



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION
Wednesday, May 13, 2020

6:00 p.m. Zoom Meeting <https://zoom.us/j/4517702733> **Meeting ID: 451 770 2733**
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. April 8, 2020 EDC 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 – Lana Beck
 - C. Decorative Streetlights – 200 Block of Main Street
 - D. NYA Market Enrichment Grant Program
6. **New Business**
 - A. **Updated Business Listing**
7. **Project Updates**
 - A. Small Cities Development Program Grant
 - B. Hwy 212 Construction Marketing Plan
 - C. Commercial Market Study
8. **Miscellaneous Reports**
 - A. NYA Area Chamber of Commerce Updates
9. **Upcoming Meetings**
 - A. Next EDC meeting – 6:00 p.m., June 10, 2020
10. **Adjournment**

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, April 8, 2020

5:30 p.m. Via Zoom

https://drive.google.com/a/nyacouncil.com/file/d/1ULPP6MZzPoinNiAR5x477PDG_7XNiDCF/view?usp=drive_web

City Hall Council Chambers, 310 Elm Street West

Minutes

Present: Tonya Noeldner, Mike McPadden, Carol Lagergren, Mike Eggers, Andrea Gerth, Connor Smith, Julie Wigfield

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

Others: none

1. Call to Order

Commissioner Noeldner called the meeting to order at 5:35pm.

A. Pledge of Allegiance

2. Oath of Office – Commissioners Connor Smith & Andrea Gerth

Welcome - Julie Wigfield as NYA Area Chamber of Commerce representative

3. Adoption of Agenda

Motion: CL./MM to adopt the agenda as written. Roll call vote 6-0. Motion passed.

4. Approve Minutes

A. January 8, 2020 EDC meeting

Motion: MM/ME to approve the January 8, 2020 EDC minutes. Roll call vote 6-0. Motion passed.

B. January 8, 2020 Joint meeting

Motion: MM/CL to approve the January 8, 2020 Joint meeting minutes. Roll call vote 6-0. Motion passed.

5. Introductions, Presentations, and Public Comment – none

6. Unfinished Business

A. Elm Street Municipal Parking Lot

Hallquist will be meeting with Public Service Director Tony Voigt before the next meeting to get clarity on what the scope of work should be.

B. Mural

Artist Lana Beck was to be present to share her experiences and recommendations for a mural on the SLS building. This project is currently on hold due to the Stay at Home order. More information will be brought to future meetings.

C. Decorative Streetlights – 200 Block of Main Street

Hallquist has requested a date/time for Damon Johnson, Xcel Energy Outdoor Lighting Coordinator, to meet prior to the next EDC meeting in May.

D. 2020 Business Survey

The EDC Business Survey was set up in SurveyMonkey.com, distributed to all NYA Area Chamber members and posted on social media for more business feedback. Over the course of 3 weeks there were 14 responses of which 11 of the responses were from business owners 11 years in business or older.

- 10 of 14 businesses were in the retail/service industry
- 8 of 14 businesses own their buildings
- Common theme was customers value their customer service, availability and quality of knowledge and product
- Constraints of their business have to do with staffing, building needs and marketing assistance with signage and online presence
- Current financial assistance needs/wants has to do with low interest loans to help with building repairs/signage and concern for Hwy 212 construction. Make it noted that 5 of the businesses had "NA" response along with 2 more stating there are financially stable.
- Financial assistance wanted/needed at the beginning of their business life could have included low/no interest loans or grants to help with construction, updates and signage.

Norwood Young America

- All businesses but one commented on their businesses growing in the future due to NYA growing.
- The majority chose to have their businesses in NYA due to the small community, close to where they live and marketing opportunities (the need for their business here).

The results from the business survey are very favorable to what the EDC has set for their 2020 Goals and the City is currently providing with the Small Cities Development Program Grant and the new Market Enhancement Grant Program. It will also be important to deepen the relationship with Central Public School and their students in an effort to encourage opportunities with local industrial, manufacturing and healthcare businesses.

E. NYA Market Enrichment Grant Program

At the January 8, 2020 EDC meeting, details of the NYA Market Enrichment Grant Program were discussed. Guidelines were updated to reflect the addition of parking lot improvements and that recipients have up to one year to complete their projects.

