



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, January 10, 2018**

**6:00 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. Election of Officers**
- IV. Approval of Minutes**
  - A. December 13, 2017 Regular Session
- V. Unfinished Business**
  - A. Website Update
  - B. Entrance Monuments Update
  - C. Follow-up Meetings with New Businesses
- VI. New Business**
- VII. Project Updates**
- VIII. Miscellaneous Communications**
  - A. Chamber Updates
- IX. Upcoming Meetings**
  - A. February 14th – Regular EDC Meeting – 6:30 p.m.
- X. Adjournment**



**DATE:** January 10, 2018  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item III. Election of Officers

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**Background:**

According to City Code Section 255.03 Organization, Meetings, Etc. A., "The [EDC] commission shall elect a chairperson from among its appointed members for a term of one year; and the commission may create and fill such other offices as it may determine.

A commission member shall act as secretary of the economic development commission."

It appears that the EDC in the past has elected a Chairperson and a Vice Chair, with consulting staff serving as the secretary. Consulting staff can continue to prepare packets and minutes; however, if the EDC wishes to elect a secretary, in accordance with the Code, this Commissioner would sign documents required to be signed by the Secretary and serve in that capacity.

2017 Officers were as follows:

Julie Schmidt, Chair.

Kaarin Foede, Vice Chair.

Sara Molnau, Secretary.

**Action:**

The EDC is asked to elect officers for 2018. This may include a Chairperson, Vice Chairperson and Secretary.

# **NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Minutes from the Meeting on Wednesday, December 13, 2017 at 6:30 p.m.**

*City Hall – Large Conference Room*

**310 Elm Street West**

**Norwood Young America, MN**

## **I. Call to Order**

Vice Chair Foede called the meeting to order at 6:41 p.m.

EDC members in attendance were: Tina Diedrick, Bruce Mathwig, Theresa Meis, and Kaarin Foede.

Absent: Kyle Strickfaden, Mike McPadden, Julie Schmidt, and Carol Lagergren.

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

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

*Foede added NYA Area Chamber of Commerce Updates under Miscellaneous Communications. A motion was made by Meis, seconded by Diedrick. Motion approved 4-0.*

## **III. Approval of Minutes**

*A motion was made by Mathwig seconded by Meis, to approve the minutes of the November 8, 2017 EDC Meeting, as presented. Motion carried 4-0.*

## **IV. Unfinished Business.**

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

Administrator Helget provided an update on the development of the new website. Amber Erickson, project manager from Vivid Image, has met with the team. She provided wire frames of what home page would look and the layout. Staff showed a draft copy of the home page. Commissioner Mathwig asked about pictures on the home page and other pages and if they would change or show different areas of the community. Administrator Helget said there would be a number of different pictures. He indicated that the team is still hoping to finish by the end of the year. He also noted that Jesse Molnau, representing the Fire Department, has been very helpful.

### **B. Entrance Monuments Update.**

Economic Development Coordinator Kreft gave overview of MnDOT Landscaping Fund. She noted that in order to qualify for the funding the landscaping would need to be located within the MnDOT right-of-way. She also noted that the west side Hwy 212 sign would need to be moved over 30 feet to meet this requirement. The group discussed the other locations – east Hwy 212 and Hwy 5. Coordinator Kreft stated that she had met with Ron Wischnack Jr., a local landscaper, and he was willing to put together a plan and recommendations for plants that would be low maintenance. Kreft also stated that a committee of at least three persons was required for the application. The group recommended that the sign committee serve in that capacity for the application.

*MOTION by Meis, seconded by Mathwig to authorize staff to submit an application for the MnDOT Landscaping Fund for the east side Hwy 212 monument sign and Hwy 5 monument sign landscaping. Motion approved 4-0.*

**C. Adoption of 2018 Goals.**

Economic Development Coordinator Kreft gave an overview of the goals. She noted at the last meeting there was some discussion about participating in the MnCar Expo. Commissioner Diedrick questioned if the City had ever received any leads from the expo. Administrator Helget stated that the City had not. There was discussion that if there was a Carver County booth that it may be more focused on the eastern Carver County communities.

