



more than a place, it's home.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, December 11, 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. November 13, 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. Elm Street Municipal Parking Lot
- B. Mural
- C. Decorative Streetlights – 200 Block of Main Street
- D. Holiday Decorations

6. New Business

- A. Downtown Redevelopment Financial Incentives
- B. 2020 Business Survey

7. Project Updates

- A. Small Cities Development Program Grant – Brenda Lano, Carver Co CDA
- B. Hotel
- C. 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., January 8, 2020 **
- B. Joint Meeting – 6:30 p.m., January 8, 2020

10. Adjournment

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NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, November 13, 2019

6:00 p.m.

City Hall Council Chambers, 310 Elm Street West

Minutes

Present: Tonya Noelder, Sarah Molnau, Kaarin Foede, Carol Lagergren, Mike McPadden, Mike Eggers

Absent: Jason Winter

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

1. Call to Order

Foede called the meeting to order at 6:00pm.

A. Pledge of Allegiance

2. Adoption of Agenda

Motion: McPadden/Eggers to approve agenda. Vote 6-0. Motion carried.

3. Approve Minutes

A. October 9, 2019 meeting

Motion: Lagergren/Noeldner to approve agenda. Vote 6-0. Motion carried.

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

Hallquist presented the Capital Outlay expenses for the Economic Development Commission for the total of \$25,000. Lagergren recommended to change the language of New Business "Gifts" to New Business "Recognitions." There was discussion on the billboard expenses needed for the Highway 212 Construction project as the impact of the project will not be as evasive as it was due to no full closure for the expected three months in 2020. Hallquist explained the contract with OrangeBall Creative will continue as the construction will still have major impact on our local businesses and residents and the increase in communication will be beneficial during and after the project is completed.

Motion: Molnau/Noeldner to recommend to city council for an approval of the Capital Outlay Expenses with the change of language for the New Business Recognitions. Vote 6-0. Motion carried.

B. 2020 Goals

Updated 2020 Goals for the Economic Development Commission were presented.

Motion: McPadden/Noeldner to approve the Norwood Young America Economic Development Commission 2020 Goals with the language change in 2C.i. to "recognition." Vote 6-0. Motion carried.

C. Elm Street Municipal Parking Lot

Hallquist reported that both adjacent building owners have been contacted for their feedback on the conditions of the parking lot. Linda Sons, owner of Chameleon Salon responded with concern of lighting, conditions and also mischievous activity. Staff received one bid from Top Tier Landscaping for landscape improvements in the parking lot at the price of \$8,820. Hallquist will work on additional quotes.

D. Mural

Nothing at this time.

E. Decorative Streetlights – 200 Block of Main Street

Staff is working with Damon Johnon, Xcel Energy Project Coordinator Outdoor Lighting and Bolton & Menk for pricing and a plan for the lighting project.

F. Holiday Decorations

Holiday decorations were delivered from Vickerman Company on Thursday, November 7, 2019. Members from the NYACIP, city staff and residents will be hanging the new decorations the week of November 18th. Lagergren

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recommended having the decorations hung by the Central Craft Sale on Saturday, November 23rd. Final cost of decorations is \$11,507.44 plus storage. Mike Eggers is working on storage options.

G. MnDOT Landscape Partnership Grant

A check in the amount of \$1651.33 was received on October 10, 2019 for the full amount of the landscaping project.

6. New Business

A. Retail Market Analysis

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. 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. Molnau recommended to review the 2016 Market Study to compare what was determined at that time.

Motion: Molnau/McPadden to recommend to city council to proceed with a Secondary Retail Market Analysis. Vote 6-0. Motion carried.

7. Project Updates

A. Small Cities Development Program Grant

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

B. Air Products and Chemicals

Hallquist reported that Air Products and Chemicals will be touching base with Helget in December.

C. Hotel

Nothing at this time.

D. Hwy 212 Construction Marketing Plan

The City will continue their contract with OrangeBall Creative throughout the construction project to create in a marketing campaign to assist in the communications process with local businesses and residents.

8. Miscellaneous Reports

A. NYA Area Chamber of Commerce Updates

Foede reported on upcoming chamber events which include a booth with the city and MnDOT at the Central Craft Sale on Saturday, November 23rd, the Small Business Saturday Holiday Extravaganza event on Saturday, November 30th, and annual chamber banquet at Northside Grill on Tuesday, January 28, 2020. The Springfest Artisan Fair committee has started preparations for the May 16, 2020 event and 2020 Chamber Membership information will be out soon.

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

Motion: McPadden/Eggers to adjourn. Vote 6-0. Motion carried.

Respectfully Submitted,

Carol Lagergren, Mayor

Karen Hallquist, Economic Development Marketing Director

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TO: Economic Development Commission
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: December 11, 2019
SUBJECT: Unfinished Business

Elm Street Municipal Parking Lot

Responses have been received from both Linda Sons of Chameleon Salon and Mona Platt of SLS, Inc. Both parties have expressed concerns of lighting, parking lot conditions and the approval of landscape updating for the Elm Street parking lot. Staff will have multiple bids at the January meeting.

