

**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, September 9, 2020**

**6:00 p.m.**

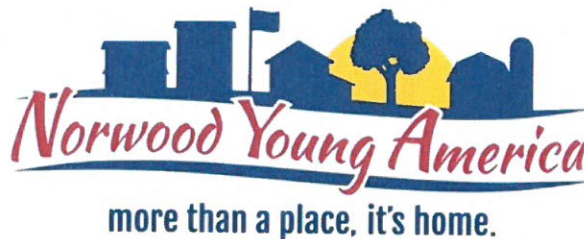
**City Hall Council Chambers, 310 Elm Street West**

**AGENDA**

1. **Call to Order**
  - A. Pledge of Allegiance
2. **Adoption of Agenda**
3. **Approve Minutes**
  - A. August 12, 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. Decorative Streetlights – 200 Block of Main Street
  - C. Business Subsidy Resolution
6. **New Business**
  - A. Manufacturer's Week
  - B. Holiday Decorations
  - C. 2020 Goals
  - D. 2021 EDC Budget
  - E. Industrial Park Signs
  - F. Sunflower Project
7. **Project Updates**
  - A. Small Cities Development Program Grant
  - B. NYA Market Enrichment Grant Program
  - C. Hwy 212 Updates
  - D. Commercial Market & Retail Food Study
8. **Miscellaneous Reports**
  - A. NYA Area Chamber of Commerce Updates
9. **Upcoming Meetings**
  - A. Next EDC meeting – 6:00 p.m., October 14, 2020
10. **Adjournment**

*Norwood Young America*



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: September 9, 2020

SUBJECT: Elm Street Municipal Parking Lot Landscape Project

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### **Background**

At the August EDC meeting, it was approved to recommend the hiring of contractor Tom Fritz with Fritz Bobcat & Landscaping for the Elm Streeting Municipal Parking Lot Landscaping project. Prior to this going to the City Council for final approval, Fritz informed staff that the cement contractor had a significant increase in pricing. Given this information, Commissioner Eggers provided an alternative idea of limestone pavers and Fritz came up with an idea of a barn plank wall. The following is a breakdown of the three options of cement curb, limestone pavers or barn plank wall:

Proposed landscaping without curbing/edging added: \$7,382.00

Three options of curbing/edging:

- |   |                             |
|---|-----------------------------|
| 1. <b>Cement curbing</b> (\$75/ft) – 75 ft: <b>\$5,625.00</b>                       | (\$13,007.00 total project) |
| 2. <b>Limestone</b> (as pictured 24" length x ~18" height) 75 ft: <b>\$4,655.00</b> | (\$12,037.00 total project) |
| 3. <b>Barn Plank Wall</b> (as pictured) 75 ft: <b>\$2,800.00</b>                    | (\$10,182.00 total project) |

### **Action**

Motion to recommend to contract Tom Fritz of Fritz Bobcat & Landscaping for completion of the Elm Street Municipal Parking Landscaping Project in the amount of \$\_\_\_\_\_.

*Norwood Young America*

Fritz Bobcat & Landscaping LLC

15808 County Road 9

Lester Prairie, MN 55354

Ph. 612-790-7542

email fritzllc@broadband-mn.com

## Estimate

Date	Estimate #
7/30/2020	567

Name / Address
City of NYA 310 Elm St West PO Box 59 NYA, MN 55368

			Project
Description	Qty	Rate	Total
Elm Street Municipal Parking Lot			
demolition of existing landscaping / blacktop and dispose of	1	775.00	775.00
75ft curbing (still waiting on estimate)	1	1,875.00	1,875.00
Rochester Colonial 12' circle Paver per SQFT installed 7-8" base, 1" sand, snap edge, joint stabilizer sand	1	3,202.00	3,202.00
(added 3 - 3.5 x 6' paver walkways)			
boulders 5-36" 6-18"	1	525.00	525.00
2"-4" river rock delivered / installed 11-yards (upgrade heavy duty fabric)	1	2,285.00	2,285.00
24 perennials Karl foerster grasses May night salvia Yellow coreopsis	1	595.00	595.00
<b>Total</b>			\$9,257.00

*Jacked - concrete work*  
*\* LP \**  
*\$75/77*  
*\$5625.00*

*- 1,875.00*  
*w/out curbing \$ 7382.00*



SPEED  
LIMIT  
30

\*Added  
power walkways  
from circle





\$ 2800-00



[all products \(products.htm\)](#) › [walls \(walls.htm\)](#)  
› [barn plank garden wall](#)

## [Walls \(walls.htm\)](#)

[barn plank garden wall  
\(barn-plank-garden-wall.htm\)](#)

[belvedere \(belvedere.htm\)](#)

