



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION
Wednesday, January 9, 2019
6:00 p.m.
City Hall Council Chambers
310 Elm Street West
Norwood Young America, MN

- I. Call to Order**
- II. Approve Agenda**
- III. Election of Officers**
- IV. Approve Minutes**
 - A. December 12, 2018 regular meeting
 - B. December 19, 2018 Joint meeting
- V. Unfinished Business**
 - A. Hotel Study Update
 - B. Industrial Park Prospective Business Update
 - C. Small Cities Development Program Grant Update
 - D. Downtown Redevelopment Plan
 - E. Economic Development Consultant Update
- VI. New Business**
- VII. Project Updates**
- VIII. Miscellaneous Communications**
 - A. NYA Area Chamber of Commerce Updates
- IX. Upcoming Meetings**
 - A. February 13, 2019 next EDC meeting
 - B. Joint Meeting – March 2019 (date TBA)
- X. Adjournment**



TO: Economic Development Commission

FROM: Steven Helget, City Administrator

DATE: January 9, 2019

SUBJECT: Election of Officers

According to City Code the EDC is to elect a chairperson and other officers such as a vice-chairperson, to serve one year terms. The EDC is to also appoint a secretary from its members.

Suggested Motions:

Motion to elect _____ as chairperson.

Motion to elect _____ as vice-chairperson.

Motion to elect _____ as secretary.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Wednesday, December 12, 2018 at 6:00 p.m.
City Hall – Large Conference Room
310 Elm Street West
Norwood Young America, MN

I. Call to Order

Diedrick called the meeting to order at 6:00 p.m.

EDC members in attendance were: Tina Diedrick, Karen Hallquist, Jason Winter, Mike Eggers and Theresa Peterman.

Absent: Carol Lagergren, Kaarin Foede, Mike McPadden and Julie Schmidt.

Staff attending were: City Administrator Steve Helget and Economic Development Coordinator Jo Foust.

II. Consideration of the Agenda

A motion was made by Winter, seconded by Hallquist to approve the agenda as presented. Motion approved 5-0.

III. Approval of Minutes

A motion was made by Hallquist, seconded by Eggers to approve the minutes of the November 14, 2018 Regular EDC meeting and the November 28, 2018 Joint EDC, City Council, Planning Commission and Chamber of Commerce Meeting. Motion carried 5-0.

IV. Unfinished Business.

A. Hotel Study Update.

An update was provided on discussions with a hotel chain that has expressed an interest in Norwood Young America. The company is reaching out to three developers and looking at sites. Helget has the contact information for the hotel. Commissioners discussed potential programs to assist including tax abatement for bare land, tax increment financing for a redevelopment district and the MN Department of Employment and Economic Development's (DEED) redevelopment programs. Information on the DEED program will be sent to Helget and Diedrick. Eggers shared information on a 15-year tax abatement program the City of Glencoe is offering to the AmericInn, for a 59 room hotel with a pool. They are looking for investors. Winter requested a copy of the STR Report. The Commission offered to assist with follow-up required by the interested hotel group.

B. Redevelopment Plan Update.

Foust provided an overview of the draft Downtown Redevelopment Plan. The Commission discussed possible Sign Ordinance regulations which would limit the amount of window coverage, which could assist in the removal of black bags over front windows. The stacking of boxes in stores and potential fire hazard was also discussed.

Upon review of the Plan, the Commission requested the following changes:

- Front cover - the pictures of the two downtowns were updated to show the full boundaries of the districts

- Page 4: Second focus area was amended to add "Danish"
- Page 5: Typos were corrected
- Page 6: The color scheme was changed to make it easier to read when reproduced
- Pages 14 & 15: The Strengths and Opportunities noted on the two pages were flipped to be listed on the correct downtown and typos corrected.
- Page 16: It was noted the city has a new map in the Comprehensive Plan that has updates sidewalks and trails and the underpass location. This map will be replaced with the new map
- Page 22: The Street Trees project was moved from Long-term projects to Short-term projects
- Page 32: Language was added to acknowledge the Design Guidelines are recommended but not required by Ordinance. It was also noted that improvements may be acceptable that are consistent with the time period in which the building was constructed.
- Pages 33+: The word "required" was replaced with "recommended" throughout the Design Guidelines

MDG, LLC. will provide a sample letter which may be mailed to property and business owners in the downtowns, informing them the Plan has been adopted, the goals of the plan and request their partnership in implementation, starting with maintenance and noting other programs to assist them.

