



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, December 13, 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. November 8, 2017 Regular Session
  - B. November 8, 2017 Joint Meeting
- IV. Unfinished Business**
  - A. Website Update
  - B. Entrance Monuments Update
  - C. Adoption of 2018 Goals
  - D. Joint Meeting – January 10<sup>th</sup>
- V. New Business**
  - A. 2018 CDA Grant
- VI. Project Updates**
- VII. Miscellaneous Communications**
  - A. 4<sup>th</sup> Quarter Newsletter
- VIII. Upcoming Meetings**
  - A. January 10<sup>th</sup> – Regular EDC Meeting – 6:00 p.m.?
  - B. January 10<sup>th</sup> – Joint Meeting- 6:30 p.m.
- IX. Adjournment**

# **NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Minutes from the Meeting on Wednesday, November 8, 2017 at 6:00 p.m.**

***City Hall – Large Conference Room***

**310 Elm Street West**

**Norwood Young America, MN**

## **I. Call to Order**

Chair Schmidt called the meeting to order at 6:03 p.m.

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

Absent: Tina Diedrick, Bruce Mathwig, and Mike McPadden.

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

## **II. Consideration of the Agenda**

*The agenda was reviewed and approved.*

## **III. Approval of Minutes**

*A motion was made by Lagergren seconded by Foede, to approve the minutes of the October 4, 2017 EDC Meeting, as presented. Motion carried 4-0.*

## **IV. Unfinished Business.**

### **A. Website Update.**

Administrator Helget noted that the contract will be presented to the Council on November 13<sup>th</sup>. He also noted that a core group will be meeting with Vivid Image next Tuesday (November 14<sup>th</sup>) at 6 p.m. The Fire Department asked if they could be involved since the Fire Department website would be incorporated into the new City website. Commissioner Meis noted she is willing to be involved from EDC. Economic Development Coordinator Kreft noted that Vivid Image indicated that the new website could still be completed by January 1<sup>st</sup>. She also noted that updates will be shared electronically in order to keep the project moving.

### **B. Entrance and Building Signs Updates.**

Economic Development Coordinator Kreft presented an invoice from the JIT for the metalwork. The consensus of the group was to not include the tagline since it won't be readable at that distance and speed. There was discussion about landscaping. Administrator Helget noted that the signs will need to be located within MnDOT right-of-way to be eligible for the landscaping funds. Mayor Lagergren noted there is an Eagle Scout to do the plant installation for an Eagle Scout award. Mayor Lagergren noted she will ask Gus Wischnack to help with the design.

There was also discussion about the City building addresses and signs. Administrator Helget distributed samples. There was discussion about signage for City owned buildings and parks. It was suggested to have park signs better match the park or be more historical in nature. The

direction was to have only the address and logo, but no building name. There was discussion about naming buildings such as sheds with generic names like Shed 1.

The direction was to hold on ordering the park signs at this time.

**C. 2018 Goals.**

Economic Development Coordinator Kreft provided an overview of the 2018 goals recommended by staff. She noted that they will be adopted at the December meeting.

There was discussion about the MnCAR expo. Karen Hallquist, Chamber Executive Director, thought it would be better for the County to participate versus Norwood Young America EDC. Economic Development Coordinator Kreft noted the cost to attend was \$1,500. The EDC will consider whether or not to participate in 2018. Karen suggested asking new businesses why they chose Norwood Young American and how they heard about available properties.

**V. Project Updates.**

Due to time constraints, this was not discussed.

**VI. Upcoming Meetings.**

The next regular meeting of the EDC is December 13<sup>th</sup>.

**VII. Adjourn.**

*A motion was made by Lagergren, seconded by Foede to adjourn the meeting at 6:23 p.m. Motion carried 4-0.*

Respectfully submitted,

Holly J. Kreft  
Economic Development Coordinator  
Municipal Development Group LLC

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

**Minutes from Joint Meeting on Wednesday, November 8, 2017 at 6:30 p.m.**

*City Hall – Large Conference Room*

**310 Elm Street West**

**Norwood Young America, MN**

**I. Call to Order**

Mayor Lagergren called the meeting to order at 6:30 p.m.

Council members in attendance were: Charlie Storms, Dick Stolz, and Craig Heher.

Planning Commission members in attendance were: Bill Grundahl and Mike Eggers.

EDC members in attendance were: Kaarin Foede, Theresa Meis, and Julie Schmidt.

Member of the Chamber of Commerce included Karen Hallquist,

Also in attendance was Cole White, editor, Norwood Young America Times.

