. Its aim is simple yet impactful – to foster connections among interns and immerse them in the vibrant community of the Cedar Valley, enticing them to consider it as their future home post-college. The summer interns will participate in two sessions this summer, scheduled for Tuesday, June 18th and Tuesday, July 16th, both



Talent Attraction & Retention Continued

- running from 11:30 am to 5 pm. During these sessions, they'll engage in networking activities, forge meaningful relationships with fellow interns, and connect with other young professionals in the Cedar Valley. Additionally, they'll learn a little bit about the history of the area, discover exciting local attractions, and gain valuable insights into housing options for their post-college transition.



The Live the Valley Influencer campaign is designed to highlight the experience of growing, working, and living in Cedar Valley through authentic and engaging influencer narratives. The primary purpose of this campaign is to attract and retain quality talent, thereby strengthening the local workforce and fostering community growth.

We have created profiles on the Live the Valley website that link to a unique opportunity for influencers to take recruits on tours of Cedar Valley. In 2024, multiple businesses have already scheduled Cedar Valley tours for their top recruits to experience the community from a personal perspective.

We have been interviewing our influencers to hear about their favorite things to do and why they love the Cedar Valley. Our goal is to use storytelling as a powerful recruitment tool. By leveraging influencer narratives, Live the Valley builds a compelling and positive image of Cedar Valley, attracting new residents and engaging current residents.

LIVE THE VALLEY

LIVE THE VALLEY: VOICES IN CEDAR VALLEY



It's been said a photo can say a thousand words. What can a 2000-photo mosaic mural say about a community?

According to the American Planning Association (APA), creative placemaking involves utilizing arts and cultural strategies to implement community-led change. This approach is essential in enhancing vibrancy, improving economic conditions, and fostering community ownership. In today's workforce crisis, it's imperative for regions like ours to differentiate themselves not only from other states but also from cities within our state, such as Cedar Rapids and Des Moines. We need innovative strategies to attract talent.

The Live the Valley Selfie Mural project exemplifies how Grow Cedar Valley is standing out through community collaboration and creative placemaking. Last year at the My Waterloo Days Festival, Grow Cedar Valley (GCV) and Experience Waterloo set up Live the Valley Selfie Stations and hosted a live painting show by Paco. Combining 2000 selfies with the art, we created the Live the Valley Selfie Mural, now displayed at the Experience Waterloo office (716 Commercial St, Waterloo, IA 50701). This project celebrates community collaboration and symbolizes Cedar Valley's diversity and artistic excellence. We marked its unveiling of the mural in May 2024 with a GCV Ribbon Cutting and Trophy Presentation for winning an Iowa Tourism Award.

Boosting Community Attraction and Economic Prosperity

Mayor Hart highlights the role of public art and creative placemaking in shaping community perception and driving economic development. Mayor Hart says, "Creative Placemaking harnesses the power of arts and culture to transform communities, making them more vibrant, inclusive, and economically prosperous."

As Grow Cedar Valley celebrates its Iowa Tourism People's Choice Award, the Cedar Valley community can take pride in its collective efforts to showcase its unique identity. Through creative placemaking, Grow Cedar Valley aims to attract talent and foster a sense of belonging among residents. The Live the Valley initiative continues to serve as an inspiration for communities across Iowa and beyond.

NETWORKING, EDUCATION & CELEBRATION

400

Investors
attended two
Good Morning
Cedar Valley
events

300

Investors
networked in two
Business After
Hours events

100

Investors and
community members
attended GCV's Lunch
& Learn – AI & the
Business Community

610

Investors and
community
members attended
GCV's Annual
Celebration

217

Investors and
community
members attended
GCV's Annual
Leadercast

99

Investors and
community
members attended
GCV's New Investor
Reception

5

GCV Legislative
Friday Forum
Events



CEDAR VALLEY LEADERSHIP INSTITUTE



The CVLI Class of 2023-2024 was made up of 45 emerging leaders, representing 31 Cedar Valley businesses and organizations listed below. This class met monthly from October- May for leadership and community development. The 2023-24 class provided community service projects for several organizations throughout the Cedar Valley.

