



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, February 10, 2021

6:00pm - <https://us02web.zoom.us/j/83725814399?pwd=aTRrUURaVS9VLzQ0ejE2QXowMUhudz09>

City Hall Council Chambers, 310 Elm Street West

AGENDA

1. Call to Order

A. Pledge of Allegiance

2. Oath of Office – Renew of Commissioner Jason Winter

3. Adoption of Agenda

4. Approve Minutes

A. January 13, 2021 EDC meeting

5. 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.)

6. New Business

7. Old Business/Updates

Develop opportunities for new businesses and expansions for current businesses.

7.1 Review progress of NYA Market Enrichment Grant Program

7.2 Discuss Industrial Blvd Business & Tacoma West Industrial Park Signage

Increase outreach and enhance relations with current businesses.

7.3 Discuss Carver County CDA – Emergency Business Support Program

Continue to assess, accomplish and add goals to the adopted Downtown Redevelopment Implementation Plan.

7.4 Discuss Historic Downtown Young America Mural

Market Norwood Young America to current and new residents and businesses.

7.5 Review progress of Drone/Video/Photography Services for NYA Community

7.6 Discuss Historical Walking Tour

Enhance partnerships with Carver County and local schools.

7.7 Review Carver County CDA - Small Cities Development Program Grant

7.8 Review progress of Underpass Artwork (with Central Schools)

Continue and investigate the enhancement of relationships and partnerships with local organized groups.

7.9 Review updates from Chamber of Commerce

7.10 Review updates from West Carver County Food Retail Committee (WCCFRC)

8. Upcoming Meetings

A. Next EDC meeting – 6:00 p.m., March 10, 2021

9. Adjournment

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, January 13, 2021

6:00 p.m. <https://us02web.zoom.us/j/2334975750>

Minutes

Commission Members Present: Mike Eggers, Carol Lagergren, Mike McPadden, Connor Smith, Andrea Gerth, Greg Kummer, Julie Wigfield (ad-hoc Chamber Rep)

Absent Commission Members: Tonya Noeldner, Jason Winter

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

Others Present: Keith Wicks

1. Call to Order

Vice Chair Smith called the meeting to order at 6:00pm.

A. Pledge of Allegiance

2. Oath of Office

Greg Kummer gave his Oath of Office for a Commissioner seat on the Economic Development Commission.

3. Appointment of Officers

Motion: CL/MM to appoint Commissioner Connor Smith as EDC Chairperson and Commissioner Andrea Gerth as Vice Chairperson for 2021 year. Motion passed 6-0.

4. Adoption of Agenda

Motion: ME/MM to approve the agenda. Motion passed 6-0.

5. Approve Minutes

Motion: MM/CL to approve the minutes of December 9, 2020 EDC meeting. Motion passed 6-0.

6. Introductions, Presentations, and Public Comment - None

7. New Business - None

8. Old Business (Updates)

Develop opportunities for new businesses and expansions for current businesses.

8.1 Review Commercial Market Study - Presentation by Keith Wicks

Keith Wicks gave his findings on the study:

- Revisited what was done in 2016 with all the changes in market/consumers/demand to find the gap analysis
- Assumptions of study and results are with a grocery store present
- Study shows positive feasibility for another grocer
- Sequence of leakage of market shows that all avenues can have growth
- NYA Commercial Market Model identifies demand of trade area (7-mile radius)
- Suggests a work session with local businesses to discuss what the gap analysis is and how they can increase their market share with tailoring to the needs of the demand
- NYA Commercial Development Strategy suggests looking at different site locations, independent vs. food co-op model, increase in restaurant sector/entertainment (patio with a view), and assist existing locals with business development based on the current market situation.
- Suggested creating a "prime property" map to include Sinclair site, triangle property, strip mall and former Econofoods building to present to potential buyers...or maybe an "artisan" district with an area of buildings with character.
- Suggested phases of organization for presenting business development
- Market branding has worked for NYA – use this to help with marketing the vacant buildings in town
- Suggested to create a Top-10 List of what is "more" in the tag line
- Offered to assist with tailoring information for individual businesses to identify the gap and marketing changes needed to increase development – at no additional cost