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

**II. Consideration of the Agenda**

*The agenda was approved as presented.*

**III. New Business**

Economic Development Coordinator Kreft introduced Doug Thomas and Jeff Steinborn from Henderson, Minnesota. They presented information on the history of redevelopment in Henderson. Doug noted that in 1985 many of the downtown buildings were boarded up and the City only had \$1.5 million total in taxable value. Doug stated that things started to turn around in the 1990's. He noted that the Minnesota Design Team came three times to give the community an idea of what was physically possible for the downtown.

Doug said that historic preservation started in 2002 after local residents decided to stop waiting for outside funds and decided to revitalize buildings privately and with sweat equity.

Jeff stated there is a Historic Heritage Preservation Commission and they use the guidebook created with assistance from the State Historical Preservation Office. He noted there is also a walking tour book and detailed history of Henderson and that is was grassroots approach to preservation.

Doug noted that the Chamber really served as the economic development arm of the City since there wasn't one. He also noted that the events are separate nonprofits. Doug also discussed the idea of economic gardening and that Henderson found their niche in small businesses that focused on education and health care.

Jeff and Doug noted that having the events was important to have people discover Henderson and support their local businesses. Doug referenced a recent U of M Extension study that showed the average person spent \$17-18 per night of the Classic Car Roll-in.

There was a question if any residents were unhappy about the events. Jeff noted there were about a handful of residents unhappy due to the traffic, but the committees do try to be proactive. He said there are also concerns about the number of motorcyclists, since on nice weekends it isn't uncommon to have hundreds of motorcyclists come through Henderson.

Doug said that the key for events is volunteerism. He also noted the importance of finding the community's niche and playing it up.

Councilmember Stoltz asked what their definition of economic development was. Doug replied that it is really community development and building community. He noted that he wishes the City had helped more with public relations and marketing.

Councilmember Stoltz also asked how the old buildings were preserved. Doug replied that the designation on the National Register in the 1990s helped, but that only about four projects actually used the tax credit due to concerns with the amount of paperwork.

Doug noted that once the core businesses (hardware store, bank, post office, etc.) are outside of downtown it can be very challenging. He said that then the community needs to change its mindset to destination and specialty shops. He gave examples of Lake Benton and Crosby.

Mayor Lagergren asked if anyone was not interested in updating their building. Doug said generally no. He noted that most are locally owned and one building is underutilized, but is not empty. Councilmember Stoltz asked about regulating use. Jeff noted that the Historic Preservation Commission can only recommend and they can't require compliance with the guidelines. Stoltz asked if there were any main level apartments. Doug said that previously there had been, but most have been converted to commercial spaces.

Doug asked what the City saw with their downtowns. Mayor Lagergren noted that there isn't niche marketing for the downtowns. Stoltz noted that there doesn't seem to be focus and both noted concerns with absentee owners who weren't interested in selling or revitalizing their buildings.

Jeff said it was important for Henderson to bring in outside help and one of their consultants had recommends a windshield survey of other similarly sized communities. Doug gave examples of communities that base their commercial districts on cultural identities. He said it was important to look for value added businesses. He said that communities such as Henderson and Norwood Young America will struggle to recruit the next generation of volunteers due to the high number of commuters in the communities. The group thanked Doug and Jeff for their time and insight.

Chamber Director Hallquist provided an overview of the results of Chamber of Commerce survey. She noted she only received five responses. She noted that there are two niche businesses that draw people from outside of Norwood Young America including the Quilting Grounds and the Olde Mill House. She said the bus tour at Stiftungsfest was very successful and highlighted the history of Norwood and Young America. She can examples of Excelsior with lights on their street trees and directional signage for businesses in Wabasha. The Chamber Board did recommend the renaming of the commercial districts to: Historic Downtown Norwood, Historic Downtown Young America, and Highway 212 Business Corridor. There was discussion that those areas will need to be defined geographically.

Economic Development Coordinator Kreft provided a brief overview of the existing design standards and examples of other communities in Carver County.

Mayor Lagergren said the next meeting needs to focus on an action plan. Economic Development Coordinator Kreft asked if there are people who should be at the table, but aren't such as the Historical Society. She stated that it is important to include local cheerleaders like Doug and Jeff are for Henderson. The group also discussed getting building owners involved.

Stolz noted that the Minnesota Design Team did visit Norwood Young America in 2000. The group discussed streetscaping. Councilmember Heher noted that there were street trees planted, but they were not maintained, so when they died they were removed. He also noted that maybe Vickerman would be willing to help with street tree lighting. Kreft noted that the Carver County CDA has a grant available next year that may help assist with a planning project. She noted that the EDC will be discussing this in more detail in December.

