



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, October 9, 2019

5:00 p.m.

City Hall Council Chambers, 310 Elm Street West

AGENDA

- 1. Call to Order**
 - A. Pledge of Allegiance
- 2. Adoption of Agenda**
- 3. Approve Minutes**
 - A. September 11, 2019 meeting
- 4. Introductions, Presentations, and Public Comment**

(Citizens may address the Economic Development Commission about any non-agenda item of concern. Speakers must state their name, address, and limit their remarks to three minutes. The Economic Development Commission will take no official action on these items but may refer the matter to staff for a future report or direct that the matter be scheduled for a future meeting.)
- 5. Unfinished Business**
 - A. 2020 Budget
 - B. 2020 Goals
 - C. Elm Street Municipal Parking Lot
 - D. Mural
 - E. Decorative Streetlights – 200 Block of Main Street
 - F. Holiday Decorations
- 6. New Business**
 - A. Carver Co CDA Community Growth Partnership Initiative
- 7. Project Updates**
 - A. Small Cities Development Program Grant
 - B. Monument Signs – MnDOT Landscape Partnership Grant
 - C. Air Products and Chemicals
 - D. Hotel
 - E. Hwy 212 Construction Marketing Plan
- 8. Miscellaneous Reports**
 - A. NYA Area Chamber of Commerce Updates
- 9. Upcoming Meetings**
 - A. Next EDC meeting – 6:00 p.m., November 13, 2019
 - B. Joint Meeting – 6:30 p.m., October 9, 2019
- 10. Adjournment**

Norwood Young America

Norwood Young America Economic Development Commission

September 11, 2019

NYA City Hall Council Chambers
310 Elm Street West
Norwood Young America, MN 55368

Present: Tonya Noeldner, Mike McPadden, Sarah Molnau, Kaarin Foede, Carol Lagergren, Jason Winter, Theresa Peterman, Mike Eggers

Staff Present: City Administrator Steve Helget & Economic Development Marketing Director Karen Hallquist

Others Present: Brenda Lano, Carver County CDA

1. Call to Order

Foede called the meeting to order at 6:03pm. All present stood for the Pledge of Allegiance.

2. Oath of Office

Sarah Molnau recited the Oath of Office as recently appointed Commissioner for the Norwood Young America Economic Development Commission.

3. Adoption of Agenda

A motion was made by Lagergren, seconded by McPadden to approve the agenda. Motion carried 5-0.

4. Approval of Minutes

A motion was made by Eggers, seconded by Lagergren to approve the minutes of the August 14, 2019 regular EDC meeting. Motion carried 5-0.

5. Introductions, Presentations, and Public Comment

None at this time.

6. Unfinished Business

A. CEDA 3 Objectives – Future Usage of their Findings/Suggestions

Hallquist requested the Commission comment or provide direction on each of the three objectives which were outlined by CEDA.

- **Hotel Study** – The Commission instructed staff to prepare for a future developer by creating a marketing packet to show potential site locations and demographics of the city/county. Peterman requested staff to research the Compeer Financial Rural Feasibility Study Grant Program, also in preparation for a future hotel study and serious developer. Staff recommended waiting to pursue a hotel study at this time due to the upcoming construction of Hwy 212, potential for added commercial property and the fact that a hotel study has an expiration date of approximately one year. Helget confirmed that there is \$7500 in the 2019 and recent 2020 budget for a hotel study should something arise in 2020.
- **Downtown Redevelopment** – The Commission agreed that the findings in the Downtown Redevelopment packet are useful and will be included in discussion for future Joint meetings for the NYA Downtown Redevelopment Plan.
- **Sinclair Property Redevelopment** – Hallquist explained the reason Sinclair has been included in redevelopment conversations is that the original hotel study done in 2015 identified the Sinclair lot as a primary location site for retail development. Property Owner Russ Smith was at the last EDC meeting and explained that he is familiar with the process of environmental assessment and property readiness for redevelopment as he has dealt with this for another property in Waconia. According to CEDA's research and Russ Smith's comments, the overall timeline for this property readiness would be approximately one year. No further action will be taken on this objective at this time.

B. 2020 Economic Development Budget

Helget reported on the 2020 Preliminary Economic Development Budget which the City Council adopted on September 9. The Council will adopt the final budget in December. Budgeted items reviewed included completing a hotel study, hiring a business marketing consultant for MnDOT's 2020 Highway 212 Project, a 2020 Springfest Artisan Fair contribution, and year 2020 Small Business Breakfast and Manufacturer's Week Luncheon. It was also reported that \$25,000 has been budgeted for Downtown Redevelopment improvements. In respect to the possible Downtown improvements, the Commission directed staff to obtain estimated costs for exterior building wall murals, decorative streetlights in Historic Downtown Young America, fencing for vacant parcel areas, parking lot improvements, and new holiday lights. Updates will be given at the next EDC meeting.