[classic 6 \(classic-6.htm\)](#)

[classic 8 \(classic-8.htm\)](#)

[classic chiseled face \(classic-chiseled-face.htm\)](#)

[classic colonial 6 \(classic-colonial-6.htm\)](#)

[classic colonial 8 \(classic-colonial-8.htm\)](#)

[compac \(compac.htm\)](#)

[contemporary wall](#)

SILVER CREEK STONEWORKS

# Barn Plank Garden Wall

## Features

- 40" W x 8" D x 6" H
- 162 lbs., 1.66 sq. ft. ea.
- Deep splits and detailed grain on five sides
- Smooth radius edges, 90° corners all sides
- Matching [landscape tile \(barn-plank.htm\)](#), [step block \(barn-plank-step.htm\)](#), and [fire pit \(barn-plank-wall-fire-pit.htm\)](#)
  - Mahogany or Weathered Gray color

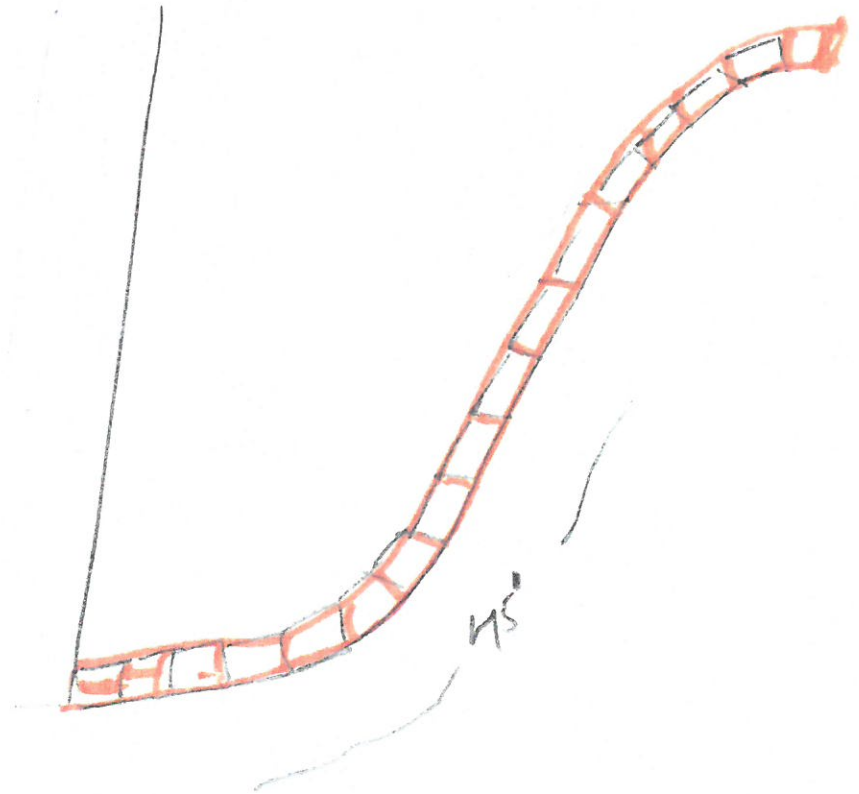








YELLOW LIMESTONE



30-ton's

4 4655.00







TO: Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: September 9, 2020  
SUBJECT: Unfinished Business

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**Decorative Streetlights – 200 Block of Main Street**

Staff has been in contact with Choice Electric (Shakopee) and Xtreme Electric (NYA) to gather more information and proposals for this project. The first estimate was from Xcel Energy for approximately \$69,000 (5 Cobra, 5 Acorn head poles/fixtures/LED) but did not include restoration of sidewalks. Staff has learned that given the age of the current decorative fixtures on the first two blocks of Main Street, the lightbulbs/sockets will also need to be updated as all new fixtures are LED. The City Council is aware of the cost of this project will review it for a larger capital outlay project or combine funding with another street project. Staff will continue to research.

**Business Subsidy Resolution**

Staff and Commissioners Lagergren and Gerth are working on an updated draft to present at the October meeting.

*Norwood Young America*



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: September 9, 2020

SUBJECT: Manufacturer's Day – Friday, Oct 2, 2020

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### **Background**

In previous years, the NYA Economic Development Commission and NYA Area Chamber of Commerce host the annual Manufacturer's Week Luncheon at one of our local manufacturer facilities. All local manufacturing companies and their employees are invited to attend. The event starts with a tour of the facility, welcome and proclamation of Manufacturer's Week by the mayor, followed by a buffet lunch. All costs are split between the EDC and Chamber.

