



## **NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, August 8, 2018**

**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 11, 2018 Meeting Minutes
  - B. July 18, 2018 Joint Meeting Minutes
- IV. Unfinished Business**
  - A. Entrance Monuments Update
  - B. Hotel Study Update
  - C. Redevelopment Plan Update
- V. New Business**
- VI. Project Updates**
- VII. Miscellaneous Communications**
  - A. 2018 Goals Status
  - B. Chamber Updates
- VIII. Upcoming Meetings**
  - A. September 12, 2018 – EDC Meeting
  - B. September 19, 2018 – Joint Meeting - 6:00 p.m.
- IX. Adjournment**

## NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

**Minutes from the Meeting on Wednesday, July 11, 2018 at 6:30 p.m.**

*City Hall – Large Conference Room*

**310 Elm Street West**

**Norwood Young America, MN**

### **I. Call to Order**

Chair Diedrick called the meeting to order at 6:32 p.m.

EDC members in attendance were: Mike McPadden, Carol Lagergren, Kaarin Foede, Mike Eggers, and Karen Hallquist.

Absent: Jason Winter and Julie Schmidt.

Staff attending was: Economic Development Coordinator Holly Kreft.

Guests attending were: MnDOT Landscape Partnership Manager Todd Carroll; Life Scout Sam Williams and Mark Williams.

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

*A motion was made by Hallquist, seconded by Eggers to approve the agenda. Motion approved 6-0.*

### **III. Approval of Minutes**

*A motion was made by Lagergren, seconded by Foede, to approve the minutes of the June 13, 2018 EDC Meeting. Motion carried 6 -0.*

### **IV. Unfinished Business.**

#### **A. Entrance Sign Monuments Update**

Sam Williams, Eagle Scout candidate, and Todd Carroll, MnDOT Landscape Partnership Manager, were present to discuss the landscaping plan. Sam presented the updates to the plan based on feedback at the last meeting and discussions with a Master Gardener. Todd noted that he recommended additional perennials for the sites by replacing the juniper with dianthus. He also recommended mulch instead of rock due to maintenance, plant health, and watering needs. Sam noted that the Master Gardener recommended mulch also.

Eggers asked what is Type 6 mulch as noted in the plans. Todd stated that it is a shredded mulch that can be any species. Mark Williams noted that the quote included was significantly less than Pine Products and using rock. Lagergren asked why rock was originally included. It was noted that it was originally included with the intent to reduce maintenance.

Todd further explained that having more perennials will actually reduce maintenance as they spread and reduce the need to replace mulch. MnDOT recommends a thickness of 3-6” of mulch. Foede asked if there was any seasonal maintenance such as cutting the grasses before winter. Todd stated there would not be a need, but it was up to the community.

Lagergren questioned if the cost estimate was for all three signs. Sam stated it was. She asked for clarification on what MnDOT will reimburse. Todd stated that MnDOT will reimburse material within the right-of-way, so in this case 2/3rds of the Hwy 5 sign and 1/3<sup>rd</sup> of the east Hwy 212 sign. He noted that he did research moving the east Hwy 5 sign to the south side of Hwy 212, but understood that was not a good option.

Sam noted that he also only recommended compost under mulch in the plant areas to reduce cost.

Diedrick asked about the edging block. Todd noted that having an edger is up the City and not required, but does make it easier for mowing. Lagergren questioned if there were any additional costs that were not in the cost estimate. Eggers noted that rental equipment will be needed for the edger and possibly a skid steer. Mark Williams stated that they would request donations to help cover the cost of the equipment rental. Eggers recommended Western Red Cedar for the mulch.

Todd discussed the status of the Cooperative Agreement. Kreft noted that the resolution for the Partnership Program was approved by the Council last December.

McPadden noted that the project is currently overbudget. Lagergren stated she estimated it at about \$66,000 or \$16,000 overbudget due to the concrete work and noted that the Council will need to decide where to use funds to pay for the additional costs.

Todd noted that the MnDOT reimbursement is timely and generally occurs two weeks after the request is submitted. Mark Williams noted that they could ask the Legion for funds as they are the sponsors of the Boy Scout troop.

*A motion was made by Lagergren, seconded by Eggers to recommend approval of the landscape plan as presented by Sam and Todd. Motion approved 6-0.*

Kreft provided an update on the status of the other sign components. She noted that Tony Voigt recommended extending electrical to two sites and solar at one. Eggers asked why solar at the east Hwy 212 sign. Kreft noted that the cost to extend electrical was prohibitive. She stated there were two quotes included in the packet by local contractors.

*A motion was made by Hallquist, seconded by Eggers to recommend award of the lighting of the three signs to Norwood Electric at a cost of \$6,121.99 (which includes the cost of the solar panel). Motion approved 6-0.*

Kreft provided information on the quotes for the concrete footings and foundations. She noted that the specs from LSEngineers were also in the packet. Lagergren questioned why the concrete bids were so high and if this was anticipated. Kreft stated this high of a cost was not anticipated. Eggers stated that he felt that the costs were high due to the timing of the bids.

