THE CITY COUNCIL OF WATERLOO, IOWA
WORK SESSION TO BE HELD AT
Harold E. Getty Council Chambers
Monday, November 18, 2024
4:40 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 November 4, 2024, as proposed or amended.

4:40 p.m. **Update from Grow Cedar Valley.**

Submitted by: Noel Anderson, Community Planning and Development Director

ADJOURNMENT

Kelley Felchle
City Clerk

November 4, 2024

COUNCIL WORK SESSION
4:00 p.m.
Harold E. Getty Council Chambers

Roll Call

Members present: Mayor Quentin Hart in the Chair. Mr. Boesen, Mr. Nichols, Ms. Creighton-Smith, Mr. Chiles, Mr. Simonand Mr. Feuss. Mr. Chiles joined via Zoom. Ms. Wilder joined the meeting at 4:17 p.m.

Agenda, as proposed or amended.

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

Approval of Minutes of the October 7, 2024 Council Work Session minutes, as proposed or amended.

Feuss/Nichols
that the minutes of the October 7, 2024, Council Work Session, as proposed be approved. Voice vote-Ayes: Six. Motion carried.

Discussion of a moratorium on hobby farms.

Mr. Boesen explained that Planning and Zoning and Board of Adjustments meetings are seeing variance requests for hobby farms come up on a regular basis. After discussing this with members of the Board of Adjustments, he suggested that council consider putting a moratorium in place until the ordinance can be reviewed and amended. He provided an overview of the current requirements and commented that once a variance is approved for a hobby farm, the applicant should be required to sign an agreement that allows inspectors and code enforcement access to that property at all times. He shared images of a hobby farm on Avon Avenue that was in violation of space requirements, the number of animals and conditions and stated that the board recommended denial. He questioned if there was anything in place that allowed staff to follow up to ensure these hobby farms remain in compliance with code. He explained that if we place a moratorium, we should work with Code Enforcement, Black Hawk County Health Department, the Humane Society and the Iowa State Extension Service to tighten up the ordinance.

Following a discussion with council and staff, the council members agreed to place a resolution declaring a moratorium on the next council agenda.

Discussion of the Building Blocks software with Tolemi.

Cristian Suarez, Tolemi, gave an overview of the Building Blocks and Slate software programs.

The City Council discussed the software programs with Mr. Suarez and Mayor Hart.

ADJOURNMENT

Feuss/Boesen
that the council adjourn at 4:42 p.m. Voice vote-Ayes: Seven. Motion carried.

_____
Nancy Higby
Deputy City Clerk

GROW CEDAR VALLEY MID-YEAR PRESENTATION
NOVEMBER 18, 2024

AGENDA

- Introduction
  Dave Wilson, Grow Cedar Valley Board Chairperson

- Economic Development Report
  Lisa Rivera Skubal, Vice President of Economic Development

- Talent and Workforce Report
  Stephanie Detweiler, Director of Workforce and Talent

- General Report and Closing
  Katy Susong, President and CEO

- Q&A

WATERLOO
CITY COUNCIL UPDATE

JUNE 2024 - NOVEMBER 2024

GROW CedarValley

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FY2025 GROW CedarValley
Business. Community. Opportunity

CITY COUNCIL UPDATE
WATERLOO

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Our bi-annual report outlines the progress we've made, towards accomplishing shared goals to attract new businesses and support the growth of existing ones. Through targeted external marketing, we're actively promoting the Cedar Valley's appeal to potential investors and expanding companies. At the same time, we're bolstering local businesses through tailored programming designed to help them grow, navigate workforce challenges, and enhance their competitive edge. With the City's support, we're advancing a vibrant, business-friendly environment where both new and established entities can thrive. Thank you for your investment and partnership in our work to grow and strengthen Waterloo, and the broader Cedar Valley region.

Katy Susong
President & CEO

FY2025 GROW CedarValley
Business. Community. Opportunity

Economic Development

EXTERNAL MARKETING AND EXISTING BUSINESS SERVICES

A fundamental part of economic development work is to attract new businesses and support existing businesses to diversify the economy and reduce the region's vulnerability. Grow Cedar Valley (GCV) works very closely with the City's economic development staff and many other public and private partners with these collaborative efforts.

Chicago Lead Generation Initiatives – May/June 2024

In our May 2024 report we remarked on the status of this lead generation initiative that was still ongoing. The initiative was completed in June. Below are the figures:

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

Number of Companies Identified: 1,246
Number of Outreach attempted (phone and email): 4,984
Number of Qualified Meetings: 6 (1 in person; 5 virtual meetings)
Number of Companies Visting the Cedar Valley After Intro. Call: 1
Number of Companies Representing Corp. Hqrts. of Existing Businesses: 1
Number of Cancelled Meetings: 3

SelectUSA – June 2024

Select USA took place in the last week of June, with 5,000 registered attendees, including 2,300 international participants. Networking and lead generation were conducted through various methods:

Co-exhibited with the Iowa Economic Development Authority: 11 Booth Leads Identified. In early November an RFP was submitted by Grow Cedar Valley for one of those companies going by the project name of FLYER.

