



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**  
**Wednesday, October 12, 2016**  
**6:30 p.m.**  
City Hall – 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 14, 2016 Regular Session
- IV. Unfinished Business**
  - A. Branding and Marketing Committee Update
  - B. Manufacturer's Week Report
  - C. MnCAR Expo
  - D. 2016 Goals & Implementation Report
- V. New Business**
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
  - A. Branding & Marketing: Tuesday, October 25, 2016, 6:30 p.m.
  - B. EDC: Wednesday, November 2, 2016, 6:30 p.m. (Note this is a rescheduled date)
  - C. MnCAR Expo: Wednesday, November 9, 2016
- IX. Adjournment**



**DATE:** October 3, 2016  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Jo Foust, Economic Development Consultant  
**RE:** Agenda item III. A. Approval of Minutes

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**Action:**  
The Commission is asked to approve the enclosed minutes from the September 14, 2016 regular EDC meeting. Please see the enclosed minutes.

## NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, September 14, 2016 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 Schmidt called the meeting to order at 6:31 p.m.

EDC members in attendance were: Charlie Storms, Mike McPadden, Julie Schmidt, Doane Baber and Bruce Mathwig.

Absent: Kyle Strickfaden, Tina Diedrick and Sarah Molnau.

Also attending were: City Administrator Steve Helget, Economic Development Coordinator Jo Foust and Kaarin Foede, Chamber of Commerce liaison.

### II. Consideration of the Agenda

*It was the consensus to approve the agenda as presented.*

### III. Approval of Minutes

*A motion was made by McPadden seconded by Storms to approve the August 10, 2016 EDC Meeting Minutes as presented. Motion carried 5-0.*

### IV. Unfinished Business

#### A. Marketing and Branding

An update was provided on the Marketing and Branding initiative. The Committee has met twice with OrangeBall Creative to identify community strengths, weaknesses, opportunities and challenges and begin formulating information for a Mission Statement. Minutes from the meetings were referenced. The Committee will meet again on September 22, 2016.

#### B. Carver County Broker Event

A report on the Carver County Broker Event held on Wednesday, September 7, 2016, was provided. Approximately 80 people attended including city representatives, brokers from the metropolitan area and guest speakers. Each community displayed information at a booth. Diedrick, Molnau, Helget and Foust attended. Several contacts were made with Realtors.

Foust reported the total cost of the event was \$2,101.36 for marketing materials/invitations and breakfast refreshments. Nine communities participated for a cost of \$233.48 per city. The Carver County CDA paid for the production of the virtual video tour. The City of Chaska provided the meeting space. It was the consensus that the event was beneficial and should be repeated.

A drawing was held for “A day in NYA”. Nene Matey-Keke, broker with RNR Realty was selected as the winner.

### **C. Manufacturers Week- October 2<sup>nd</sup> through 8<sup>th</sup>, 2016**

Discussion was held on an activity for this year's Manufacturer's Week event. Storms Welding and Hydro Engineering are willing to provide tours of their facilities. The EDC will grillburgers and provide beverages and chips. The Chamber of Commerce has agreed to assist and approved up to \$200 for the event. It was suggested we celebrate the manufacturers and their employees and invite all to attend. It was recommend the Chamber of Commerce Board, City Council, EDC and Planning Commission also be invited. The event was tentatively scheduled for either Tuesday, October 4<sup>th</sup> or Thurs. October 6<sup>th</sup>.

Businesses to be invited include Citywide Wood Floor, Principle Manufacturing Inc., Storms Welding, Vickerman Company, Waconia Manufacturing, Yeager Machine Inc. and Hydro Engineering. The two new companies that will be moving into the former Young America Corp. building will also be invited. Several EDC member offered to assist with brining supplies as well as serving at the event.

### **D. 2016 Goals and Implementation Report**

An update was provided on the goals for 2016 and accomplishments to date. It was reported that the 212 Business Center (former Young America Corp building), has leased approximately 50,000 square feet to Lionshead Specialty (Tire and Wheel), which is based in Indiana. This is an expansion for the company, which has operations in five locations. The company plans to employ at least 30 people. They will be occupying the space early to mid-October. Two other businesses are looking at the former Young America Corp. building. Children of Tomorrow Daycare/Pre-K is planning to occupy a space in January. An offer has been placed on the old hardware store for car storage/restoration, pending a conditional use permit.