The process for adoption was reviewed. The Joint Committee will be meeting on December 19th to review and provide comments on the Plan. Helget suggested that since not all Chamber of Commerce Board Members and all Planning Commissioners attend the Joint meeting, that those bodies review and recommend approval at their respective meetings the beginning of January, 2019, with the City Council acting on the Plan at their January 14, 2019 meeting. The adopted Plan will be submitted, as required by the grant requirements, to the Carver County CDA on or before January 22, 2019.

A motion was made by Peterman, seconded by Hallquist to recommend to the City Council, the adoption of the Downtown Master Plan, with the changes noted, understanding the Joint Committee may have additional changes. Motion approved 5-0.

C. 2019 Goals and Action Plan

Proposed Goals for 2019 were reviewed and discussed. Inclusion of the implementation of the Downtown Master Plan and continued pursuit of a hotel were added to those proposed.

The Commission discussed the goals identified as it relates to the budget for the EDC. Helget noted there is \$50,000 for these tasks.

A motion was made by Winter, seconded by Hallquist to adopt the eighteen (18) goals as follows for the Economic Development Commission in 2019, and present these to the City Council: (1) Completion of the installation of monument signs and landscaping, (2) Continued posting on the EDC Facebook Page, (3) Continued inclusion of EDC related articles in the City newsletter, (4) Continued coordination with the newspaper on Business Spotlights, (5) Promotion of the available lots in Tacoma West Industrial Park, (6) Hosting of a Manufacturer's Week event in collaboration with the Chamber of Commerce, (7) Continued contact with existing manufacturers, (8), National Small Business Week event in May, (9) Ribbon cuttings and ground breakings to celebrate new businesses, (10) Promotion of the EDC Loan Program and Open to Business Program, (11) Application for a Carver County CDA Grant, if applicable, (12) Promotion of commercial site and coordination with owners and realtors, (13) Responsiveness to business inquiries (14) Support and collaboration with the Chamber of Commerce, (15) Participation in quarterly Joint Meetings with the City Council, Planning Commission and Chamber of Commerce, (16) Implementation of the Downtown Redevelopment Plan (17) Follow-up with businesses on their 1st Anniversary in the community, and (18) Continue to pursue a hotel development. Motion approved 5-0.

V. New Business/Project Updates

A. 2018 Annual Report

The Commission reviewed the draft 2018 Annual Report which included a summary of accomplishments of the EDC in the categories of Marketing, Industrial Development, Commercial Development and Collaboration.

The existing brochure and hotel flyer will be updated to remove Holly Kreft, MDG LLC. consultant as a contact.

A motion was made by Eggers, seconded by Winter to approve the 2018 Annual Report of the EDC and submit it to the City Council. Motion approved 5-0.

B. Newsletter Articles

Three draft articles were prepared for the City's first quarter newsletter. These included an EDC Year in Review, information on Open to Business and the Record Low Unemployment Rates. The reference to "new ownership" of the Northside Grill will be removed. It was the consensus of the EDC to approve the articles.

VI. Project Updates

Helget provided an update on an industry interested in purchasing approximately four (4) acres in Tacoma West Industrial Park. They will be completing soil borings. The company would like access from Tacoma Avenue and Tacoma Boulevard; requiring a testing and inspection agreement from the City. The EDC will be asked to review the site plan and height variance request once they are prepared.

VII. Miscellaneous Communication

A. EDC Membership

Helget reported Commissioner Schmidt's term expires on December 31, 2018. She has decided not to reapply. The Commission acknowledged Schmidt's service on the Commission. A downtown business owner has expressed an interest in possibly applying.