Motion: MM/ME to recommend to the City Council for the approval and implementation of the NYA Market Enrichment Grant Program effective April 14, 2020. Roll call vote 6-0. Motion passed.

Motion: CL/ME to select Mike McPadden and Tonya Noeldner to serve as members of an application review panel along with city staff for the NYA Market Enrichment Grant Program. Roll call vote 6-0. Motion passed.

F. NYA Event Grant Program

Given the required social distancing Minnesota Shelter order in Place by Governor Walz, the Commission chose to table this discussion until further notice.

G. Hotel Market Study

Due to the uncertainty of the local economy, Lagergren recommended to table this discussion until further notice.

7. New Business

8. Project Updates

A. Small Cities Development Program Grant

Hallquist reported there are seven property owners who have submitted applications and working with Carver County CDA.

B. Hwy 212 Construction Marketing Plan

OrangeBall Creative representatives have been working with city staff and MnDOT to prepare accurate details and maps for local citizens to use in preparation for the upcoming construction including highway, underpass, roundabout, trails and detour information.

9. Miscellaneous Reports

A. NYA Area Chamber of Commerce Updates

Wigfield reported that most events are either cancelled or postponed including Springfest Artisan Fair and Small Business Week event.

10. Upcoming Meetings

A. Next EDC meeting – 6:00 p.m., May 13, 2020

B. Joint Meeting – 6:30pm – May 13, 2020 (tentative)

11. Adjournment

Motion: CL/MM to adjourn. Roll call vote 6-0. Motion passed.

Respectfully Submitted,

Carol Lagergren, Mayor

Karen Hallquist, Economic Development Marketing Director

Norwood Young America

310 Elm Street West PO Box 59 – Norwood Young America, MN 55368 – (952)467-1800 – www.cityofnya.com



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: May 13, 2020

SUBJECT: Unfinished Business

Elm Street Municipal Parking Lot

Public Service Director Tony Voigt are meeting Monday, May 11th to discuss the scope of work for the parking lot.

Mural

Lana Beck will be joining the Zoom meeting to explain a couple of her projects – how they started, the process of picking the design and steps to accomplish it. Central Schools and the City will be partnering for an art project for the new underpass. There could be an opportunity for another mural along with other forms of art. This conversation will continue in the next few months as the construction season starts.

Decorative Streetlights – 200 Block of Main Street

Damon Johnson, Xcel Energy Outdoor Lighting Department, Tony Voigt and I will be meeting on Monday, May 11th at 11am to discuss the current lighting situation and what changes/additions need to be made in order to mimic the rest of the downtown blocks.

NYA Market Enrichment Grant Program

City staff received the first application for the NYA Market Enrichment Grant Program. The review panel met via a Zoom session and approved the application for Xtreme Electrical Services. They are in the process of re-roofing and re-siding their main headquarters building on Railroad Street.

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TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: May 13, 2020

SUBJECT: Updated Business Listings

Allison Kampbell, Carver County GIS Analyst has created an interactive property map with all available commercial real estate, land and industrial park land. The link has been added to the City of NYA website on the Economic Development page. Staff is working on continued updates. This is an amazing feature for potential businesses to use in referencing land and location.

Link: <https://carver.maps.arcgis.com/apps/Shortlist/index.html?appid=8322f420f9ac450cafa9ebdddab8a3ce>
A demonstration will be shown at the meeting.



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: May 13, 2020

SUBJECT: Small Cities Development Program Grant

The following properties have submitted applications for the Small Cities Development Program Grant. They are all currently working with Brenda Lano, Carver Co CDA and Metro West Inspections on their scope of work and bidding process.

- 15 2nd Ave SE – CPS Holdings (Strong) Waconia Dodge
- 115 Main St – CPS Holdings (Strong) Waconia Dodge
- 124 W Elm St – Trusted Insurance (old Debner Insurance bldg.)
- 201 Main St E – Ernst Holdings (blue apts on corner of Main/2nd Ave)
- 216 Main St E – Ernst Holdings (rental/comm bldg.)
- 105 Main St E – Northside Grill
- 210 Elm St W – On Point Nutrition – A&B Investments
- 325 Elm St W – The Pour House
- 224 Elm St W – Quilting Grounds
- 224 Main St E – Laundromat/Rental

No action necessary. Discussion only.