7. New Business

A. Manufacturers Week – October 2nd @ Sackett Waconia

Hallquist stated that Manufacturer's Week tour of Sackett Waconia in the Tacoma West Industrial Park will be at noon on Wed, Oct 2nd, followed by a luncheon provided by the NYA EDC and NYA Area Chamber. Mayor Lagergren will be giving the proclamation of Manufacturer's Week. All local manufacturers and employees were invited to attend in addition to all chamber members. Chamber members were requested to RSVP for one person per business due to space limitations. All Commissioners are welcome to attend as well. RSVPs are due to Hallquist by Fri, Sept 27th. The EDC and Chamber split the cost of the luncheon. Winter asked if this was included in the budget for 2020. Helget confirmed that it is a small amount and is included.

B. Open Meeting Law Training Session: 6pm Sept 12th

Helget explained that the Open Meeting Law Training is open for all Commissions to attend. Lagergren commented that the guidelines for the Commissions and Council are the same. The Council had training earlier in the year. Helget said the training is about 45 minutes and will be presented by the city attorney Jay Squires. This will be recorded for those Commissioners who are not in attendance and will also be used for future new Commissioners.

8. Project Updates

A. Small Cities Development Program Grant ("SCDPG")

Brenda Lano, Carver County CDA, was present to give the update on the SCDPG. Lano stated she is currently working on the HUD Environmental Review of the two downtowns which includes such statistics on how close water tables are to these areas. Completion of the Environmental Review is slated to be done by the end of September. The city will be required to advertise the completion, and if no community comments or concerns, applications can start to be accepted. Lagergren asked for a realistic timeline as some local building owners are eager to apply and the anticipated application open date has been pushed back already. Lano commented the Environmental Review has been time consuming, however the applications should be able to be accepted in November. There is a 19 day review for each application and then work can start if accepted. Total grant award was \$676,200 which includes administrative costs. Total amount for mixed use is \$576,000 which includes eligibility for 11 commercial properties at up to \$40,000 grant funds available per property with a 20% match and remaining for multifamily rental dwellings at a 30% match.

Winter asked if the EDC could help to compensate for building permit fees to help entice the program. Lano explained the grant match can be used toward permit fees. She also commented that the builders usually take on the responsibility of the permits. Since the 2020 budget is still under consideration, Foede instructed staff to find out what permit fees could be to get a grasp on total costs. This information will be shared at the next EDC meeting. Lano also commented that the current NYA building inspector is part time and would not be able to assist with the SCDPG projects, so Carver County CDA staff member Chris Rotelle has been certified in HUD for SCDPG inspections.

Lano stated that she will be working closely with the city and Hallquist to market the grant once it is in place. She will also be available to have necessary office hours in NYA or meet directly with businesses at their convenience. Lano reiterated that there are a lot of vacant buildings in NYA and there will have to be a business plan in place in order for those building owners of the vacant buildings to take advantage of the grant. She has taken pictures of the vacant buildings in the hopes of using the SCDPG as a marketing resource to get them filled. Lagergren requested the city website to be updated with general information about the SCDPG allowable and not-allowable building update requests, matching grant requirements and notice that applications will be available in November. Hallquist will work with Lano on this.

Winters asked how the process differs for applying for the SCDPG a second time, if and, when the current grant dollars are used up. Lano confirmed the deadline for the current grant for all monies to be used is September 30, 2022. The second request would be no different than the first with the preliminary grant application due by November 2022 and the full grant due in February 2023.

B. Monument Signs

Hallquist commented that the three monument's actual expenses were \$72,513.29 as presented plus \$770.40 for edging from Menards and \$853.97 for additional electrical work from Norwood Electric for a new actual expense total of \$74,137.59. Hallquist will check with the city clerk about the mulch as it was not on the expense list. She has also emailed former Economic Development Coordinator Kreft to determine status of the MnDOT Cooperative Landscape Partnership Grant.

C. Air Products and Chemicals

Helget reported that he had emailed Air Products last week with no response. Last communication with them was about two months ago. Helget clarified that the city is still very interested in Air Products and will continue to pursue conversation with them.

9. Miscellaneous Reports

A. 2019 Goals & Objectives

Discussion on the EDC 2019 Goals & Objectives from Commissioners revealed that they are very "task" oriented per Lagergren instead of "goal" oriented. It was requested that staff consolidate the goals into broader categories such as: Market For New Businesses, Local Business Outreach & Retention, Continue to Improve Partnerships with Carver County and Local Schools, Social Media Projects. Noeldner commented on the need to increase marketing of our vacant buildings. Lagergren suggested the Commissioners visit the City of Jordan website to watch their drone tour of the town showing what all they have to offer. This could be something NYA could do to enhance our website. Hallquist suggested combining the city and EDC Facebook pages and build off just one. Lagergren also requested following up and celebrating anniversaries of new and current businesses in the city.

