



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, JULY 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 – Theresa Meis**
- III. Consideration of the Agenda**
- IV. Approval of Minutes**
 - A. April 12, 2017 Regular Session
 - B. April 19, 2017 Joint Meeting
- V. Old Business**
 - A. Marketing Plan - Next Steps
 - B. Shovel Ready Designation Status Update
 - C. Joint Meeting Follow-up
- VI. Project Updates**
- VII. Miscellaneous Communications**
 - A. 2017 Goals
 - B. Chamber Updates
 - C. Comp Plan Steering Committee Rep – Update on 2040 Comprehensive Plan
- VIII. Upcoming Meetings**
 - A. Regular EDC Meeting, August 9, 2017 - 6:30 p.m.
- IX. Adjournment**



DATE: July 12, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item II. Oath of Office – Theresa Meis

Background:

The City Council has appointed Theresa Meis to serve on the EDC. We welcome Theresa and thank her for her service!

Action:

Administer oath of office.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, April 12, 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

Chair Schmidt called the meeting to order at 6:30 p.m.

EDC members in attendance were: Julie Schmidt, Kyle Strickfaden Mike McPadden, Carol Lagergren, Cassandra Kemp, and Tina Diedrick.

Absent: Bruce Mathwig and Kaarin Foede.

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

II. Oath of Office

The Oath of Office was administered to Cassandra Kemp, the new Planning Commission liaison. The EDC welcomed Ms. Kemp to the Commission and thanked her for her willingness to serve.

III. Consideration of the Agenda

A motion was made by Diedrick, seconded by McPadden to approve the agenda. Approved 6-0.

IV. Approval of Minutes

A motion was made by McPadden, seconded by Strickfaden to approve the March 8, 2017 Joint Marketing Committee/EDC Meeting as presented. Motion carried 6-0.

A motion was made by Diedrick, seconded by Strickfaden to approve the March 8, 2017 EDC Meeting as presented. Motion carried 6-0.

V. Unfinished Business.

A. Marketing Plan – Next Steps.

Economic Development Coordinator Kreft referenced the information from Orange Ball regarding next steps. Administrator Helget showed examples of magnetic decals for doors and shirt. He noted most of the items can be done in-house. Mayor Lagergren noted in her opinion entrance signs and the website are priorities. There was discussion about need to make sure the website is mobile friendly. Mayor Lagergren noted that the highest priorities are places that people see. Commissioner McPadden asked about how much is available in the budget for marketing. Administrator Helget said currently there is \$15,000 remaining in the budget for marketing. Hwy 212 signs are most important. There was discussion about the cost of monument signs. Commissioner Diedrick asked about pricing for banners for streetlights. Administrator Helget mentioned previously Faxon Road was also considered for continuity.

Staff will come back with more information on website landing page, monument signs, banners, presentation banners (for expos), and billboards. Social media was noted as a lower priority.

Discussion about an itemized quote to present at next meeting. Coordinator Kreft indicated she will invite Orange Ball to next meeting.

B. Revolving Loan Fund – Marketing Brochure.

Economic Development Coordinator Kreft distributed copies of the draft marketing brochure. The Commission made some recommendations for changes. The Commission verified that they want to market the existing loan program. Commissioner McPadden noted that he also wants to remain flexible for how the money for the revolving loan fund is used. There was discussion about forgivable loan program. Administrator Helget noted that the rest of the loans will end paid off at the end of the year. Administrator Helget noted it could be part of the 2018 budget discussion on first-come, first-serve basis. Commissioner Diedrick stated she would rather see it decided on criteria. She also stated she would rather use the existing revolving loan program than have a grant program. Coordinator Kreft will email an updated brochure for review. The intent is to have the brochure available for the Small Business Breakfast on May 3rd.

VI. New Business.

A. Tacoma West Industrial Park – Pricing.

Economic Development Coordinator Kreft referenced her memo regarding the pricing for the remaining lots in the industrial park. There was discussion about recent sales and the Shovel Ready designation. The consensus was to remove the price reference from marketing material. Administrator Helget noted that the \$1/square foot was used to incentivize the TIF, which would still be available.

B. Survey – Suggestions for Businesses.

Administrator Helget had suggested a potential survey for what type of businesses should be recruited for Norwood Young America. Commissioner Strickfaden noted it would be the same responses as the one completed two years ago. The consensus was that it was not needed to update at this time.

