



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, August 16, 2017**

**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. July 12, 2107 Regular Session
- IV. Unfinished Business**
  - A. Website Recommendation – Update from City Clerk, Kelly Hayes
  - B. Expo Banners
  - C. Entrance Signs
  - D. Shovel Ready Certification
  - E. Manufacturer’s Week Update
  - F. 2017 Goals
- V. New Business**
  - A. City Newsletter – EDC Update and Insert
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
  - A. Wednesday, September 13, 2017, 6:30 p.m. Joint Meeting: City Council, EDC, Planning Commission, Chamber of Commerce
  - B. October \_\_, 2017 12 noon, Manufacturers Week
  - C. Wednesday, October 11, 2017, 3:00-7:00 p.m.: MNCAR Expo
- IX. Adjournment**

# NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, July 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

Schmidt called the meeting to order at 6:35 p.m.

EDC members in attendance were: Julie Schmidt, Mike McPadden, Carol Lagergren, Tina Diedrick, Kaarin Foede and Theresa Meis.

Absent: Bruce Mathwig and Kyle Strickfaden.

Staff attending were: City Administrator Steve Helget and Municipal Development Group LLC Principal Jo Foust.

## II. Oath of Office

The Oath of Office was administered to Theresa Meis. The EDC welcomed Ms. Meis to the Commission and thanked her for her willingness to serve. Theresa provided a brief background to the Commission.

## III. Consideration of the Agenda

*A motion was made by McPadden, seconded by Foede to approve the agenda with the additions of the MNCAR Expo and Manufacturers Week. Motion carried 6-0.*

## IV. Approval of Minutes

*A motion was made by Diedrick, seconded by Lagergren, to approve the minutes of the April 12, EDC Meeting and the minutes of the April 19, 2017 Joint Meeting, as presented. Motion carried 6-0.*

## V. Unfinished Business.

### A. Marketing Plan – Next Steps.

MDG LLC Principal Foust referenced quotes from Orange Ball regarding possible next steps or implementation of the marketing plan.

The EDC identified the following priorities for implementation of marketing items, in the following order: (1) Website updates, (2) Trade show banners (expo booth displays), (3) Entrance signs (4) Billboard updates and (5) Street banners.

Helget provided an update on the **website**. He noted the City is looking at whole new web site designed and is soliciting proposals. Vivid Image, TechStar and OrangeBall are to be submitting proposals. The EDC requested the cost estimates and a recommendation for the website update be included on the next EDC meeting agenda.

Relating to **trade show banners**, it was recommended information and quotes be obtained from the Herald Journal as well as other local companies. While the current booth display could be used as a template for the layout, it was suggested new banners be purchased with the new logo and color scheme. Foust presented sample displays from Trade Show Displays, Inc. in Burnsville and Banners to Go in St. Louis Park. The retractable banner stands are approximately \$200 each, depending on the size. The EDC requested designs be prepared with quotes for consideration of expo banners, at the August meeting.

The EDC expressed a strong desire to move forward with **entrance signs** in 2017. The MNDOT Cooperative Landscape Grant program was discussed for landscaping around a future sign. The group was interested in considering this program.

Examples of **entrance signs** in other communities were reviewed. Cost estimates vary depending on the size of sign and materials used. It was the consensus to design a ground mounted sign, versus a pole mounted entrance sign. The cities of Carver's and New Ulm's entrance sign were referenced as attractive, with stone and some metal. The EDC requested staff check to see who designed Carver's sign and how much it cost. The EDC expressed a desire to have high quality signs. If the cost exceeds the budget, the Commission noted the City could install the two signs along Highway 212 this year and wait to install the one along Highway 5 until next year.

It was suggested a couple of people serve as a sub-committee to help research and design entrance signs. Subcommittee volunteers include Lagergren, Foede and Meis, along with staff. It was suggested the committee take pictures of other cities' signs, create information including dimensions, cost estimates and companies that may be able to develop the signs for the August meeting. Helget will provide information on amount in the budget for signs for the next meeting.

Guidelines for the development of entrance signs included; ground mounted, brick and/or stone around the sign which contains the city logo. The Commission requested a couple of examples.

It was noted the current **billboards** need to be updated with the new logo. Staff can work on the design with the billboard company.

**Streetlight banners** were discussed briefly. It was suggested designs and pricing be obtained from the Herald Journal. Temple Display has also provided banners for communities and can provide brochures and quotes. It was the consensus that street banners could be addressed after the other higher priority marketing items are addressed.

It was the consensus of the EDC to have staff work with production firms for the various marketing pieces on the design versus retaining Orange Ball to do so, at this time.

Helget reported on marketing items that have been updated in 2017. This included new letterhead, business cards, vehicle magnets, pool passes, and new city department uniforms with the new logo. The EDC Facebook was also updated.