B. NYA Area Chamber of Commerce Updates

Foede reported the upcoming chamber functions: Thurs, Sept 12th MnDOT Mtg at 10:30am at city hall, Wed, Sept 18th Springfest Mtg at 7:30am at Resto Espresso, Wed, Sept 25th Holiday Extravaganza Mtg at 7:30am at Quilting Grounds, Wed, Oct 2nd Manufacturer's Week Luncheon at Sackett Waconia, Wed, Oct 16th Chamber General Meeting at noon at All Saints Fellowship Hall with the speaker being Tim Schochenmaier – new superintendent of Central Schools. Last update was the chamber office hours will be Wednesday's from 8-4:30pm at city hall.

10. Upcoming Meetings

A. Next EDC meeting – 6pm, Oct 9, 2019

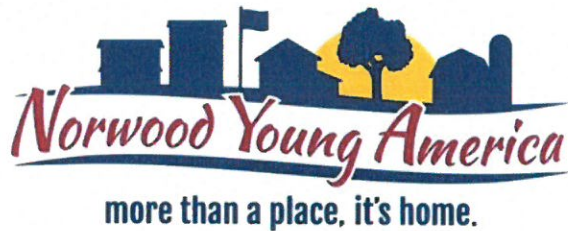
A Motion was made by Winters, seconded by Noeldner to move up the meeting time to 5pm. Motion carried 5-0.

B. Joint Meeting - 6:30pm, Oct 9, 2019

11. Adjournment

A motion was made by Peterman, seconded by Winter to adjourn the meeting. Motion carried 5-0. The meeting was adjourned at 7:40pm.

Respectfully Submitted,
K.Hallquist, EDMD



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: October 9, 2019

SUBJECT: Unfinished Business

2020 Budget
See Attached

2020 Goals
See Attached

Elm Street Municipal Parking Lot

On October 1st, I met with Brady Buckentine with Top Tier Landscaping & Design to get a bid for re-landscaping the corner garden by Chameleon Salon. He will have something in writing to us in the next week. A second request for a bid went out to Roots Landscaping – I am setting up a meeting time with Ron Wischnack.

Mural

Barb Hone and Janet Fahey, both with the Arts Consortium of Carver County suggested contacting Lana Beck. Beck has done community murals in Belle Plaine, LeSueur, and New Prague. There are Learning Arts Grants available through the Minnesota Arts Board – more research to be done. Beck charges \$25/hour for local research and \$100/hour for painting (including insurance and art hardgoods). All wall prep work, paint and scissor-lift to be provided by city.

Elise Durbin, Economic Development of Carver Co, has provided additional arts resources available to partner with which includes "Ready Go" and "Springboard for the Arts." Both of these organizations could also potentially help with the Springfest Artisan Fair in May.

Decorative Streetlights – 200 Block of Main Street

The City of NYA hired Signature Lighting, Inc. of Anoka to install the (newest green) decorative light poles on Main Street during the 2005 Infrastructure Rehab Project. I am seeking information from Signature Lighting, Xcel Energy, and Bolten & Menk about pole replacement as they were all involved in the project at that time. Bill Grundahl of Norwood Electric has also meet with Jerry Strand of Luma Sales in Shakopee. Jerry sells decorative light poles through Millerbernd in Winsted, however, not the same design or make as the current ones.

Holiday Decorations

A meeting was scheduled with a representative with Vickerman for this past week, however, was cancelled and will be rescheduled within the next two weeks due to her schedule.