The group discussed that they do like the exposure to the metro area, but would like something more specific to the southwest metro. Vice Chair Foede asked if there were other ways to connect with realtors. She noted that she really liked the Carver County expo that occurred in 2016.

Other potential groups mentioned for marketing were BATC (Builders Association of Twin Cities), Southwest Metro Chamber, and MN Realtor's. There was also discussion about inviting site selectors to visit NYA.

Coordinator Kreft suggested including a goal to conduct one-year check-ins with businesses after their ribbon cuttings. The EDC felt this would be a good addition and recommended a smaller group and the creation of a survey that could be sent out in advance of the meetings.

Administrator Helget noted that the City is going to add another newsletter for a total of three in 2018. He suggested having three EDC newsletters in 2018 that would be inserts – January, April, and fall. The group discussed that it would have a farther reach.

*MOTION by Mathwig, seconded by Meis to adopt the 2018 goals with modifications as reflected above. Motion approved 4-0.*

**D. Joint Meeting – January 10<sup>th</sup>.**

Economic Development Coordinator Kreft provided an overview of the upcoming meeting. She noted the items in the agenda packet that had been sent out last month as preparation materials for the meeting. She asked if the EDC needed any additional material. The group did not have any specific requests at this time.

**V. New Business.**

**A. 2018 CDA Grant.**

Economic Development Coordinator Kreft provided information about the 2018 CDA grant programs. She noted there were two different categories – one for a Planning Grant and the other for a specific Redevelopment Site.

Coordinator Kreft noted she spoke with Allison Streich from Carver County CDA regarding the potential of applying for a grant to help offset the cost of a streetscaping plan. Ms. Streich stated she that she felt this type of project would apply and she also noted that the deadline for the application for the grant has been changed to be accepted on a rolling basis versus February 1<sup>st</sup>.

Coordinator Kreft indicated that the other grant program required a specific redevelopment site with a potential buyer. She stated she was not aware of any site in Norwood Young America that

would currently score well in this category. She noted this grant will still have an application deadline of February 1<sup>st</sup>.

The EDC discussed the streetscaping plan. They did not have any potential properties for the redevelopment grant at this time either. Coordinator Kreft noted the streetscaping plan would be on the agenda for the Joint Meeting.

**VI. Project Updates.**

Economic Development Coordinator Kreft gave updates. Administrator Helget noted that the City Council recently approved Diversified Plumbing & Heating's site plan application for a building addition at their property at 125 Railroad St. He also noted that the Steve Curfman's property at 124 Railroad St. is currently listed with Fahey Real Estate.

**VII. Miscellaneous Communications.**

**A. 4<sup>th</sup> Quarter Newsletter.**

The EDC had minor changes to the draft newsletter. The newsletter will go out with the City newsletter in January, so Coordinator Kreft will include the ribbon cutting at Snap Fitness that will occur on December 21<sup>st</sup>.

**B. Chamber Update.**

Vice Chair Foede handed out the 2017 Chamber of Commerce review. She noted that the hours for the executive director will increase in 2018. She also noted that a new committee for Agricultural Legacy has been created. Commissioner Diedrick asked about participation by businesses. Vice Chair Foede replied that it continues to be struggle, but doesn't appear to be unique to NYA. She reminded everyone that the annual banquet is January 25<sup>th</sup> at King Pin Pub in Plato.

**C. Staffing for 2018.**

Coordinator Kreft noted that starting in January she and MDG LLC Owner, Jo Foust, will be sharing the position and will alternate the staffing of the EDC's monthly meetings.

**D. EDC Membership.**

Commissioner Mathwig noted that his term is up at the end of the year. He stated that he has really enjoyed his time on the EDC, but has decided not to renew at this time.

**VIII. Upcoming Meetings.**

The next regular meeting of the EDC is January 10, 2018 at 6:00 p.m., prior to the Joint Meeting at 6:30 p.m.