Lagergren commented about the negative narrative used in describing the need for a grocer - would like to be able to hand the study to a potential buyer so they have no questions. It was also noted that site locations should

continually updated as they are fluid and changing all the time. McPadden noted the larger the number of gap in the Market Model, the larger the opportunity for growth. An example discussed would be for an opportunity for the current pharmacy to partner with a new grocery store which would allow additional space for the liquor store to grow and capture more of the market with improvements.

Smith shared that there are a group of community members that have started a steering committee to research the possibility of a food co-op, community buy-in grocery store. The committee will meet two times per month.

8.2 Review progress of NYA Market Enrichment Grant Program

Seven out of seven awards have been dedicated for 2020. Six projects have been completed with the appropriate paperwork submitted and filed with Carver County. There are two grants of up to \$10,000 available for 2021. To date, there have been no applications submitted.

Increase outreach and enhance relations with current businesses.

8.3 Discuss Carver County CDA – Emergency Business Support Program

Hallquist shared that the first round of applications opened on January 1, 2021. Within eleven days there were over 200 applications received. Elise Durbin from Carver Co CDA will keep Hallquist updated on the progress.

Continue to assess, accomplish and add goals to the adopted Downtown Redevelopment Implementation Plan.

8.4 Review Downtown Redevelopment Plan

Commissioners reviewed and identified the achieve goals for the Economic Development Commission within both the Downtown Redevelopment Implementation Plan and Financial Incentives. The Implementation Plan achieved goals were:

- Education of the Design Guidelines to all applicants of the Small Cities Development Program Grant
- Worked with the Willkommen Heritage Center to create posters of each commercial property on Elm Street which show pictures and history descriptions. Posters were displayed for the Springfest Artisan Fair.
- Elm Street Municipal Parking Lot landscape project was completed
- Historic Downtown Norwood mural project and Freedom Rock project were completed
- An NYA business survey in regard to financial needs was completed in January 2020
- Springfest Artisan Fair was created and financial supported
- OrangeBall Creative was hired to assist staff in communications about the Hwy 212 project
- Industrial Park signage was identified as a need for a 2021 project
- Main Street decorative light project has been budgeted for in 2022

Financial Incentives achieved goals:

- Updated business resource list
- Business Subsidy Resolution and Guidelines reviewed and recommended changes to the City Council
- Creation of the NYA Market Enrichment Grant Program from Revolving Loan Fund
- Awarded Small Cities Development Program Grant
- Prepared a mini grant application to review at a later time
- City Finance Committee and Council reviewing fee schedule

Market Norwood Young America to current and new residents and businesses.

8.5 Review Highway 212 Updates - Virtual Tour Video

Commissioners viewed the MnDOT drone tour of Hwy 212 and 5 construction. Finishing projects to be completed in spring/summer 2021 include landscaping/seeding, trail lighting, and widening of the northbound turn by Kwik Trip.

Enhance partnerships with Carver County and local schools.

8.6 Review Carver County CDA - Small Cities Development Program Grant

As of January 1, 2021, there is approximately \$61,000 of undedicated Small Cities funds available. Staff has had four inquiries from local property owners about the remaining funds. This program is a first come first serve basis. Staff has contacted MN DEED Small Cities Representative Michelle Vang to research the protocol for applying for a second Small Cities program. Michelle Vojacek is the new CDA contact.

Continue and investigate the enhancement of relationships and partnerships with local organized groups.