The 10<sup>th</sup> Annual MnCAR Expo is schedule for Wednesday, November 9, 2016 at the Minneapolis Depot from 3:00 p.m. to 7:00 p.m. The EDC may set up the booth anytime between 12 noon and 4:00 p.m. It is estimated there will be 70 exhibitors with 500+ attendees. The EDC receives two tickets with the registration to exhibit. Additional tickets are \$45 each.

Ribbon cuttings will be scheduled in October, over the lunch hour. It was requested Elite Dance Studio be invited to join a ribbon cutting along with Fitness RX. Lazy Loon, Waconia Dodge, Pioneer Storage & Renal, Lisa Valient- Farmers Insurance (by Kwik Trip) and Dave's Transmission.

An article about Quilting Grounds, written by the MCCD Open For Business program was shared with the EDC.

Foust will email information to City staff for the City website, including the link for the Carver County video, newsletters, available sites and contacts, as well as the Quilting Ground article. The EDC website will be added as a page on the city's website.

## **V. New Business**

### **A. Third Quarter Newsletter.**

A draft copy of the 3<sup>rd</sup> Quarter Newsletter was referenced. Commissioners provided input. It was recommended we include the website for MCCD Open to Business and recognize the Elite Dance studio for their expansion in the newsletter. The photo from the Carver County Real Estate Event will be updated, along with more details on the Manufacturers Week event.

**VII. Upcoming Meetings**

The next regular EDC meeting will be October 12, 2016 at 6:30 p.m.

Moved by Baber, seconded by McPadden to move the November meeting to Wednesday, November 2<sup>nd</sup> due to the conflict of the MnCAR Expo on the regular meeting date of November 9, 2016.

**VIII. Adjourn**

*A motion was made by Baber seconded by McPadden to adjourn the meeting at 7:28 p.m. Motion carried 5-0.*

Respectfully submitted,

Jo Foust, Economic Development Consultant  
MDG, LLC.



**DATE:** October 3, 2016

**MEMO TO:** Norwood Young America Economic Development Commission

**FROM:** Jo Foust, Economic Development Consultant

**RE:** Agenda item IV. A. Branding and Marketing

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**Background:**

Enclosed are minutes from the September 22, 2016 Branding and Marketing Committee meeting with OrangeBall Creative. The next meeting is scheduled for Tuesday, October 25, 2016. Sample logo options will be reviewed.

**Project Scope and Timeline Update:**

- Phase 1: Brand Discovery 3-4 week (August/September) - Complete
- Phase 2: Logo Development 3-4 weeks (September/October) – In Process
- Phase 2: Tagline Development 3-4 weeks (October/November)
- Phase 2: Style Guide (November/early December)

**Action:**

No formal action is required. This is included as an update.

**Norwood Young America Branding & Marketing Committee**  
**September 22, 2016**

The meeting was called to order at 6:32 p.m.

Present: Jessica Klausermeier and John Gamades of OrangeBall, Committee Members Doane Baber, Mike McPadden , Perry Forst , Charlie Storms and Josh Kroells. Also present: City Administrator Steve Helget and EDC Consultant Jo Foust.

**Business.**

Foundational elements were reviewed including 1. Community 2. Families 3. Businesses 4. Small Town and 5. Authentic/Real.

The group reviewed “Why” statements developed by OrangeBall Creative, focused around families, community and businesses. These included:

- **Our Families:** Norwood Young America is a growing community, proudly rooted in small town values, offering best-in-class education, convenient healthcare, safe tree-lined street, and a high quality of life.
- **Our Larger Community:** Norwood Young America is a generational community, grounded in tradition, yet progressive by design that natures, long lasting relationships and opportunities to become involved and work side-by-side with neighbors and friends.
- **Our Businesses:** Norwood Young America is a thriving community in the West Metro with affordable space and opportunity to grow, a central location on major highways, and a highly educated workforce that values hard work and integrity in all they do.

