



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, September 13, 2017

6:00 p.m.

Oak Grove Senior Living – Community Room

310 Elm Street West

Norwood Young America, MN

- I. Call to Order**
- II. Consideration of the Agenda**
- III. Approval of Minutes**
 - A. August 16, 2107 Regular Session
- IV. Unfinished Business**
 - A. Website Update
 - B. Expo Banners
 - C. Entrance Signs
- V. New Business**
- VI. Project Updates**
- VII. Miscellaneous Communications**
- VIII. Upcoming Meetings**
 - A. Wednesday, October 11, 2017, 3:00-7:00 p.m.: MNCAR Expo
 - B. October EDC Meeting - TBD
- IX. Adjournment**

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, August 16, 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 6:31 p.m.

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

Absent: Bruce Mathwig and Theresa Meis.

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

II. Consideration of the Agenda

A motion was made by McPadden, seconded by Lagergren to approve the agenda. Motion carried 6-0.

III. Approval of Minutes

A motion was made by McPadden, seconded by Foede, to approve the minutes of the July 12, 2017 EDC Meeting, as presented. Motion carried 6-0.

IV. Unfinished Business.

A. Website Recommendation – Update from City Clerk, Kelly Hayes.

City Clerk Hayes attended the EDC meeting to present an update on the website proposals. Ms. Hayes reviewed other Minnesota cities' websites. She reviewed the pros and cons of the existing website. She requested proposals from five companies for updating the existing website.

Revize was the first company she discussed. Ms. Hayes provided Granite Falls and McLeod County as two examples of communities who use this company. She noted they require minimum of a three-year contract and cost is \$15,400 paid over 4 years.

Gov Office was the second company reviewed. Examples of Montevideo and Montrose were given. Ms. Hayes noted this company requires minimum three-year contract and the cost would be \$5,340 based on the population.

Vivid Image was the third company and it was noted that they previously hosted the EDC website. The cities of Hutchinson and Arlington were given as examples. The cost ranged from \$6,500 to \$9,000 depending on what modules were added. Ms. Hayes noted they do require a yearly fee of \$720. Ms. Hayes indicated that Vivid Image previously made updates to the EDC website, but would now have the capacity to do in-house.

OrangeBall Creative was the fourth company. They did not provide current examples. The price range was quoted at \$12-14,000 with no contract or annual fee.

CivicPlus was the fifth company. The cities of Litchfield and LeSueur were given as examples. The quoted cost was \$6,090 for first year and each additional year was \$2,090.

Ms. Hayes provided an overview of the pros and cons she had identified. Ms. Hayes recommended Vivid Image or Gov Office. Schmidt asked what the cost was annually after the contract expired with Gov Office. Ms. Hayes said it depends on what continued service the City would want. Diedrick asked about what program the City was currently using. Ms. Hayes said the City is currently using free theme available through Wordpress, but if the City wanted upgrades those would be \$69 per year.

Foede noted that the Fire Department has a completely separate website. Ms. Hayes noted that it would link to the City website. Diedrick noted that websites should be consistent. Diedrick asked about additional training on WordPress. Ms. Hayes noted she would need to reach out to a website designer to get assistance.

Lagergren said that the goal is to make it modern and user friendly for the residents and property owners. She noted that the landing page is the most important.

Diedrick recommended the Gov Office option. Lagergren asked if scrolling pictures are available. Ms. Hayes stated all of the websites would offer that feature.

McPadden asked how long things would take to do it in-house. Ms. Hayes noted that she may pay the \$69 and still not receive the updates she'd like. Lagergren asked about the hosting fee and Ms. Hayes replied that was through TechStar.

Strickfaden asked about budget. Mr. Helget noted there is about \$12,000 left in the marketing budget, which does not include the entrance signs. He noted that monument signs are probably a 2018 expense.

Diedrick noted that pictures are important and how do we include that in the cost. Schmidt noted that there are local photographers. Lagergren noted there could be a photo contest to generate local photos.

Diedrick reiterated her preference for the Gov Office option. Kyle noted a concern with the 2G max uploads. McPadden questioned what the additional cost would be to upgrade for additional data.

Mr. Helget noted the biggest issue previously with Vivid Image was not being able to updates in-house, but that has been resolved.