At the next meeting the group will focus on:

1. Historic Downtowns – how to identify and market them; recommendation to have Council formally adopt names
2. Streetscape – what amenities should be included and where
3. Potential Business List – lists of businesses that would be good fits for the downtowns

The next meeting will occur on Wednesday, January 10<sup>th</sup> in the Large Conference Room at 6:30 p.m.

#### **IV. Adjourn**

*A motion was made by Storms, seconded by Stolz to adjourn the meeting at 8:30 p.m. Motion carried.*

Respectfully submitted,

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



**DATE:** December 13, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item IV. A. Website Update

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**Background:**

Vivid Image met with the core work group on November 14<sup>th</sup>. City Administrator Helget will provide an update on the process.

**Action:**

No action needed. If any feedback is needed, it may be done electronically in order to keep the project moving forward.



**DATE:** December 13, 2017

**MEMO TO:** NYA Economic Development Commission

**FROM:** Holly J. Kreft, Economic Development Consultant

**RE:** Agenda Item IV. B. Monument Entrance Signs

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**Background:**

At the last meeting, the EDC discussed the MnDOT Landscaping Fund and working with a local landscaper, Gus Wischnack. I met with Gus on November 29<sup>th</sup> at the site by the water tower. Gus viewed the site and will be doing some drawing of recommended layouts. He strongly encouraged using the existing evergreens as a background and extending the rock around the trees.

Staff also contacted Todd Carroll, MnDOT Statewide Partnership Coordinator. Todd said he was happy to help the community submit the application, but did note the following:

1. It is a reimbursement program with a minimum of \$1,000 and maximum of \$30,000. Based on discussions with Gus, the plants would cost approximately \$200-300 per site.
2. The plantings must be located within MnDOT right-of-way. The sign on the north side of Hwy 212 (for westbound traffic) would need to be shifted approximately 8 feet to the south to have plantings in the right-of-way. The sign on the south side of Hwy 212 (for eastbound traffic) would need to be shifted approximately 32 feet to the north to have plantings in the right-of-way. We would then need to address the existing evergreens since they would no longer serve as a backdrop to the signs. The sign on Hwy 5 appears to be in MnDOT right-of-way.
3. Reimbursement can only be for:
  - 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.
4. A committee of at least three members must be designated. The designated individuals on the committee would then be responsible for overall project liaison and coordination prior to and during the submission of the application, as well as during implementation stages, installation, and maintenance period of the project.



5. At least one of the committee members will be required to help set up a training session for the Community. They will be responsible for providing Community workers and volunteers with Mn/DOT supplied instructions, and information packets pertaining to safe and proper worker supervision, materials handling, plant installation and plant maintenance.
6. Deadline is December 31<sup>st</sup> for spring planting.

**Action:**

A recommendation on whether or not to proceed with the MnDOT Landscaping application.



**DATE:** December 13, 2017

**MEMO TO:** NYA Economic Development Commission

**FROM:** Holly J. Kreft, Economic Development Consultant

**RE:** Agenda Item IV. C. Adoption of 2018 Goals

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**Background:**

The EDC sets goals every year and then creates a report to present to the City Council. Please find attached the 2017 goals and a draft of the 2018. Below are the details on the current status of the recommended goals.

**Marketing Goals**

Planning for updates for gateway signs – A Sign Sub-committee has been formed and is working with American ArtStone, the builder of the New Ulm sign. The Council has budgeted \$50,000 for 2018 for the construction of at least two signs along Hwy 212. Based on potential costs, the City may consider replacing the one on Hwy 5 as well.

Investigate banners on streetlights and over streets – This was included in the marketing plan, but a lower priority than the website, entrance signs, and billboard. With the recent discussions about the naming of the two downtowns, a street banner plan could be incorporated into a larger streetscaping plan.

Continue to post on EDC Facebook page – Staff continues to post any ribbon cutting or event updates on the Facebook page. So far in 2017, we have 154 followers of the page.

Continue quarterly newsletters – There have been three newsletters so far in 2017. Two of the newsletters were done jointly with the City newsletter to reach a wider audience. The next newsletter will be in December of 2017.

Work with the newspaper to develop Business Spotlights – EDC member Mike McPadden and Chamber Director Karen Hallquist met with the NYA Times to discuss a monthly Business Spotlight. With the new editor, Cole White, on board, he has indicated that starting in January of 2018 would work best.

