



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION
Wednesday, November 13, 2019
6:00 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. October 9, 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
 - G. MnDOT Landscape Partnership Grant
- 6. New Business**
 - A. Retail Market Analysis
- 7. Project Updates**
 - A. Small Cities Development Program Grant
 - B. Air Products and Chemicals
 - C. Hotel
 - D. 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., December 11, 2019
 - B. Joint Meeting – 6:30 p.m., January 8, 2020
- 10. Adjournment**

Norwood Young America

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, October 9, 2019

5:00 p.m.

City Hall Council Chambers, 310 Elm Street West

Minutes

Present: Tonya Noeldner, Sarah Molnau, Kaarin Foede, Carol Lagergren, Jason Winter (6:10pm), Theresa Peterman, Mike Eggers

Absent: Sarah Molnau

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

1. Call to Order

Foede called the meeting to order at 5:02pm.

A. Pledge of Allegiance

2. Adoption of Agenda

Motion: Lagergren/Eggers to approve the agenda. Vote 5-0. Motion carried.

3. Approve Minutes

A. September 11, 2019 meeting

Motion: Lagergren/Peterman to approve the minutes as written. Vote 5-0. Motion carried.

4. Introductions, Presentations, and Public Comment - None

(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

Helget explained the Capital Outlay expenses of \$25,000 for the proposed 2020 Budget. The 2019 Capital Outlay was \$50,000 of which \$20,000 was to complete the monument project. There is approximately \$30,000 available until the end of the year for consideration for any improvements of the downtowns. Capital Outlay could be used now or held to be utilized in 2020. Helget confirmed that the monies held over would be earmarked for EDC.

Lagergren recommended working on the 2020 Goals to discuss potential expenses.

B. 2020 Goals

Staff was requested to restructure goals into less task-oriented but more goal and action items. Commissioners and staff reviewed all of the proposed goals which include:

- Develop opportunities for new businesses and expansions for current businesses
- Increase outreach and enhance relations with current businesses
- Continue to assess, accomplish and add goals to the adopted Downtown Redevelopment Implementation Plan
- Market Norwood Young America to current and new residents and businesses
- Enhance partnerships with Carver County, local schools and organizations

Commissioners requested staff to research commercial advertising and estimated \$10,000 toward the expense and \$5,000 toward business gifts for Small Business week and new business welcomes. City staff will re-write the 2020 Goals for approval at the November meeting.

C. Elm Street Municipal Parking Lot

Hallquist reported she met with Brady Buckentine of Top Tier Landscaping Design to start the conversation of a potential landscaping project at the parking lot. Buckentine also suggested additional lighting as an improvement. She has also reached out to another local contractor for a bid. Foede recommended to staff to talk with the owners of the buildings adjacent to the parking lot to find out their suggestions on lot improvements. Noeldner commented on how the parking lot is under-utilized because of the conditions.

D. Mural

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Hallquist will continue to do more research on the process of grants and murals. At the suggestion of Arts Consortium of Carver County volunteers Barb Hone and Janet Fahey, Hallquist contacted artist Lana Beck who has created community murals in the cities of Belle Plaine, LeSueur and New Prague. Elise Durbin, Community & Economic Development Director at Carver County CDA also provided resources associated with art opportunities.

E. Decorative Streetlights – 200 Block of Main Street

Hallquist stated there is additional research that needs to be done with Xcel Energy and Bolten & Menk on this project as the original street improvements were done in a 2005 Infrastructure Project.

F. Holiday Decorations

Hallquist reported that a meeting was scheduled with a representative from Vickerman Companies this past week, however was cancelled and will be rescheduled within the next two weeks.

6. New Business

A. Carver Co CDA Community Growth Partnership Initiative

The Carver County CDA Community Growth Partnership Initiative grants are available to help communities increase tax base in improve quality of life with three strategies: Affordable Housing, Community Development and Redevelopment. Hallquist reported there are two grant opportunities available through this program. One is a Pre-Development Grant which is restricted to activities directly related to a current or future project and secondly, a Community Development Grant which restricts funds to activities necessary to prepare for the development. The city is the applicant in both situations. Winters asked staff to confirm if residential properties can benefit from these programs.

7. Project Updates

A. Small Cities Development Program Grant

Hallquist provided aerial maps of both the historic downtown districts with a color coordinated key identifying the commercial properties, multi-use properties and rental properties. At this time Carver Co CDA staff Brenda Lano is continuing to work on the Environmental Review of the two districts. After this review is completed, DEED will approve the grant and applications can be available to local businesses.

