



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, APRIL 12, 2017

6:30 p.m.

City Hall – Large Conference Room

310 Elm Street West

Norwood Young America, MN

- I. Call to Order**
- II. Oath of Office** - Cassandra Kemp, Planning Commission liaison
- III. Consideration of the Agenda**
- IV. Approval of Minutes**
 - A. March 8, 2017 Joint Marketing Meeting
 - B. March 8, 2017 Regular Session
- V. Old Business**
 - A. Marketing Plan - Next Steps
 - B. Revolving Loan Fund - Marketing Brochure
- VI. New Business**
 - A. Tacoma West Industrial Park - Pricing
 - B. Survey - Suggestions for New Businesses
- VII. Project Updates**
- VIII. Miscellaneous Communications**
 - A. 2017 Goals - Joint Meeting with Planning Commission, City Council, Chamber of Commerce
 - B. EDC Resignation - Sarah Molnau
- IX. Upcoming Meetings**
 - A. Joint EDC, Planning Commission, Chamber, and Council Meeting - April 19th - 6:30 p.m.
 - B. National Small Business Week Breakfast, May 3, 2017 - John McHugh, KwikTrip
 - C. Regular EDC Meeting, May 10, 2017 - 6:30 p.m.
- IX. Adjournment**



DATE: April 12, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item II. Oath of Office

Background:

The City Council recently appointed Cassandra Kemp as the liaison from the Planning Commission to the EDC.

Action:

Cassandra will be administered the Oath of Office at the April 12, 2017 meeting. Thank you to Cassandra for her willingness to serve with the EDC!

**Norwood Young America Joint Meeting
Branding & Marketing Committee
Economic Development Committee
March 8, 2017**

The meeting was called to order at 6:03 p.m.

Present: Jessica Klausermeier of OrangeBall Creative, Marketing and Branding. Committee Members Josh Kroells, Perry Forst, Steve Helget, and Holly Kreft. EDC members in attendance were: Carol Lagergren, Mike McPadden, Bruce Mathwig, and Kaarin Foede.

Absent: Tina Diedrick, Julie Schmidt, Kyle Strickfaden, and Sarah Molnau.

Business.

- A. Jessica Klausermeier, OrangeBall Creative, presented the final copies with the true Pantone colors. Mayor Lagergren asked where the versions of the logos would be used. Jessica said the top one would be the full City logo and the others would be based on the use. Forst noted that it is nice to have the full package and many pieces can be incorporated into the website and other marketing. Mayor Lagergren asked who would present it to the City Council. Jessica said they could be there for the presentation. McPadden suggested members of the Marketing Committee be in attendance. Forst said having Orange Ball present the backstory was important. Mayor Lagergren suggested that the Committee members be listed in the PowerPoint. Holly stated she would invite the Marketing Committee to the Council meeting.

Jessica said they could present at the Council meeting on March 13th meeting that starts at 6 p.m. Jessica will send PowerPoint in advance. Mayor Lagergren asked them to also include the next steps, but have that as a separate handout. McPadden suggested giving the history of the logo development and time and effort that went into it.

MOTION by Kroells to recommend approval of logo presented at the March 8th, second McPadden. Approved unanimously.

Next meeting – None scheduled at this time. Discussion about what next steps would be in the marketing plan such as signage, banners, billboards, and the website.

Adjournment – The meeting adjourned at 6:24 p.m.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, March 8, 2017 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 Foede called the meeting to order at 6:30 p.m.

EDC members in attendance were: Mike McPadden, Bruce Mathwig, Kaarin Foede, Carol Lagergren and Tina Diedrick.

Absent: Sarah Molnau, Kyle Strickfaden, and Julie Schmidt.

Staff attending were: City Administrator Steve Helget and Economic Development Coordinator Holly J. Kreft.

II. Consideration of the Agenda

A motion was made by McPadden, seconded by Mathwig to approve the agenda. Approved 5-0.

III. Approval of Minutes

A motion was made by McPadden, seconded by Diedrick to approve the February 8, 2017 Joint Marketing Committee/EDC Meeting and the regular EDC Minutes as presented. Motion carried 5-0.

IV. Unfinished Business.

A. Branding and Marketing Discussion.

The Marketing Committee and EDC met in a joint meeting prior to the EDC meeting to review the final draft of the logo and brand story. The Marketing Committee voted unanimously to recommend approval of the logo as presented at the meeting. The logo will be presented to the City Council on Monday, March 13th at 6:00 p.m. The Marketing Committee and EDC is invited to attend and Orange Ball will present the brand story and logo for approval.