Todd noted that he recently obtained bids for another sign project he was overseeing and it was significantly more. The EDC noted concerns with the costs and the timing of the project.

Hallquist stated she was disappointed that this wasn't done in a timely manner and that quotes should have been received much sooner.

*A motion was made by Hallquist, seconded by Lagergren to recommend approval of the footing and foundation work of the three signs to Jensen Decorative Concrete at a cost of \$26,550. Motion approved 6-0.*

Eggers questioned how long the foundation needed to cure before the signs could be installed. Kreft stated she did not know, but would confirm with Derek Jensen.

The EDC reviewed the entrance sign and landscaping schedule created by MDG LLC. Lagergren noted that it was important to have as many set dates included as possible. The EDC reiterated that it was important that the project be in place by August 24<sup>th</sup> for Stiftungsfest. The EDC also discussed

the importance of contacting local landscape nurseries. Kreft noted she would contact Sam the next day to provide the proposal sheet and names of local nurseries.

#### **B. Hotel Study Update.**

Economic Development Coordinator Kreft provided an update on the status of the hotel market study. She stated he had sent it to the hotel developer who is constructing the Cobblestone Inn and Suites in Hutchinson, but not yet received any feedback. She also noted the results of the survey of manufacturers. Lagergren noted she had contacted The Harbor staff and they thought they would have a need, but did not provide specific numbers.

Diedrick asked if doing a hotel study was premature if a hotel developer was not identified. She stated her preference would be to have a developer partner in the full study. The EDC discussed the potential sites for a hotel and timing. Lagergren stated she would like to see this item stay on future agendas for discussion so it remains a priority. She also noted that she thought it was important that the hotel have an indoor pool and meeting rooms. Hallquist stated that she would like to see the community be prepared should a developer have interest. She also noted that sports tournaments would be another venue to bring people to the community.

The EDC requested that MDG LLC state in touch with hotel developers and continue to survey potential users about the need for a hotel in the community.

#### **C. Redevelopment Plan Update.**

Economic Development Coordinator Kreft provided an update on the status of the redevelopment plan. Eggers noted that at the Planning Commission meeting that a property owner attended and requested that commercial buildings be allowed to be converted completely to multi-family residential versus the current 50% that is allowed on the ground level. Lagergren noted that this is on the agenda for the joint meeting on July 18<sup>th</sup> for discussion by the entire group. The EDC discussed some of the pros and cons of that request. Lagergren stated she looked forward to input by the entire group and any decision would need to be purposeful and thoughtful since this has been requested a number of times in the past.

The EDC discussed amenities in the two downtowns. Eggers noted that some of the trees had been removed and others needed maintenance. He also noted concerns with maintenance of Willkommen Park.

Kreft reviewed the two quotes for banner that were included in the packet. Lagergren asked if the EDC should consider having the banners sponsored by businesses and have their logos on the banners, similar to other communities. She noted another idea was to have businesses sponsor plaques on their buildings similar to Shear Effects that indicate the year of construction. Eggers asked if the intent was to also have banners on Faxon Road. The EDC discussed that this has been discussed in the past, but to possible start with the two downtowns and then expand from there.

McPadden noted that Harms Bar is the only building in the downtowns that is on the National Historical Register, but that the local historical society has a great deal of information about the history of the buildings.

The EDC discussed the colors, design, and costs of the banners. They also questioned if there was budget for the banners. Kreft stated she believed there were funds available for marketing in 2018, and would confirm with Helget. The EDC also discussed the potential of having them completed in time for Stiftungsfest.

The EDC recommended Sunbrella material and having text on the banners identifying historic Norwood Downtown and Historic Young America Downtown. The EDC also discussed starting with

12 banners in each downtown. The EDC recommended replacing brackets only where needed. Lagergren stated she would provide the number of brackets needed to MDG for discussion at the joint meeting.

Kreft noted that she had also contacted MnDOT regarding the directional signs on Hwy 212 and Hwy 5. MnDOT has not confirmed if a variance will be required to change the text of the signs. Diedrick stated she would also like to see the sign on Hwy 5 changed to the intersection with Central Avenue. The EDC concurred. Kreft will also contact MnDOT about this request.

**V. New Business/Project Updates**

A. Kreft noted that she is working with Sandi Harms to have the ribbon cutting on Monday, July 23<sup>rd</sup> at 5 p.m. at Northside Grill, but will confirm that date and time with the EDC. The Northside Grill will have their grand opening on July 28<sup>th</sup>.

**VIII. Miscellaneous Communications.**

A. **2018 Goals** – Kreft requested if the EDC had a recommendation for the host of this year's Manufacturing Week luncheon. The group recommended contacting Vickerman Companies about hosting. Eggers noted that possibly the food truck could be contacted also.