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310 Elm Street West PO Box 59 – Norwood Young America, MN 55368 – (952)467-1800 – www.cityofnya.com



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

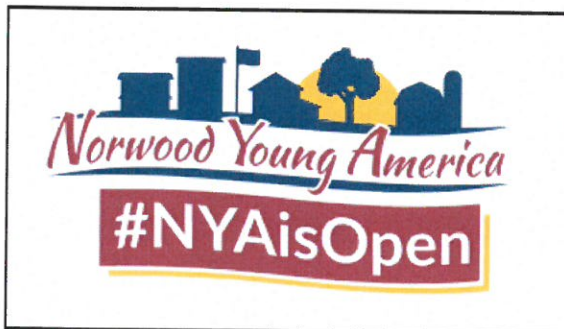
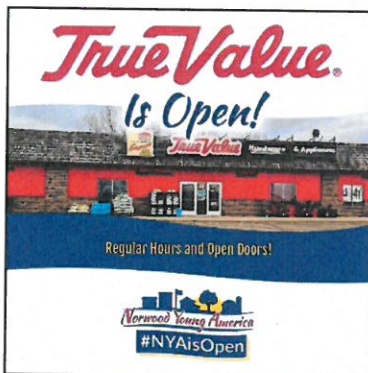
DATE: May 13, 2020

SUBJECT: Hwy 212 Construction Marketing Plan

OrangeBall Creative representatives have been working with city staff and MnDOT to prepare accurate details and maps for local citizens to use in preparation for the upcoming construction including highway, underpass, roundabout, trails and detour information. The initial printings were published in the March city newsletter, insert in the Citizens State Bank quarterly newsletter and also in the recent April city newsletter. All notices to local citizens, businesses and visitors (social media posts, printed materials, posters, trifold, magnets, billboards, etc.) will have the same look/branding for everyone to recognize as an effort of unity and trust in providing accurate and up to date information throughout the entire construction process.

Given the current state of local businesses, the #NYAisOpen campaign will serve as a communication tool to promote positive updates of businesses reopening due to the COVID-19 restrictions, community events happening, during construction and beyond.

Samples provided:



Norwood Young America

Road construction around Norwood Young America Starting June 2020!



New things are coming!

Road improvements
will be happening in
Norwood Young America
this summer... and during
that time, we'll remain

OPEN FOR BUSINESS!

For complete up-to-date information follow us at:

 /cityofnysa  /cityofnyamn
cityofnysa.com

or sign up for MnDOT project updates at:
dot.state.mn.us/metro/projects/hwy212nysa/

1 NEW ROUNDABOUT

This updated feature will channel traffic efficiently and safely from CR 33 and Hwy 5/25, reducing accident risk.

2 UPGRADED INTERSECTIONS

Intersections will feature new turn lanes and clearly marked crosswalks to allow for easier access onto and off of Hwy 212.

3 PEDESTRIAN UNDERPASS

The new lighted underpass will allow pedestrian access to the other side of Hwy 212 without walking across the highway.

4 MODIFIED J TURN

This new intersection at Tacoma Ave will enable drivers to safely enter and exit Hwy 212 with reduced chance of accidents.

5 WIDENED INTERSECTIONS

Wider intersections at 33/5/25 and 7th Street / Kwik Trip will better handle truck traffic.

6 CHANGES TO MORSE ST.

To increase driver safety, Morse St. will merge right onto Hwy 212 on the north side, and will be a closed dead-end on the south side.

7 NEW WALKING TRAILS

Beautiful and convenient walking trails will be added along Hwy 212, making it easier and more safe to get around town!