B. Monument Signs – MnDOT Landscape Partnership Grant

Staff has requested an update from Todd Carroll of MnDOT on the reimbursement status for the landscaping invoices.

C. Air Products and Chemicals

Helget reported the last conversation with Air Products and Chemicals representatives was that they are keeping their options open and researching another site in Minnesota.

D. Hotel

Nothing at this time.

E. Hwy 212 Construction Marketing Plan

Hallquist shared that OrangeBall Creative was hired to work with city staff and MnDOT representatives to create a marketing plan for the City of Norwood Young America and its local businesses during the Highway 212 construction project. All parties will start the process in November.

8. Miscellaneous Reports

A. NYA Area Chamber of Commerce Updates

Foede reported the success of Manufacturer's Week Tour and Luncheon at Sackett Waconia on Wednesday, October 2, 2019. The Chamber, City Council and EDC will continue to work together to welcome new businesses at ribbon cuttings. The next Chamber General Meeting will be on Wednesday, October 16, 2019 at All Saints Fellowship Hall for a noon lunch. The guest speaker is Tim Schochenmaier, new superintendent of Central Schools.

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

Motion: Lagergren/Eggers to adjourn at 6:23pm. Vote 6-0. Motion carried.

Norwood Young America



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: November 13, 2019

SUBJECT: Unfinished Business

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2020 Budget

2020 Goals

Elm Street Municipal Parking Lot

Chameleon Salon and SLS, Inc. owners have been contacted to share their opinions on any improvements to the municipal parking lot. Brady Buckentine of Top Tier Landscaping sent a proposal for landscape improvements to include extending the garden-like area, adding benches, trees, perennials, etc. His estimate was \$8,820. I am still trying to connect with Ron Wischnack of Roots Landscaping.

Mural

Staff is continuing to research available grants for a mural project.

Decorative Streetlights – 200 Block of Main Street

Staff has been in contact with Xcel Energy's Outdoor Lighting Department. We are waiting upon pricing information for the fixtures. Staff will be contacting Bolten & Menk to research the proper steps going forward.

Holiday Decorations

Holiday decorations were delivered to the city's South shed on Thursday, Nov 7th. Willkommen decorating will commence on Sunday, Nov 10th. Cheryl Hedtke with the Norwood Young America Improvement Committee has been in contact with staff to arrange delivery of decorations at the Roy Clay Center, Lions Shelter and Pavilion. City public service department will be hanging the new decorative pole structures the week of November 18th.

MnDOT Landscape Partnership Grant

Invoices for the monument project landscaping were sent to Todd Carroll, MnDOT Senior Landscape Architect in September and October. Staff is waiting for a response on the status of reimbursement.

Norwood Young America



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: November 13, 2019

SUBJECT: 2020 Budget – Capital Outlay Expenses

Background

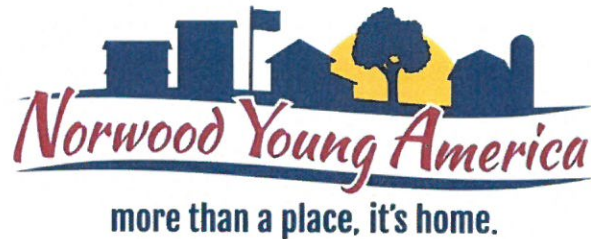
The 2020 Budget for the Economic Development Commission includes \$25,000 in Capital Outlay expenses. The below list is a follow up from the Commissioner's discussion of the 2020 Goals at the October 9, 2019 meeting.

- \$5,000 – Small Business Week/New Business gifts
- \$15,000 – Commercial Advertising to include video, billboards during construction, newsletter postage
- \$5,000 – Mural and/or Landscaping Project
- \$25,000 Total

Action

Motion to recommend to city council an approval of the Capital Outlay Expenses as listed above.

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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
 - i. Social media, website
 - b. Increase marketing for vacant commercial properties
 - i. Contact realtors and make them aware of potential grant opportunities
 - ii. Research what has been done to market the property
 - c. Improve communication with all building owners and realtors
 - i. Create a survey which asks financial needs, longevity of business, development questions
 - 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
 - i. Provide NYA logo "thank you" gifts to participating businesses
 - d. Continue monthly ribbon cutting welcomes with the NYA Area Chamber of Commerce
 - i. Provide "Welcome Packets" to include information about the city, chamber, Open to Business, local attractions, other local businesses plus a framed certificate recognizing them as part of our business community
 - e. Celebrate anniversaries of local businesses by year
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. Create Business Incentive Packets that include information about available properties, general city information, financial incentives and options, Open to Business, testimonials
 - d. Increase presence on Local Access Channel and radio
 - e. Promote quality of life attributes (i.e. Willkommen Heritage Center, NYA Library, Parks, townball, festivals, murals, community gardens, Music in the Park, etc.)
 - f. Research and develop a video of NYA assets to use on social media, theaters
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
 - b. Improve relationship with Carver Co CDA Economic Development staff and utilize their resources.