**B. Chamber Updates**

Hallquist and Foede noted a number of upcoming Chamber events including the Taste of NYA on July 17<sup>th</sup>. Hallquist noted that 50 businesses are participating and it has grown every year. She stated that the Chamber will need to decide whether to continue it on Tuesday night or potentially move it to a different night. She invited the EDC to attend. She also noted that Tour de Tonka and National Night Out are coming up. Foede noted that the Board is working on the by-laws.

**IX. Upcoming Meetings.**

- The next regular meeting of the EDC is August 8, 2018 at 6:30 p.m.

**X. Adjourn.**

*A motion was made by Lagergren seconded by McPadden to adjourn the meeting at 8:07 p.m. Motion carried 6 - 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, July 18, 2018 at 6:30 p.m.**

*City Hall – City Council Chambers*

**310 Elm Street West**

**Norwood Young America, MN**

**I. Call to Order**

Mayor Lagergren called the Joint Meeting of the City Council, EDC, Planning Commission and Chamber of Commerce to order at 6:00 p.m.

Council members in attendance were: Carol Lagergren, Charlie Storms, Dick Stolz, Mike McPadden, and Craig Heher.

Planning Commission members in attendance were: Bill Grundahl, Paul Hallquist, Mike Eggers and John Fahey.

EDC members in attendance were: Kaarin Foede, Tina Diedrick, Jason Winter, and Karen Hallquist.

Also in attendance were LaVonne Kroells, Historical Society; Cole White, NYA Times, and Michael Clark, property owner in the downtown, C-3 District.

Staff attending were: City Administrator Steve Helget and Economic Development Coordinators Holly J. Kreft and Jo Foust, of MDG, LLC.

**II. Agenda**

It was the consensus to approve the agenda as presented.

**III. Business – Downtown Redevelopment Plan Items.**

Kreft provided a brief overview of the steps in preparing a Downtown Master Plan, highlighting items that have been completed, goals for the joint meeting, and items to be discussed in the future.

**A. Inventory of Buildings in the Downtowns and Discussion On Amendment to allow Residential Uses in the C-3 District.**

Heher provided the group with background on a request the Planning Commission received to amend the Zoning Ordinance to allow residential uses in the C-3 District. He noted that two years ago the Zoning Ordinance was amended to allow 50% of the rear portion of the main floor of commercial buildings to be used for a residential purpose; with the requirement the front portion be preserved for commercial. The request at this time is to allow residential use as a permitted use in 100% of commercial buildings. He reported the Planning Commission had mixed reactions to the request and therefore requested input from the joint committee.

Discussion was held regarding the desire to preserve the commercial areas and difficulty in converting the areas back to commercial after changed, the impact on both downtowns as it would apply to all C-3 parcels, compatibility of uses, off-street parking, etc.

Mr. Clark emphasized the ability to fill vacant spaces if the zoning ordinance were amended and expressed frustration with the on-going costs associated with maintaining vacant buildings. He indicated there are other properties in which over 50% of the first floor is being used for residential purposes.

The number of vacant building in each downtown was reviewed. It was noted the meat market has recently been sold and a nutrition club business is planning to open in The Flame building. While the group empathized with the cost of carrying a vacant building, they referenced the momentum building with new businesses joining the community.

The group discussed transition parcels on the fringe of the downtowns and need to explore additional alternatives.

It was the consensus of the group to recommend the Planning Commission retain the current language in the C-3 district, which allows the rear 50% of the first floor of commercial buildings to be used for residential purposes and explore alternatives for transition parcels on the edge of the downtown. The group agreed the City Council would be the appropriate body to address non-compliance.

#### **B. Historic Preservation Tax Credits and Designation**

Kreft provided an overview of Historic Preservation designations and associated tax credits. She stated properties could be listed on the National Register of Historic Places if designated through the state process; larger scale properties could be National Historic Landmarks or the city could create a local historic designation, similar to the cities of Carver, Henderson, and Chaska. She noted staff from the State Historic Preservation Office (SHPO) had been invited to the joint meeting, but due to a conflict they were unable to attend. She suggested they be invited to the September joint meeting, if the group is interested in learning more about a local designation.

It was the consensus of the group to invite a staff member from SHPO to the September 19<sup>th</sup> meeting to learn more about the process, benefits, and potential restrictions and costs associated with the designations.

#### **C. History of Buildings in the Downtowns.**

Kroells referenced information in the Joint Meeting packet with the history of the current buildings in the downtowns. Information on the following properties was included: 18 SE 3<sup>rd</sup> Avenue, 209 E. Main St., 217 E. Main St., 232 E. Main St., and 225 W. Elm St.

It was suggested the Chamber and EDC highlight buildings on social media and request input on the history. The group thanked Kroells for her research and suggested the other buildings in the downtowns be researched for their history, as time allows.

#### **D. Financial Incentive Options.**

Foust and Diedrick provided an overview of existing financial incentives which are available to assist with (re)development projects in the downtowns. These include MCCD and EDC loan programs, tax abatement, tax increment financing, state programs to assist with contamination clean-up and local conventional loans and SBA loans through financial institutions.