**IX. Adjourn.**

*A motion was made by Diedrick, seconded by Mathwig to adjourn the meeting at 8:04 p.m. Motion carried 4-0.*

Respectfully submitted,

Holly J. Kreft  
Economic Development Coordinator  
Municipal Development Group LLC



**DATE:** January 10, 2018  
**MEMO TO:** NYA Economic Development Commission  
**FROM:** Holly J. Kreft, Economic Development Consultant  
**RE:** Agenda Item V. A. Website Update

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**Background:**

Vivid Image has been working with core group on the updates. 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:** January 10, 2018

**MEMO TO:** NYA Economic Development Commission

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

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

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**Background:**

The application for the MnDOT Landscaping Program was submitted on December 29<sup>th</sup>. Attached is the plan created by Ron Wischnack Jr, owner of Roots Landscaping. MnDOT staff allowed us to apply for the portion of the plant materials and items located within the right-of-way, so two-thirds of the Hwy 5 sign applied and one-third of the east Hwy 212 sign. None of the west Hwy 212 sign were applicable since it is entirely outside of right-of-way. The City should hear in March if the application was accepted.

I will be working with Public Works staff to review the lighting options for the signs based on where electricity is available. Solar lighting may also be an option, depending on the cost and location. I will also obtain quotes for the foundation. Any suggestions for local contractors are appreciated.

The timeline for the installation of the signs will be somewhat weather dependent. The lead time for the construction of the sign base is approximately ten weeks. American ArtStone would like to start on the signs soon since this is their slow time, so they will honor the 2017 pricing if the sign are ordered in January. They will store the signs at their facility at no cost if we aren't ready for installation.