A motion was made by Diedrick, seconded by Mathwig to recommend approval of the logo as presented. Motion carried 5-0.

B. No/Low Interest Loan Program.

Based on the direction at the February meeting, Economic Development Coordinator Kreft provided an overview of additional information. Diedrick noted that it could be repackaged with the Revolving Loan Fund (RLF) with a focus on the façade and then a portion of it could be forgivable loan. Helget asked if the MCCD would match and administer the program. Kreft stated yes that was her understanding.

McPadden asked if businesses have asked for this type of assistance. Helget stated maybe once per year, but more so for new business owners. Mathwig asked if it could be used for fencing. Diedrick asked about redevelopment in the downtown areas and about what incentives would be

used on large scale development. She questioned if it could include DEED grants or TIF assistance.

Mayor Lagergren asked if people haven't been asking for these in the downtowns, then it might be a good idea to open up the program to other areas. There was discussion about downtown improvements and potentially having design guidelines.

Discussion about timing of design guidelines/standards. Kreft questioned if this should be an item to discuss at the joint meeting with Planning Commission, Chamber, and Council. Mayor Lagergren noted that if the businesses commit to investments, then the City needs to as well.

Vice Chair Foede noted that the current program could be better marketed through the City and Chamber. Mathwig asked about another survey. Helget noted that there was someone interested in an existing house near the north downtown and asked about assistance to fix up the house and convert to it to multi-family. Discussion about having a bed and breakfast in the community. Helget noted that it is a blight property and possibly to do tax abatement. Helget stated the City does get asked to convert buildings to multi-family residential.

The consensus was to use the existing Revolving Loan Fund, but to market it more specifically for façade improvement. Staff will create a marketing brochure and program to send to businesses and include in future newsletters and social media.

V. Project Updates

The former coffee shop has a non-conforming apartment on the main level and new buyer would like to continue that use but have a business in the front. Discussion about having residential rental on first level commercial buildings. Noted that there are concerns with life safety issues.

Kreft and Helget presented updates on new businesses. Dune Buggy Supply will have a ribbon cutting in couple of months.

Mathwig asked about My Pod business moving into former YAC building. Helget thought they should move in later this month or in April. Mathwig noted that KleinBank has a Business Spotlight in their lobby and My Pod asked to have a display.

VI. Miscellaneous Communications

A. 2017 Goals

Discussion about the Joint Meeting with the Planning Commission, Chamber, and City Council. It was noted that Wednesday, April 19th is the first option with April 26th as the second option. Vice Chair Foede will present to Chamber Board. Topics will be updates and redevelopment of downtowns.

B. Chamber Updates

Waconia Expo will have a booth from 9 a.m. to 4 p.m. on March 25th at Waconia High School. Everyone is welcome to attend.

VII. Upcoming Meetings

The next regular EDC meeting will be April 12, 2017 at 6:30 p.m. The National Small Business Week Breakfast will be May 3rd.

VIII. Adjourn

A motion was made by McPadden, seconded by Lagergren to adjourn the meeting at 7:22 p.m. Motion carried 5-0.

Respectfully submitted,

Holly J. Kreft, Economic Development Consultant
MDG, LLC.



DATE: April 12, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item V. A. Marketing Plan - Next Steps

Background:

At the March 8th meetings, the Marketing Committee and EDC recommended approval of the new logo to the City Council. The City Council approved the logo at their March 13th meeting. As part of the discussion, Mayor Lagergren requested that review of next steps in the marketing plan.

Attached is the project pricing provided by Orange Ball. The logo development entailed Phases 1 and 2. Phase 3 includes potential next steps in the marketing plan. Those steps could include:

1. Update website landing page - <http://www.cityofnyc.com/>
2. Billboards
3. Social media strategy

Action:

Discussion on next steps of the marketing plan. Other potential items of discussion could include the City entrance signs and marketing materials for Tacoma West Industrial Park.



ESTIMATED PROJECT PRICING

PROJECTED COST BREAKDOWNS BY PHASE

Based on the information included on the previous pages and what we know today, we anticipate the following costs:

Phase 1: Internal Discovery

- Overall Strategy/Brand Voice Development - \$2,970

Phase 2: Brand Development

- Logo Design - \$2,160
- Tagline Development - \$1,680
- Style Guide Development - \$1,145

Phase 3: Additional Deliverables

- Brand Stationary/Collateral - \$1,080
- Print Piece Development (1) - \$1,350
- Website Landing Page - \$1,755
- Billboards (2) - \$810
- Social Media Strategy - \$1,620

TOTAL Phase 1 + Phase 2 (Requested items within RFP): \$7,955

TOTAL Phase 1 + Phase 2 + Phase 3 (Includes Requested Items + Additional Deliverables): \$14,570

NOTE: This list is intended to be an a la carte menu, where you can pick what you want to move forward with based on budget and priorities. Our goal would be to work with you to define the right strategy and direction to ensure the best use of your resources.