## **Industrial Development Goals**

**Participate in the MnCAR Real Estate Expo** – The City of Norwood Young America will again have a booth at the MnCAR Real Estate Expo on Wednesday, October 11<sup>th</sup>. The City is one of nine cities to participate in the expo and the only one in Carver County.

**Promote the available sites in the Tacoma West Industrial Park** – The City currently promotes the sites through the website and at events. With the information that was collected as part of the DEED Shovel Ready process and the new website, a more robust listing of available lots could be created.

**Host Manufacturer's Week** – Manufacturer's Week is the first week of October. The annual luncheon was held today at the 212 Business Center. Due to the number of manufacturers participating, it did make tours brief. Discussion should be held on potential location(s) for 2018.

**Remain in contact with existing manufacturers** – City Administrator Helget does a great job of staying in touch with local manufacturers. For 2018, the EDC may want to consider a more formal outreach with 3-5 manufacturers to have a sit down meeting to see how things are going and any assistance needed.

## **Commercial Development Goals**

**Host National Small Business Week event** – This event is held in May and has been a breakfast with a speaker for the past two years. Discussion should be held on a potential speaker for 2018.

**Conduct ribbon cuttings and ground breakings** – The EDC and Chamber have conducted nine ribbon cuttings this year with more planned in the fourth quarter. These ribbon cuttings and new businesses were highlighted on the Facebook page, shared with the NYA Times, and the focus of the recent City newsletter insert.

**Promote the EDC Loan Program and Open to Business** – A brochure highlighting business assistance was created and made available at the Small Business Breakfast and Manufacturer's Luncheon. It could be printed and mailed to every business in 2018.

**Investigate the possibility of applying for a Carver County CDA grant** – The grant program was not available in 2017, but there are grant funds available for 2018. The application deadline is February 1, 2018. There are grants available in two categories – Redevelopment Planning Grant and Redevelopment Incentive Grants. The maximum amount for the Redevelopment Planning Grant is \$7,500 and requires a 1:1 match. The maximum amount for the Redevelopment Incentive Grant is \$60,000 and requires a 2:1 match. This will be on the December agenda as a separate item for further discussion, but please start thinking of potential projects.

Actively promote commercial sites and work with owners/realtors – The available property fliers have been updated and all real estate agents have been contacted. The new website could include updates to the layout of the available properties section.

Respond to business leads in a timely manner – Staff replies to business leads with 24 hours either via phone call or email. City Administrator Helget and I work closely to follow-up with businesses.

### **Collaboration Goals**

Support the Chamber of Commerce and events – The EDC and Chamber have worked jointly on a number of events in 2017 including ribbon cuttings, the Small Business Breakfast, and the Manufacturer's Week luncheon.

Coordinate at least one joint meeting with the Council, Planning Commission, and Chamber – Joint meetings have been held in April and September with the focus being on the redevelopment of the downtowns. At the October meeting, the recommendation was to hold these meetings quarterly in 2018.

Continue to work with the CDA and Open to Business – Staff participated in the annual CDA and Open to Business meeting. Lee Hall from Open to Business presented at the Small Business Breakfast and is invited to ribbon cuttings.

Additional discussion –

At the November meeting it was discussed as to whether or not to continue participation in the MnCAR Expo or support the Carver County CDA and assist them with a booth. The registration is included in the 2018 budget, but this could be used for marketing items or to help offset a portion of the booth cost for the CDA.

The Chamber and EDC have had great success with the ribbon cutting program, but we then do not have any follow-up outreach to the businesses. I suggested that the Chamber and EDC have a one year check-in with businesses to see how things are going and any assistance they may need. I would recommend that it be a small group to meet with the owner – maybe one EDC rep and one Chamber rep and then a staff person so it doesn't get so overwhelming. Any feedback on that would be appreciated.