This year, due to the current COVID-19 situation and safety restrictions, staff has discussed two options to still offer recognition for local manufacturers:

1. Have the event/luncheon at the pavilion to allow for social distancing. Offer a boxed lunch. Instead of the tour, conversation can be had about safety precautions and COVID-related updates.
2. Offer boxed lunches to be delivered by a few EDC and Chamber members on Friday, October 2<sup>nd</sup> (National Manufacturer's Day). Local manufacturers will have to RSVP by a certain date.

In both situations, the City and Chamber can provide the lunch along with a letter of recognition for National Manufacturer's Week.

### **Action**

Motion to approve either a luncheon at the pavilion or lunch delivery to the NYA local manufacturers on Friday, October 2, 2020.

#### **NYA Local Manufacturer's:**

Anderson Specialty Cabinets  
HydroEngineering  
JIT Companies  
Lionshead Tires & Wheels  
MiBox Storage  
Principal Manufacturing  
Sackett Waconia  
Serv-A-Dock  
Storms Welding

Vickerman Co.  
Vision Tech  
Yaegar Machine

*Norwood Young America*





TO: Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: September 9, 2020  
SUBJECT: Holiday Decorations

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### **Background**

Staff is meeting with Kim & Mike Eggers and Julie & Andy Wigfield in the next couple weeks to discuss additional holiday décor for the downtowns, Willkommen Park and Veteran's Park. Ideas mentioned so far:

- Adding red bows to the garland on the downtown poles
- Adding banners or bows/wreaths to the light poles along Faxon
- Adding a string light tree in Willkommen Park off the main light pole
- Purchasing additional large candy canes to add in Willkommen Park
- Adding lights to the trees at Veteran's Park
- Other ideas are welcome

A representative at Vickerman confirmed they would be willing to assist in cost estimates.

### **Action**

Discussion only

*Norwood Young America*



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: September 9, 2020

SUBJECT: NYA Economic Development Commission 2020 Goals

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#### **Background**

The Norwood Young America Economic Development Commission adopted the below goals for 2020. Commissioners are asked to review the goals, identify what has been accomplished, and brainstorm ideas for 2021 goals.

1. **Develop opportunities for new businesses and expansions for current businesses**
  - a. Increase marketing for the Tacoma West Industrial Park
    - i. Use GIS mapping capabilities to create an interactive map with available sites
    - ii. Social media
    - iii. Updated marketing materials
  - b. Increase marketing for vacant commercial properties
    - i. Use GIS mapping capabilities to create an interactive map with available sites
    - ii. Communication with owners on the details of the property
    - iii. Social media
  - c. Improve communication with all building owners and realtors by:
    - i. Making sure they are on the city newsletter list
    - ii. Providing 2040 Comp Plan updates or summaries
    - iii. Providing Hwy 212 Mill & Overlay Project communications and marketing opportunities
    - iv. Brainstorming with them about building use
    - v. Asking for their perceived impediments to occupancy
    - vi. Asking for their preferences for the types of business that could be conducted in the empty storefronts, and appoint a committee or recruit volunteers to seek out such businesses
  - 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. Share any such public information with the Chamber Executive Director and Chamber Board to assist the Chamber's outreach efforts.
  - e. Identify small-scale, or occasional, or incubator, business ideas used in other cities; seek existing business owners' and property owners' opinions on the topic; conduct further research to determine feasibility and potential funding; and report.
2. **Increase outreach and enhance relations with current businesses**
  - a. Communicate information about the Hwy 212 Mill & Overlay Project
    - i. Work with OrangeBall Creative on marketing plan
    - ii. Share information with the NYA Area Chamber for circulation to its members
  - b. Provide financial access to businesses grant opportunities (including the Small Cities Development Program Grant)
    - i. Work with Carver County CDA Economic Development Manager Elise Durbin
    - ii. Work with Carver County CDA SCDPG Advisor Brenda Lano
    - iii. Communicate with Open to Business and local banks
    - iv. Share information about Minnesota DEED and the United States Small Business Administration, and their respective website resources
  - 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. Continue to encourage City's participation in annual National Night Out event
- g. Continue to encourage City's participation, involvement in, presence at, or support of, community events
- h. Celebrate anniversaries of local businesses
  - i. Research longevity of 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. Create a community video
  - e. Create professional photos of the NYA area community
  - f. Promote quality of life attributes (i.e. Willkommen Heritage Center, NYA Library, Parks, townball, festivals, murals, community gardens, Music in the Park, etc.)
  - g. Maximize affordable opportunities for promotions in print, advertising media and radio
  - h. Continue to explore, with the CDA, the concept of a Carver County Real Estate Exposition
- 5. Enhance partnerships with Carver County and local schools
  - a. Work with Carver County Library to share information about the online learning resources, including the Lynda Tutorial, to local businesses and schools
  - b. Determine whether the Commission: (i) should have a role in or presence at Central High School's annual College and Career Fair; (ii) or should have a role in or presence at Central High School's Annual Awards Banquet.
  - c. Investigate a collaborative opportunity with the high school and local businesses, to create a training, apprenticeship, and/or hiring pipeline program
- 6. Continue and investigate the enhancement of relationships and partnerships with:
  - a. NYA Area Chamber of Commerce
  - b. American Legion & Auxiliary
  - c. VFW & Auxiliary
  - d. Norwood Young America Beyond the Yellow Ribbon Campaign
  - e. Community Improvement Program
  - f. NYA Lions
  - g. NYA West Carver Lions
  - h. Faith organizations
  - i. District 108 Community Education
  - j. Carver County Sheriff's Department
    - i. "Coffee with a Cop"
    - ii. TRIAD Program
  - k. Arts Consortium of Carver County
  - l. Willkommen/Carver County Historical Society