For Commissioners Review and Approval



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: November 13, 2019

SUBJECT: Retail Market Analysis

Background

City staff spoke with Ryan Pesch, U of M Extension Retail Analysis and Development Department, regarding information on a Retail Market Study given the recent closing of the local grocer. Pesch stated that a Primary Retail Market Analysis is typically done by the interested party/grocer as it is based on location and area competition.

The Secondary Retail Market Analysis can be completed at any time by a community who is researching area trend, business development, and local shopping trends. This analysis can be used for specific purposes (i.e. grocer) or more general purposes if looking for long term economic growth for our business community. The Secondary Retail Market Analysis is all done via consumer survey. It is an approximate eight-week process with the first two weeks for survey questions (postcard and online survey), four weeks of responses with three separate mailings, followed by a two-week analysis and results. An approximate cost for a Secondary Retail Market Analysis is \$4,500-\$5,000.

Elise Durbin, Director of Community and Economic Development with Carver County CDA confirmed with city staff that this Retail Market Analysis would qualify for the Carver County CDA Community Growth Partnership Pre-Development Grant. This is a 1-1 matching grant and applications are taken on a monthly basis.

Action

Motion to approve a recommendation to City Council to proceed with a Secondary Retail Market Analysis.

Norwood Young America



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: November 13, 2019

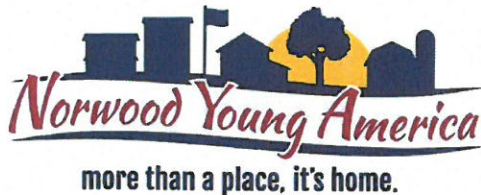
SUBJECT: Small Cities Development Program Grant

Background

Contractor Applications and list of Eligible Improvements are now available to distribute to interested businesses and contractors for the Small Cities Development Program Grant. Elise Durbin, Director of Community and Economic Development, of Carver County CDA will be assisting Brenda Lano with correspondence of the SCDPG. City staff will be meeting with Durbin and Lano in the next week to discuss the status of the property owner applications.

Enclosed are copies of the Contractor Application and SCDPG information flier.

Norwood Young America



SMALL CITIES DEVELOPMENT PROGRAM

The Small Cities Development Program is overseen by the Minnesota Department of Employment and Economic Development (DEED). This federally funded program provides financing for owner-occupied rehabilitation, rental property rehabilitation, and commercial rehabilitation. The City of Norwood Young America received funding to expand economic opportunities and improve the living environments in rental units within its two downtown business areas.

COMMERCIAL AND MIXED USE

Eligible Properties

- Located in the target area
- Commercial structure or mixed use
- Suitable for rehab
- Property taxes and utilities must be current
- Minimum project \$5,000
- Maximum project \$40,000
- 5 years deferred loan 0% interest
- 80% SCDP funds/ 20% Owner Funds
- Vacant properties must have a lease or proposed business plan

RENTAL REHABILITATION

Eligible Properties

- Located in the target area
- Residential Rental Multi Family
- Property taxes and utilities must be current
- Maximum per unit \$8,000
- Maximum project \$40,000
- 5 years deferred loan 0% interest
- 70% SCDP funds/ 30% Owner Funds
- HUD HQS Standards apply
- Rent must remain affordable based on HUD's Section 8 Fair Market Rents

ELIGIBLE IMPROVEMENTS:

Store Front Façade

Roof Replacement

Electrical Rewiring

Heating Systems

Code Violations

Exterior Painting/Siding/Stucco Repair/ Tuck Pointing

Window and Door Replacement

Energy Improvements

Health and Safety Issues

ADA Accessibility Improvements

SCDP Compliance Requirements:

The accessibility requirements of the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1975 will be incorporated into rehab projects

Commercial rehabilitation projects must comply with the Davis Bacon and other labor standards

Rehabilitation Work must comply with all applicable requirements of the Lead-Based Paint Poisoning Prevention Act. Requirements are determined on a case-by-case basis.

Carver County CDA Administers the Small Cities Development Program on behalf of the City of Norwood Young America. Please Contact Carver County CDA for further information or to request an application at: 952-556-2782 or at brendal@carvercda.org





SMALL CITIES DEVELOPMENT PROGRAM CONTRACTORS APPLICATION

This form must be completed by each contractor who intends to bid for work that is assisted with Small Cities Development Program funds. Satisfactory completion of this form puts you, as a contractor, on the list of "Available Contractors" that our staff will distribute to successful applicants who are ready to invite bidders. Copies of a current State of Minnesota Contractor's Licenses and proof of insurance must be attached to this form.

