

December 4, 2023

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

Roll Call

Members present: Mayor Quentin Hart in the Chair. Mr. Boesen, Mr. Nichols, Mr. Chiles, Mr. Grieder, Ms. Wilder and Mr. Feuss. Absent: Ms. Creighton-Smith.

Agenda, as proposed or amended

Feuss/Grieder

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

Update from Grow Cedar Valley.

Carrie Darrah, Grow Cedar Valley, President and CEO, provided a brief review of the mission and goals of Grow Cedar Valley. She shared that this was her final meeting as CEO and that she is confident that leadership is committed to choosing a successor who will grow and elevate the efforts she just outlined, even more. She thanked council for their support and guidance personally, and more importantly their leadership in the Cedar Valley.

Lisa Skubal, Grow Cedar Valley, provided an overview of economic development efforts in the last few months.

Mr. Chiles questioned what might be some reasons that companies might not want to locate here and how we might overcome that.

Lisa Skubal shared that there are a number of reasons and listed some specifics.

Mayor Hart shared that sometimes it depends on how much the state will incentivize businesses as well. He explained that Waterloo was one of two cities a company was considering, but the state did not provide enough incentives, and they left for a different state.

Stephanie Detweiler, Director of Workforce and Talent with Grow Cedar Valley, highlighted the areas she has been focused on over the past several months and how those things are bringing in a stronger workforce.

Nicole Sallis, Director of Communications, shared her efforts that build on what Lisa and Stephanie spoke about through the "Live The Valley" campaign. She reviewed the uniqueness of this campaign and others and how they are reaching the community in regard to workforce attraction, tourism, etc.

Mike Mollaro, VGM Group and Chair of Grow Cedar Valley, thanked the City for their partnership and support to grow the economy in the Cedar Valley. He spoke about the importance of both regionalization and collaboration.

Mayor Hart commented on the importance of collaboration and spoke about the good things that are on the horizon for the City of Waterloo. He thanked the entire team of Grow Cedar Valley for their efforts.

ADJOURNMENT

Feuss/Grieder

that the council adjourn at 5:06. Voice vote-Ayes: Six. Motion carried.

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Kelley Felchle  
City Clerk