**Action:** Adoption of the 2018 Goals with any additions or deletions.

## 2017 Economic Development Commission Goals

	A	B	C	D
1	<b>Marketing Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
2	Planning for updates to gateway signs		Sign Sub-committee	In process
3	Investigate banners on streetlights and over streets			In process
4	Update City billboard with new logo	Sept. 2017		Completed
5	Continue to update EDC page on City website			Update with new website
6	Continue to post on EDC Facebook page			On-going
7	Continue Quarterly newsletters			October City newsletter included insert
8	Work the newspaper to develop Business Spotlights		McPadden	In coordination with Chamber
9				
10	<b>Industrial Development Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
11	Pursue Shovel Ready Designation for Tacoma West			Decided not to pursue due to costs
12	Participate in Carver County Real Estate Expo			Not held in 2017
13	Participate in MnCAR Expo	October 11th		Registration is complete
14	Promote the available sites in Tacoma West			On-going
15	Host Manufacturer's Week	October 4th		212 Business Center
16	Remain in contact with existing manufacturers			On-going
17				
18	<b>Commercial Development Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
19	Host National Small Business Week event	May 3		Completed
20	Conduct ribbon cuttings and ground breakings			On-going
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			Next available in 2018
24	Actively promote commercial sites and work with owner/realtors			On-going
25	Respond to business leads in a timely manner			On-going
26				
27	<b>Collaboration Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
28	Support the Chamber of Commerce and events			On-going
29	Coordinate at least one joint meeting with Council, EDC, Planning and Chamber Board			On-going
30	Continue to work with CDA and Open to Business			On-going

## 2018 Economic Development Commission Goals

	A	B	C	D
1	<b>Marketing Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
2	Construction of entrance monument signs			
3	Investigate banners on streetlights and over streets			
4	Continue to post on EDC Facebook page			
5	Continue Quarterly newsletters			
6	Work the newspaper to develop Business Spotlights			
7				
8	<b>Industrial Development Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
9	Participate in Carver County Real Estate Expo			
10	Participate in MnCAR Expo			
11	Promote the available sites in Tacoma West			
12	Host Manufacturer's Week			
13	Remain in contact with existing manufacturers			
14				
15	<b>Commercial Development Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
16	Host National Small Business Week event			
17	Conduct ribbon cuttings and ground breakings			
18	Promote the EDC loan program and Open to Business			
19	Investigate the feasibility of applying for Carver County CDA grant			
20	Actively promote commercial sites and work with owner/realtors			
21	Respond to business leads in a timely manner			
22				
23	<b>Collaboration Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
24	Support the Chamber of Commerce and events			
25	Hold quarterly joint meetings in 2018			
26	Continue to work with CDA and Open to Business			



**DATE:** December 13, 2017

**MEMO TO:** NYA Economic Development Commission

**FROM:** Holly J. Kreft, Economic Development Consultant

**RE:** Agenda Item IV. D. Joint Meeting – January 10<sup>th</sup>

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**Background:**

A joint meeting was held on November 8<sup>th</sup>. Please see the minutes included in this packet. Mayor Lagergren requested that an action plan be developed at the next joint meeting. Specifically these ideas included:

1. Potential Businesses for the Downtowns
2. Streetscaping Ideas (benches, planters, banners, etc.)
3. Marketing of Historic Downtown Norwood and Historic Downtown Young America