One-on-One Meetings: 10 meetings were scheduled in advance of the show with companies planning to attend. Four companies participated in the scheduled meetings. Conversations with other economic developers revealed similar attendance rates.

Economic Development

SelectUSA – June 2024 Continued

Reception Kingdom of the Netherlands Ambassador's Residence: 20 Netherland Delegates attended the reception representing Netherlands companies interested in expansion into the U.S. One of the companies attending was among those Grow Cedar Valley met with individually the day before.

Site Selection Guild – Virtual Table Time with Site Selection Consultants – August 2024

Seven site selection consultants participated in two-hour virtual meetings with 15-minute rotations. These sessions allow site selectors and economic developers to stay connected, discuss current market conditions, and address questions related to expanding domestic and international companies. The 7 site selectors included representatives from:

Site Dynamics, LLC, Atlanta GA
Locationperspectives, Brussels Belgium
Biggins Lacy Shapiro & Company, Walnut Creek CA
Newmark, Dallas TX
Hickey & Associates, New York, NY
Global Location Strategies, Greenville SC,
VisionFirst Advisors, Tallahassee, FL

Observations by Site Selection Consultants:

- Large-scale, "mega" projects appear to have slowed, with more projects now falling into the typical range of 100,000 to 400,000 square feet.
- Many companies are seeking sites in the 100–300-acre range, with rail access being a valuable asset.
- International companies often choose U.S. locations with established ties to their home country.
- Economic Development Organizations are moving away from phrases like "one-stop shop," favoring language such as "need a helping hand".
- International companies view the U.S. as having a strong talent pool.

Economic Development

Southern California Lead Generation – December 2024

In progress: This market was selected based on the feedback from Camion & Associates who assist with lead generation. Camion has seen recent success in the California market with other EDOs who target the state. Approximately 1,112 companies have been identified with current outreach to generate at least 5 appointments. GCV staff is working on generating additional appointments to add to the schedule.

Other External Marketing Initiatives Planned for FY24/25

February 2025 – Upper New York State and New Jersey Lead Generation
March 2025 – Site Selection Guild Annual Conference
May 2025 – Select USA
June 2025 – Kingdom of the Netherlands Lead Generation
June 2025 – World Bio Market

OPPORTUNITIES + PROJECTS

	Capital Investment	Job Potential	External Projects	Existing Business Projects
New*	$311 M	675	11	0
Total Active	$1.051 M	1,036	35	3

*Includes new projects occurring between the 2nd half of May, 2024 through Nov 6, 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. The information available depends on the project's stage; some projects are more advanced than others.

Prospect Visits: 1
Virtual Prospect Meetings: 3
Prospect Proposals Sent: 10
Business Services: 9*

*Information/services provided included discussion on expansion/retention and/or barriers such as workforce, utilities, and questions on city sustainability.

Economic Development

ADDED BENEFITS

Job Postings: From June through November 2024, the City of Waterloo added **3 job postings** to Grow Cedar Valley's job board.

Ribbon Cuttings: Grow Cedar Valley and our Ambassadors attended and helped facilitate **18 ribbon-cutting** events for local businesses.

Made in the Cedar Valley Campaign: This series is dedicated to showcasing the incredible businesses that call the Cedar Valley home, including features on CPM and OMJC. This region is rich with companies that produce a wide range of products distributed globally. From advanced industrial equipment to innovative consumer goods, the Cedar Valley stands as a hub of creativity, hard work, and community spirit. Through this series, we celebrate the contributions of these remarkable enterprises and their impact on both our local economy and the broader world.

Government Affairs & Advocacy

GROW CedarValley Government Affairs

Grow Cedar Valley is dedicated to promoting business growth and economic stability through collaboration with local, state and federal leaders to address critical issues. By advocating for vital business resources, such as Iowa's tax credit programs, the organization promotes investment in the Cedar Valley.

In addition to its policy advocacy, Grow Cedar Valley facilitates events like Friday Forum, creating opportunities for direct conversations between legislators and area business leaders on issues affecting the region.

As the 2025 Iowa Legislative session approaches, the organization remains focused on advancing workforce training, attracting talent through educational initiatives, and securing resources that will drive long-term economic growth for the community.

