

November 18, 2024

COUNCIL WORK SESSION
Harold E. Getty Council Chambers
4:40 p.m.

Roll Call.

Members present: Mr. Boesen, Mr. Nichols, Ms. Creighton-Smith, Mr. Chiles and Mr. Simon. Ms. Wilder and Mr. Feuss were absent. Mayor Hart joined the meeting at 4:42 p.m.

Agenda, as proposed or amended.

Boesen/Chiles

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

Approval of Minutes of November 4, 2024, as proposed or amended.

Boesen/Simon

that Mr. Chiles serve as Chair. Voice vote-Ayes: Five. Motion carried.

Boesen/Chiles

that the minutes of November 4, 2024, Council Work Session as proposed, be approved. Voice vote-Ayes: Five. Motion carried.

Update from Grow Cedar Valley.

David Wilson, Grow Cedar Valley Chair, introduced himself and provided an overview of Grow Cedar Valley's mission.

Lisa Skubal, Grow Cedar Valley Economic Development, provided an update of the economic development services provided by Grow Cedar Valley.

Stephanie Detweiler, Workforce and Talent Director, shared that they have been working on a population study using a data source that has predicted that the Cedar Valley is estimated to decline in population by .6% over the next five years. The goal is to grow the workforce population proactively. As such, they have assembled a steering committee comprised of people from Waterloo and Cedar Falls, business leaders, etc. and they have started an RFP to hire a consultant to undertake a workforce study. She further shared how the Community Champion Program works to attract people from other states who would potentially move to Iowa. Since June, fifteen hundred people have filled out a contact form that is funneled to different communities and sixty-two of those have been funneled to Waterloo/Cedar Falls. She explained that it is a long process that is focused on building relationships and connecting them with a particular industry that they might be interested in working in. She commented that the Talent Connection Network is collaborating with Iowa Work Force Development to assist with displaced John Deere salaried employees. A private web page has been created that provides potential opportunities along with direct contact information for human resources. Since its creation, there have been fifty individual users who have accessed the page and one hundred and twenty-seven page views. She provided an update on how the Cedar Valley Intern Connect Program is working.

Katy Susong, President of Grow Cedar Valley, commented that one of their priorities is to build on the Young Professional programming. They are very excited about the opportunities to connect with and retain our young professional community. She shared that they will continue to send out the quarterly updates on the twelve priority projects.

Mr. Nichols requested clarification on the Talent Connections Network.

Stephanie Detweiler shared that she has reached out to connections she has in the community. She also developed a quarterly survey that she sends out to companies requesting the number of open hourly and salaried positions they have as well as total employment. She uses this as a guide to reach out to a company and make sure they get on this website.

Mr. Nichols questioned if that is information that a person seeking employment could use as well.

Stephanie Detweiler shared that it is currently just for those salaried workers affected by the John Deere layoff. But it does open up an opportunity if it works well.

Mr. Nichols questioned how someone would connect with the Young Professionals group.

Katy Susong explained that it is still in the planning stages, and they are hoping to launch an event in January. Information will be made available in the next few weeks on the Grow Cedar Valley website on how people can engage.

Ms. Wilder questioned what factors are contributing to the decline in the population.

Stephanie Detweiler shared that they have data on who is leaving but no specific data on why and that is what we are looking to the consultant to help us with.

Mr. Simon questioned who was leaving.

Stephanie Detweiler shared that the majority are white 25-29 year-olds.

Mr. Boesen questioned who the four major businesses are that they are working with.

Stephanie Detweiler stated those are John Deere, Target, Unity Point and Veridian Credit Union.

City council discussed the information shared with Grow Cedar Valley staff members.

ADJOURNMENT

Nichols/Boesen

that the council adjourn at 5:15 p.m. Voice vote-Ayes: Five. Motion carried.

Kelley Felchle
City Clerk