8.7 Review updates from Chamber of Commerce

Wigfield shared the following chamber updates:

- Springfest Artisan Fair – May 15, 2021 – Committee is meeting
- Membership applications are out for 2021
- January banquet has been postponed until summer due to COVID
- Carver Co Dairy Expo will be virtual this year – Monday, Feb 15, 2021
- Balanced Life ribbon cutting yet to be scheduled
- NAPA will be doing their ribbon cutting when the rest of the building is remodeled.
- The Commercial Market Study could be presented at a general chamber meeting.

9. Upcoming Meetings

- A. Next EDC meeting – 6:00 p.m., February 10, 2021 – It was noted that all City meeting will be virtual through February.

10. Adjournment

Motion: MM/ME to adjourn at 7:28pm. Motion passed 6-0.

Respectfully Submitted,

Karen Hallquist, Economic Development Marketing Director



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: February 10, 2021

SUBJECT: Old Business/Updates

7.1 NYA Market Enrichment Grant Program

The following project is still left to be completed from the 2020 awards:

- Central Auto Repair, Inc.

Staff has received an inquiry from a new business in town for one of the two grants available for 2021. As a reminder, projects are to be completed within one year of the award date.

7.2 Industrial Blvd Business & Tacoma West Industrial Park Signage

At the August 2019, EDC meeting, Commissioners requested information on signage for the businesses on Industrial Blvd and Tacoma West Industrial Park. 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. An example to reference - the new City of NYA monuments signs (with landscaping) were approximately \$25,000 each.

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. Both companies were provided with a copy of the attached group of sign examples for rough pricing estimates. (see attached) Commissioners are asked to provide direction on both projects.

7.3 Carver Co CDA – Emergency Business Support Program

Staff is meeting with Carver Co CDA representatives Elise Durbin and new Community Development Director Michelle Vojacek on Wednesday, February 10, 2021 for an update on this program. Staff will report updates at the EDC meeting.

7.4 Historic Downtown Young America Mural

In preparation for the Historic Downtown Young America Mural, Commissioners are asked to give input on theme, timeline and mural artist. Staff will also reach out to the following organizations (and any other suggested) for input on the project approval and theme due to the nature of the previously proposed location of Willkommen Memorial Park grandstand:

1. Parks & Recreation Commission
2. Willkommen Heritage Center
3. Young America Cardinal Baseball Team
4. Stiftungsfest Committee

Once gathered, the City Council will be presented with the collected information for further direction.

7.5 Drone/Video/Photography Services for NYA Community

Staff is currently setting up meetings with the following three video businesses:

1. OrangeBall Creative – developed branding for City of NYA
2. Captivate Media + Consulting – currently working with Central Schools for promo video
3. Richter Picture Company – created the City of Jordan video

Staff is requesting Commissioners to review and add to the October 2019 Joint Committee meeting responses to the following questions about what should be included in a video tour of Norwood Young America. The questions/answers at that meeting:

What are the highlights of the NYA community?

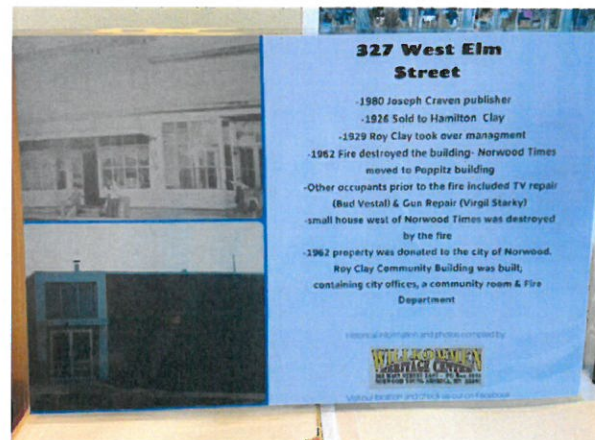
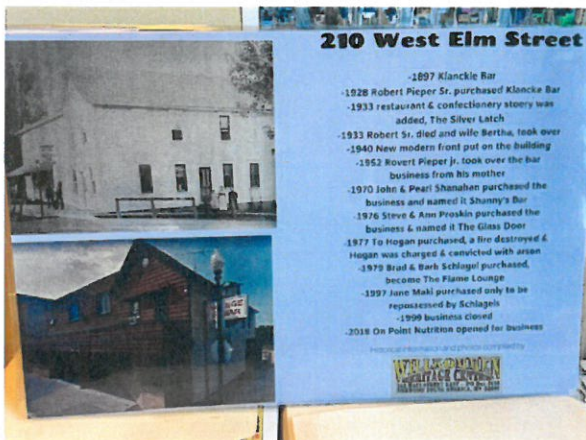
- Small town feel
- Beautiful ballparks and parks
- Gateway to the Metro
- Close proximity to the Metro
- Close to wineries
- Senior housing
- Baylor Park
- Local celebrations and events (Stiftungsfest, Music in the Park, Springfest, etc.)
- Willkommen Heritage Center
- Schools
- City Hall
- Highway 212 & Highway 5