#### **B. Shovel Ready Status Designation Update.**

MDG, LLC. Principal Foust provided an update on the status of the shovel ready designation application for Tacoma West Industrial Park. It was reported that DEED now requires an ALTA Survey, even if the land is platted. The EDC questioned the quote of \$15,000, that staff obtained from Bolton & Menk for the ALTA survey. Staff was asked to contact the engineering

firm, or other surveyors to discuss the price, since the industrial park is already platted. Foede offered to participate in the conversation.

It was the consensus to table action on the Shovel Ready Designation application until additional information is obtained on the cost of an ALTA survey.

**C. Joint Meeting Follow-up.**

MDG, LLC., Principal Foust reviewed the items discussed at the joint meeting held on April 19, 2017. She reported Kreft has been in contact with property owner of commercial and industrial buildings and sites. The EDC inquired about the percent complete of this project. An update will be provided at the next meeting.

Lagergren requested follow-up correspondence, including the meeting minutes, be sent to all participating groups regarding what has resulted from the joint meeting as other groups have expressed concern there hasn't been closure after the last meeting. In addition, another meeting was suggested to continue discussion on the downtown(s). The next meeting was scheduled for **September 13, 2017 from 6:00 pm to 8:00 p.m.** It was recommended information on how other cities have redeveloped their downtowns be prepared for the meeting, especially cities that have consolidated or are adjacent, including Branch and North Branch, Mankato and North Mankato, etc. It was suggested the research include cities outside of Minnesota.

- D. MNCAR Expo.** Registration is now open for exhibitors for the MNCAR Expo to be held on Wednesday, October 11, 2017 from 3:00 p.m. to 7:00 p.m. This is the same evening as the regular October EDC meeting. The cost is \$1000 for the exhibit booth, which includes two tickets. There will be additional costs for exhibit banners and give-away. Staff and past participants felt it is beneficial as it provides exposure to metro brokers and makes participants aware of Norwood Young America. It was recommended the EDC advertise the large number of new businesses that have joined the community over the past 18 months. Commissioners were asked to let Helget or Kreft know if they would like to attend, so an additional ticket can be purchased.

*A Motion was made by McPadden, seconded by Diedrick to approve the \$1000 exhibitor fee for participation in the MNCAR Expo, plus the cost of an additional ticket and door prize(s). The motion carried 6-0.*

- E. Manufacturer's Week** is tentatively scheduled for the first week of October. The 2016 event included tours and a cook out with pork burgers and hamburgers for manufacturers and their employees. The event was coordinated with the Chamber of Commerce. Foede will ask the Chamber of Commerce if they would like to participate in a cooperative venture again in 2017. Staff was asked to reach out to Joel Buttenhof and the 212 Business Center tenants and start to coordinate this fall's tour and meal.

**VI. Project Updates.**

MDG, LLC., Principal Foust and Administrator Helget provided updates on recent and pending projects. Ribbon cuttings were held for Dune Buggy Supply and Autec North America. This information has been provided to the newspaper. Meis offered to assist with the preparation of press releases to help cover these events. Facebook postings of the ribbon cuttings reached between 1,464 and 1,768 people.

On Friday, August 11, 2017, a ribbon cutting will be held at Mi-Box at 12:15 p.m. The EDC requested staff contact Lion's Head and request a ribbon cutting just prior to or after the one at Mi-Box.

Helget reported an offer has been made on the old greenhouse at 170 Industrial Blvd. Principle Manufacturing changed ownership. Sheer Effects is a new salon moving in across from city hall. A ribbon cutting will be scheduled in the future after they are settled in.

Fahey Real Estate contacted the owner of the old Post office. The building is listed with a realtor. Tim Fahey now has the contact info. Staff was asked to add a marketing brochure for this site to EDC marketing materials.

Diedrick offered to contact Joel Buttenhof and inquire about his interest in the Smith Oil corner.

## **VII. Miscellaneous Communications.**

### **A. 2017 Goals.**

MDG, LLC., Principal Foust reviewed the 2017 Goals and noted that planning will begin for the annual Manufacturer's Week luncheon and MNCAR Expo, both to be held in October. Commissioners requested other items be updated as well.

**B. Chamber Updates.** Commissioner Foede, Chamber liaison, gave Chamber updates. She noted Sunday, July 16<sup>th</sup> is a chicken barbeque. Music in the park is Sunday, July 13<sup>th</sup>. The Taste of Norwood Young America is on Tuesday, July 18<sup>th</sup>. August 1<sup>st</sup> is National Night Out. In addition, the Chamber of Commerce is working on Tour de Tonka.

**C. 2040 Comprehensive Plan Steering Committee Representative.** Diedrick volunteered to serve as the EDC liaison for the 2040 Comprehensive Plan update. Helget noted the first meeting is tentatively set for July 25<sup>th</sup> at 6 p.m. The steering committee will meet approximately three times during the course of the update.

