



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, October 14, 2015

6:30 p.m.

Oak Grove City Center – Large Conference Room

310 Elm Street West

Norwood Young America, MN

- I. Call to Order**
- II. Consideration of the Agenda**
- III. Approval of Minutes**
 - A. September 9, 2015 Regular EDC Meeting
- IV. Unfinished Business**
 - A. Commercial Market Study
 - B. Business Survey
 - C. Manufacturers Week Report
 - D. MNCAR Trade Show
 - E. 2015 Goals and Strategic Plan Updates
- V. New Business**
- VI. Project /Business Updates**
- VII. Miscellaneous Communications**
- VIII. Next Meeting – Reschedule as Nov. 11th is Veteran’s Day**
- IX. Adjournment**



DATE: October 9, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item III. A. Approval of Minutes

Action:
The Commission is asked to approve the enclosed minutes from the September 9, 2015 EDC meeting.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, September 9, 2015 at 6:30 p.m.

Oak Grove City Center – Large Conference Room

310 Elm Street West

Norwood Young America, MN

I. Call to Order

Vice Chair Julie Schmidt called the meeting to order at 6:37 p.m.

EDC members in attendance were: Sarah Molnau, Tina Diedrick, Craig Heher, Mike McPadden, Kyle Strickfaden Julie Schmidt (6:37 p.m.), Bruce Mathwig (6:41 p.m.), and Chris Lund (6:45 p.m)

Absent: Doane Baber.

Staff attending were: City Administrator Steve Helget and Economic Development Coordinator Jo Foust.

II. Consideration of the Agenda

A motion was made by Molnau seconded by Heher to approve the agenda as presented. Motion carried 6-0.

III. Approval of Minutes

A motion was made by Molnau seconded by Diedrick, to approve the August 12, 2015 EDC Meeting Minutes, as presented. Motion carried 6-0.

Commissioners Mathwig and Lund arrived.

IV. Unfinished Business

A. Commercial Market/Trade Analysis.

Commissioners discussed two proposals for the completion of a Commercial Market Study and the presentations made by KWA and Maxfield Research. Commissioners concurred both firms have vast experience and would do a good job for the city. Components of the KWA proposals which were preferred included the more creative approach to addressing the two downtowns and innovative ideas. It was agreed the MnCAR/Xceligent subscription will address the industrial marketing needs; therefore this study should focus on the commercial market.

A motion was made by Diedrick, seconded by Heher to recommend the City Council authorize \$8750 plus reimbursable expenses, to engage the services of Keith Wicks & Associates (KWA) to complete a commercial market study for Norwood Young America. Motion carried 8-0.

A motion was made by Diedrick, seconded by McPadden to apply for an AgSTAR Rural Feasibility Grant to assist with the cost of the market study. Motion carried 8-0.

B. Business Surveys.

Foust reported 27 business surveys have been completed. Commissioners will continue to contact businesses and encourage their participation.

C. MnCAR Trade Show.

The EDC previously approved participation in the MnCAR Trade Show which will be held on Wednesday, October 28, 2015 at the Depot, Downtown Minneapolis from 3-7 p.m. Helget, Diedrick, Molnau and Foust will plan to attend. Two tickets are included with the \$1000 booth exhibit fee. Promotional products were discussed as a hand out at the EDC's booth. Ideas included a mousepad, magnetic dry erase board, sleeve for the back of a cell phone, i-phone stand or cork coasters with a map identifying Norwood Young America be purchased.

Motion by Molnau, seconded by Heher to approve the purchase of two additional tickets to the MnCAR Expo/Trade Show on October 28, 2015. Motion carried 8-0.

Motion by Molnau, seconded by Schmidt to authorize the purchase of promotional products for the trade show booth at a cost not to exceed \$1000, with an estimated quantity of 250 items. Motion carried 8-0.

D. Joint Meeting of Commissions

Commissioners discussed the timing for a joint meeting with the City Council, Planning Commission and Chamber of Commerce. Commissioners expressed a desire to complete the Commercial Market Study, Trade Show and establish 2016 Goals before the meeting.