VII. Project Updates.

Economic Development Coordinator Kreft noted project updates. Discussion about the ribbon cuttings for Olde Mill House and Cedar Direct. Commissioner McPadden added NAPA and Smith Oil for discussion. He stated that Russ Smith, the owner, contacted him about selling all properties. Commissioner Diedrick noted that there is a deed restriction on selling the Smith Oil property as a gas station. Administrator Helget provided an update on the floral shop. He also noted that Steve Curfman is moving forward with purchase and relocation to former Waste Management site. The first phase would be the trucking business.

VIII. Miscellaneous Communications.

A. 2017 Goals.

Economic Development Coordinator Kreft provided an overview of the Joint Meeting scheduled for Wednesday, April 19th from 6:30-8:00 p.m. She reminded the EDC members of the pre-meeting survey that was sent and if they could please respond no later than this Friday.

B. EDC Resignation – Sarah Molnau. Council accepted the resignation and will be advertising.

C. Chamber Updates. Holly gave Chamber updates as provided by Commissioner Foede via email.

IX. Upcoming Meetings.

The next regular EDC meeting will be May 10, 2017 at 6:30 p.m. The National Small Business Week Breakfast will be May 3rd.

X. Adjourn.

A motion was made by McPadden, seconded by Diedrick to adjourn the meeting at 8:03 p.m. Motion carried 6-0.

Respectfully submitted,

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

**NORWOOD YOUNG AMERICA CITY COUNCIL
NORWOOD YOUNG AMERICA PLANNING COMMISSION
NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Minutes from Joint Meeting on Wednesday, April 19, 2017 at 6:30 p.m.
Oak Grove City Center – Community Room
310 Elm Street West
Norwood Young America, MN**

I. Call to Order

Mayor Lagergren called the meeting to order at 6:32 p.m.

Council members in attendance were: Dick Stolz, Craig Heher, and Mike McPadden. Councilmember Charlie Storms arrived at 6:50 p.m.

Planning Commission members in attendance were: Cassandra Kemp, Bill Grundahl, and Mark Lagergren.

EDC members in attendance were: Kaarin Foede, Tina Diedrick, and Julie Schmidt.

Members of the Chamber of Commerce included Lisa Valiant, Karen Hallquist, and Jake Melchert.

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

II. Consideration of the Agenda

A motion was made by Heher, seconded by Stolz to approve the agenda. Approved 4-0.

III. New Business

The theme of the joint meeting was discussion on downtown redevelopments. Economic Development Coordinator Kreft provided a presentation which included:

- Review of pre-meeting survey results
- Review of current conditions in the downtowns
- Review of existing zoning
- Review of allowed uses in the downtown
- Information on existing vacancies
- Marketing of existing properties
- Small Group Exercises
- Discussion of next steps

There was discussion about how many downtowns Norwood Young America has or should be identified. There was discussion about the role of commercial development along Faxon Road and if that should be considered a downtown.

For Small Group Exercise #1, the groups were to consider what would be important from the perspective of a potential business owner looking for a new space. Important items identified included: visibility, parking (including for handicap accessible), foot and car traffic, look of the

building and surrounding area, price, market demand, ability to have additional income through rentals, internet availability, City Code requirements, competition, and demographics.

For Small Group Exercise #2, the groups were to consider how to fill a vacant space from the perspective of the building owner. Discussion included: identification of stakeholders (number of properties are bank-owned), intention for the building, contacts at City Hall, types of allowed uses, how to advertise and market the building, access to demographic and market study information, having a vision of what the building could be, and acknowledgement that there may be unmotivated sellers.

For Small Group Exercise #3, the groups discussed how they would handle a controversial request in the downtown and what would be their priorities for making that decision. Some items noted were: community desire for it, the impact on economic development, does it fill a void, preserving history, possibly having niches for each downtown, tying the downtowns together with streetlights and banners, would it benefit the City, does it create employment, and does it grow the City.

Discussion on items that could be done immediately: have a complete and accurate listing of vacant and available properties, contact building owners directly about the marketing assistance the City can provide, and use the market study that was completed. There was also discussion about referring to the two downtowns as the historic downtowns and how they differ from the highway commercial along Hwy 212.

The consensus of the group was that meeting again quarterly would be helpful to advance the discussions. Mayor Lagergren noted that identifying and naming the commercial districts will be important. Staff noted that this would tie in well with the 2040 Comprehensive Plan and the future land use discussions.