The consensus of the EDC was to narrow down the options to Vivid Image and Gov Office. Foede suggested the next step was to get draft contracts from each. Diedrick asked if the Council would be okay with the recommendation of narrowing down to those two and then ask questions to better define the cost. Lagergren suggested that the EDC obtain the additional information and then provide a recommendation to the Council.

Diedrick asked about the ability to sign-up for email updates or to receive the City newsletter. Schmidt noted that video and high quality photos will use up a large amount of data.

The direction of the EDC was to receive updated quotes from Vivid Image and Gov Office and require that new website be completed by end of 2017. This information will then be reviewed at the September meeting with a recommendation to the City Council on a website developer.

B. Expo Banners.

Economic Development Coordinator Kreft provided an update on the expo banners. She indicated that she had contacted the Herald Journal and they provided very competitive pricing and would be able to reuse the retractors. The total cost would be approximately \$200.

A motion was made by Foede, seconded by Diedrick to proceed with obtaining updated expo banners from the Herald Journal. Motion carried 6-0.

C. Entrance Signs.

Economic Development Coordinator Kreft provided an update on entrance signs. Kreft thanked Foede for pictures and data. Foede noted that landscaping should be minimal in her opinion due to ongoing upkeep. Lagergren noted that most of the examples don't have much color, but noted Cologne as an example of one that did. She felt that having the color was important because of the nature of the new logo.

Foede noted that Mayer's has the color yellow. Lagergren asked if the City wanted the logo or just the name. Strickfaden asked how many entrance signs there would be. Lagergren noted that there would be three total eventually with one on Hwy 5 later, but the focus on the two on Hwy 212 first. Strickfaden noted that it might require up to \$100,000 to budget in 2018 for that many signs.

The consensus of the group was a recommendation for a sign like the New Ulm example with the option of a metal face with stone columns and background.

Diedrick noted it can be solar lit. Mr. Helget noted there is currently \$35,000 included in 2018 budget. Strickfaden recommended that the City consider adding more to the budget and doing all three in one year. The group recommended requesting quotes from sign companies based on New Ulm as an example.

D. Shovel Ready Certification.

Economic Development Coordinator Kreft provided an update on the DEED Shovel Ready designation. She noted that DEED is offering a grant of up to \$2,000 to help offset the cost of the application. She also noted that DEED staff verified that topography would need to be included in an ALTA survey, so the cost would be approximately \$15,000.

The recommendation of the EDC was not pursue submittal of the application at this time, but to stay in contact with DEED staff should the requirements change.

E. Manufacturer's Week Update.

Economic Development Coordinator Kreft provided an update on the Manufacturer's Week event. She noted she has been working with Luke Buttenhoff on arranging a lunch for the tenants in the 212 Business Center. Mr. Helget noted MiBox indicated during the ribbon cutting that they would be willing to participate.

F. 2017 Goals.

Economic Development Coordinator Kreft referenced the 2017 Goals.

V. New Business.

A. City Newsletter – EDC Update and Insert.

Economic Development Coordinator Kreft provided an update on the EDC update and insert scheduled for early October. She noted that the City will be sending out a newsletter highlighting the various committees and commissions. She also noted that the insert will highlight the ribbon cuttings that have occurred so far in 2017.

VI. Project Updates.

Economic Development Coordinator Kreft provided an update on projects. EDC members asked about status of some new businesses – Serv-a-dock, Shear Effects, and Gemma Floral. Mr. Helget gave update on Diversified Plumbing and Heating who has purchase agreement on the Curfman Trucking property. He also noted that Gemma Floral needed to do some ADA improvements to the building.

VII. Upcoming Meetings.

The next regular EDC meeting will be a joint meeting with the City Council, Planning Commission, and Chamber of Commerce on September 13th at 6:30 p.m. The EDC will meet at 6:00 p.m. that evening to review website and entrance monument updates prior to the joint meeting.

IX. Adjourn.

A motion was made by McPadden, seconded by Strickfaden to adjourn the meeting at 7:43 p.m. Motion carried 6-0.

Respectfully submitted,

Holly J. Kreft
Economic Development Coordinator
Municipal Development Group LLC