Additional programs which could be considered include an interest rate reduction program with local banks, a reduction in building permit fees, a No Interest Loan program, a reduction in water and sewer rates if they “go green”, tourism mini grants, historic tax credits and the creation of a community foundation. The Small Cities Development Grant program was also briefly discussed.

It was the consensus of the group to refer the Financial Incentives discussion to the EDC for input on the amount to recommend to the City Council to budget for programs and which programs to recommend.

#### **E. Identification of Missing Amenities**

Eggers and Fahey completed a walking tour of the downtowns (Elm Street and Main Street) and created a list of maintenance items on public and private property, trees to be replaced, garbage receptacles, benches and flower planters.

It was the consensus of the group to focus on the maintenance items as the first phase along with filling in missing trees; focus on the addition of decorative poles and painting of light poles in phase two and the addition of decorative benches, planters and garbage receptacles as phase three.

It was suggested handicap access to the sidewalks be addressed and maintenance of private property be addressed through current ordinances by the City Council.

#### **F. Banners and Signage**

Information on possible designs and costs for banners for the decorative streetlights in the downtowns was shared. The EDC has recommended a Sunbrella material for the banners, with 12 banners in each downtown. It was also recommended 20 adjustable brackets be purchased. The estimated cost is \$6,200. The EDC budget included \$2,000 for banners. Helget noted funds were included for Xceligent Membership (\$1,900) and the MNCAR Expo (\$2,500) that could be reallocated toward the purchase of banners.

It was recommended the EDC finalize the final design and budget for the banners and brackets.

Wayfinding Signs were also discussed. Kreft referenced a map which illustrated the current locations of signs directing drivers to the Hwy 5 and Hwy 212 North Business Districts. The map also included proposed locations for wayfinding signs. MNDOT has been contacted regarding changing the signs to read “Historic Downtown Norwood” and “Historic Downtown Young America” and to also change the location of the signs. We are waiting on a response.

It was the consensus of the group to focus on the wayfinding signs as a phase two implementation item as there is not funding available at this time.

#### **G. Events in the Downtowns**

McPadden thanked all involved with the Taste of Norwood Young America noting the large crowd it drew.

He recommended future events in the downtowns to draw residents and tourists to the areas; including but not limited to a downtown arts fair with youth dance studio performances, music, food, local authors, farmers’ markets, etc. It was suggested ideas for events be provided to local organizations to implement.



## **H. Next Steps**

It was the consensus of the group to have the Planning Commission follow up on the C-3 zoning request, the EDC to address financial incentives and banners and to have MDG, LLC to contact SHPO staff to the September 19<sup>th</sup> Joint meeting. A vacant building will also be posted on Facebook with a request for information on the history of the building.

The next Joint Meeting will be held on September 19, 2018 at 6:00 p.m. Topics will include a presentation by SHPO on historic designations, and architectural design elements and streetscape elements, and connectivity.

## **IV. Adjourn**

*A motion was made by Heher seconded by Kroells to adjourn the meeting at 7:40 p.m. Motion carried.*

Respectfully submitted,

Jo Foust  
Economic Development Coordinator  
MDG, LLC.



**DATE:** August 8, 2018

**MEMO TO:** NYA Economic Development Commission

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

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

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**Background:**

At the July 23<sup>rd</sup> Council meeting, the Council approved the lighting and electrical quote for Norwood Electric as well as the Limited Use Permit and Cooperative Agreement resolutions for MnDOT. The Council did not approve the concrete bids in order to determine if less expensive options were available. Administrator Helget will provide an update on the status of the remaining components of the signs.

The landscaping bids were originally due on July 18<sup>th</sup>; however, only one partial quote was received from Holasek Greenhouse. The deadline was then extended to August 2<sup>nd</sup>. Quotes will be presented at the meeting or sent out in advance.

**Budget**

<b>Item</b>	<b>Cost</b>	<b>Vendor</b>	<b>Status</b>
Sign Base	\$22,800	American ArtStone	Completed
Metal Sign	\$6,693.51	JIT Metal	Completed
Specs for footings	\$2,100.00	LSEngineers	Completed
Footing/Foundation	\$26,550.00*	Jensen Decorative Concrete	Planned for August
Installation of sign	Unknown	Unknown	Planned for August
Installation metal	\$1,668.00	JIT Metal	Planned for August
Electrical	\$4,397.009	Norwood Electric	Planned for August
Electrical -solar	\$1,724.99	Solar Illuminations	Planned for August
Install sign logo/face	\$1,668.00	JIT	Planned for August
Landscaping	\$2,685.92**	Unknown	Planned for August
<b>TOTAL (current)</b>	<b>\$70,287.43</b>		
<b>BUDGET</b>	<b>\$50,000</b>		

\* on hold to review options

\*\* estimate, not based on quotes

The EDC also requested the development of a master schedule for the entrance signs, including action steps, a timeline, project lead and completion date. Please see the attached updated schedule.