IV. Adjourn

A motion was made by McPadden, seconded by Stolz to adjourn the meeting at 8:00 p.m. Motion carried 5-0.

Respectfully submitted,

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



DATE: July 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 April 12th meeting, the EDC discussed next steps in the Marketing Plan and identified the monument signs, website landing page, billboards, presentation banner, and streetlight banners as priorities. Orange Ball Creative included the following quotes for additional marketing items:

Expo Presentation Banners (3) - \$810
Includes all messaging and design, does not include printing/production.

Streetlight Banners - \$405-\$540
Includes all messaging and design, does not include printing/production.
(We are thinking it could be nice to have 3 varied designs for the banner that would appear throughout the city for visual interest)

Billboards - \$405/Billboard
Includes all messaging and design, does not include printing/production.

Monument Sign - \$0
We can consult on this, and will do so for free, but your monument company will have designs and understand the details of foundations, etc.

Below are details on each of the items:

Monument Signs

Currently there are entrance signs on Hwy 5 and westbound Hwy 212. Below are photos of existing signs:

Hwy 5 (intersection of Hwy 5 and Central Avenue North – either in right-of-way or private property)



Hwy 212 (Westbound – east of Storms Welding & Manufacturing – City owned property)



Hwy 212 (Eastbound – by the water tower)



At the previous meeting, there was discussion about options to replace the existing signs with the new logo. Some items to consider include:

- Cost
- Material
- Location
- Lighting
- Landscaping

As noted at the meeting, the cost will largely be determined by the material used. Attached is memo that was presented to the Belle Plaine EDA as part of their research into monument signs. The current signs are wood with wood posts. Other options include:

Plastic sign inserts with stone columns – these can be internally lit (example by M & M Signs in Mankato)



Metal sign with brick and stone base – these can be internally lit (example by SDDI Signs in Savage)



Limestone – would be externally lit (example by Vetter Stone to St. Peter)



Metal sign and posts – would be externally lit (example by Dahlen Signs in Shakopee)



Composite to resemble stone and stucco – would be externally lit (example by CD Products in Waconia)



MnDOT Community Roadside Landscape Partnership

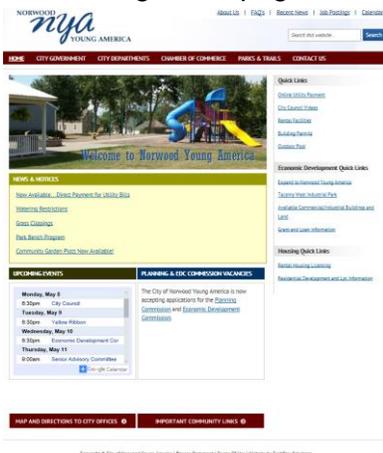
For the landscaping portion of the project, there is the MnDOT Community Roadside Landscape Partnership. This is a reimbursement program available for projects occurring within or adjacent to MnDOT right-of-way. Reimbursable items include:

- Trees, shrubs, vines, perennial groundcovers, wildflowers and grasses.
- Soil amendments, herbicides, edging, weed fabric, wood fiber blanket, mulch (wood chip, rock or other approved types), rodent protection, staking and guying, gator bags, and seedling shelters.

There are two options – design assistance from MnDOT or community designed. This could be an excellent Eagle Scout project. Submittal for approval of a community designed project is May 31st for fall plantings and December 31st for spring plantings. The minimum project cost is \$1,000 and maximum is \$30,000. MnDOT will reimburse the community for the material and the community must be responsible for the installation and maintenance of the material.

Website Landing Page

The existing website is hosted by TechStar and was done in WordPress. Below is a snapshot of the existing home page:



City staff is currently working on this project and updates will be provided to the EDC.

Billboards

The City currently has ads on three billboards along Hwy 5 and Hwy 212. These billboards are shared with Stiftungsfest. The Stiftungsfest ad will be placed in mid-May until September. This will give us sufficient time to have a layout with the new logo. Lamar Outdoor does provide some design assistance at no cost. Does the EDC want more than just the new logo included on the billboards?

Presentation Banner

The EDC uses the presentation banner at marketing events to specifically highlight Tacoma West Industrial Park. The vinyl banner can be replaced at a cost of about \$150.