Mural

Staff has contacted the City of Belle Plaine and City of LeSueur to research the process of their community murals.

Decorative Streetlights - 200 Block of Main Street

Staff has been in contact with Damon Johnson of Xcel Energy's Outdoor Lighting Department and Jake Saulsbury of Bolten & Menk. We are researching options of poles/fixtures at this time. The two current lighting poles/fixtures on Main Street and Elm Street are the "Washington" poles (tall green "L" poles) which are approximately \$4,000 each and the "Acorn" fixtures (decorative bulb fixtures) at approximately \$6,000 each.

Holiday Decorations

All holiday decorations have been placed throughout the two historic downtowns, Willkommen Park, Lions Shelter, Roy Clay Center, Central Avenue, and Veteran's Park. Thank you to City Staff, Mike & Kim Eggers, Andy & Julie Wigfield, Teresa Peterman, Kaarin Foede, Tricia Mackenthun, Cheryl Hedtke, Lori Trocke, Kay Diers and Mark & Carol Lagergren for assisting with the decorating. Mike Eggers will be working with the public service department on labeled storage containers for all logged decorations. Just for clarification, Minnesota cities are not able to hang decorations, lights or banners on Xcel Energy owned poles, which include all light poles on Faxon Road and Central Avenue.

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TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: Wednesday, December 11, 2019

SUBJECT: Downtown Redevelopment Plan Financial Incentives

Background

The City of Norwood Young America Downtown Redevelopment Plan was implemented in December 2018. The purpose of this plan is to “establish the framework to accomplish the vision, identifying short and long range implementation tools” to ultimately redevelop the downtowns of Norwood Young America.

The following existing financial incentives were identified to assist with (re)development in the Downtown Redevelopment Plan:

- MCCD (Open to Business) and EDC Revolving Loan Fund. The EDC has \$135,000 in its Revolving Loan Fund, which the MDDC administers the loan process after review. The MDDC loan program has separate funding.
- Tax Abatement and Tax Increment Financing (TIF)
- State Programs to assist with contamination clean-up
- Local conventional loans and SBA loans through financial institutions

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

- 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 (Municipal Development Group) 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 \$1,000 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 of connection fees if they “go green” (i.e. reduction for the first 5 permits of \$2,500 if projects occur).

Action

The EDC Commission is requested to:

1. Review the existing financial incentives listed in the Downtown Redevelopment Plan
2. Discuss the possibility of utilizing the EDC Revolving Loan Fund for a Façade Improvement Loan.
 - a. Grant or loan or match
 - b. Eligible applicants
 - c. Eligible improvements (exterior or interior)
 - d. Certain business districts

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- e. How many grants/loans given out?
- f. Timeline?
- 3. Discuss the suggested interest rate reduction program with local banks
- 4. Discuss tourism mini grant
 - a. Is this a program the EDC wants to fund
 - b. Case-by-case basis
 - c. \$1,000 each or \$3,000 as suggested
 - d. Eligible applicants
 - e. Criteria for event or product
 - f. How many given out per year
- 5. Recommend to the city council to approve the addition of the following financial incentives to the existing Downtown Redevelopment Plan Financial Incentives:
 - a. Small Cities Development Program Grant
 - b. DEED Redevelopment Grant
 - c. Carver County CDA Community Growth Partnership Initiative Grants
 - d. USDA Business & Industry Fund Loans
 - e. And any others as previously discussed
- 6. Recommend to the city council to approve the elimination of the following financial incentives on the Downtown Redevelopment Plan Financial Incentives:
 - a. Reduction in building permit fees
 - b. Reduction in water and sewer rates of connection fees if they "go green"



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: Wednesday, December 11, 2019

SUBJECT: 2020 Business Survey

Background

As part of the NYA Economic Development 2020 Goals, the EDC is to improve on the communication between the city and all building owners, business owners and realtors. The action plan is to create a survey which asks financial needs, longevity of the business and development questions.

The following is a list of tentative questions for the survey:

1. How many years have you been in business?
2. What kind of business are you in?
 - a. Retail
 - b. Manufacturing
 - c. Healthcare
 - d. Administrative
 - e. Light Industrial
 - f. Contractor
3. Do you own your own building or lease your space?
4. If you are leasing, would you like to own your own building?
5. Would you like to own the building you are currently in?
6. How many people do you employ?
7. Who are your customers (check all that apply)?
 - a. Local residents
 - b. Online clients
 - c. Contract based
8. What do your customers value about your business?
9. What is your business niche?
10. What are constraints on your business today?
11. What kind of financial assistance would benefit you right now?
12. What kind of financial assistance would have benefitted you when you started your business or initially purchased your building?
13. Based on current trends, where do you see the future of your business going?

Action

Discussion and suggestions for additional survey questions. No formal action to be taken at this time.

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