**Action:**

The EDC is asked to recommend the approval of the following:

- Revised foundation plan, if applicable
- Landscaping quotes

## Entrance Sign & Landscaping Schedule

Action Needed	Target Date	Person Responsible	Joint Efforts	Completion Date
MNDOT Cooperative Landscape Grant Approval via Resolution, Enter into cooperative agreement	Completed	MDG LLC	City Council	12/27/2017
City Council approves LSEngineer specs cost	Completed	Steve	City Council	
Provide specs to masons for quotes	Completed	Steve		Completed
Present quotes for electrical to City Council for approval	Completed	Steve	City Council	7/23/2018
Meeting with Mn/Dot	Completed	Sam Williams, Eagle Scout Candidate	Sign Committee, Todd Carroll/MNDOT, Public Works	
EDC Approval of landscape plan	Completed	MDG LLC	EDC	7/11/2018
Develop List landscape companies	Completed	Sam Williams, Eagle Scout Candidate	EDC	Completed
Wilson Landscape Nursery- 952.353.2762; andy@wilsonsnurseryinc.com				
Tangletown Gardens 612.822.4769; Email: info@tangletowngardens.com				
Send RFQ to Landscape Co's. - make sure they are MNDOT approved	July 18th - August 2nd	City of Norwood Young America/MDG	Sam Williams, Eagle Scout Candidate	
City Council Approval of Limited Use Permit	Completed	MDG LLC	City Council	7/23/2018
City Council Approval of Landscape Plan & Quotes	08/13/18	Steve Helget	City Council	
Call Gopher State to mark utilities	08/14/18	Public Works		
Remove existing signs and rock	Week of 08/13/2018 or before	Public Works		
Identify location of new signs	Week of 08/13/2018 or before	Public Works		
Site Preparation	Week of 08/13/2018 or before	Public Works		
Present updated quotes from masons to City Council for approval (if applicable)	8/13/2018	Steve	City Council	
Have footings and foundation poured	Week of 08/13/2018	Jensen Decorative Concrete		
Contact American ArtStone to have signs delivered	Once date of completion is known	Steve		
Contact JIT Metal to have signs delivered	After installation of sign base is confirmed	Steve		
Install metal signs on sign base	After sign base is completed	TBD		

## Entrance Sign & Landscaping Schedule

Action Needed	Target Date	Person Responsible	Joint Efforts	Completion Date
Have signs installed	After footings completed	TBD		
Coordinate electrical installation with contractor	After sign is installed	Public Works		
Order Landscape Materials		MDG LLC or Steve Helget	Sam Williams, Eagle Scout Candidate	
Establish Delivery Date for landscape materials and contact landscape firm	August ??	Sam Williams, Eagle Scout Candidate	Selected Landscape co. & PW	
Coordinate volunteers for landscaping installation	After lighting is installed	Sam Williams, Eagle Scout Candidate		
Plant Day! Bring yellow vests, shovels, rakes, etc.	August ??- After lighting is installed	Sam Williams, Eagle Scout Candidate	Boy Scouts	
Submit landscaping costs to MnDOT for reimbursement	After landscaping is installed- within 7 days'	MDG LLC or Steve Helget	Public Works?	



**DATE:** August 8, 2018

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda Item IV. B. Hotel Study Update

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**Background:**

At the July EDC meeting, the EDC requested contacting additional potential users of a hotel in Norwood Young America and to continue to be prepared should a hotel developer indicate interest. MDG LLC contacted Central Schools Community Education and McBride Funeral Homes.

Community Education responded that:

*There are currently about three tournaments a year held in which teams/individuals stay in a hotel some place.*

*The City may be able to host State Baseball/Softball tournaments if we had a hotel - as a hotel close is needed to host.*

*We also host a huge craft fair in November and we have several crafters stay in Waconia, Glencoe, or Chaska because we have no place for them.*

McBride Funeral Homes responded that:

*We have had 26 funerals in Norwood Young America this year and I would say about half of them have had to stay at a hotel in either Waconia, Hutchinson, or Glencoe. We have had 44 funerals in Glencoe and people don't like staying at the Super 8 in Glencoe so they either drive to Waconia and Hutchinson and I am sure people would prefer one closer.*

Also there is an upcoming summit on Hotels and Hospitality if any EDC member is interested in attending:

**Action:**

No action needed. Please provide input on any additional groups to contact regarding hotel use.

2018

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# Hotel & Hospitality summit

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September 7, 2018

Golden Valley Country Club

7:15 am Registration &amp; Hot Breakfast • 8 am - 12:00 pm Program

4 Hours of Real Estate CE Credits Applied For

**Early-Bird Rate \$89****Regular Rate \$99**

Walk-Ins Welcome | Walk-In Rate \$129

**Speakers Include:**

**Ronn Thomas**, Director, Senior Director of Hospitality, Cushman & Wakefield  
**Mark Eble**, Managing Director, CBRE Hotels  
**Lee Kerfoot**, Hotel Real Estate Advisor, Timm & Associates Inc  
**Aaron Roseth**, President, Principal, Elness Swenson Graham Architects, Inc  
**Scott Peterson**, Sr. Director of Development, CSM Corporation  
**Peter Dugan**, Vice President, CBRE  
**Ed Wilms**, Principal, DLR Group  
**Stuart Gray**, Founder, Hospitality Rocks  
**Herb Tousley**, Director, University of St. Thomas  
**Louis Frillman**, President, CRE MAI, FRICS, Marquette Advisors  
**Phil Jungwirth**, President, Morrissey Hospitality Companies, Inc