B. Chamber Updates

Hallquist provided an update on Chamber of Commerce activities including the Holiday Extravaganza and plans for 2019 and membership drive for 2019. She noted the annual banquet will be held January 24, 2019 in Plato and the Chili Cook-off will be held on February 16th.

IX. Upcoming Meetings.

- The next Joint Meeting is December 19, 2018 at 6:00 p.m.
- The next regular meeting of the EDC is January 9, 2019 at 6:00 p.m.

X. Adjourn.

A motion was made by Eggers seconded by Winter to adjourn the meeting at 8:04 p.m. Motion carried 5-0.

Respectfully submitted,

Jo Foust
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, December 19, 2018 at 6:00 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: Mike Eggers, Jerry Barr, and John Fahey.

EDC members in attendance were: Tina Diedrick and Theresa Peterman.

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

II. Agenda

Motion McPadden, second Heher to approve the agenda as presented. Motion carried 5-0.

III. Business

A. Public Engagement Follow-up.

Kreft provided an overview of the public engagement meeting on November 28, 2018. She noted that there were a few businesses present. She also reviewed the feedback from the businesses including support for sharing the history of buildings, support for application of the SCDP grant, support for the Design Guidelines, support for increasing maintenance, and support for increased events.

Mayor Lagergren noted that the City was invited to apply for the next round of funding for the SCDP. Mayor Lagergren also asked the group for their takeaways from the meeting. Storms said that based on the feedback, he thought maintenance should be a priority. Diedrick stated she thought that maintenance of both public and private property was important. She noted that there were some simple, cost effective things such as LED lights, that the City could consider. Heher noted he liked the idea of tying improvement to buildings to the period they were built. Diedrick said she would like more input from the businesses. Helget noted that invites were sent to all of the downtowns businesses and some invites were hand delivered. He also noted that Karen discussed it at the last Chamber Board meeting.

Mayor Lagergren asked what the next steps were. Foust noted that it was reviewed by the EDC at their meeting on December 12th and recommended for approval. The EDC also discussed having it reviewed by the Planning Commission and Chamber at their January meetings with approval by the City Council in January. Foust noted that the approved copy would then be submitted to the Carver County CDA for the grant reimbursement of \$4,000.

B. Connectivity between Downtowns.

Kreft noted that this would be covered as part of the Plan review.

C. Draft Downtowns Redevelopment Plan Review.

Foust provided an overview of the draft Plan. She read the vision statement of “The vision of the city of Norwood Young America is to build upon the history of the two downtown areas, by enhancing the unique characteristics and architectural features of buildings, resulting in vibrant small town downtowns with commercial, residential and governmental uses.”

Foust noted that there were eight focus areas developed from the eleven meetings that occurred over the past 20 months. She reviewed the eight areas including: focus on the history of the downtowns and buildings; adopt Design Guidelines which build on the German, Danish, and Scandinavian character; aesthetics are important, maintain public and private infrastructure; expand sidewalks and trails and commercial district connectivity; develop a Sense of Place for community gatherings and events to bring people downtowns; provide Financial Incentives to Encourage Redevelopment; preserve the commercial character of the main levels of downtown buildings; and expand commercial business opportunities by target marketing complimentary uses.

Mayor Lagergren asked the group if anything else should be included. Fahey questioned how the Design Guidelines would be used. Foust noted that the EDC recommended that the language be changed from “required” to “recommended” in the Design Guidelines. She noted the Guidelines could also be tied into funding such as the SCDP.

Foust reviewed the history of the downtowns. She stated that the EDC had recommended including the information on Local Historic Designation should a future Council want to pursue that option. Foust reviewed the boundaries of the districts and noted that there is an exhibit with details on the buildings. She noted that LaVonne Kroells had reviewed the document and provided additional information on years that buildings were constructed, so that information would be included.

Foust reviewed the strengths and opportunities for the downtowns. She also noted that the connectivity map will be updated to include a new map that reflects the future construction of the Hwy 212 underpass. She stated that the downtowns are more pedestrian versus the highway commercial which is vehicular based. She suggested events that could tie the two downtowns together such as a 5K run after the construction of the underpass.