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: September 9, 2020

SUBJECT: 2021 EDC Budget

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### **Background**

The proposed 2021 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 at the August 12, 2020 meeting of potential 2021 EDC projects:

- \$8,000 – Mural – Historic Downtown Young America
- \$3,000 – Underpass art project
- \$14,000 – Industrial Blvd Business & Tacoma West Industrial Park signage, Historic Walking Tour
- \$25,000 Total

The following items are included in the EDC budget as Line Item Descriptions:

- \$1,000 - Welcome/New Business Packets (Operating Supplies)
- \$5,000 – Potential Hotel Study \$5,000 (Professional Fees/Studies)
- \$15,000 - Drone/Video/Photography Services (Professional Services)

Staff has also proposed to the City Council to budget \$20,000 to the Revolving Loan Fund which would be dedicated to the Market Enrichment Grant Program.

### **Action**

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

*Norwood Young America*





TO: Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: September 9, 2020  
SUBJECT: Industrial Park Signage  
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### **Background**

At the August EDC meeting, Commissioners requested information on signage for the businesses on Industrial Blvd and Tacoma West Industrial Park. Staff contacted two MN based businesses – Vector Signs, Woodbury and Spectrum Sign Systems, Blaine. Both companies work from start to finish with consulting, design, site survey, fabrication, installation and maintenance. They have both been provided with a copy of the attached group of sign examples for pricing estimates.

According to online research, monument signs have an average price of \$275/sq ft. Costs range from \$150 to \$400 per square foot based on complexity – lighting, materials, location, footings, graphics, etc. As an example to reference, the new City of NYA monuments signs (with landscaping) were approximately \$25,000 each.

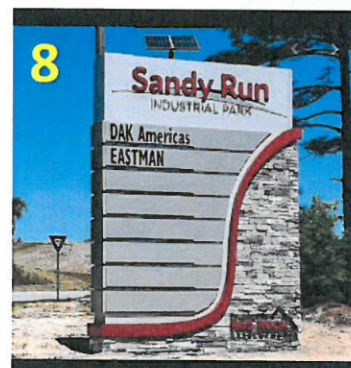
### **Action**

Commissioner are asked to review signage examples and give staff direction on design.

*Norwood Young America*

## City of Norwood Young America Industrial Blvd Business Sign & Tacoma West Industrial Park Sign Project

Examples of potential industrial park signage:



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_





TO: Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: September 9, 2020  
SUBJECT: Sunflower Project  
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### **Background**

This late summer/early fall, there is a new trend for families to visit sunflower fields around central Minnesota. The company/group who started this is called Fish Sunflowers. They are a realty team who plants sunflower fields at no cost. The idea is bringing families to different communities and filling vacant plots of land with flowers. Fish Sunflowers <https://www.fishsunflowers.com/locations> is looking for 10 spots around MN for 2021. They would come plant the field themselves or they also just provide the sunflower seeds.

This is an "out of the box" project, but essentially a beautification project to attract visitors to a community. This could be a joint project with the Parks & Rec Commission. The benefit of working through Fish Sunflowers is the City of NYA would be advertised with the other locations of fields throughout Central MN.

Commissioner Eggers brought this idea to staff and highlighted two locations that would have ample parking and show visitors around NYA.

1. The park south of Lakewood Trail across from Prairie Dawn Park (city owned, new housing, beautiful trails and ponds)
2. The middle area of Railroad Drive across from the Haven (privately owned – displays potential commercial property, great visibility from Hwy 212, close to Veteran's Park)
3. In addition to a main location, the sunflowers (or whatever additional flowers we choose) could be planted around town plus get the NYACIP group involved

### **Action**

Discussion only

*Norwood Young America*