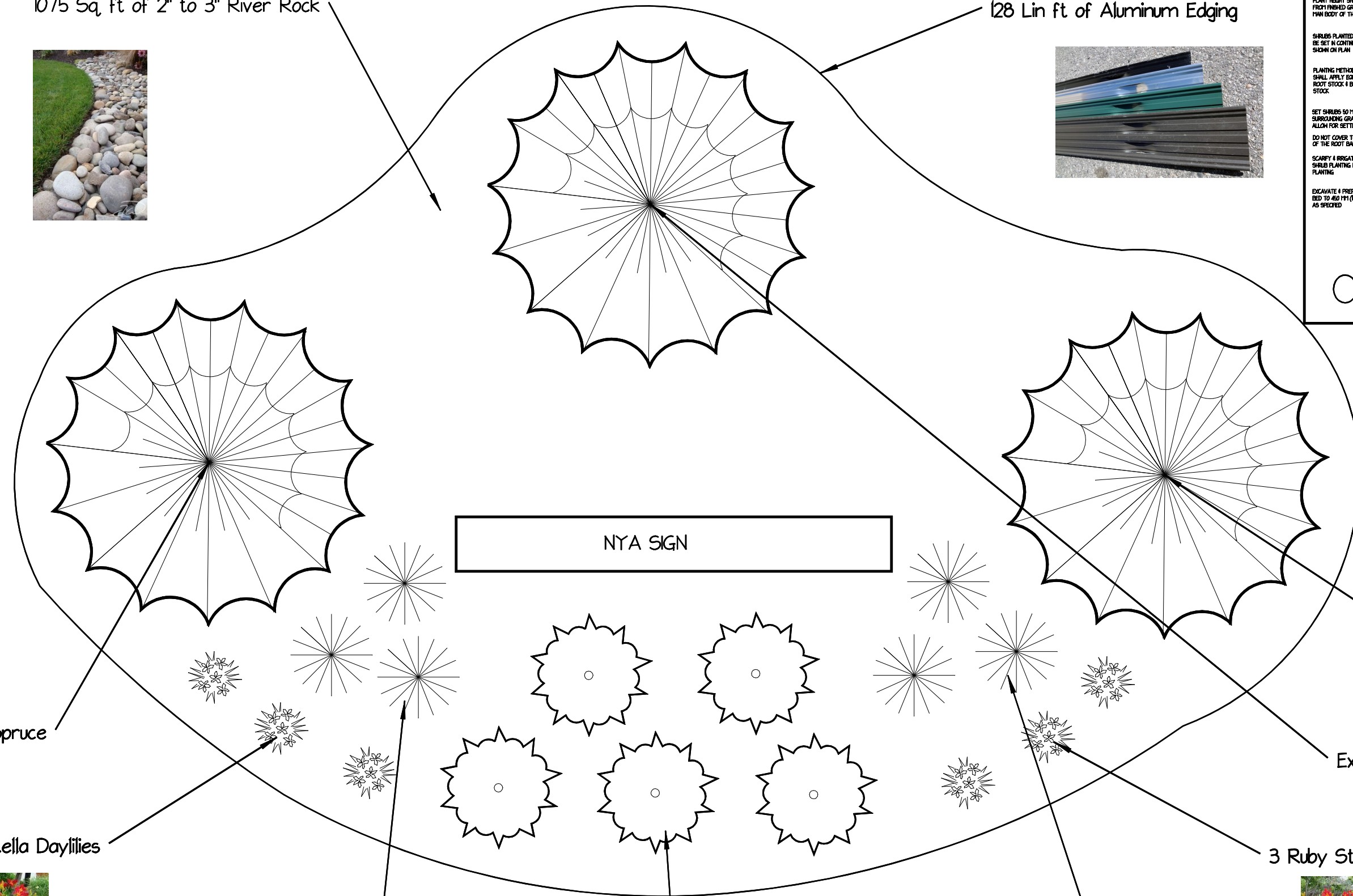
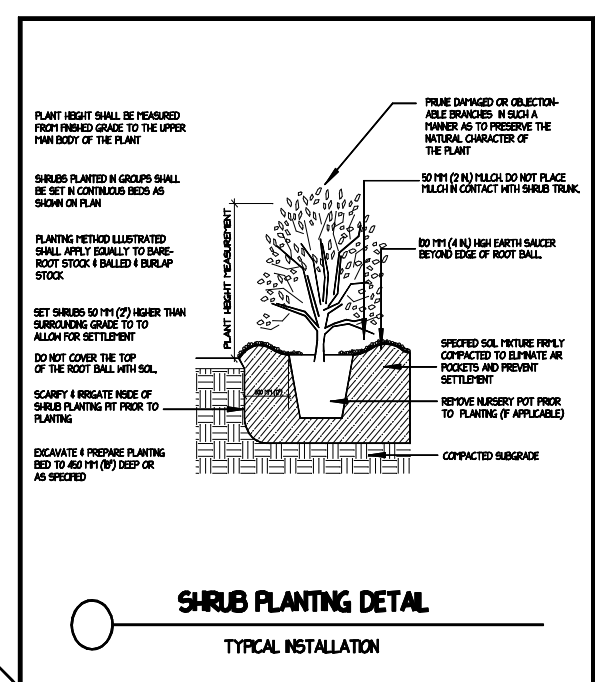
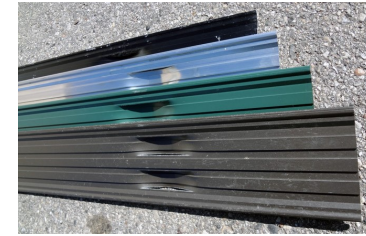
**Action:**

Recommendation to the City Council to order three monument signs from American ArtStone at a cost of \$22,800 (for sign base, does not include the metal logo, foundation, landscaping, or lighting).

1075 Sq. ft of 2" to 3" River Rock



128 Lin ft of Aluminum Edging



Existing Colorado Spruce

Existing Colorado Spruce

Existing Colorado Spruce

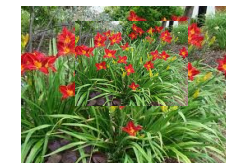
3 Ruby Stella Daylilies

3 Ruby Stella Daylilies

3 Karl Foster Feather Reed Grass

3 Karl Foster Feather Reed Grass

Ice Blue Juniper



Scale 1" = 4'





**DATE:** January 10, 2018

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda Item V. C. Follow-up Meetings with Businesses

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**Background:**

One of the goals added for 2018 is to have follow-up meetings with businesses one year after the ribbon cuttings. The suggestion was to send out an online survey prior to the meeting and include one or two members from the EDC and a representative of the Chamber. Please find attached a draft of the survey for review. Also attached is the list of businesses and contacts that have had ribbon cuttings in the past year (starting with Children of Tomorrow).