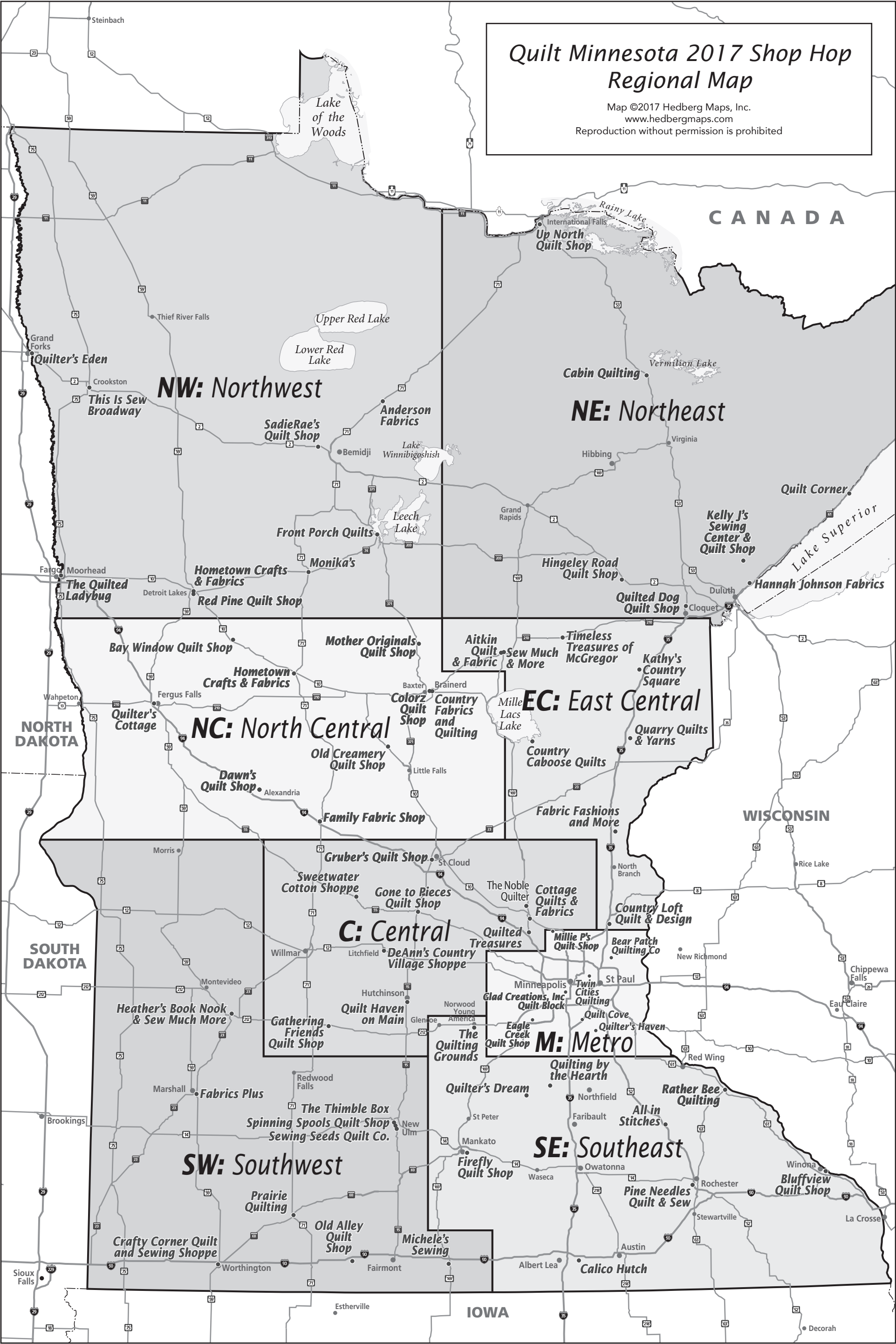
As part of that research, Doug and Jeff from Henderson had recommended that we conduct a windshield survey of similar sized communities that have businesses we would like to attract to our downtowns. Attached is a spreadsheet based on population of communities. It also includes live links to their business lists (if available) if you aren't familiar with their downtowns.

Also discussed at the meeting was the potential to attract destination businesses that would complement existing destination businesses such as the Quilting Grounds and Olde Mill House. Attached is a map of the Shop Hop that occurred this year and included the Quilting Grounds.

