



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, November 8, 2017

6:00 p.m.

Oak Grove Senior Housing – Community Room

310 Elm Street West

Norwood Young America, MN

- I. Call to Order**
- II. Consideration of the Agenda**
- III. Approval of Minutes**
 - A. October 4, 2017 Regular Session
- IV. Unfinished Business**
 - A. Website Update
 - B. Entrance and Building Signs Update
 - C. 2018 Goals
- V. Project Updates**
- VI. Miscellaneous Communications**
- VII. Upcoming Meetings**
 - A. December 13th – Regular EDC Meeting
- VIII. Adjournment**

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, October 4, 2017 at 6:30 p.m.

City Hall – Large Conference Room

310 Elm Street West

Norwood Young America, MN

I. Call to Order

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

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

Absent: Kyle Strickfaden 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 Foede 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 September 13, 2017 EDC Meeting, as presented. Motion carried 6-0.

A motion was made by Dietrick, seconded by McPadden, to approve the minutes of the September 3, 2017 Joint Meeting, as presented. Motion carried 6-0.

IV. Unfinished Business.

A. Website Update – Steve Gasser, Vivid Image

Economic Development Coordinator Kreft introduced Steve Gasser of Vivid Image. The Council voted to authorize Vivid Image to create the new website for the City of Norwood Young America. Mr. Gasser began with the question of why the EDC wanted a new website. Some responses included: Increase traffic (city residents, outside); easier navigation; marketing the community; make it user friendly; connection to other sites such as the Chamber and Fire Department; have a positive, professional first impression; needs to be easy for staff to update; and would like it to have a “wow” factor.

Mr. Gasser will send out questionnaire to everyone to establish a baseline before meeting with staff.

Mr. Gasser asked what were some of the group’s goals were over the next 12 months. Responses included: to highlight new businesses; to market the industrial property; and to assist with downtown revitalization.

Mr. Gasser asked what were some of the positives happening in the community. Responses included the new logo, new signage, ribbon cutting and the city's location along Hwy 212.

Mr. Gasser asked how the group would measure success. The group discussed reviewing Google analytics for increased traffic and increased involvement in the community because people know what's going on.

Mr. Gasser discussed that the importance of having a social media presence and the need to possibly clean up the search engine since it lists multiple addresses.

Mr. Gasser said the first step is the survey of committee members. He said those responses will drive brand, content, and functionality. He noted that Vivid Image will provide hosting, training, monthly classes, and security. He also noted that next steps are not currently included in the contract, but could include search engine optimization, social media, new content development, and re-marketing.

Mayor Lagergren asked that survey be sent to Council members as well. Results of the survey will help determine the contract relative to writing content and functionality. The budget might be just the first step at this time. Commissioner Diedrick brought up social media and other pages that are out there that are not City owned.

Mr. Gasser stated that Vivid Image has a team of 18 people and determines a custom team with project manager, graphic designer, and others as needed.

Mayor Lagergren asked about connecting other sites together. Mr. Gasser said there could be a common header and footer. He noted that the process takes about two weeks for the survey and eight weeks to build website or up to 10-12 weeks depending on City staff time. Everyone agreed that the goal is to have it completed by January 1st. Mr. Gasser noted that Amber Erickson would be account manager.

Commissioner Diedrick asked how Mr. Gasser measures success. He stated they were similar to the Commission's - increased traffic, increased involvement or communication with residents, professional look and feel of site, and easier for staff to maintain. Mayor Lagergren asked about photos for website. Mr. Gasser said whatever photos are available from City would be first choice before needing to hire a photographer.

Commissioner Mathwig asked about a video being done. Commissioner Diedrick said there was discussion of creating one for Stiftungsfest.

B. Follow-up from Joint Meeting.

Economic Development Coordinator Kreft discussed the joint meeting and the recommendations. She noted that Doug Thomas and Jeff Steinborn from Henderson are confirmed to speak. She also noted that Karen will provide an update from the Chamber survey and initial discussions about design standards would occur. The group discussed that this would be a productive meeting and they hoped more people would attend.

C. Entrance Signs Update.

Economic Development Coordinator Kreft noted that sub-committee members Lagergren, Foede, and Schmidt met with Mark Severson of American ArtStone at the sign site next to the water tower. She reminded the Commission that this is the same sign company that constructed

the New Ulm monument signs. It was noted that details are still needed for electrical, footings, and metal. She noted more information will be presented at the November meeting.

V. New Business.

A. 2018 Goals.

Economic Development Coordinator Kreft reviewed the 2017 goals and status of each. The recommendation was to increase the Joint Meetings to quarterly while continuing to work on the downtown revitalization. The consensus was to discuss this at the November meeting.

The Commission requested that a reminder be sent out for Joint Meeting on November 8th. There was discussion about historic downtowns and historic buildings that Norwood Young America has and how to highlight those. Commissioner Diedrick provided an example of Stillwater with historic buildings and a walking tour. The Commissioners discussed that Historical Society has a lot of information that could be included.

