

COMMITTEE OF THE WHOLE

City Hall – Council Chambers

December 2, 2019

The Committee of the Whole met in the Council Chambers at 5:45 p.m. on December 2, 2019, with the following Committee persons in attendance: Mayor Jim Brown, Tom Blanford, Frank Darrah, Susan deBuhr, Daryl Kruse, and Mark Miller. Rob Green and David Wieland were absent. Staff members attended from all City Departments. Andrew Wind from the *Waterloo Courier* and Grow Cedar Valley representatives Bryan Earnest, Lisa Skubal, Will Frost and Cary Darrah attended, as well as members of the community.

Mayor Brown called the meeting to order and introduced the first item on the agenda, Grow Cedar Valley Update. Bryan Earnest current chair of Grow Cedar Valley stated they have had many changes this past couple of years, one of them is the name change and rebranding. He stated they continue to have a strong partnership with the City of Cedar Falls. Lisa Skubal Vice President of Economic Development reviewed the external marketing and business growth for both new business expansion and expansion of current businesses. Ms. Skubal stated they helped set up meeting with a site collection consultant in Singapore and provided marketing materials to distribute while Ron Gaines was oversees in Singapore and the Netherlands. She explained Grow Cedar Valley staff and Shane Graham attended a Select USA Trade show sponsored by the US Department of Commerce in June. She introduced Will Frost, Director of Talent Development. Mr. Frost reviewed the work force initiatives. He they continue the talent search, not just here in Iowa, but across the nation. He explained they had over 300 participants at the Economic Inclusion Summit. Cary Darrah, CEO for Grow Cedar Valley, thanked the Mayor and the City for the continued partnership. A brief discussion was held.

Mayor Brown moved on to the second item on the agenda Naming City Streets. Cory Hines GIS Analyst reviewed the current City ordinance. He also reviewed what other cities in Iowa have for regulations/guidelines for street naming. He stated they range from very extensive, to moderate and others have minimal guidelines. He stated they have a list of 52 names which were representative citizen winners, however there are some names which will conflict with other streets or infrastructures within the city or in neighboring Waterloo. After review the list was pared down to 35 names with no apparent conflict. Mr. Hines said the staff recommendation is to continue as is, with no policy or ordinance changes. This will continue with the existing street naming themes in city developed areas. Mayor Brown opened it for discussion. After a brief discussion the council consensus was to continue with the current ordinance for name streets. There was no motion.

Mayor Brown introduced the final item on the agenda, bills and payroll. Daryl Kruse moved to approve the bills and payroll as presented, Tom Blanford seconded the motion. The motion carried unanimously.

There being no further discussion, Mayor Brown adjourned the meeting at 6:13 p.m.

Minutes by Lisa Roeding, Controller/City Treasurer