

November 3, 2025

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

Roll Call.

Members present: Mayor Quentin Hart in the Chair. Roll Call: Mr. Boesen, Mr. Nichols, Mr. Simon, Ms. Wilder and Mr. Feuss. Ms. Wilder joined via Zoom. Ms. Creighton-Smith and Mr. Chiles were absent.

Agenda, as proposed or amended.

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

Mayor Hart shared that the Main Street Grant Program would be presented first.

Update from the Traffic Department.

Safia Elahi, Traffic Operations Director, and Tina Shellhorn provided an update on the accomplishments the Traffic Department has seen over the past year.

Mr. Simon questioned how the Miovison Scout Plus camera could be used.

Safia Elahi provided different ways they would be using the Miovison camera.

Discussion of Main Street Grant Program.

Jessica Rucker, Main Street Waterloo Director, provided an overview of the Power Up Incentive Program.

Mr. Simon requested clarification of how the incentives would work.

Mr. Boesen questioned where the funding would come from.

Jessica Rucker commented that the decision would be from the council, but a proposed option was TIF or Hotel/Motel funds.

Mr. Boesen asked if the program would require additional staffing.

Jessica Rucker shared that as the program grows there would be potential for additional staffing, but not for the first year or two.

Mr. Boesen requested clarification on the lease criteria of one year versus the five years.

Jessica Rucker clarified and commented that they would update the description.

Ms. Wilder thanked Jessica and her team for their hard work and thought put into downtown businesses.

Mr. Nichols questioned when putting the presentation together, whether there was a trend for one type of incentive over another.

Jessica Rucker shared that it was viewed holistically on how to recruit business to the downtown area as well as help the ones that are already there. She noted that they think that both the sign and technology grants will be very popular.

Mr. Simon questioned if the Main Street Waterloo Committee would review the applications.

Jessica Rucker commented that since the facade would be exterior, the plan was to use the design review and economic vitality council to review the grants and then make recommendations to the city of what projects to fund and how to fund.

ADJOURNMENT

Boesen/Nichols

that the council adjourn at 4:35 p.m. Vote vote-Ayes: Five. Motion carried.

Kelley Felchle
City Clerk