Streetlight Banners

The existing historic downtowns have banners on the decorative cobra lights. Below are photos of the two. There are 9 in the North Downtown and 12 in the South Downtown.

North Downtown



South Downtown



The current banners are red and have the Stiftungsfest logo and highlight that event. Some items for discussion include:

- Would the banners replace the existing ones?
- Should banners be added along Faxon Road to tie the two downtowns together?

The costs of the banners vary based on the number of colors included in the imprint and the material. Staff would recommend using Sunbrella material if these will be long term (10 years+) banners. If they are shorter term (3-5 years), a cheaper fabric could be considered, but money should be budgeted for replacement. Generally they are \$150 (single color) up to \$600 (four color) each in Sunbrella material, so total costs could range from \$3,150 to \$12,600 or more depending on how many were ordered. City staff is also working on this and the City may need to phase in the replacements based on the costs and locations.

Action:

Feedback for Orange Ball and staff on how to proceed with the marketing plan.



MEMORANDUM

DATE: August 4, 2014
TO: Member of the Belle Plaine Design Committee
FROM: Chelsea Alger, Community Development Director
RE: Item 4.1 Update on Entrance Monuments

Staff has solicited information from area sign companies for cost and design proposals for entrance monuments, in an effort to obtain some additional design concepts for consideration. Most of the companies contacted would require a separate fee to actually create design concepts (WSB- who designed the Shakopee signs, for example), however SDDI Signs provided the City a design concept and associated costs, which appears to be an "in-between" option of the two that have been extensively discussed in the past (Vetter Stone and M&M Signs). Subsequent to the June meeting, the Committee requested information from Dahlen Signs (Shakopee), and Monuments by Miller (Mankato). Concepts have been attached, and are summarized below:

1. M&M Signs: \$3,950-\$10,000 per sign face (depending on size and illumination). Cost does not include electrical run/hook-up, or masonry work. Masonry work was roughly estimated at \$7,500.
2. SDDI Signs: \$21,017 per sign (sales tax doesn't apply). Size is 12' x 8'. Cost includes everything, but electrical run/hookup.
3. Vetter Stone: \$15,265 per sign (14' x 6') or \$12,500 per sign (12' x 6'). Cost includes stone and etching. Base, install, electrical run/hookup are not included.
4. Dahlen Signs: \$32,174 per sign. Stucco finish, with raised aluminum lettering and stone columns (staff has asked for a cost breakdown of the different features, so if the Committee prefers the design, though would like to look at cost savings areas this could be more easily accomplished).
5. Dahlen Signs: \$5,000 per sign (approximate); utilizing the type of sign represented in the "Majestic Cove" example (aluminum post and panel).
6. Monuments by Miller: No pricing has been provided yet, however the end product would be very similar to Vetter Stone. Owner Tom Miller has indicated his pricing to do the etching (which is where the bulk of the cost exists) is cheaper than Vetter Stone. (The pricing provided previously for the Henderson signs was based on the etching only, as he indicated he did not provide the stone for that project).

Alternatives to consider:

1. Hire a consultant to create a design that can be bid to various sign companies. This would compare "apples to apples" and likely result in more competitive quotes. The one quote Staff received for this was in the \$5-7.5K range.
2. Staff was recently approached by the company 169 Signs, inquiring about refurbishing and painting the existing signs. Granted they have the former logo, this could serve as an interim solution until design/location/funding was in place to replace the signs. The cost provided to do this for all three signs is \$7,656.



DATE: July 12, 2017
MEMO TO: NYA Economic Development Commission
FROM: Holly J. Kreft, Economic Development Consultant
RE: Agenda Item V. B. Shovel Ready Designation Status Update

Background:

The EDC and City Council authorized staff and MDG LLC to prepare the application for DEED Shovel Ready designation for Tacoma West Industrial Park. I have been working with DEED staff, other consultants, and utility providers to complete the application. The application is mostly complete. DEED recently verified that an ALTA survey will be required along with submittal of the final plat. Staff obtained a cost estimate for the ALTA survey from Bolton and Menk, which they quoted as \$15,000. This was not included as a cost of the application and had not been required previously from other communities with similar industrial parks (based on email correspondence with the City of New Prague).