I. General Information

Name of Firm: _____	Contractor License Number: _____
Firm Owner: _____	Social Security Number: _____
Street Address of Firm: _____	Office Phone: _____
City, State, Zip Code: _____	Office Hours: _____
Name of Person Writing Bids: _____	Owner's Home Phone: _____
Are you a General Contractor? (You handle all phases of work) Yes No	Preferred Home Calling Hours: _____

Email of primary contact: _____

When was your firm established? _____

Are you a licensed lead supervisor? Yes No If yes, License Number: _____

Are your workers trained on lead safe work practices? Yes No

Are you a woman-owned or minority-owned business? Yes No

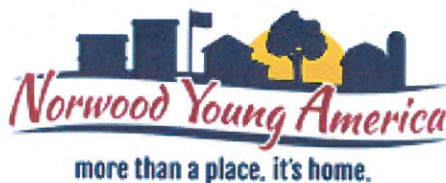
Are you a Section 3* contractor? Yes No

* A Section 3 business is defined as either:

- 1.) One that is at least 51 percent owned by a low or moderate-income area resident or a Public Housing resident;
- 2.) One where at least 30 percent of its current, permanent, full-time employees were low or moderate-income area residents within the last three years; or
- 3.) One that will subcontract at least 25 percent of its contract award funds to Section 3 businesses.

_____ How many contractors are part of your firm? (Other than subcontractors)

Can you handle more than one \$5,000 job at a time? Yes No



Contractors must attach evidence of licenses that are required by the State of Minnesota. Our program also requires contractors to carry the following insurance coverage (Attach proof of insurance and current Minnesota license to this form.)

A. Comprehensive General Liability Insurance

- a. Bodily Injury \$300,000 each person; \$300,000 each occurrence
- b. Property Damage \$100,000 each occurrence

B. Comprehensive Automobile Liability

- a. Bodily Injury \$300,000 each person and each accident
- b. Property Damage \$50,000 property damage

C. Do you carry Workers' Compensation Insurance? Yes No

*NOTE: Self-employed workers and Partnerships may be exempt

Areas of Expertise Please check the type of work you are qualified to do and indication the years of experience you have in that area.

Type of Work	Years Experience	Type of Work	Years Experience
General Carpentry	_____	Floor Covering Replacement	_____
Roofing	_____	Kitchen Cabinet Replacement	_____
Structural Support Repair	_____	Foundation Wall Repair	_____
Window Replacement	_____	Attic & Sidewall Insulations	_____
Door Replacement	_____	Chimney Repair	_____
Siding	_____	Heating and Ventilation	_____
Concrete Repair	_____	Electrical	_____
Plumbing	_____	Lead Hazard Reduction	_____
Landscaping	_____		

List your three most recent jobs completed:

Name	Phone	Type of Work
_____	_____	_____
_____	_____	_____
_____	_____	_____

DO YOU GUARANTEE YOUR WORK FOR ONE YEAR? Yes No

I authorize the SCDP program administrators to verify the above information and I certify that the above information is true and complete:

Signature

Date

Please return this form to: Carver County CDA / Attn: Brenda Lano
705 N. Walnut Street
Chaska MN 55318



Carver County Community Development Agency

The Carver County CDA is currently in the process of updating its vendor files. In order to ensure prompt payment of invoices or rents, please take a moment to complete the bottom portion of this memo and return it with a copy of your completed W-9 IRS form. Call (952)448-7715 with questions.

Please complete the enclosed **W-9 IRS form: *Request for Taxpayer Identification Number Certification*** AND the bottom portion of this memo.

Return **BOTH** forms to:

Carver County CDA
Attn: Brenda Lano
705 Walnut St. North
Chaska, MN 55318

Or, you may email the forms to brendal@carvercda.org

Or, you may fax the forms to (952) 448-6506

Company Name: _____

Remit to Address: _____

City: _____ State _____ Zip _____

Telephone: _____ Fax: _____

Contact Person: _____

Please Check (x) Business Type:

____ An Individual ____ Sole Proprietorship ____ Partnership

____ Corporation ____ Other (explain) _____

Check appropriate box: ☐ Social Security # ☐ Federal Tax ID # ☐ Employer ID#

Enter Number Here: _____

Signature _____ Title _____ Date _____

A COPY OF YOUR LIABILITY INSURANCE SHOULD BE ATTACHED TO THIS FORM