**8:00 AM Hospitality Service Overview**

- Hot Topics in the Hospitality Industry
- Orientation – Making day one count
- Putting the H in Hospitality

**8:30 AM Legislative update on issues that impact the Hotel and Hospitality industry in Minnesota**

- The outlook on the preemption of local government minimum wage and labor mandates.
- Tax relief for businesses this year.
- Efforts to reduce the risk of frivolous litigation, particularly as it applies to the Americans with Disabilities Act.

**9:10 AM Break****9:20 AM The Hotel Project Experience– Current and Future Projects and Projections**

- Market forecasts, trends and projections for the Industry
- How has the current economic conditions affected the Hotel Industry
- Purchasing, development, design and financing decisions
- The importance of collaboration on a development or project

**10:20 AM Break****10:30 AM Hotel and Hospitality Market Overview and Update**

- State of the industry: 2018 Market Update
- Who are the players in the Minneapolis/St Paul market
- What are some of the challenges to this industry compared to other forms of real estate
- How is Minnesota doing in the hotel and hospitality industry today

**11:20 AM Hotel Industry Keynote**

- National lodging industry trend data and forecasts
- Historical Minneapolis hotel market performance by sub-market
- Forecasts through 2018 for Minneapolis hotel supply, demand, occupancy and ADR
- Comparison with peer cities

**12:00 PM Adjourn and Networking**





**DATE:** August 8, 2018

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda Item IV. C. Redevelopment Plan

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**Background:**

At the July 18<sup>th</sup> Joint Meeting the group made a number of recommendations, including items to be reviewed and recommended by the EDC. Following are topics that were covered and their status.

Topic	Project Lead	Status
1. Historic Designation Exploration	MDG, LLC – Holly and Jo	Recommendation to have SHPO rep attend September meeting; Michael Koop with SHPO is confirmed for the September 19 <sup>th</sup> Joint Meeting
2. Develop history of buildings	LaVonne and Karen	LaVonne will continue to collect information on the history of properties in the downtowns
3. Inventory of vacant spaces and ownership	Holly and Kaarin	City will follow-up on noncompliant properties; consensus was to maintain requirement of commercial in front 50% of buildings
4. Financial Incentive Options	Tina and Jo	EDC tasked with reviewing options and costs
5. Identification of missing trees, sidewalks improvements needed, bench locations	Mike and Dan	Priority list was established: <ol style="list-style-type: none"> <li>1. Maintenance (weeds, painting, etc.)</li> <li>2. Decorative lighting where missing</li> <li>3. Another amenities as budget allows</li> </ol>
6. Banners and Signage	MDG LLC to obtain quotes EDC to determine design and prepare recommendations	EDC tasked with selecting banners. MDG to work with MnDOT on changing directional signs on Hwy 212 and Hwy 5
7. Events in the downtowns	Mike and Carol, Lisa V. and Karen	Potential ideas discussed; focus to continue to support existing events; potential to add Art Fair

## **Incentives:**

At the Joint Meeting, an overview of existing financial incentives which are available to assist with (re)development projects in the downtowns were noted. These programs do not require any additional budget requirements. These include:

- MCCD and EDC loan programs. The EDC has \$135,000 in its Revolving Loan Fund, which the MCCD administers. The MCCD loan program has separate funding.
- Tax abatement and tax increment financing. The amount of assistance available is dependent on the size of the project and impact on the tax base.
- State programs to assist with contamination clean-up, and
- Local conventional loans and SBA loans through financial institutions.

New programs which would require the City/EDC budget funds include:

- A No Interest Loan program, (i.e. \$20,000 for four loans up to \$5,000 or two \$10,000 loans).
- An interest rate reduction program with local banks. We have contacted local banks to obtain input on their interest in such a program, as well as the dollar amount they would recommend.
- Tourism mini grants, (i.e. three mini grants of \$1000 each or \$3,000).

The following programs would not require the City to budget funds but would result in less revenue being collected by the City; and therefore would need to be noted in the recommendation to the City Council. These may include:

- A reduction in building permit fees (i.e. a 10% reduction up to \$500 for the first five downtown permits issued: Total cost \$2,500 *if* five permits are pulled).
- A reduction in water and sewer rates or connection fees if they “go green”. (i.e. \$500 reduction for first 5 permits or \$2,500 *if* projects occur).

Programs which may take longer to develop and would utilize funds from other sources include:

- Historic tax credits
- The creation of a community foundation and
- The Small Cities Development Grant program

The EDC could budget up to \$50,000 to support new programs and off-set forgiven fees.