## **VIII. Upcoming Meetings.**

The next regular EDC meeting will be Wednesday, August 9, 2017 at 6:30 p.m. Theis and Mathwig will not be able to attend the August meeting.

## **IX. Adjourn.**

*A motion was made by McPadden, seconded by Meis to adjourn the meeting at 8:02 p.m. Motion carried 6-0.*

Respectfully submitted,

Jo Foust, Principal  
MDG, LLC.



**DATE:** August 16, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. A. Website Update – Kelly Hayes, City Clerk

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**Background:**

At the July meeting, the EDC discussed updates related to the marketing plan and the new logo. Administrator Helget indicated that the City was obtaining quotes for a new website from TechStar, Vivid Image, and OrangeBall. Kelly Hayes, the City Clerk, is overseeing the process and website layout. She will be present at the meeting to provide an update on the proposals and any staff recommendations.

**Action:**

Feedback for Ms. Hayes and the City on how to proceed with the website update.



**DATE:** August 16, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. B. Expo Banners

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**Background:**

At the July meeting, the EDC discussed updates related to the marketing plan and the new logo. The direction of the EDC was to contact the Herald Journal to obtain quotes along with other companies. The City currently owns two banners – one is more generic and highlights everything Norwood Young America has to offer (parks, shopping, housing) and the other banner is more specific to the Tacoma West Industrial Park. Below is a picture of the more generic banner.



Based on email correspondence with Troy Feltmann of the Herald Journal, the base can be reused and they would just create new banners. The cost of would be \$82.50 each for the banners, \$30 for design, and \$13 each to install the banners into the retractor for a total cost of \$208 for both banners. Troy would use a similar layout, but we would update pictures as needed and use the new logo and color scheme.

**Action:**

Feedback for staff – banners will be ordered to have them prepared prior to the MnCAR event.



**DATE:** August 16, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. C. Monument Entrance Signs

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**Background:**

At the July meeting, the EDC discussed updates related to the marketing plan and the new logo. The EDC requested information on entrance signs from other communities. Mayor Lagergren and Members Foede and Meis volunteered to be on a subcommittee to research these items. The EDC requested information on type, costs, and companies. Member Foede did an excellent job obtaining photos and information on numerous signs in the area.

Attached is a spreadsheet containing the information along with a corresponding picture packet. The EDC also requested information on the 2017 budget. Administrator Helget provided the following information:

1. *New logo materials such as banners for expos and other such items - \$4,000*
2. *New highway billboards - \$2,500*
3. *Marketing implementation - new website design/application; DEED shovel ready sites; and logo marketing implementation - \$18,500*
4. *Entrance Signs – Did not specifically put anything in the budget because we didn't know what size, make, number, etc. Goal was to come up with a design plan this year. Given how much monies we have in marketing implementation we could potentially complete at least one sign this year depending on how quickly it comes together and of course the cost.*

**Action:**

More detailed direction for the signs in order to obtain quotes for the September meeting.

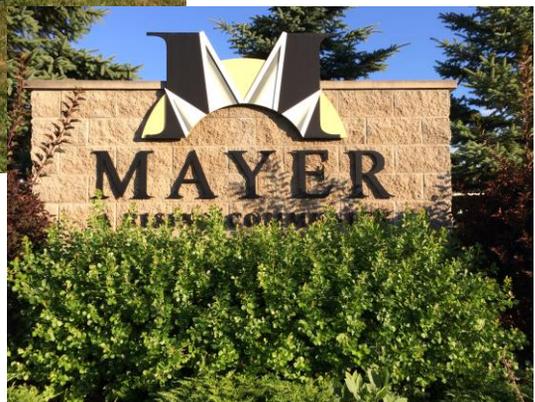
City	Type of Sign	Size of Sign	Adjacent Speed Limit	Type of Base	Size of Base	Type of Landscaping	Distance from Pavement	State of Sign	State of Landscaping	Sign Lit	Year Installed	Cost
1. Carver	Metal - decorative	25' wide X 4' high	from 45 to 55 mph	Stone	30' wide X 6' high (10' on left side)	Boulders, grasses and trees	36' to intersection	Excellent	Good - well maintained	Yes, letters		\$50,000 (without 2011 landscaping)
2. Mayer	Metal - decorative	59" wide X 30" (attached to base, so 13 1/4" overall height)	decreasing from 55 to 40 mph	Split face concrete blocks	10' wide X 5' 8" tall	Mulch, grasses, shrubs, evergreen trees	64'	Block good; sign fading	Needs trimming, plants seem healthy	Yes, upright from landscaping		\$2,700 (without 2007 landscaping)
3. Watertown	Wood - carved	10' wide by 6' high	40 mph	Wood posts - stone terrace at around landscaping	7' 6" posts	Mulch, shrubs, arborvitae	74'	Poor - faded	Fair - mulch needs to be replaced	No	Unknown	Unknown
4. Hutchinson	Metal - painted	19' 5 wide by 4' 5" high	Varies between 30 and 55 mph depending on location	Block (2); berms (2)	19' 5" wide by 5'6" high (block)	None	85'	Poor - faded	N/A	Yes - internally	About 1997	About \$15,000
5. New Ulm	Limestone - engraved	combined with base and columns	55 mph	Block to match limestone	16' wide by 7' 6" high (columns are 6' high)	Minimal - juniper and rock	78'	Excellent	Maintained	Yes, upright from landscaping		\$25,000 (without 2011 landscaping)
6. St.Peter	Limestone - engraved	14' wide by 5' high	65 mph	None - sign sits on pillars	N/A	Minimal - rock	90' +	Excellent	Maintained	Yes, upright from landscaping		\$10,000 (with stone from nearby Kasota)
7. Lonsdale	Limestone - engraved	9' 4" wide by 5' tall	55 mph	Columns - brick and limestone	20" square by 8 1/2' tall	Extensive - shrubs and perennials	65'	Excellent	Poorly maintained	Yes, upright from landscaping		
8. Carver County	Limestone - engraved	12' wide by 8' tall	60 mph	Columns - stamped concrete	20" square by 8' tall	Rocks, perennials, shrubs	54'	Excellent	Maintained	Yes, upright from landscaping		