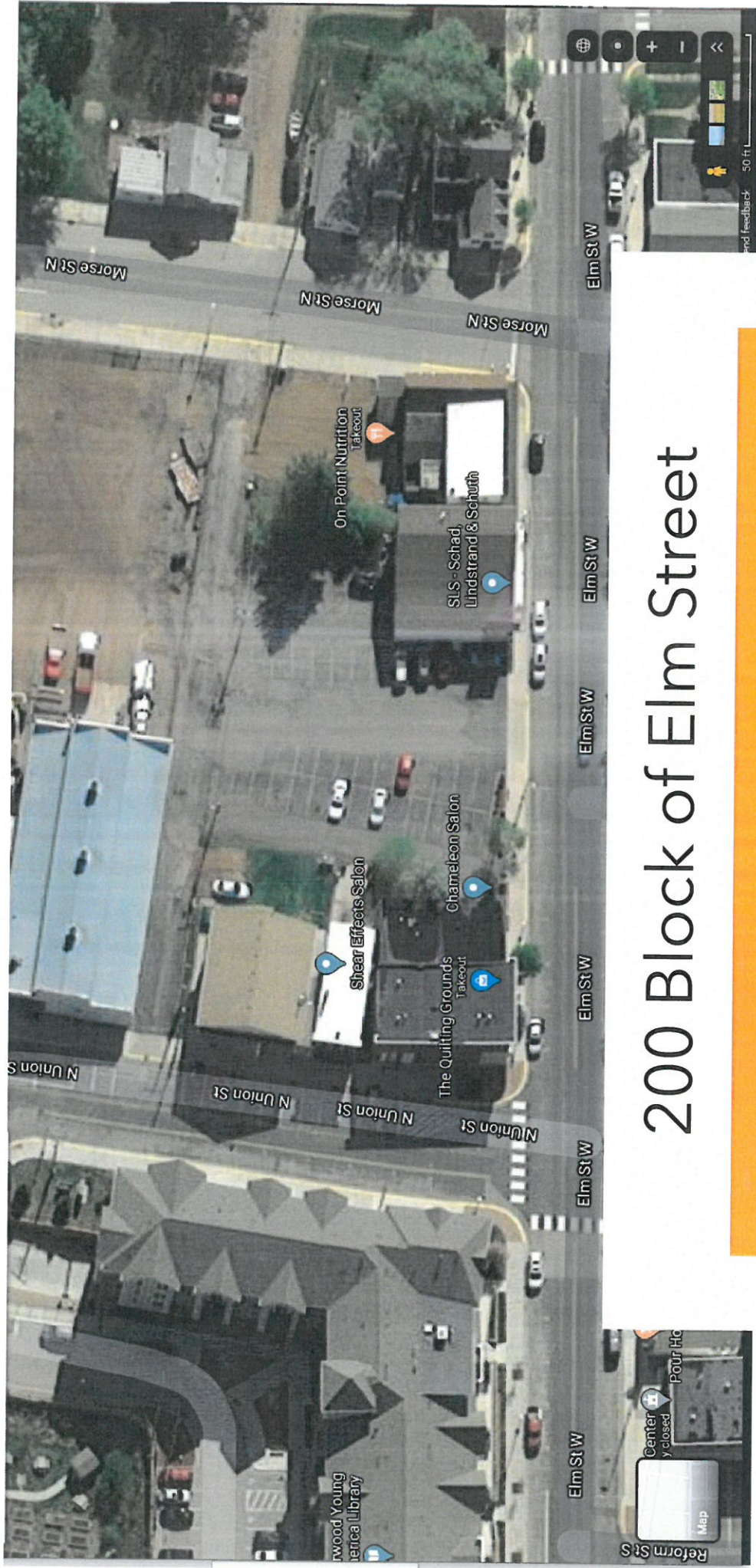
#NYAisOpen

Elm Street Municipal Parking Lot Project

- * Create an aesthetically pleasing design plan with safety improvements for an under-utilized public parking lot
- * Provide an area for walkers and shoppers to sit or stand and have an opportunity for conversation about our Historic Downtown
- * Achieve another project in the Downtown Redevelopment Plan