**The four options for a Main “Why” Statement were reviewed:**

- **Norwood Young America** exists to provide a solid foundation for your whole life. This is a community where you raise your family, build your business, grow old and live each day to the fullest. In a fast paced culture, this is where time slows down and life’s moments happen naturally. Take a breath and enjoy. This is Norwood Young America. Welcome home.
- **Norwood Young America.** A proud community where families grow, businesses thrive and people live their lives to the fullest. In a culture of hustle and bustle, this is where time slows down and traditions still matter. Take a breath and enjoy. This is Norwood Young America, the perfect small town to call home.
- **Norwood Young America** is a place to grow your family, grow your business, grow old and create lifelong connections. This is where small town values are still alive and relationships are forged for a lifetime. Welcome to Norwood Young America, you place to call home.
- **Norwood Young America** is a growing community rooted in small town values, where you can raise your family, building a thriving business, grow old and live each day to the fullest. This a

place where you can live small and think big, where a higher quality of life still exists and opportunities are found. This is Norwood Young America, the perfect place to call home.

- Comments included: Replacing the phrases: “grow old” and “foundation” and “time slows down”.

The committee revised the following as their recommended statement:

**Norwood Young America is a growing community rooted in small town values where you can raise your family, where business thrive and you live each day to the fullest.**

This is a place where you can think big but live small.

A place where a high quality of life still exists, relationships are formed and opportunities are found.

Welcome to Norwood Young America, not just a place, it's home.

Or end with...Welcome to Norwood Young America, not just a place, it's your home.

The following “Why Norwood Young America Supporting Statements” were reviewed:

From your driveway to the football field on Friday night to church and your local businesses...this is where relationships are forged for a lifetime.

- Our lifeblood is our people.
- The banker who knows your name.
- The mechanic who knows your vehicle.
- The restaurant who knows your favorite dinner.
- The florist who knows your favorite flower.
- The principal who knows your kids by name.
- The old man on the street who says hello.
- The neighbor who shovels your driveway.

We are small town. This isn't something you can create, and you can't fake it. It's authentic and real.

Our people are connected. Connected to...

- Each other
- Their history
- Generations
- Stories
- The neighbors
- Their local businesses
- Their schools and teams
- Their churches

**Logo.** Discussion was held relating to a future logo design. It was suggested the full name be included “Norwood Young America” but the NYA acronym be incorporated. The first versions of drafts will be presented in black and white. Color will be added in later. Three buildings on the National Register of Historic Places were discussed. It was suggested the German caricature not be used. An image that reflects a park or small community was suggested. Draft logos will be ready within a couple of weeks.

**Next meeting** – The next committee meeting will be Tuesday, October 25, 2016 at 6:30 p.m., after logos are reviewed via email.

**Adjournment** – The meeting adjourned at 8:00 p.m.





**DATE:** October 3, 2016  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Jo Foust, Economic Development Consultant  
**RE:** Agenda item IV. B. Manufacturers Week

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**Background:**

The EDC will discuss the October 4, 2016 Manufacturers’ Week event. The event included tours of Hydro Engineering (11-11:30 a.m.) and Storms Welding & Manufacturing (11:30 a.m – 12 noon), with a luncheon following. Approximately 20 people participated in the tours. The EDC and Chamber provided pork burgers, baked beans, chips, cookies and water for approximately 55 people. The luncheon was held at Storm’s Welding & Manufacturing.

The following companies took part in the event:

- Principle Manufacturing Inc.
- Storms Welding & Manufacturing
- Waconia Manufacturing, Inc.
- Yeager Machine Inc.
- Vickerman Company

Also invited were Citywide Wood Floors, Lionshead Tire and Wheel and Cedar Direct Minnesota.

Representatives from the City Council, EDC and Chamber of Commerce also participated in the event.

**Action:**

No formal action is required; however, if Commissioners have comments or suggestions on an activity or changes to make for Manufacturer’s Week 2017, this may be discussed.



**DATE:** October 3, 2016  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Jo Foust, Economic Development Consultant  
**RE:** Agenda item IV. C. MnCAR Expo

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**Background:**

The EDC has registered as an exhibitor at the 2016 10th Annual MNCAR EXPO to be held on **Wednesday, November 9th at the Minneapolis Depot from 3 p.m. – 7 p.m.** The event includes food, drink, giveaways, prizes, a continuing education program and access to over 500 commercial real estate agents. Set up of booths may occur between 12 noon and 4 p.m. (Note: the continuing education program runs from 3 p.m. – 4 p.m.)

The EDC will have their booth, banners, brochures, coasters and information on available sites. A drawing for a prize is recommended as a method of collecting information on attendees.