**Action:** Direction for staff of any other background material you would like prior to the Joint Meeting.

City	Population	Hwy/Interstate	Website - Business Listing
Norwood Young America	3,757	Hwy 212	
Annandale	3,334	Hwy 55	<a href="http://www.annandalechamber.org/member-directory/">http://www.annandalechamber.org/member-directory/</a>
Cannon Falls	4,125	Hwy 52	<a href="http://www.cannonfalls.org/#">http://www.cannonfalls.org/#</a>
Carver	4,473	Hwy 212	<a href="http://www.cityofcarver.com/local-business-list/">http://www.cityofcarver.com/local-business-list/</a>
Centerville	3,958	I-35E	<a href="http://www.centervillemn.com/vertical/Sites/%7BD770044D-2DE8-4478-9AB4-047D7127BF55%7D/uploads/Centerville_Only_Business_Directory_-_2016-09-14.htm">http://www.centervillemn.com/vertical/Sites/%7BD770044D-2DE8-4478-9AB4-047D7127BF55%7D/uploads/Centerville_Only_Business_Directory_-_2016-09-14.htm</a>
Chisholm	4,968	Hwy 169	<a href="http://www.chisholmchamber.com/business/index.php">http://www.chisholmchamber.com/business/index.php</a>
Cold Spring	4,132	Hwy 23	<a href="http://www.coldspring.govoffice.com/index.asp?SEC=26DBF064-50B0-4A61-893E-5DAA4B5E33E5&amp;Type=B_BASIC">http://www.coldspring.govoffice.com/index.asp?SEC=26DBF064-50B0-4A61-893E-5DAA4B5E33E5&amp;Type=B_BASIC</a>
Dilworth	4,480	Hwy 10	<a href="http://www.cityofdilworth.com/index.asp?SEC=68AAC415-13FB-476C-BDD0-EEBF08F6FACF&amp;Type=B_DIR">http://www.cityofdilworth.com/index.asp?SEC=68AAC415-13FB-476C-BDD0-EEBF08F6FACF&amp;Type=B_DIR</a>
Elko New Market	4,716	I-35	<a href="http://enmchamber.org/directory/#!directory">http://enmchamber.org/directory/#!directory</a>
Goodview	4,151	Hwy 61	
Jackson	3,411	I-90	<a href="http://www.jacksonmn.com/list/">http://www.jacksonmn.com/list/</a>
Le Sueur	4,053	Hwy 169	<a href="http://lesueurchamber.org/business-guide/">http://lesueurchamber.org/business-guide/</a>
Lindstrom	4,503	Hwy 8	<a href="http://www.cityoflindstrom.us/tourism-eat.htm">http://www.cityoflindstrom.us/tourism-eat.htm</a>
Long Prairie	3,396	Hwy 71	<a href="http://www.longprairie.org/members--join-us.html">http://www.longprairie.org/members--join-us.html</a>
Lonsdale	3,913	Hwy 19	<a href="http://business.lonsdalechamber.com/list/">http://business.lonsdalechamber.com/list/</a>
Luverne	4,688	I-90	<a href="http://luvernechamber.com/m/listing/home/">http://luvernechamber.com/m/listing/home/</a>
Melrose	3,677	I-94	<a href="http://www.melrosemn.org/meet-our-members.html">http://www.melrosemn.org/meet-our-members.html</a>
Mora	3,504	Hwy 23	<a href="http://moramn.com/mora-chamber/business-directory/">http://moramn.com/mora-chamber/business-directory/</a>
Park Rapids	3,931	Hwy 71	<a href="http://business.parkrapids.com/list/">http://business.parkrapids.com/list/</a>
Pipestone	4,735	Hwy 75	<a href="http://pipestoneminnesota.com/search/">http://pipestoneminnesota.com/search/</a>
Princeton	4,735	Hwy 169	<a href="http://www.princetonmn.org/index.asp?Type=B_DIR&amp;SEC={D33935C7-3346-4494-B0EA-5BF2D7104CBD}">http://www.princetonmn.org/index.asp?Type=B_DIR&amp;SEC={D33935C7-3346-4494-B0EA-5BF2D7104CBD}</a>
Rockford	4,380	Hwy 55	<a href="http://www.rgchamber.com/directory.cfm">http://www.rgchamber.com/directory.cfm</a>
Sauk Centre	4,453	I-94	<a href="http://www.saukcentrechamber.com/list/">http://www.saukcentrechamber.com/list/</a>
St. Charles	3,753	Hwy 14	<a href="http://www.stcharlesmn.biz/directory">http://www.stcharlesmn.biz/directory</a>
St. James	4,548	Hwy 60	<a href="https://discoverstjamesmn.com/doing-business/business-directory/">https://discoverstjamesmn.com/doing-business/business-directory/</a>
Wadena	4,167	Hwy 10 & 71	<a href="http://wadenachamber.chambermaster.com/list/">http://wadenachamber.chambermaster.com/list/</a>
Watertown	4,286	Hwy 25	<a href="http://www.watertown-chamber.com/wp-content/uploads/2017/06/2017_directory.pdf">http://www.watertown-chamber.com/wp-content/uploads/2017/06/2017_directory.pdf</a>
Windom	4,597	Hwy 71	<a href="https://windomchamber.com/membership-directory/">https://windomchamber.com/membership-directory/</a>
Zumbrota	3,412	Hwy 52	<a href="http://www.ci.zumbrota.mn.us/index.asp?SEC=B918734B-9DE9-4994-B74F-70BDB89F6F32&amp;Type=B_BASIC">http://www.ci.zumbrota.mn.us/index.asp?SEC=B918734B-9DE9-4994-B74F-70BDB89F6F32&amp;Type=B_BASIC</a>





**Quilt Minnesota 2017 Shop Hop  
Regional Map**

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**DATE:** December 13, 2017  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item V. A. 2018 CDA Grant

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**Background:**

The Carver County CDA grant program will include \$400,000 in grant funds. The goals of the Program are to increase the tax base and improve the quality of life in Carver County through three specific strategies: affordable housing development, job creation and redevelopment. The application deadline is February 1, 2018. There are grants available in two categories – Redevelopment Planning Grant and Redevelopment Incentive Grants. The maximum amount for the Redevelopment Planning Grant is \$7,500 and requires a 1:1 match. The maximum amount for the Redevelopment Incentive Grant is \$60,000 and requires a 2:1 match. Only one application, one for each grant type, per city is accepted.