Goals





200 Block of Elm Street

Aerial View

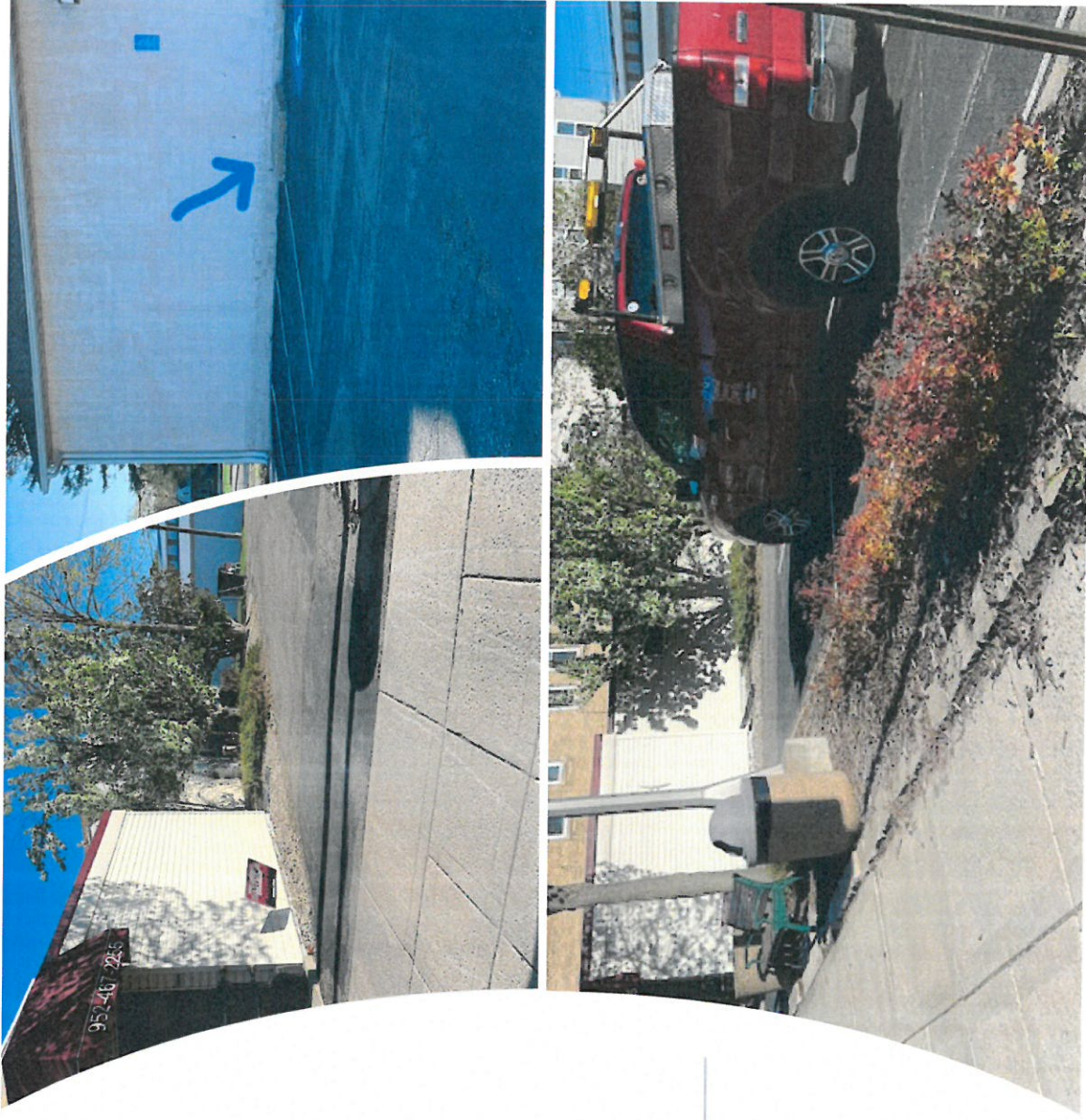


Elm Street Municipal Parking Lot

0.26 Acres – Public Parking (36 spots including 2 handicap)

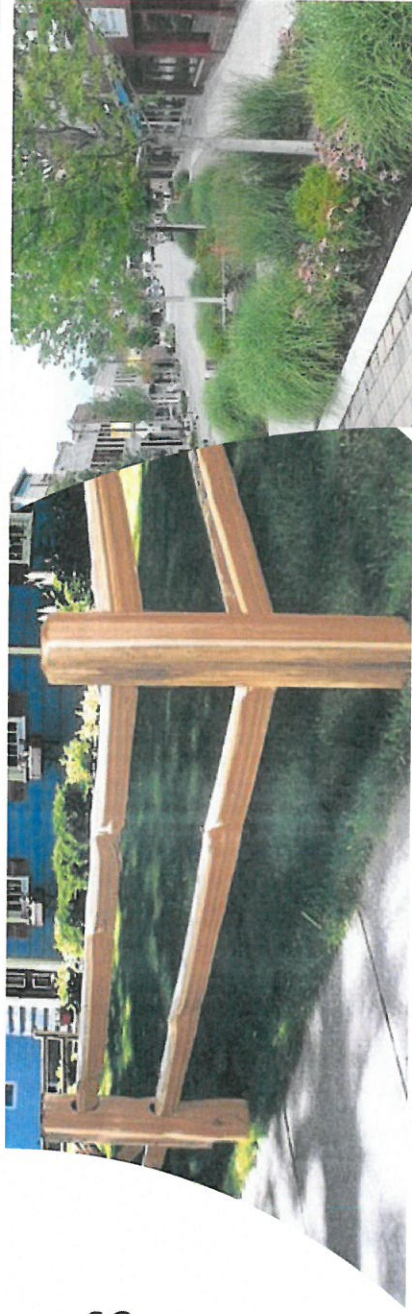
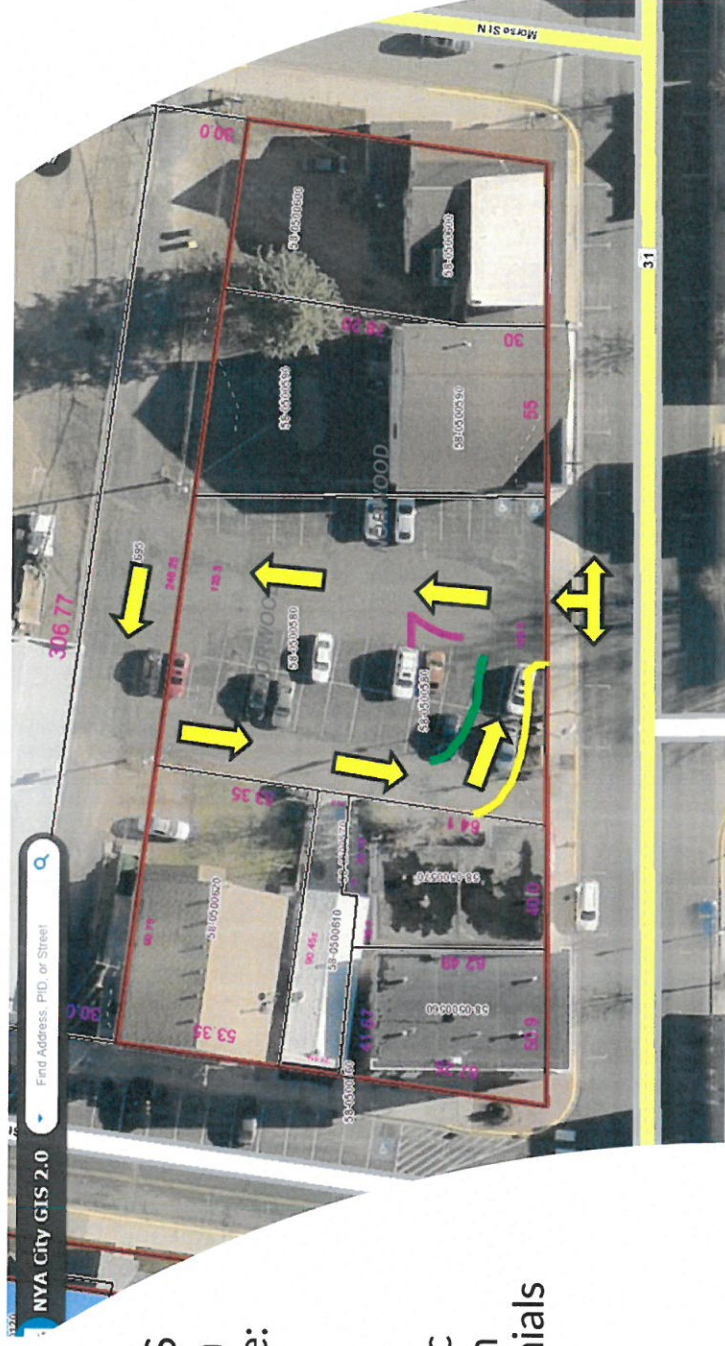
- * Reconfiguration of landscaping
- * Maintenance of landscaping
- * Parking lot cracks/holes
- * Snowplow challenges:
 - ~ West exit close to building
 - ~ Cement slab by building
- * Lack of lighting
- * Signage for No Overnight Parking
- * Signage for Public Parking