What does “more than a place, it’s home” mean to you?

- Our heritage
- Stiftungsfest
- Supporting local businesses
- Traditions
- Community pride
- Our churches and schools
- Knowing our neighbors

7.6 Historic Walking Tour

A literal walking tour of Historic Downtown Norwood was researched and created by the Willkommen Heritage Center and local citizens for the Springfest Artisan Fair in May 2019. The tour included new/old photos and building history for all commercial buildings located on Elm Street. These posters were displayed at each location. Examples:



Commissioners are to advise staff on further direction of this project.

- Should the Historic Walking Tour be that literal? Walking from site to site to view posters?
- Should the Tour be in the form of a brochure such as the "Walking Tour of Historic Downtown Chaska?" – pictures, descriptions, map of locations.
<https://www.chaskamn.com/DocumentCenter/View/164/A-Walking-Tour-of-Historic-Downtown-Chaska?bidId=> (Screen to be shared with this example at the meeting)
- Should the Tour be virtual?
- All of the above?

7.7 Small Cities Development Program Grant

Staff is meeting with Carver Co CDA representatives Elise Durbin and new Community Development Director Michelle Vojacek on Wednesday, February 10, 2021 for a Small Cities update. Staff will report updates at the EDC meeting.

7.8 Underpass Artwork (with Central Schools)

Staff and Mayor Lagergren have started conversations about the underpass artwork with Superintendent Tim Schochenmaier and Central Schools Art Teacher Ashley Willems. Because of the location of the underpass under Highway 212, the City is required to follow MnDOT Policies with the "Art on Trunk Highway Right of Way." The process requires an application with project details such as theme, application of art, maintenance, and removal. Central Schools is able to take a lead role with this and use the project as junior/senior art curriculum, therefore, able to use their funding sources for art supplies. The City would be responsible for maintenance including anti-graffiti means.

Willems will be presenting a proposal for the project at the February 22, 2021 City Council meeting. The proposal will include the idea of "student lead" artwork with the theme of "Kindness, Community and Current Events," criteria for design, timelines for artwork turnover within the tunnel. All of these details will need to meet specific guidelines to satisfy MnDOT's policy, and ultimately, City Council approval.

7.9 NYA Area Chamber of Commerce Updates

7.10 West Carver County Food Retail Committee (WCCFRC) Update

The attached survey from WCCFRC will be included in the February City Newsletter. This survey was recently distributed to those who participated in the food distribution on Wednesday, February 3, 2021.

No action necessary. Discussion only.