## Pictures of Monument Signs

A. Carver – Main Sign – northwest corner of Jonathan Carver Parkway and Levi Griffin Road (entrance to Fleet Farm)



B. Mayer – Main Sign – northwest corner of Hwy 25 and 9<sup>th</sup> Street SW (adjacent to Hidden Creek development)



## Pictures of Monument Signs

- C. Watertown – Main Sign – east side of County Road 10 near intersection with County Road 24



- D. Hutchinson – Main Signs (4) – east and westbound on Hwy 7; north and southbound on Hwy 15



## Pictures of Monument Signs

C. New Ulm – Main Sign – east side of County Road 10 near intersection with County Road 24



D. St. Peter – Main Signs – west side of Hwy 169 on north end of city



# Pictures of Monument Signs

C. Lonsdale – Main Sign – south side of Hwy 19 eastbound



D. Carver County Highway Dept. – Main Sign – north side of Hwy 212



# Pictures of Monument Signs – Examples of Other Signs





**DATE:** August 16, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. D. Shovel Ready Designation Status Update

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**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. At the July meeting, staff presented an update regarding the requirement of having an ALTA survey completed as part of the application.

Staff contacted Bolton and Menk to review the requirements of the survey. Bolton and Menk provided a checklist of items typically required, including topography which they indicated is what is the most costly. Staff then shared this with DEED and they verified that a topographic survey is required. Bolton and Menk then confirmed that the quote would remain the same at \$15,000.

After staff discussed concerns with the cost of the permit and the required ALTA survey with DEED, they have released a grant program to help cover the cost of the application. Unfortunately the grant is only up to \$2,000.

**Action:**

Direction on how to proceed.



**DATE:** August 16, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. E. Manufacturer's Week Update

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**Background:**

Manufacturer's Week is planned for the first week of October. Staff has been working with Luke Bottenhoff to coordinate a date and which tenants will participate. Last year 54 people participated and the cost was approximately \$400. Once the location and date are finalized, an invite will be created to share with the Chamber members.

**Action:**

Staff appreciates any volunteers willing to help plan the event.



**DATE:** August 16, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. E. 2017 Goals

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**Background:**

Attached is the updated version of the 2017 Goals. A number of items are in progress or on-going. I have contacted Allison Streich with Carver County CDA to find out if they are planning a Real Estate Expo for this year.

The registration for the MnCAR Expo has been paid. If a commissioner is interested in attending, we will purchase another ticket.

**Action:**

No action required at this time, only for discussion.



**DATE:** August 16, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item V. A. City Newsletter – EDC Update and Newsletter

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**Background:**

The next City newsletter will be sent out the first week of October, so it was decided to have an EDC insert that would go to all households. The EDC insert will be focused on all of the ribbon cuttings that have occurred in the last few months. The newsletter will also include an overview of each City committee/commission of what they had done in 2017 and plan for 2018. It will also include a photo of the commission.

**Action:**

No action required at this time, only for discussion.



**DATE:** August 16, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly Kreft, Economic Development Consultant  
**RE:** Agenda item VI. Project Updates

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Following are project updates from the past couple of months:

1. **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.
2. **Ribbon Cuttings** – Ribbon cuttings were held at Lionshead Tire and Wheel and MiBox. Both were placed on social media and shared with the Times.