Workforce & Talent

Grow Cedar Valley has made significant efforts to support workforce development and talent attraction in the Cedar Valley through a variety of events, meetings, and programs. Here's a look at some of our key initiatives and engagements:

Population Study

In response to forecasted population declines for our area, Grow Cedar Valley is conducting an in-depth population study to identify root causes and best practices for solutions. This will form the basis for a public and private sector action plan over the next decade, strategically addressing these challenges to ensure long-term regional growth.

Workforce Resource Ecosystem

Grow Cedar Valley is developing a user-friendly virtual tool to connect businesses and individuals with workforce resources. This accessible ecosystem will help local organizations and talent find opportunities and support, making it easier to navigate resources across the Cedar Valley.

Community Champion Program

Stephanie Detweiler, PHR GCV's Director of Workforce & Talent is actively participating in Iowa's Community Champion Program. This program is designed to create connections by linking prospective residents directly with local experts who can offer information on job opportunities, help navigate housing options, or share the unique lifestyle benefits of the Cedar Valley. Over 1,500 individuals have already shown interest in moving to Iowa by filling out a form on ThisIsIowa.com, and Stephanie has personally connected with 62 of them.

Talent Connection Network

We designed an exclusive website page to connect highly skilled and experienced professionals with employers seeking top talent in the Cedar Valley. Through this page, we aim to support displaced employees in discovering new career paths and connecting them with organizations seeking their expertise.

Workforce & Talent

Cedar Valley Intern Connect

Our inaugural Cedar Valley Intern Connect program welcomed 30 interns from various businesses for two half-day sessions focused on life in the Cedar Valley and building connections. The interns heard from speakers, including Mayor Danny Laudick, Mayor Hart, Ron Steele from KWWL, and leaders from CF Tourism and Experience Waterloo. Feedback was positive, with over half forming lasting connections and 100% leaving with a stronger connection to the community. Notably, the percentage of interns considering the Cedar Valley as a place to live after college increased by 12%, reflecting the program's impact.

Cedar Valley Young Professionals

Grow Cedar Valley is launching a dedicated young professional program aimed at fostering connection and personal growth among young talent. This initiative is designed to encourage retention of young professionals in the Cedar Valley by creating meaningful opportunities for networking, skill-building, and career advancement. An advisory council has been established and we anticipate this program will begin in early 2025.

Workforce & Talent

Live the Valley

Live the Valley is a talent attraction and retention initiative designed to spotlight the unique advantages of life and work in the Cedar Valley. We are currently developing a new website for Live the Valley to better showcase the area's affordable cost of living, vibrant career opportunities, and high quality of life. Through this platform, Live the Valley connects businesses and potential residents alike to what makes this region exceptional.

Cedar Valley Manufacturer's Association

There are approximately 23 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.

Workforce Resource & Expert

To ensure alignment and reduce redundancy with other entities/organizations that are centered around workforce, the Director of Workforce & Talent 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.

Stephanie has 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.

Networking & Education

Grow Cedar Valley hosted several impactful events, drawing significant participation from our community and bringing together community professionals and leaders to engage, learn, and contribute to the ongoing growth and success of the Cedar Valley.

In the 2nd half of May, 2024 through November 11, 2024, Grow Cedar Valley hosted more than **1,415** people at the following events:

- **2 Business After Hours**
- **Leadercast**
- **Power Networking**
- **Golf Classic**
- **2 Good Morning Cedar Valley's**
- **Lunch & Learn**
- **Opportunity Summit**
- **Lunch & Learn**

OPPORTUNITY SUMMIT

The 2024 Opportunity Summit, cohosted by Wartburg College, brought together an incredible panel of local experts and inspiring keynote speakers to explore the economic impact of embracing diversity and inclusion. It was a day full of learning, extensive networking with community organizations and leaders, and important discussions on the barriers people face in the Cedar Valley and the efforts underway to overcome them.

Networking & Education

Join us in the coming months for a series of exciting community events you won't want to miss!

Pre-Session Legislative Reception – Wednesday, December 4, 2024, Bien VenU

Good Morning Cedar Valley – Thursday, December 5, 2024, Bill Colwell Ford

Friday Forum – Friday, January 10, 2025, Community Foundation of Northeast Iowa

Lunch & Learn: The Future of Work – Thursday, January 23, 2025, Hilton Garden Inn

CEDAR VALLEY LEADERSHIP INSTITUTE

The Cedar Valley Leadership Institute is an 8-month program designed to build leadership skills, strengthen community connections, and create opportunities for participants to learn from some of the most experienced leaders across the Cedar Valley.

We're thrilled to welcome the 2024/2025 cohort! This year's class of 47 participants is divided into five color teams, each tasked with selecting and implementing a community impact project. We look forward to watching them grow as they take the next steps in their leadership journey.

Connect with the Team

If you'd like to learn more about our efforts and how we support the Cedar Valley businesses and communities, please reach out to us. We're here to help.

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