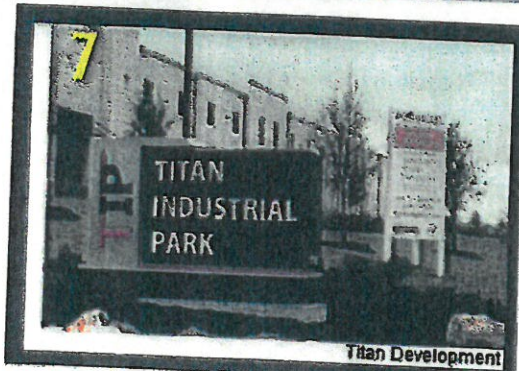
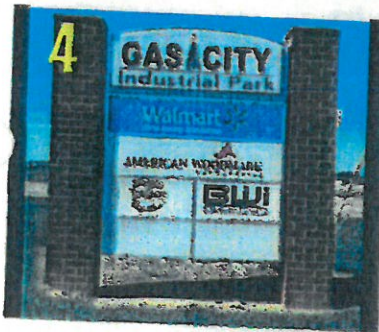
Spectrum Sign Systems (Blaine)

*Ballpark Figures 9/9/2020



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

Examples of potential industrial park signage:



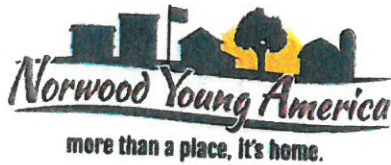
1. Post/Panel \$5-10,000
2. Illumination \$30-40,000
3. Post/Panel \$5-10,000
4. masonry \$30-100,000

5. Post/Panel \$2-4,000
6. \$12-20,000
7. \$12-20,000
8. \$30-100,000 masonry

* 5 year LED/Power Supply mfg warranty
 * 1 year Fabrication warranty
 * upon approval - 5 to 6 week completion

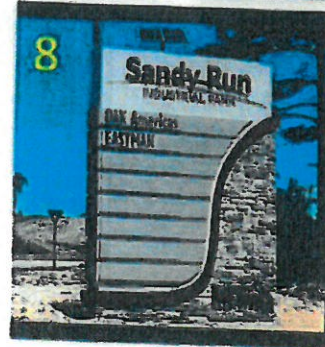
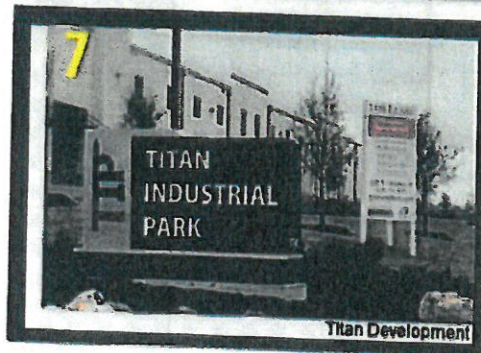
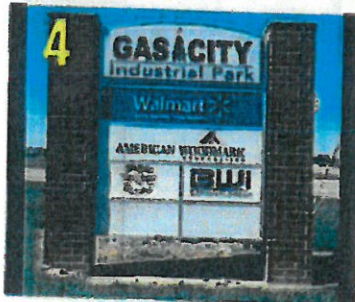
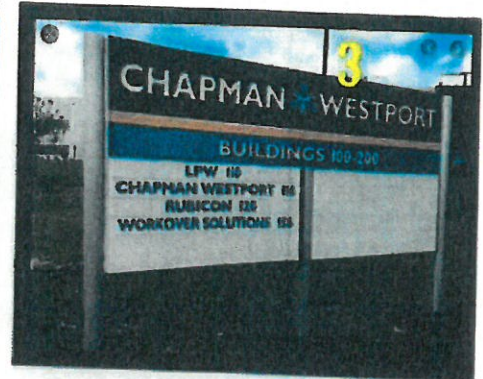
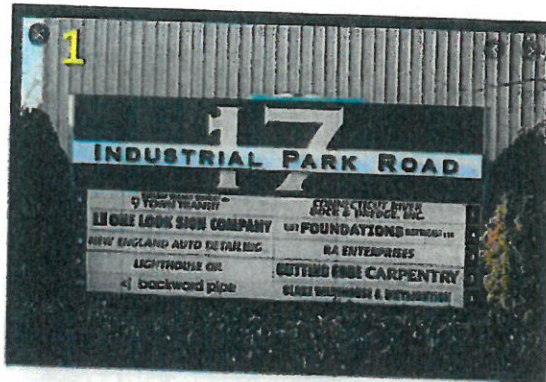
Vector Sign Solutions