At this time Steve Helget and I are planning to attend. We welcome and encourage other EDC members to participate!

**Action:**

If EDC members are able to attend, we will need to order additional tickets at \$45 each. Please advise regarding your attendance.



**DATE:** October 3, 2016  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Jo Foust, Economic Development Consultant  
**RE:** Agenda item IV. D. 2016 Goals and Implementation Report

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**Background:**

Attached is a summary of Goals established by the EDC for 2016 and updates on activities undertaken or planned to help achieve these goals.

**Action:**

No formal action is required.

## 2016 Norwood Young America EDC Goals & Implementation Steps



### 1. Marketing

- a. Identity: Establish an identity to market the community around
- b. Logo/Slogan: Update the City/EDC Logo and Slogan/tag line
- c. Website: update available sites and other relevant info. Include photos
- d. Billboards: review cost and content to determine required updates
- e. Marketing Sub-committee: Establish a subcommittee of the EDC to prepare recommendations
- f. Contact commercial/industrial land and building owners to verify status of available sites.
- g. List available sites on DEED's Location One, MnCAR's listings and the EDC website
- h. Conduct ground breakings and ribbon cuttings, as applicable, for new businesses and/or expansions.
- i. Target market to businesses identified in the Commercial Market Study as feasible in the community.
- j. Begin planning for the 20 year anniversary of the NYA merger, to be celebrated in 2017.
- k. Produce videos to promote residential and business growth
- l. Work with the newspaper to develop Business Spotlights or newspaper articles highlighting local business successes or unique facts
- m. Develop a quarterly EDC Newsletter to be sent to businesses including the EDC meeting schedule, information on financing, Open to Business, Annual Report, etc.,
- n. Utilize Social Media including Facebook, Twitter, etc.

#### Steps taken to implement this goal:

- **Commercial market study suggested several themes for the identity including a German theme.**
- **The City retained OrangeBALL Creative. Three meetings have been held with a Branding and Marketing Committee.**
- **Available sites are on the EDC web site and listed with MnCAR and LocationOne.**
- **Business articles have been coordinated with the newspaper including Quilting Grounds, Dollar General, Storms Welding & Manufacturing and Vickerman Companies.**
- **Three Quarterly Newsletters have been prepared.**
- **The EDC participated in the Carver County Commercial Real Estate broker event on September 7, 2016.**
- **The EDC will be participating in the November 9, 2016 MnCAR Expo.**
- **A Carver County Video was produced in September, 2016. Waconia Manufacturing and the Tacoma West Industrial Park were highlighted as a part of the video.**
- **Property owners and their Realtors have been contacted. An updated map of available sites and list of contacts has been prepared and has been distributed.**

### 2. Business Retention and Expansion - General

- a. Continue tours of and/or meetings with existing businesses
- b. Promote the EDC loan program and business resources available through Carver Co. Open for Business

- c. Support the Chamber of Commerce and its events such as Small Business Saturday, Shop Local Campaign, etc.

**Steps taken to implement this goal:**

- **EDC members visited with Quilting Grounds and Dollar General and conducted ribbon cuttings in February. This was coordinated with the Chamber of Commerce.**
- **A ground breaking was held at Vickerman Companies in May to help them celebrate their 28,800 square foot addition.**
- **A Ribbon Cutting was held at Storms Welding & Manufacturing in May, to welcome them to the community.**
- **The Open to Business Program information has been shared with business leads. A current prospect noted they had utilized the services.**
- **The EDC and Chamber hosted a Breakfast Seminar on “The Power of Marketing” was held on May 4, 2016. The event was attended by approximately 15 business people.**
- **A Commercial Market Study was completed by KWA. The EDC is starting to identify the implementation steps and has requested a meeting with a key anchor in the commercial district.**
- **Quarterly newsletters have been mailed to local businesses.**
- **Tours of Hydro Engineering and Storms Welding & Manufacturing were held on October 4, 2016, as a part of Manufacturers Week. Approximately 20 people toured. A Manufacturers luncheon was held with approximately 55 people participating.**