Foust reviewed the financial incentives and noted that no specific recommendations were made, but they could be implemented as other programs such as the SCDP became available or with more input from the businesses.

Foust reviewed the maintenance list created by group members Fahey and Eggers. Foust noted she will add the comments from the public engagement meeting. Mayor Lagergren also asked that the street lights in Young America be added. There was discussion about the old Post Office comment. Kreft noted that it was the old Post Office located on eastern Main Street in downtown Young America.

Foust reviewed the marketing and infill businesses. She also reviewed the tourism and events and noted she will add food trucks to the list based on the feedback at the public engagement meeting. Councilmember McPadden noted he plans to attend a future Chamber meeting to share ideas about future events.

Foust noted that the EDC included some of these items in their 2019 goals. She noted that they also recommended moving the street trees from a long-term goal to a short-term goal.

There was discussion about some of the implementation steps being better suited for the Parks Commission, such as benches and street trees. Mayor Lagergren suggested inviting them to future joint meetings.

Councilmember Stolz noted that he is most concerned about the maintenance and that there needed to be a specific plan to address maintenance along with time lines. He noted that if Public Service is already short-staffed, adding additional work may not be feasible.

There was discussion about creating a “priority board” for all of the groups to reference on progress of the implementation goals. Mayor Lagergren asked if meetings should be quarterly or every other month going forward. The consensus was to have quarterly meetings with a check-in on progress towards the goals.

Mayor Lagergren asked if the Design Guidelines could include pictures of buildings in the downtowns for examples, or if other buildings had to be included. Foust stated she would verify that with Teppen of Civil Site Design.

Overall the group had positive comments on the draft plan. Fahey noted that possibly engaging civic organizations to assist in the maintenance might be a way to engage the community and help if staff is short-handed.

Foust noted that a letter will be sent out to the businesses with a recap of the Plan and asking them to engage in the process as well. Mayor Lagergren asked that the adopted Plan be placed on the City’s website for reference. Mayor Lagergren also suggested an annual review of the Plan be conducted next December.

D. Next Steps.

The group discussed having the Parks Commission review the Plan as well. Helget noted in order to maintain the timeline for approval and meet the grant deadline, that may not be feasible. Mayor Lagergren noted that the City will set-up the quarterly meetings going forward.

IV. Adjourn

A motion was made by McPadden seconded by Storms to adjourn the meeting at 6:42 p.m. Motion carried 5-0.

Respectfully submitted,

Holly Kreft
Economic Development Coordinator
MDG, LLC.



TO: Economic Development Commission
FROM: Steven Helget, City Administrator
DATE: January 9, 2019
SUBJECT: Unfinished Business Items

Hotel Study Update

A meeting has been scheduled with John Kennedy, GrandStay Hotel, during the day on January 9th. Mr. Kennedy plans to bring at least one potential developer to the meeting. A further update will be provided at the EDC meeting.

Industrial Park Prospective Business Update

The City Council at its December 26th regular meeting approved a Testing and Inspection Agreement with Air Products and Chemicals to conduct geotechnical surveys of three lots located in the Industrial Park. Air Products' design team is meeting with City staff and consultants on January 8th to commence discussions on the project development. A further update will be provided at the EDC meeting.

Small Cities Development Program Grant

As reported at the December 12th meeting, the City has been invited to submit a full application for the SCDP grant. The deadline for submission is February 28, 2019.

Downtown Redevelopment Plan

The City Council will consider approval of the Downtown Redevelopment Plan at its January 14th regular meeting. Per the grant agreement, upon adoption the Plan will be submitted to the Carver County CDA.

Norwood Young America

Economic Development Consultant

The City Council at a work session meeting held on December 26th discussion options for filling the economic development vacancy. The Council considered the following options:

1. Filling the vacancy with existing staff
2. Hiring a full-time Community Development Director to perform both planning and economic development
3. Contracting with Carver County Community Development Agency
4. Seeking out and considering other economic development consultant companies

The Council consented to seek out other economic development consultants.