



**THE CITY COUNCIL OF WATERLOO, IOWA
WORK SESSION TO BE HELD AT
Harold E. Getty Council Chambers
Tuesday, June 20, 2023
4:45 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 June 5, 2023, as proposed.

4:45 p.m. Update from Main Street Waterloo.

Submitted by: Noel Anderson, Community Planning and Development Director

ADJOURNMENT

Kelley Felchle
City Clerk

June 5, 2023

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

Roll Call.

Members present: Mayor Pro-Tem Feuss in the Chair, Boesen, Mr. Nichols, Creighton-Smith, Grieder, Wilder. Mr. Nichols and Ms. Creighton Smith joined by Zoom. Mr. Chiles was absent.

Agenda, as proposed or amended.

Grieder/Boesen

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

Update from Grow Cedar Valley.

Mike Mollaro, CEO, VGM Group, commented that he is representing Grow Cedar Valley as this year's Chairman and stated that they greatly appreciate the partnership with the City.

Lisa Skubal, Vice President, Grow Cedar Valley, opened with comments on the celebration event for the completion of Crystal Cold's new 100,000 square foot warehouse building and congratulated the council and city staff on their efforts to make this happen. She provided an overview of the activity seen since the last update given in November and what can be expected over the coming months. There are six new project leads in addition to the 31 active projects.

Stephanie Detweiler, Workforce Solutions Coordinator, Grow Cedar Valley, spoke about workforce recruitment and retention. She provided a hard copy of an Executive Summary of a Cedar Valley Wage & Benefit Survey that was sent out to approximately 400 businesses in the region, and noted that they received 128 responses.

Nicole Sallis, Director of Communications, Grow Cedar Valley, provided an overview on the marketing efforts she has been spear-heading. She shared that a focus on place-making has been important to the Live the Valley initiative. The first of two campaigns is a collaborative effort with Experience Waterloo for the My Waterloo Days Festival. A compilation of photos taken at photo booths during the festival will be used to create a photo mosaic mural on the side of the Experience Waterloo building. The second one is an Influencer Campaign. This campaign is directly connected to digital marketing and will be utilized as a testimonial of what the Cedar Valley has to offer in a variety of perspectives. Whether that be wellness experiences, art, creative, music, etc.

Carry Darrah, President & CEO, Grow Cedar Valley, spoke on the progress of the TechWorks campus and commented that by the end of this summer, all of the floors will be fully renovated in the Tech 1 Building. She shared that John Deere is removing a portion of the A-Building to create a green space for gathering. Artist renderings of the plans are beautiful. Ms. Darrah spoke about Grow Cedar Valley priorities which are workforce and place making, existing business help and growth.

Mr. Grieder commented that he is excited to see that they are working on place-making as there is a problem in the state of Iowa with young people exiting.

Discussion of a Nutrient Reduction Study.

Brian Bowman, Treatment Operations Supervisor, provided an overview the nutrient reduction study. The goal is to combine the two plants over three phases to provide capacity while meeting DNR requirements for Nutrient Reduction. The final phase will take approximately five years.

ADJOURNMENT

Grieder/Chiles
that the meeting adjourn at 4:40 p.m., be approved. Voice vote-Ayes: Six. Motion carried. .

Kelley Felchle
City Clerk