DATE: April 12, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item V.B. Revolving Loan Fund Marketing Brochure

Background:

At last month's meeting it was the consensus of the EDC to "re-brand" the Revolving Loan Fund to highlight the potential that it could be used for Facade Improvements and other building improvements rather than create or restart a Facade Improvement Program.

Staff will distribute a draft brochure at the meeting. The intent is that we would send these to businesses, place on the website and social media, and distribute in person (for example the Small Business Breakfast and the Chamber quarterly luncheons).

We would also like to verify that the EDC does not want to continue the forgivable loan program on a small scale to help incent facade improvements.

Action:

Provide feedback on the draft brochure. Once approved, I will work with City staff to have them printed inhouse.



DATE: April 12, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item VI. A. Tacoma West Industrial Park Pricing

Background:

The City has listed the price of property in the Tacoma West Industrial Park as \$1/ square foot since it was developed. Recent sales have been for more than \$1/square foot. Based on the Carver County tax system, the market values currently range from \$1.23/square foot to \$1.63/square foot with the average value being \$1.53/square foot.

When the Industrial Park was originally platted and developed, the intent was to raise the land prices as sales occurred and the market increased. Since we will be updating marketing material with the new City logo, now would be an appropriate time to reevaluate the price.

Action:

No action required at this time, only for discussion.



DATE: April 12, 2017
MEMO TO: NYA Economic Development Commission
FROM: Holly J. Kreft, Economic Development Consultant
RE: Agenda Item VI. B. Survey - Suggestions for New Businesses

Background:

City Administrator Helget requested that we discuss the possibility of surveying the community for suggestions for new businesses.

Action:

No action required at this time, only for discussion.



DATE: April 12, 2017
MEMO TO: NYA Economic Development Commission
FROM: Holly Kreft, Economic Development Consultant
RE: Agenda item VII. Project Updates

Following are project updates from the past month:

1. **Snap Fitness** - Snap Fitness has put their new building plans on hold while they try to reduce costs and obtain additional bids for the project.
2. **Olde Mill House** - The Olde Mill House re-opened on March 23. The Grand Opening is April 21-23, so Deb has requested a ribbon cutting for Friday, April 21st. I will confirm a time once Deb lets me know her preference.
3. **Autec North America LLC** - This company contacted Steve regarding leasing space at 640 Railroad Street (the strip mall) Suite #200. They would have offices, a small repair area for wireless units, and a small warehouse. To learn more about their company, please see www.autecsafetv.com
4. **Humphrey Amps** - We worked with Gerry Humphrey, a new resident, who owns a small business and would like to lease space. We sent him contact information for Wicks Cabinets and Cedar Direct to see if they would be interested in sub-leasing space. You can learn more at www.humphreyamps.com

IN RECOGNITION OF National Small Business Week

PLEASE JOIN THE NORWOOD YOUNG AMERICA EDC AND
NYA AREA CHAMBER OF COMMERCE FOR...



John McHugh,
Director of Corporate
Communications
Kwik Trip, Inc.

Leadership Development and Training at Kwik Trip

Regardless of your role, what are people, customers and visitors looking for in you? What is the workplace culture you have created with your team that leads to success? Creating a mission driven culture with compassion and trust turns satisfied customers into loyal customers. Their loyalty means they will give you positive word-of-mouth advertising that can't be beat. In addition, if the work we do is tied into a purpose beyond profits our job satisfaction increases substantially.

Join John McHugh as he explores the role you play in your organization's success and how you can find the key people to help you achieve that greatness. His examples and stories are ones that you won't forget.

A FREE BREAKFAST SEMINAR

Wednesday, May 3rd, 2017 from 8 to 9:30 a.m.
Oak Grove Senior Center Community Room, 114 Reform Street

*RSVP by May 1st to Holly Kreft at hkreftmdg@gmail.com or
Karen Hallquist at info@nyachamber.org*

PLEASE INCLUDE UP TO TWO GUESTS FROM YOUR COMPANY!