Norwood Young America

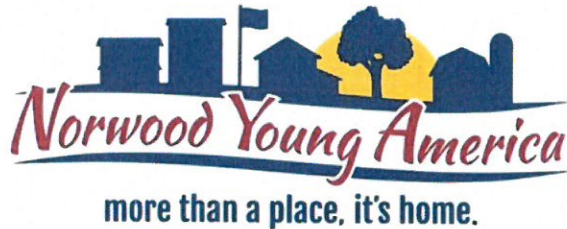


Norwood Young America Economic Development Commission

2020 Goals

1. Develop opportunities for new businesses and expansions for current businesses
 - a. Increase marketing for the Tacoma West Industrial Park
 - b. Increase marketing for vacant commercial properties
 - c. Improve communication with all building owners and realtors
 - d. Improve EDC Commissioner's knowledge of the scope of business opportunities by including, in the monthly meeting packets, a list of available building sites, properties for sale, and redevelopment sites, and also monthly Secretary of State notices of newly formed businesses in NYA.
2. Increase outreach and enhance relations with current businesses
 - a. Communicate information about the Hwy 212 Mill & Overlay Project
 - b. Provide financial access to businesses grant opportunities (including the Small Cities Development Program Grant)
 - c. Celebrate Small Business Week, Manufacturer's Week and any other SBA endorsed recognitions
 - d. Continue to communicate with property owners and businesses that express concerns about problem properties, alleged zoning violations, inadequate inspections of rental properties, and illegal activities.
 - e. Continue monthly ribbon cutting welcomes with the NYA Area chamber of Commerce
 - f. Celebrate anniversaries of local businesses
3. Continue to assess, accomplish and add goals to the adopted Downtown Redevelopment Implementation Plan
4. Market Norwood Young America to current and new residents and businesses
 - a. Improve online presence through Facebook, website, Twitter
 - b. Continue collaboration with Carver County CDA in its county wide tourism planning efforts
 - c. Increase presence on Local Access Channel
 - d. Promote quality of life attributes (i.e. Willkommen Heritage Center, NYA Library, Parks, townball, festivals, murals, community gardens, Music in the Park, etc.)
5. Enhance partnerships with Carver County, local schools and organizations
 - a. Investigate a collaborative opportunity with the high school and local businesses, to create a training, apprenticeship, and/or hiring pipeline program

For Commissioner's review and discussion.



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: October 9, 2019

SUBJECT: Carver County CDA Community Growth Partnership Initiative

Carver County CDA Community Growth Partnership Initiative

The goals of the program are to increase the tax base and improve the quality of life in Carver County through three specific strategies:

1. Affordable Housing
2. Community Development
3. Redevelopment

Pre-Development Grant

- City is the applicant – One application per city in Carver County per year
- Up to \$7,500 per year with 1 to 1 match
- Applications accepted in February and August
- Grant funds restricted to activities directly related to a current or future project (i.e. market analysis, zoning studies, environmental studies, site design, hotel feasibility study)

Community Development Grant

- City is the applicant
- Up to \$60,000 (one project or multiple projects) per year with 2 to 1 match
- Applications accepted in February and August
- Grant funds restricted to activities necessary to prepare for the development:
 - Property acquisition
 - Relocation payments to occupants of property acquired with program funds
 - Clearance and demolition expenses related to site assemblage for redevelopment
 - Clean up of pollution or other contaminants on the impacted site
 - Historic preservation
 - Necessary public improvements (parking, sewer/water, utilities, sidewalks, lighting, streetscape, street reconstruction, stormwater)
 - Corrections to soils conditions with extraordinary remediation expenses
 - Rehabilitation/expansion/new construction of a facility that is linked to job creation of Living Wage jobs

Norwood Young America



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: October 9, 2019

SUBJECT: Small Cities Development Program Grant

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Background

- May 24, 2019 - City of Norwood Young America and 2019 MN SCDPG approved for funding in the amount of \$556,600 pending the expected award from the Dept of Housing & Urban Development. Grant agreements issued once DEED receives award from HUD.
 - Mixed-Rental Use (6 units @ \$8,000 = \$48,000)
 - Rental Rehab Multi-Family (5 units @ \$8,000 = \$40,000)
 - Commercial Rehab (11 properties @ \$40,000 = \$396,000)
 - Administration (\$72,600)
- September 30, 2022 – Expiration date of the grant or “until all obligations have been satisfactorily fulfilled, whichever occurs first.”
- Slum and Blight Boundary Description
 - On the north side of the city, a 7-block area which is bordered on the north by 1st Street NE, on the east, building on the east side of 3rd Ave NE, on the south, commercial buildings north of 1st Street SE, the western border is Central Ave N. (attached GIS map of Historic Downtown Young America)
 - On the south end of town and is bordered on the north side primarily by the railroad tracks, on the east side by Franklin Street N, on the south side, the businesses on the south side of Elm Street W, and on the west side by Reform Street. (attached GIS map of Historic Downtown Norwood)
 - Plan B area – businesses along Faxon Rd on the south side from the railroad tracks north to the “y” at Morse Street (5 way stop) and 2nd Ave SE.

Building Fees

- General permit (re-window, re-side, re-roof) or major Construction
 - Permit amount based on the work being done – no labor
 - Owner of building or Contractor can pull the permit for commercial or homesteaded rental dwellings.
 - Non-homesteaded rental dwellings – contractor must pull permit
 - NYA Building Permit Fees (examples):
 - \$5,000/\$204.54 fees
 - \$10,000/\$334.09 fees
 - \$20,000/\$593.19 fees
 - \$40,000/\$1005.22 fees
 - \$48,000/\$1155.87 fees

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