### **3. Industrial Development**

- a. Participate in the MnCAR Expo in October to promote the City and Tacoma West Industrial Park.
- b. Respond to MnCAR industrial prospects/realtors and market the Tacoma West Industrial Park lots
- c. Continue relationships with Carver County CDA, MCCD, Positively Minnesota (DEED), Southwest Initiative Foundation, etc.
- d. Host a “Manufacturers Week” event in October.
- e. Remain in contact with local industries and assist with expansions, as applicable.
  - **Information has been emailed to 14 MnCAR Realtors who have requested information on sites for their clients, as of September 8, 2016.**
  - **The EDC investigated the benefit of pursuing Shovel Ready Site Certification for Tacoma West Industrial Park, and will consider budgeting for this in 2017.**
  - **Vickerman completed a 28,000 square foot addition.**
  - **The building at 300 Industrial Boulevard was purchased by Storms Welding and Manufacturing.**
  - **Information on Tacoma West Industrial Park was provided to a business prospect in May.**
  - **The EDC participated in the Carver County Real Estate Expo on Sept. 7, 2016. This event was coordinated with the other cities in Carver County, the Carver County CDA, MCCD, and DEED.**
  - **A Manufacturer’s Week event was held on Tuesday, October 4, 2016, with approximately 55 people participating, including five local manufacturers.**

- **Lionshead Tire & Wheel has occupied approximately 50,000 sq. ft. of the 212 Business Center (former YA Corp. building). “Lionshead Specialty Tire & Wheel, LLC “Lionshead” was established in 1993 and is a contract manufacturer of trail components including tires, wheels and specialty running gear accessories. Lionshead is a privately held and family owned business head-quartered in Goshen, Indiana. Lionshead owns and operates 325,000 square feet of industrial space with facilities located in Goshen, Indiana, Mountain Home, Idaho, Waxahachie, Texas, and Denton North Carolina.” Source: <http://lionsheadtireandwheel.com/>**
- **Cedar Direct Minnesota has leased space in the 212 Business Center. They provide Bevel, Shingles, and Barnwood - On grade and Character grade. They are leasing 18,000 sq. ft. (?).**

#### **4. Commercial (Re) Development**

- a. Investigate a “No Interest Loan” program to assist with façade improvements to Downtown buildings.
- b. Review permitted and conditional uses in the commercial districts and provide input to the Planning Commission regarding any recommended modifications.
- c. Promote the available commercial spaces for lease and/or sale

##### **Steps taken to implement this goal:**

- **A No Interest Loan Program has been discussed at the February, April and May EDC meetings with draft guidelines and a business survey.**
- **The Planning Commission has been working on zoning ordinance amendments to address the Young America Corp. building’s reuse.**
- **Information on available commercial sites has been distributed to business leads.**
- **New commercial business ventures in 2016 include the Quilting Grounds, relocation of the Dollar General, Fitness RX USA (expansion in the east strip mall), Lazy Loon (in bowling alley), Waconia Dodge (in former Hydo building), Pioneer Storage & Rental, a new Farmers’ Insurance agent, Lisa Valient (in the commercial strip mall by Kwik Trip), Dave’s Transmission at 210 Railroad St. W., and Children of Tomorrow Daycare/Pre-K has plans to open by the first of the year.**
- **Staff/consultant have met with tenants in the**

#### **5. General**

- a. Explore relevant economic development grant opportunities such as DEED’s Small Cities Development Program, DEED’s – Minnesota Investment Fund (requires business prospect co-applicant) and DEED’s – Customized Training Program
- b. Coordinate and facilitate at least one joint meeting between the NYA City Council, EDC, Planning Commission and the NYA Chamber of Commerce.

##### **Steps taken to implement this goal:**

- **The EDC received information from Carver Co. CDA regarding their grant program for cities, but determined there were no active projects which fit the grant criteria. Staff is evaluating upcoming projects to see if there may be fit in the future.**

- **A joint meeting of the City Council, EDC, Planning Commission and Chamber was held on March 22, 2016 (2015 Reports and 2016 Goals) and on June 22, 2016 (Branding and Marketing)**
- **Several EDC representatives attended a workshop on PACE funding to assist with building energy efficiency improvements.**
- **Several EDC members, and staff, have attended Chamber of Commerce meetings. A Chamber liaison has attended EDC meetings.**
- **The EDC and Chamber jointly sponsored the National Small Business Breakfast Workshop.**
- **The EDC and Norwood Young America Area Chamber of Commerce co-sponsored the October 4, 2016 Manufacturers Week event.**