Past Grant Award Projects include:

**2016**

*Projects*

Chanhassen-\$30,000 to assist in the development of a one story, 4,775 square foot building for Chick-fil-A, which will result in a higher tax base and the creation of livable wage jobs.

Victoria- \$60,000 to assist in the development of a daycare facility, Alphabet Junction, within the City's 2016 Downtown Master Plan area, which will result in a higher tax base and the creation and retention of livable wage jobs.

*Planning Grants*

Carver- \$7,500 to assist with the creation of a redevelopment plan for the Lenzen Bus Garage site. The city is looking to determine the extent of remediation activities necessary, proposed changes to the Comprehensive Plan and zoning and preparation of a Redevelopment Plan.

## **2017**

### *Projects*

Chanhassen-\$60,000 to assist in the Frontier Building redevelopment. United Properties development proposes to demolish the existing Frontier Building and easterly adjacent building. The project will include an 18,000 square foot grocer “Aldi” and 130 apartments. Parking for the Aldi will be at grade on front of the store off of West 78th St. A parking ramp will be built for the apartments. The project will result in a higher tax base and creation of livable wage jobs.

### *Planning Grants*

Watertown- \$7,500 Using a multi-step process the EDA and City Council will create a vision for the preferred development of the 313 Territorial St E site and create marketing material to be used with potential developers. The process will utilize market data, perform a visual preference and design charette exercise to develop preferred design concepts based on use, perform high level financial analysis of concept to evaluate market valuation and municipal subsidy application to complete this project.

### **Redevelopment Planning Grant**

The Redevelopment Planning Grant funding is restricted to activities directly related to a redevelopment project (e.g., market analysis, concept development, site design, zoning studies, engineering studies, and environmental studies) to be developed as part of a Redevelopment Plan, as defined above. Redevelopment Planning Grants may be used to fund activities that are required to establish a Redevelopment Plan. As such, the Redevelopment Plan is not required to be in place to be eligible for a Redevelopment Planning Grant, so long as the Redevelopment Planning Grant is intended to be used to assist in the development of a Redevelopment Plan.

Based on discussions at the joint meetings, there has been an interest to develop a streetscaping plan for the downtowns and tying them into the Faxon Road corridor.

### **Redevelopment Project Grant**

The Redevelopment Grant funding is restricted to the Eligible Activities, defined below, necessary to prepare for the Redevelopment identified in the Redevelopment Plan.

Eligible Activities: The Redevelopment Grant is restricted to the following activities that are often required in preparation for redevelopment:

1. Property acquisition (see Other Requirements below)
2. Relocation payments to occupants of property acquired with program funds
3. Clearance and demolition expenses related to site assemblage for redevelopment and consistent with the Redevelopment Plan
4. Clean up of pollution or other contaminants on the impacted site

5. Historic preservation (rehabilitation of properties with national or local significance in order to preserve that significance)
6. Necessary public improvements including, but not limited to parking structures, sewer and water, sidewalks, street reconstruction, and ponding
7. Streetscape within the redevelopment area
8. Corrections to soil conditions that require extraordinary expense to remediate

A project for the redevelopment of a site must be identified.

**Action:** No action needed at this meeting, but direction on what potential project(s) to consider for the application.



**DATE:** December 13, 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 month:

1. **Plumbing and Heating Company** - We are working with the owner of Diversified Plumbing and Heating, currently located in Chaska. They have purchased the former Steve Curfman building and will be building an addition and doing updates to the building before occupancy.
2. **Curfman Trucking and Repair** – A groundbreaking for Curfman Trucking and Service was held on November 6<sup>th</sup>. Steve received approval for a 9,000 square foot building with room for expansion.
3. **Serv-a-dock** – Serv-a-dock is in the process of moving in the former greenhouse building and will have a ribbon cutting in December or early January. They relocated from Victoria.
4. **Ribbon Cuttings** – A ribbon cutting was held for Samantha Marden for her new Edward Jones office. Ribbon cuttings are being planned for the new owner of Snap Fitness, JIT Industries (located in the Southwest Paving building), and Serv-a-dock.



**DATE:** December 13, 2017

**MEMO TO:** NYA Economic Development Commission

**FROM:** Holly Kreft, Economic Development Consultant

**RE:** Agenda Item VII. 4<sup>th</sup> Quarter Newsletter

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A draft of the newsletter will be sent out prior to the meeting. The City has also discussed the possibility of increasing City newsletters from two to three per year. Kelly asked that I discuss this with the EDC to verify that the group would be fine with doing three joint newsletters per year. The City newsletter goes to a larger audience and helps get the word out about what the EDC and businesses are doing.