- Align Architecture & Planning
- BankIowa
- Beecher, Field, Walker, Morris, Hoffman & Johnson, P.C.
- Cardinal Construction, Inc.
- CBE Companies, Inc.
- Cedar Falls Community Schools
- Community Bank & Trust
- CPM Holdings, Inc.
- Dupaco Community Credit Union
- Envision Wealth
- Farmers State Bank
- First Interstate Bank
- Goodwill Industries of Northeast Iowa, Inc.
- INVISION Architecture
- ISG
- John Deere Waterloo Operations
- Junior Achievement of Eastern Iowa
- Northeast Iowa Food Bank
- Pedersen, Dowie, Clabby & McCausland Insurance
- POS Professional Office Services, Inc.
- Tri-County Child & Family Development Council, Inc.
- TruStage
- United Equipment Accessories, Inc.
- UnityPoint Health - Allen Hospital
- University of Northern Iowa
- Veridian Credit Union
- VGM Forbin
- VGM Group, Inc.
- Western Home Communities
- Woodruff Construction, Inc.

GOVERNMENT AFFAIRS & ADVOCACY



Grow Cedar Valley staff attend City Council Meetings, as needed, to speak on projects relevant to the growth and development of the City of Waterloo. The Grow Cedar Valley Government Affairs Committee established and our Board of Directors approved our Board of Directors



approved our 2024 Legislative Policy Agenda that we pursued throughout the recently completed 2024 Legislative Session. Our legislative priorities were focused on talent attraction, recruitment, and retention; economic development; education; as well as several priorities that were complementary to the goal of seeing growth in the economy of our region and the state.

During the session, Grow Cedar Valley hosted monthly Friday Forum conversations with legislators or other officials that were involved with the legislative process. In January, Speaker of the House Pat Grassley gave our investors and other interested parties a preview of the session. In February, it was Rep. Timi Brown-Powers that joined our conversation and in March, Sen. Eric Giddens was our guest. The April Friday Forum featured Karl Kurt, Assistant Chief Administrator at the Central Rivers AEA, because AEA reform was such focal issue throughout the session. Our Friday Forums concluded with a session recap presented by Dustin Miller, Executive Director of the Iowa Chamber Alliance, a GCV advocacy partner organization. Friday Forums had a fairly consistent attendance of 20-25 each month.

ADDED BENEFITS

Other Services to the City of Waterloo

6

Jobs posted by the City of Waterloo on the Grow Cedar Valley job board over the last 12 months.

18

Ribbon Cuttings for Waterloo businesses

395

Job Views for the City of Waterloo on the Grow Cedar Valley website over the last 12 months.



DIGITAL GROWTH

Grow Cedar Valley's digital growth directly impacts our ability to connect with the community and extend our reach, connecting more businesses, talent, and stakeholders to our resources and initiatives. This heightened visibility not only enhances community awareness but also drives participation and investment in local projects, strengthening our region's economic vitality.

GROW CEDAR VALLEY WEBSITE

The following Google Analytics (GA4) data compares the first 30 days of December to the period from April 20 to May 19.



Website
Views



Website
Event Count



New Users

New User Interaction

Organic Search: 2,596 **40.2%**
Organic Social: 295 **70.5%**

Direct: 1,299 **168.9%**
Referral: 122 **93.7%**

GROW CEDAR VALLEY SOCIAL MEDIA

The data below tracks the Grow Cedar Valley social channels' performance from December 1, 2023, to May 19, 2024, and compares it to the previous period.



Facebook
Reach



Instagram
Reach



LinkedIn
Reach

MEET THE GROW CEDAR VALLEY TEAM



Katy Susong
CEO & President



Bonita Cunningham
Director of Events &
Sponsorships



Stephanie Detweiler
Director of Workforce
& Talent



Steve Firman
Director of
Government Affairs



Jamie Orr
Marketing
Specialist



Nicole Sallis
Director of Marketing
& Communications



Jim Schaefer
Director of Investor
Relations



Lisa Rivera Skubal
VP of Economic
Development



Sandi Sommerfelt
VP of Operations