It was the consensus to tentatively schedule a Joint Meeting of the City Council, EDC, Planning Commission and EDC on Wednesday, January 13, 2016 at 6:30 p.m. in the Council Chambers or Oak Grove Community Center.

Helget requested the EDC present a year-end report to the City Council at either the November 23, 2015 or December 15, 2015 Council meeting.

E. Strategic Plan Update

An update on the 2015 goals and implementations steps taken to accomplish the goals was referenced.

V. New Business

A. Manufacturers Week

The Minnesota Department of Employment and Economic Development has declared October 1st-10th as MN Manufacturers Week and has recommended cities also participate with local events.

Commissioner Molnau excused herself at 7:48 p.m.

It was the consensus of the EDC to coordinate a Manufacturers Breakfast event on Wednesday, October 7, 2015 at 8 a.m. in the Oak Grove Community Center. A representative from DEED will be invited to speak to local manufacturers, state and local elected official, EDC members and Chamber Board Members. Invitations will be sent to Waconia Manufacturing, Vickerman, Hydro Engineering, Principle Manufacturing and Citywide Wood Floors. Certificates of Commendation will be presented as well.

Commissioner Schmidt excused herself at 8:00 a.m.

VI. Project Updates –EDC members were provided an update on business inquiries. It was noted a daycare has inquired about a space.

VII. Miscellaneous Communications

Diedrick reported she enjoyed a tour of Waconia Manufacturing.

Commissioners discussed methods of communicating with local businesses including business spotlights and a newsletter.

VIII. Next Meeting Date

The next EDC meeting will take place on Wednesday, October 14, 2015 at 6:30 p.m.

IX. Adjourn

A motion was made by Lund and seconded by McPadden to adjourn the meeting at 8:15 p.m. Motion carried 6-0.

Respectfully submitted,

Jo Foust, Economic Development Consultant
MDG, Inc.



DATE: October 9, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item IV. A. Commercial Market or Trade Analysis

Background:

The City Council approved the EDC's recommendation to engage the services of Keith Wicks & Associated (KWA) to complete a commercial market study.

Keith has provided a contract for the \$8750 bid amount with a not-to-exceed estimated of \$800.

The first step in the process will be a meeting with the EDC or a subcommittee of the EDC to discuss the following with Keith:

- Narrowing thoughts on the commercial districts (two downtowns and highway commercial district)
- Discussing what businesses may be willing to expand or locate in the districts.
- Discussing the portfolio of products
- Reviewing the Resident Survey and consumer input.
- Assessing the market supply, demand and gaps in Norwood Young America

KWA is able to meet on Wed. Oct. 21st or the following week. He is open to a lunch meeting or an evening meeting.

AgSTAR Rural Feasibility Grant:

The AgSTAR grant application has been submitted. Any updates on funding will be provided at the meeting.

Action:

Commissioners are asked to identify a date and time for the initial meeting with KWA.



DATE: October 9, 2015
MEMO TO: NYA Economic Development Commission
FROM: Jo Foust, Economic Development Consultant
RE: Agenda item IV. B. Business Survey

Background:

The EDC is in the process of obtaining input from local businesses through a Business Survey which is available in paper form or on-line at: <https://www.surveymonkey.com/s/NYAbusinesssurvey>

Copies of the survey were originally distributed at the April 15, 2015 Chamber meeting. The Chamber also emailed its membership and other businesses, asking them to participate.

As of October 9, 2015 there were 27 on-line responses, from the following businesses:

- Roots Landscaping
- Advanced Electrical Services, Inc.
- Home Solutions
- Draperies by Carol
- SJB Masonry LLC
- Creative Hair
- Linds Hardware
- Hydro Engineering
- Schad Lindstrand & Schuth LTD
- The Harbor at Peace Village
- Xtreme Electrical Services
- Schmidt Chiropractic
- Edward Jones
- Southwest Eye Care
- Norwood Young America Times
- Donna Stacken, Ameriprise Financial
- Lano Equip of Norwood
- Lano Equip. of Norwood
- Chameleon Salon
- TechStar Solutions
- Klein Bank
- Simple Grace Promotions, Inc.
- Sacred Health Family Chiropractic
- Vickerman Company
- Citizens State Bank
- Schneider Excavating and Grading
- Norwood Electric

According to the MN Department of Employment and Economic Development's 2014 Business Statistics, there were 97 businesses in the NYA zip code as of December, 2014. Responses thus far represent an approximate 28% participation rate.