## **Banners:**

At the July meeting, the EDC recommended having separate banners for both historic downtowns in Sunbrella material and replacing brackets as needed. At the joint meeting, the group discussed having 12 banners in each downtown on the decorative lights and adding 20 brackets (there are four bracket sets in Young America next to Willkommen Park).

Attached is a quote from Temple Designs for the banners. The marine vinyl material is the same as Sunbrella. They estimated delivery 15 days after the order is placed.

## **Action:**

The EDC is requested to provide the following:

- Recommendation on incentives to recommend to the City Council for budgeting purposes.

- Recommendation on the styles of banners for each downtown and a recommendation to the City Council to fund the purchase of the banners and brackets.



Temple Display, Ltd.  
114-C Kirkland Circle  
Oswego, IL 60543  
Phone 630-851-3331  
Fax 630-851-4144

## SALES ORDER

Sales Order # TDLQ29269  
Date 7/24/2018  
Sales Rep. Dawn Franz

### Sold To:

Jo Foust  
Municipal Development Group, Inc.  
25562 Willow Lane  
New Prague, MN 56071

### Ship To:

Jo Foust  
Municipal Development Group, Inc.  
25562 Willow Lane  
New Prague, MN 56071

### Best Way / ASAP

P.O.#	Ship Via/Date:	Terms:	NET 30	Shipping:	Prepay & Add
Qty	Part No.	Description	Unit Price	Ext. Price	
12	Custom-MA	30" x 60" Custom Marine Acrylic Banners 3 ink with Norwood Young America Logo "Historic Downtown Norwood"	\$187.00	\$2,244.00	
12	Custom-MA	30" x 60" Custom Marine Acrylic Banners 3 Ink with "Historic Downtown Young America"	\$187.00	\$2,244.00	
20	FFIII	Adjustable Double Base Bracket System for banners 30" x 60" or larger in areas of strong persistent winds. This system has an overall adjustment of 3 inches, allowing for easy changeovers and taut banner installation. Included: 2 Bottom Bases, 2 Top Faceplates, 2 removeable cantilevered rod arms "D" Clips to hold rod arms to base, Cable Ties to hold banner to base and 10' of stainless steel strapping and buckles (Banding Tool Required for installation)	\$105.00	\$2,100.00	
				SubTotal	\$6,588.00
				Sales Tax	\$0.00
				Estimated Shipping Charges	
				<b>Total</b>	<b>\$6,588.00</b>
Authorized Signature _____ Jo Foust					

Actual Shipping Charges will be Charged

All Holiday Decorations are Copyrighted and cannot be duplicated.

Claims must be made within 5 days of receipt of goods. This order subject to acceptance from home office. Sales tax where applicable. Interest charges applicable on overdue accounts. Cancellations subject to sellers consent. FOB Factory.



LOGO RED - 3 INKS



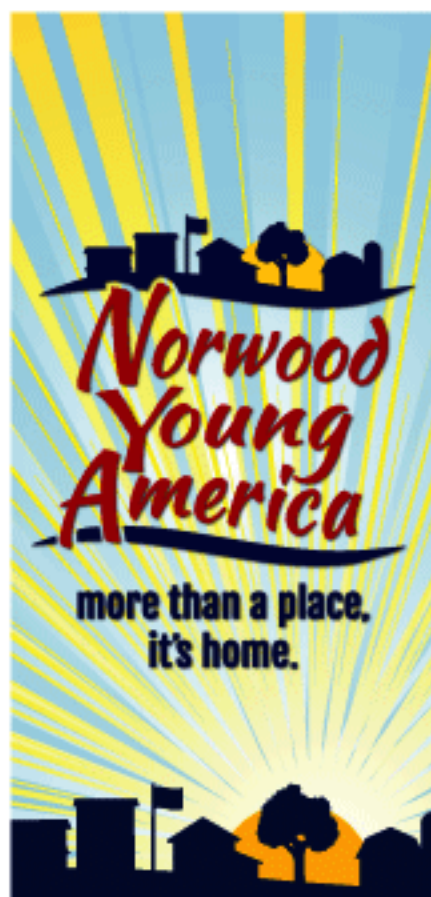
CPT NAVY - 3 INKS



CPT NAVY - 1 INK



MAINSTREET - DIGITAL



MAINSTREET - DIGITAL



MAINSTREET - DIGITAL

## Norwood Young America

EDIT: 1 DATE: 6-27-18

SIZE: 30" x 60" &amp; 29" x 60"

FABRIC: AS SHOWN

INKS: AS SHOWN

POCKETS: 3.25"

OTHER:

### TAKE NOTHING FOR GRANTED, PLEASE CHECK PROOF CAREFULLY.

Illustrations are a reasonable representation of ink colors on banner fabrics. All monitors display differently, therefore a free color match sample is available upon request. **We are not responsible for any errors after approval.**

APPROVAL SIGNATURE


**TEMPLE**  
*display, ltd*



Historic Downtown  
Norwood



Historic Downtown  
Young America

### Norwood Young America

EDIT: **3** DATE: **8-1-18**

SIZE: **30" x 60"**

FABRIC: **WHITE**

INKS: **3 INKS**

POCKETS: **3.25"**

OTHER:

### TAKE NOTHING FOR GRANTED, PLEASE CHECK PROOF CAREFULLY.

Illustrations are a reasonable representation of ink colors on banner fabrics. All monitors display differently, therefore a free color match sample is available upon request. **We are not responsible for any errors after approval.**

APPROVAL SIGNATURE



**TEMPLE**  
*display, ltd*



**DATE:** August 8, 2018

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda Item VI. Project Updates

\*\*\*\*\*

Following are project updates from the past month:

1. **Ribbon Cuttings** – A ribbon cutting was scheduled for Northside Grill; however, Sandi Harms indicated that she needed to reschedule. Once a date is set, the EDC and Chamber will be notified. Others have been contacted, but no dates have been set.
2. **Follow-up Meetings** – Lions Head Wheel and Tire and MI-Box Storage have been contacted for follow-up meetings. Paul with Lions Head is out of town until August 13<sup>th</sup>, so he will get back with a date once he returns.



**DATE:** August 8, 2018

**MEMO TO:** NYA Economic Development Commission

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

**RE:** Agenda Item VII. A. 2018 Goals

\*\*\*\*\*

**Background:**

Attached are the 2018 Goals as approved in December of 2017, with updates. Vickerman Companies was contacted to host the Manufacturer's Week luncheon in October. At the last meeting, it was mentioned to contact the Fireman's BBQ food truck about providing the lunch. Please provide feedback on pursuing that option or providing food as in the past.

**Action:**

No action needed, for discussion purposes only.



# 2018 Economic Development Commission Goals

25

	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	August 24th	Sign Subcommittee	MnDOT grant approved; sign base and metal sign completed; quotes for foundation and landscaping
3	Develop a streetscaping plan for downtowns and Faxon Road	Dec. 2018	Joint meetings of CC, PC, EDC and Chamber	Conducted Joint Meetings on March 14th, May 9th, July 18th. Scheduled for Sept. 19th. Received a grant from the Carver Co. CDA to fund 1/2 the cost.
4	Continue to post on EDC Facebook page	Monthly	MDG LLC	JIT and Serv-a-Dock ribbon cuttings posted in Jan., Vickerman Groundbreaking in April, National Small Business Week in May, Diversified P&H in May, Resto Espresso in June.
5	Continue newsletter inserts with City	Quarterly	MDG LLC and City staff	Next newsletter in September
6	Work with NYA Times to develop Business Spotlights	Ongoing	Chamber	1st Spotlight in March was Home Solutions. Bongards was featured in May. The Chamber is continuing to coordinate.
7	<b>Industrial Development Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
8	Participate in Carver County Real Estate Expo	As scheduled by CDA	Carver Co. CDA lead-MDG LLC & EDC secondary	The Carver Co. CDA does not have sufficient staff to coordinate an event in 2018.
9	Participate in southwest Metro marketing/real estate events			
10	Promote the available sites in Tacoma West	Ongoing	MDG LLC, City Admin	Three lots sold to Vickerman Co., two lots under consideration by a company.
11	Host Manufacturer's Week	Oct. 2018	MDG LLC, EDC and Chamber of Commerce	Contacted Vickerman Company about hosting.
12	Remain in contact with existing manufacturers		MDG, LLC and City Admin.	Worked with Vickerman Co. to obtain Job Creation Fund Grant in April. Surveyed re: need for hotel, in June.
13				
14	<b>Commercial Development Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
15	Host National Small Business Week event	May 2, 2018		Completed; well-attended by business community; breakfast coordinated by Chamber

## 2018 Economic Development Commission Goals

26

	A	B	C	D
16	Conduct ribbon cuttings and ground breakings	Ongoing		Groundbreaking for Vickerman in April, ribbon cuttings held in January for Serv-a-Dock and JIT Metal Finishing; in May for Diversified Plumbing and Heating and in June for Resto Espresso.
17	Promote the EDC loan program and Open to Business			On-going
18	Investigate the feasibility of applying for Carver County CDA grant			Submitted and received a Redevelopment Planning Grant
19	Actively promote commercial sites and work with owner/realtors			Sites and flyers are on Web site.
20	Respond to business leads in a timely manner	Ongoing		On-going
21				
22	<b>Collaboration Goals</b>	<b>Deadline</b>	<b>Assigned To</b>	<b>Notes</b>
23	Support the Chamber of Commerce and events	Ongoing	EDC	Jointly attending ribbon cuttings, jointly hosted the Small Business Week breakfast in May, jointly planning the downtown redevelopment plan.
24	Hold quarterly joint meetings in 2018	Quarterly	CC, PC, EDC, Chamber	Meetings held in January, March, May, July, and planned for September 19th
25	Continue to work with CDA and Open to Business	Ongoing	MDG LLC	
26	Conduct a check-in with businesses one year after opening	Ongoing	MDG LLC	1st follow-up completed with Children of Tomorrow on March 14th. Other businesses have been contacted.