**Action:**

Any recommended changes or additions to the survey.



### Business Survey

**Thank you for investing in Norwood Young America! The Economic Development Commission (EDC) and NYA Area Chamber of Commerce want to ensure that you have continued success in our community. Please take a couple of minutes to answer these questions for us. If you have any questions, please contact Holly Kreft, EDC Consultant at: 952-529-5022.**

1. Is the Norwood Young America location the only business site you own/operate?

☐ Yes

☐ No

2. If no, how many locations do you own/operate?

3. How many employees do you have?

4. In the last year, have you:

☐ Added employees (continue to #5)

☐ Reduced employment (continue to #7)

☐ Employment remained the same (continue to #7)

5. If you have added employees, have you had any difficulty in filling positions?

☐ Yes (continue to #6)

☐ No (continue to #7)

6. If you have experienced difficulty finding employees, do you feel this is due to:

- ☐ Tight labor market
- ☐ Lack of employee skills
- ☐ Inability to find local employees
- ☐ Advertising for the positions
- ☐ Other (please specify)

7. Do you anticipate needing to expand your space in the next year?

- ☐ Yes (continue to #8)
- ☐ No (continue to #10)

8. If yes, do you plan to expand in Norwood Young America?

- ☐ Yes (continue to #10)
- ☐ No (continue to #9)

9. If you don't plan to expand in Norwood Young America, is it due to:

- ☐ Lack of available space that fits business needs
- ☐ Lack of employees
- ☐ Cost of available space
- ☐ My market has changed
- ☐ Other (please specify)

10. If you plan to expand, please check any items you would like information or assistance on from the EDC:

- ☐ Available commercial/industrial sites
- ☐ Financial programs that may be available to assist
- ☐ Open to Business Counseling
- ☐ Other (please specify)

11. If you have experienced challenges over the past year, what has been the biggest challenge?

- ☐ Lack of customers
- ☐ Lack of advertising
- ☐ Lack of employees
- ☐ Lack of capital
- ☐ Other (please specify)

12. What is the one thing the EDC or Chamber could do to assist you with this challenge?

13. Name and contact information (optional)

**Name**

**Company**

**Address**

**Address 2**

**City/Town**

**State/Province**

**ZIP/Postal Code**

**Email Address**

**Phone Number**

<b>Anniversary Date of Ribbon Cutting</b>	<b>Business</b>	<b>Contact</b>
12/19/2016	Children of Tomorrow Childcare	
4/21/2017	Olde Mill House	Deb - oldemillhouse2017@gmail.com
6/19/2017	Dune Buggy Supply	Sam - suffrinsam@gmail.com
6/29/2017	Autec North America	Michael - michael.weast@autecsafety.com
8/1/2017	LionsHead Wheel and Tire	Paul - ppesola@lionsheadtireandwheel.com
8/11/2017	MI-Box Storage	Jon - jmanderson27@gmail.com
10/21/2017	Gemma Floral and Gifts	Liz - liz.gemmafloral@gmail.com
10/25/2017	Shear Effects Salon	Tonya - 701-480-1686
11/27/2017	Edward Jones	Samantha - Samantha.Marden@edwardjones.com
12/21/2017	Snap Fitness	Rachel - nya@snapfitness.com



**DATE:** January 10, 2018

**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. **Ribbon Cuttings** – A ribbon cutting was held for the new owner of Snap Fitness. Upcoming ribbon cuttings will include Serv-a-dock and JIT Companies.
2. **Vickerman Expansion** – Administrator Helget will provide an update on the status of the Vickerman expansion in the Tacoma West Industrial Park.