Action: EDC Members are asked to continue to contact local businesses and encourage their participation.



DATE: October 9, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV.C. Manufacturers Week Report

Background:

The EDC hosted a Manufacturers Week Breakfast event on Wednesday, October 7, 2015 at 8 a .m. at the Oak Grove Community Center. Approximately 17 people attended including representatives from two manufacturing companies, local and state elected officials, EDC members and Chamber members.

Jeff Rossate, Executive Director of the Office of Business Development at DEED provided a ½ hour PowerPoint presentation highlighting industry trends, state initiatives and DEED programs.

Certificates of Commendation, signed by the Commissioner of DEED, were distributed to manufacturers in attendance. Included is a photo of this presentation.



Action:

Commissioners are asked to provide input on the event and discuss an event for 2016 and whether a similar venue should be planned, a tour of a manufacturing facility and/or joint meeting with the Chamber over the lunch hour.



DATE: October 9, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item IV. D. MNCAR Trade Show

Background:

The EDC will be participating in the MnCAR Expo on **Wednesday, October 28, 2015 from 4:00-7:00 p.m.** at The Depot Minneapolis, 225 3rd Ave. S. The following representatives plan to attend: Steve Helget, Tina Diedrick, Sarah Molnau and I. Set up begins at 12 noon.

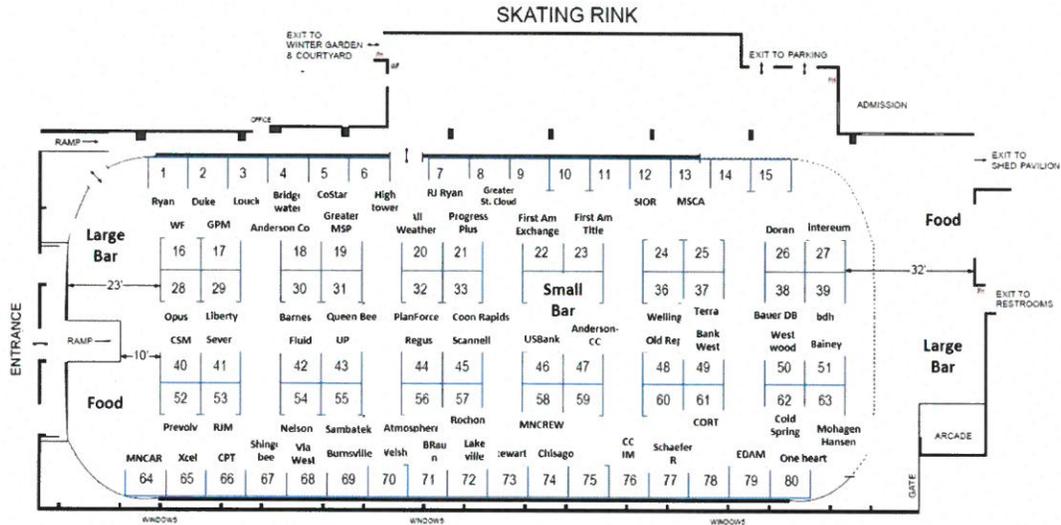
Attached please find information regarding the expo and a map which includes other governmental and private entities which will have booths. These include the cities of Burnsville, Cold Spring, Coon Rapids and Lakeville. Also Chisago County HRA/EDA and Greater St. Cloud Dev. Corp. Over the next couple of weeks we will be finalizing the booth layout/design and materials marketing the city and available sites.

Action:

No further action is required at this time.