B. Vehicles Decals and City Owned Buildings.

Administrator Helget provided information from Kelly Hayes, City Clerk. The costs of decals range based on large or small sizes to replace the magnet decals with more permanent option. Ms. Hayes also received building sign options from a number of sign companies with a size of 12" X 18". These signs would label City-owned parks and buildings that currently don't have signs. Commissioner Diedrick asked how they would be attached or located and if there is money in the budget for marketing in 2017. She suggested moving ahead with it. Administrator Helget said it would not need to go to City Council for approval due to the amount and previous approval.

The Commission recommended using Wigfield. Mayor Lagergren questioned if the phone number should be included on the vehicle decals.

Chair Schmidt recommended a brighter background for the address sign. Commissioner Diedrick asked if the Commission could review samples.

MOTION by Commissioner Diedrick, seconded by Foede to use Wigfield for decals. Motion approved 6-0.

Commissioner McPadden asked if other committees should be involved such as Park and Rec Committee. The consensus was the building and park signage would be discussed at a future meeting.

VI. Project Updates.

Economic Development Coordinator Kreft gave updates on project and ribbon cuttings. She noted she will send out reminders for ribbon cuttings.

Chair Schmidt asked about JIT Companies and Resto Espresso. Kreft noted that JIT Companies will be leasing a space from Southwest Paving. She noted that Resto Espresso is planned to open in the next couple of months.

Administrator Helget talked about a possible 2018 expansion for Vickerman.

Administrator Helget also noted there is a purchase agreement on the former Red Cross building to renovate building for residential and commercial/office rental. He also noted that Samantha Marson would be reopening the Edward Jones office.

VII. Upcoming Meetings.

The next regular meeting is November 8th which is the same evening as the next joint meeting. Kreft noted there will be a brief Commission meeting at 6:00 p.m.

IX. Adjourn.

A motion was made by McPadden, seconded by Diedrick to adjourn the meeting at 8:16 p.m. Motion carried 6-0.

Respectfully submitted,

Holly J. Kreft
Economic Development Coordinator
Municipal Development Group LLC



DATE: November 8, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item IV. A. Website Update

Background:

Vivid Image distributed a survey to establish a baseline for website updates. They received two responses to the survey. A meeting with staff will be scheduled in November. They are still on track to have the website completed by the January 1st date.

Action:

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



DATE: November 8, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item IV. B. Monument Entrance and Building Signs

Background:

The Sign Sub-committee has an onsite meeting scheduled with Mark Severson from American ArtStone on Tuesday, October 3rd. He provided a quote of \$8,000 for the first sign and \$7,400 for every additional sign. This cost does not include the metal portion of the sign, electrical, foundation, or landscaping. JIT Companies is providing a quote for the metal portion and it will be presented at the meeting. For the electrical work, quotes will be received for both extending electricity to the site and solar. A quote is needed for the foundation. The landscaping would qualify for a MnDOT grant for the plants and Mayor Lagergren has contacted the Boy Scouts and one is interested in leading this as an Eagle Scout project.

The building signs were discussed at the last meeting. The group asked for samples of the signs before making a recommendation. Administrator Helget will provide updates at the meeting.

Action:

If enough information, a recommendation to proceed with the building signs.



DATE: November 8, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly J. Kreft, Economic Development Consultant

RE: Agenda Item IV. C. 2018 Goals

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 below are the details on the current status of each goal. Below are the goals recommended for 2018 along with any additional goals established by the Committee:

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 large 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 11th. 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.

Action:

Discussion on draft goals for 2018. The goals will be presented for adoption at the December meeting.

2017 Economic Development Commission Goals

	A	B	C	D
1	Marketing Goals	Deadline	Assigned To	Notes
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	Industrial Development Goals	Deadline	Assigned To	Notes
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	Commercial Development Goals	Deadline	Assigned To	Notes
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	Collaboration Goals	Deadline	Assigned To	Notes
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



DATE: November 8, 2017

MEMO TO: NYA Economic Development Commission

FROM: Holly Kreft, Economic Development Consultant

RE: Agenda Item V. Project Updates

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 are working with Steve Curfman on his existing building. The property has been rezoned to allow for expansion without variances.
2. **Curfman Trucking and Repair** – Steve received approval to relocate his business to the former Waste Management site. He is in the process of doing the necessary site work.
3. **Serv-a-dock** – Serv-a-dock received approval to relocate to the former greenhouse property. I will be contacting them in mid-November to schedule a ribbon cutting.
4. **Former Red Cross Building** – Mark Van Gelder is in the process of purchasing the former Red Cross Building located at 315 Elm Street West. Staff reached out to him to offer assistance for marketing and information on the low interest loan program.
5. **Ribbon Cuttings** – Ribbon cuttings were held at Gemma Floral and Shear Effects Salon in October. Both were well-attended and received a number of views on Facebook.