Given this cost, staff is recommending that the shovel ready application not be submitted. The only costs to date have been for consultant time to gather the information. However, this information will be helpful for marketing and property inquiries. The funds budgeted for the application (approximately \$3200) could be put towards other marketing items or an updated marketing piece for the industrial park. Also due to the delay, the City could wait until the October deadline or 2018 as other options to consider.

Action:

Direction on how to proceed.



DATE: July 12, 2017
MEMO TO: NYA Economic Development Commission
FROM: Holly J. Kreft, Economic Development Consultant
RE: Agenda Item V. C. Joint Meeting Follow-up

Background:

The Joint Meeting with the City Council, Planning Commission, EDC, and Chamber of Commerce Board was held on Wednesday, April 19th. The minutes from the meeting are included in this packet. Based on those discussions, staff noted the following as take-aways:

1. Update Available Properties flyer with new logo - in process
2. Create a complete and accurate listing of vacant and available properties - in process
3. Contact property owners directly about marketing their properties – in process
4. Place the Retail Market Study on the City website - completed

The consensus of the groups was to have an additional meeting(s) to continue the conversations around downtowns redevelopment and incorporate this information into the 2040 Comprehensive Plan.

Action:

No action required at this time, only for discussion.



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

Following are project updates from the past couple of months:

1. **Florist Shop** – The prospective business is working to lease space at 210 Railroad Street. The owners attended the ribbon cutting at Olde Mill House and also received a tour from Chamber Director, Karen Hallquist. The building required some updates to meet code requirements based on the change in occupancy.
2. **Plumbing and Heating Company** - We are working with the owner of Diversified Plumbing and Heating, currently located in Chaska. They are working with Steve Curfman on his existing building to determine what would be needed to move to that location.
3. **Ribbon Cuttings** – Ribbon cuttings were held at Dune Buggy Supply and Autec North America. Both were placed on social media and shared with the Times.



DATE: July 12, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item VI. A. 2017 Goals

Background:

Attached is the 2017 Goals spreadsheet. A number of items are currently in process or are on-going.

Action:

No action required at this time, only for discussion.

2017 Economic Development Commission Goals

	A	B	C	D
1	Marketing Goals	Deadline	Assigned To	Notes
2	Planning for updates to gateway signs		In process	
3	Investigate banners on streetlights and over streets		In process	
4	Update City billboard with new logo		In process	
5	Continue to update EDC page on City website			
6	Continue to post on EDC Facebook page			
7	Continue Quarterly newsletters			
8	Work the newspaper to develop Business Spotlights		McFadden	
9				
10	Industrial Development Goals	Deadline	Assigned To	Notes
11	Pursue Shovel Ready Designation for Tacoma West	April 30		
12	Participate in Carver County Real Estate Expo	October		
13	Participate in MnCAR Expo	November		
14	Promote the available sites in Tacoma West			
15	Host Manufacturer's Week	October		
16	Remain in contact with existing manufacturers			
17				
18	Commercial Development Goals	Deadline	Assigned To	Notes
19	Host National Small Business Week event	May 3		
20	Conduct ribbon cuttings and ground breakings			
21	Investigate the feasibility of a No Interest Loan program			Better market existing program
22	Promote the EDC loan program and Open to Business			Brochure
23	Investigate the feasibility of applying for Carver County CDA grant			
24	Actively promote commercial sites and work with owner/realtors			
25	Respond to business leads in a timely manner			
26				
27	Collaboration Goals	Deadline	Assigned To	Notes
28	Support the Chamber of Commerce and events			
29	Coordinate at least one joint meeting with Council, EDC, Planning and Chamber Board			First meeting April 19th
30	Continue to work with CDA and Open to Business			



DATE: July 12, 2017
MEMO TO: NYA Economic Development Commission
FROM: Holly J. Kreft, Economic Development Consultant
RE: Agenda Item VII. C. 2040 Comp Plan Update – Steering Committee Rep

Background:

The City has hired SRF Consulting to completed the required 2040 Comprehensive Plan Update. The comprehensive plan is required to be approved by the Met Council in 2018. Because this will be an update (versus a complete re-write of the 2030 Comprehensive Plan), there will be a Steering Committee consisting of committee and Council representation. One representative of the EDC is requested. The time commitment will be three meetings during the course of the update.

The EDC will also be provided drafts to review as economic resiliency will be incorporated into the plan. There will also be an opportunity for public engagement at Stiftungsfest.

Action:

One member of the EDC to serve on the Steering Committee.