MNCAR Annual Conference
 October 28, 2015
 The Depot — Minneapolis, MN

Proposed Map as of 9/28/15
 Note: MNCAR reserves the right to edit and/or
 modify exhibitor placement



ALL BOOTHS ARE 8' deep x 10' wide
 TOTAL BOOTHS = 80

ALL AISLES ARE 10' WIDE
 (unless otherwise marked)

CEILING HEIGHT FLOOR TO TRUSS IS 30'

Brock EXHIBITION SERVICES
 PLAN CURRENT AS OF 9-11-15
 This floor plan is only a preliminary drawing
 and must be submitted for Free-Market's approval

2015 Booth	Company Name
20	All Weather Roof
47	Anderson CC
18	Anderson Companies
56	Atmosphere Commercial Interiors
51	Bainey Group Construction Services
46	Bank of the West
30	Barnes & Thornburg, LLP
38	Bauer Design Build
36	Johnson Interiors Architecture
71	Braun Intertec
4	Bridgewater Bank
76	CCIM
74	Chicago County MRA - FDA
69	City of Burnsville
62	City of Coon Rapids
33	City of Coon Rapids
72	City of Lakeville
66	Commercial Partners Title, LLC
5	CoStar Group
61	CORT
40	CSA Corporation
26	Doran Companies
2	Duke Realty
78	EDAM
60	Finance & Commerce
22	First American Exchange Company
25	First American Title
23	Fluid Interiors & Hardware
17	Gray Plant Mooty
19	Greater MSP
8	Greater St. Cloud Development Corporation
6	Greiner Construction
27	Interium/Herman Miller
29	Liberty Property Trust
3	Loucks
64	MNCAR
58	MNCREW
63	Mohagen/Hansen Architectural Group
13	MSCA
54	Nelson
48	Old Republic Title
80	One Heartland
32	Planforce Commercial Interiors, LLC
52	Precol
31	Progress Plus Economic Development Foundation
31	Queen Bee Media
7	R.J. Ryan Construction, Inc.
44	Regus Corporation
53	RJM Construction
67	Rochon Corporation
1	Ryan Companies US, Inc.
55	Sambatek
45	Scannell Properties
77	Schnafer Richardson
43	Sever Construction Company
67	Shingbee Builders
12	SIOR
3	Spadco
73	Stewart Title
37	Terra General Contractors
28	The Opus Group
26	U.S. Bank SBA Division
63	United Properties
68	VIAWest
36	Wellington Management, Inc.
16	Wells Fargo SBA Lending
70	Welsh
50	Westwood Professional Services
65	Xceligent

We're so glad the City of Norwood Young America is joining us this year! I've attached a current map showing vacancies, please let me know which booth you'd like to be in. Below you'll find additional exhibitor details, please let me know if you have any other questions at this time. Thanks Jo!

- **NEW THIS YEAR!** We want to give every exhibitor the best access to our guests as possible, so we're testing out a **new booth layout this year** to maximize exposure to guests and encourage plenty of movement throughout the room the entire night. I've attached a proposed map, please take a look at the map and note that this year, there will be (2) large bars and food stations on each end of the hall and also (1) small bar in the center of the room. MNCAR hosts beer, wine and plenty of food throughout the evening.
- As an exhibitor, you **receive two free registrations**. If you haven't already, please email me with the two names that you'd like me to register. You can register as many additional attendees as you'd like [here](#).
- If you're planning on **activities, prizes and/or giveaways** at your booth, THANK YOU! Those items are not required, but boy, do they go over well with our crowd. Our attendees always bring a big stack of business cards, so if you'd like to collect cards and draw for a prize, MNCAR will be collecting prize winners' names at 6:00pm and announcing the winners' names and your company names over the loud speaker. More info on that to come. If you'd like to see photos from past MNCAR Expos to get an idea of what exhibitors have done in the past, please check out [our Flickr account](#).
- As an exhibitor, you're welcome to attend our continuing education program that will be happening from 3pm – 4pm across the hall. We have a very interesting program this year highlighting the effects that the new Vikings Stadium and Super Bowl 2018 will have on downtown development and the economy. Program info [here](#).
- If you will require electricity and/or wifi at your booth, please complete [this form](#) (and find it attached also). Instructions on sending the form to Rachel Johnson at The Depot are on the form.
- Add'l info on load-in/ load-out times, what's included in your booth and options for rental furniture, banners, etc., can be found [here](#) or on the attached "Brede Exhibitor Info Page."

Key pieces of info!