Needed Improvements/ Challenges



- * Take out cement slab next to SLS
- * Close exit to Elm St next to salon
- * Expand landscape area to include:
 - ~ rounded "L" design area
 - ~ Pergola sitting area
 - ~ 2-3 benches
 - ~ split rail fencing to mimic fencing throughout town
 - ~ low maintenance perennials
 - ~ additional lighting
- * Re-pave entire parking lot
- * Reconfigure parking stalls
- * Additional public parking signage

Proposed Improvements





May 2020

- *Hallquist/Voigt talked about SOW
- *Bring to EDC for feedback 05-13-2020
- *Present to Parks & Rec Commission 05-19-2020

Next steps:

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Project To Do's



Zkl, etc...

Lana K. Beck, Artist

Le Sueur, MN



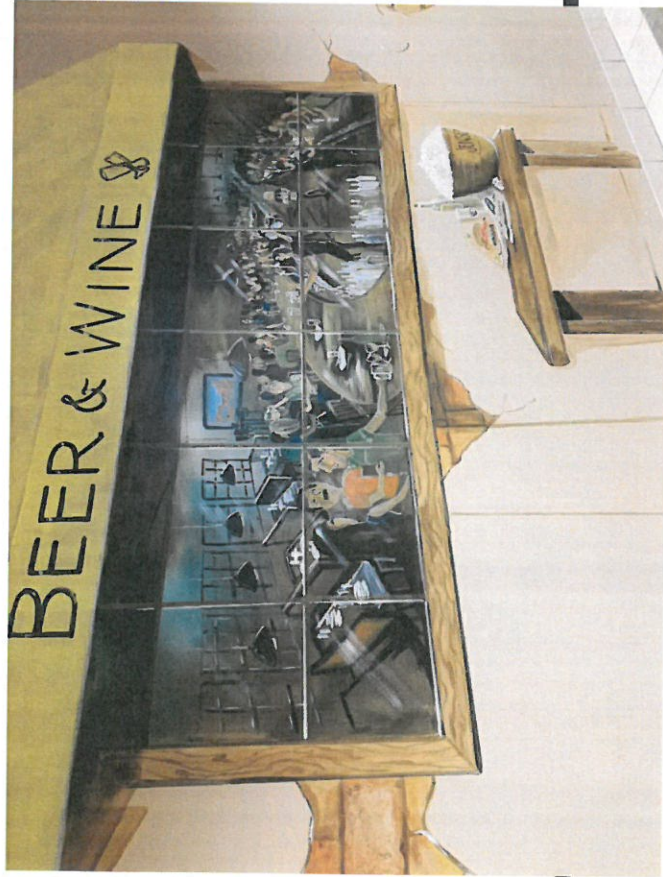
EXIT

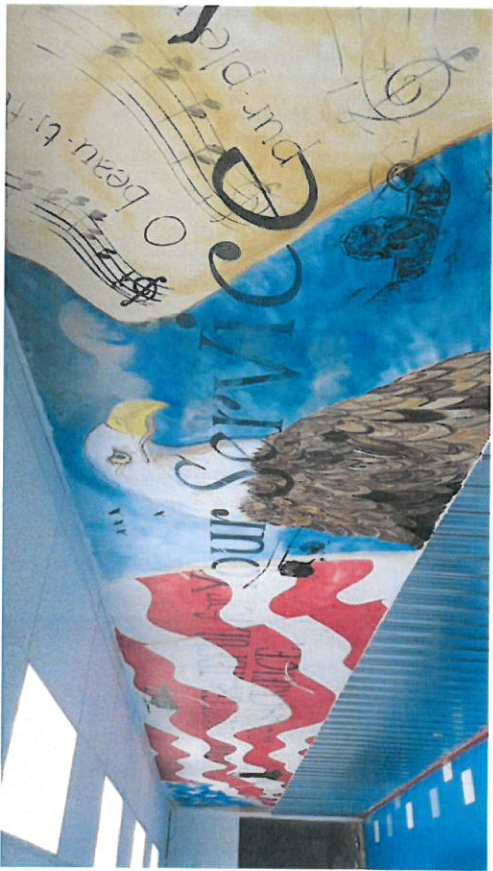
Small informational plaque with text and decorative swirls.



Arlington















Scissor Lift Necessary