- 1) Each 8' x 10' booth includes (10' wide backside and 8' deep):
 - 8' high back drape
 - 3' high side drape
 - (1) 8' x 30" draped table
 - (2) side chairs
 - (1) wastebasket
 - (1) one-line booth ID sign with booth number
 - All drape colors are black
 - 2) Exhibitor move-in on Wednesday, October 28th: 12:00 pm – 4:00 pm
 - 3) Expo hall open from 4:00 pm – 7:00 pm
 - 4) Exhibitor move-out on Wednesday, October 28th: 7:00 pm – 11:00 pm
- *Please have your booth completely set up and ready to go by 3:45pm that day. You may attend the CE program across the hall from 3pm – 4pm if you'd like.

I think that's it for now! Once again, thank you so much for joining us as an exhibitor for the year's biggest and best commercial real estate event!

Thank you,

Terri Jackson Director of Marketing And Signature Events

6600 France Ave S, Suite 485, Edina MN#55435

952.908.1784 | #terri@mncar.org | www.mncar.org

Check out our [new event page](#) on our **NEW MNCAR WEBSITE!**

Norwood Young America EDC 2015 Strategic Plan

Goal & Implementation Steps	Status	Responsible Party(ies)
1. Define business needs within the Community		
A. Conduct a Business Survey	<ul style="list-style-type: none"> • Survey form approved at Feb. EDC meeting • Cover letter and info. shared with Chamber 3/18/15 • Survey underway 4-1-15 • Survey promoted at the 4-15 Chamber meeting. • As of 5-1-15 there were 8 responses. • As of 6-3-15 there were 21 responses (est. 22%). • EDC members to conduct outreach directly with businesses following May 13th EDC meeting. • On 5-18-15 MDG emailed all contacts in Chamber list with email addresses re: survey completion. • As of 10.09.15 there were 27 responses. 	Foust – development of survey Chamber of Commerce & EDC distribution
B. Update a Commercial Market Study/Analysis	<ul style="list-style-type: none"> • Proposals were sought from two market research firms – Maxfield Research and Keith Wicks & Associates. • The EDC interviewed KWA at their June 10, 2015 workshop meeting. • The EDC interviewed Maxfield Research at the August 12, 2015 meeting. • The EDC has engaged the services of KWA. An initial meeting will be held the end of Oct. 2015. 	MDG – sought proposals and arranged interviews EDC to recommend a firm to the Council. MDG to prepare application for grant to AgSTAR
C. Complete a Hotel Market Study	<ul style="list-style-type: none"> • Hospitality Marketers retained in February, 2015 • Meeting held with consultant and information provided March 24, 2015 • Preliminary report completed. Finding is NYA can't support a hotel at this time. <p style="text-align: center;">COMPLETE</p>	EDC/Council approval Mathwig, Lund, Helget & Foust attending Hospitality Marketers COMPLETE

Norwood Young America EDC 2015 Strategic Plan

2. Identify ways to expand the role of the EDC		
A. Develop a Mission Statement and Vision	<ul style="list-style-type: none"> • Draft Mission statement and Vision developed at the Feb. EDC meeting. • Adopted at the 4-8-15 EDC meeting. <p style="text-align: center;">COMPLETE</p>	EDC Commission COMPLETE
B. Review and evaluate existing policies.		
C. Develop a Finance Committee and promote EDC programs	<ul style="list-style-type: none"> • A Finance Committee was established at the January, 2015 meeting. • Finance Committee met on June 10, 2015 and recommended approval of a \$5000 loan participation, which the EDC and Council subsequently approved (180 Collision LLC) • Information on EDC and MCCD programs were provided to three business prospects in Sept/Oct. 2015. 	Commissioners Strickfaden and Mathwig, along with Helget and Foust are on the committee.
3. Encourage collaborative efforts with other stakeholders in the community.		
A. Participate in Chamber of Commerce activities.	<ul style="list-style-type: none"> • EDC members Lund, Mathwig and Schmidt, along with EDC Consultant Foust attended the Chamber meeting April 15th. • EDC members, Administrator Helget and Consultant Foust attended the Chamber meeting on July 15th. • The Chamber continues to work with the EDC to distribute and promote completion of the Business Survey. • The EDC, the Council and Chamber of Commerce jointly recognized manufacturers at an event on Oct. 7th. • A ribbon cutting was held for Collision 180 in Sept. 2015 with EDC and Chamber representation. 	EDC members and staff
B. Conduct quarterly meetings/bi-annual joint meetings with the City Council, Planning Commission and Chamber	<ul style="list-style-type: none"> • A joint meeting was held January 7, 2015. • A second quarter meeting has been scheduled for Wed. June 10, 2015. 	EDC, City Council, Planning Commission and Chamber of Commerce

Norwood Young America EDC 2015 Strategic Plan

of Commerce representatives.	<ul style="list-style-type: none"> The EDC has tentatively set Wednesday, January 13, 2016 at 6:30 p.m. in the Council Chambers or Oak Grove Community Center as the next Joint meeting. 	
4. Promotion and Marketing		
A. Update the tag line, "Not Your Average Community!"		
B. Review trade show options.	<p>The EDC approved \$1000 to attend and participate in the MNCAR Expo on October 28, 2015 3:00 – 7:00 PM -at THE DEPOT DOWNTOWN MINNEAPOLIS.</p> <p>Booth and marketing materials need to be finalized.</p>	EDC Commission
C. Create table tents to display at restaurants to market activities in the city.	Table tents with information about the resident survey were distributed by EDC Members.	
D. Include "Coming Events" on the City's web site.		
E. Market available sites to business prospects and be responsive to business inquiries.	<ul style="list-style-type: none"> Project updates are included as a part of the monthly EDC discussion. We have been in contact with 15 business leads through Sept. 31, 2015. 	Staff and EDC
5. Identify Resources Available for Economic Development		
A. Prepare a map and links to information with available commercial and industrial site locations.	<ul style="list-style-type: none"> A summary of available sites is currently posted on the EDC web site. A summary was also included in the April 8, EDC packet. Outreach to 12 contacts with lease or purchase real estate (structures or land) was conducted on May 4, 2015. The purpose is to update information on available sites in order to maintain current contact and pricing information. This is as requested at the April EDC meeting. Listing update finalized on 05-18-15, by MDG. Input of amended 	Foust

Norwood Young America EDC 2015 Strategic Plan

	information onto website is needed.	
B. Summarize financial programs available for business development.	<ul style="list-style-type: none"> Financial resources are listed on the EDC web site. 	Foust
C. Inform local industries of financial programs available.	<ul style="list-style-type: none"> Information has been provided to PPI and other business leads, as financial needs are identified. Business Tours of three local industries has occurred in 2015 with the City/EDC offering to assist as needed. Information on programs has been provided to business prospects. 	Foust Helget EDC



DATE: October 9, 2015

MEMO TO: NYA Economic Development Commission

FROM: Jo Foust, Economic Development Consultant

RE: Agenda item VI. Project Updates

Background:

Following are updates on business projects since the September EDC meeting.

- **The Young America Corporation facility** at 717 Faxon Road has been sold to Cornerstone Investors LLC, based in Chaska. An update will be provided at the meeting.
- **2015-I (Auto Body).** 180 Collision LLC. Hosted an open house and ribbon cutting at 180 Industrial Boulevard.
- **2015-O.** A daycare business is continuing plans for a facility in Norwood Young America. They have been in contact with the MCCD.
- **2015-Q Corporate headquarters Search.** A site selector visited Norwood Young America (and other cities in the SW metro) on September 17, 2015. They toured the former Greenhouse, NAPA, Duebers and Commercial Mall sites. They have since narrowed their search to the Duebers building in Norwood Young America, but are continuing their search throughout the SW metro. They have requested building plans, demographic information, etc. We have remained in contact with the site selector over the past month.
- **2015-R Retail.** This business is looking at Mill House at 18 3rd Ave SE. They have been provided information on starting a business and are meeting with the MCCD.
- **2015-S Auto Sales.** This business was provided information on 170 Industrial Boulevard. He indicated the site is too large. He is looking for a small office and place for a few cars.



Other – The Tacoma Park industrial lots have been added to the MnCAR/Xceligent web site.

Action: If the EDC has any other business prospects, or questions on the above, please advise.