*Estimates 9/8/2020



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

Examples of potential industrial park signage:



1. \$ 9,000
2. \$ 25,000 illuminated
3. \$ 7,500
4. \$ 40,000 illuminated

5. \$ 6,000
6. \$ 15,000
7. \$ 18,000 illuminated
8. \$ 35,000

*Pricing includes all proper footings and steel work to support the new signs.

*Illuminated signs will need electrician to bring power to the location.

Food Retail Survey

9 Questions, Front & Back Sides of Page

This is the same Survey that was dispersed at the Free Food Distribution Event in Norwood Young America on 2/3/2021. If you have already submitted this Survey, we THANK YOU for your help, but ask you not to submit another.

The West Carver County Food Retail Committee (a new Minnesota nonprofit) is asking for public reaction as we explore new grocery options for Norwood Young America. The Committee is made up of Carver County residents who are investigating starting a locally-controlled grocery, while the City of Norwood Young America continues to seek a grocery business to move into Norwood Young America. ****The West Carver County Food Retail Committee is not associated with the City of Norwood Young America nor with Carver County****

Please complete and mail this Survey to:

West Carver County FRC

P.O. Box 642

Norwood Young America, MN 55368

OR

Complete online through Google Forms:

<https://forms.gle/RePqysrV3pFu3V6P8>

(please complete and submit this survey only once)

All responses are anonymous. If you have any questions, please contact: westcarvercountyfrc@gmail.com. Thank you for your time and feedback!

- West Carver County Food Retail Committee

1) Where do you currently purchase the majority of your groceries?

- ☐ Aldi ☐ Cub Foods ☐ Family Dollar ☐ Dollar Fresh ☐ Home delivery service
☐ Coborn's ☐ Mackenthun's ☐ Target ☐ Convenience store ☐ Other: _____

2) How important are the following factors in determining your food purchases?

	Very Important	Moderately Important	Slightly Important	Not Important
Location of store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Store hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of specific brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of products from local farmers/vendors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery/Curbside pickup	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of ready-to-eat/pre-packaged meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3) If a grocery store returned to Norwood Young America, I would most likely:

- ☐ Not only shop there, but be willing to invest time/energy into making the business a success
☐ Shop there exclusively to keep money in our local community
☐ Shop there weekly, but shop sales at other stores as well
☐ Still shop elsewhere to get the most competitive prices
☐ Not change my shopping routine, as I am happy with my current grocery option

4) What additional thoughts do you have about bringing a new retail grocery option to Norwood Young America?

(OVER)

5) On average, how often do you purchase the following items?

	More than once a week	Once a week	Twice a month	Once a month	Less than once a month
Fresh fruits & vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fresh baked goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat/Poultry/Seafood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grocery items (canned goods, cereal, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frozen foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deli or ready-to-eat meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) If you purchase ready-to-eat/pre-packaged meals, what is the main reason you purchase these items?

- ☐ Convenience
 ☐ I do not cook
☐ No alternate options available
 ☐ I do not purchase ready-to-eat or pre-packaged meals

7) What are barriers to purchasing the food you/your family want to eat? (check all that apply)

- ☐ Lack of a local grocery store offering the foods I want to purchase
 ☐ Mobility issues
 ☐ Lack of time
 ☐ I don't have any barriers
☐ Lack of reliable transportation
 ☐ Lack of options supporting local farmers/vendors
 ☐ Finances
 ☐ Other: _____

8) What is your age range?

- ☐ 18-24
 ☐ 25-34
 ☐ 35-44
 ☐ 45-54
 ☐ 55-64
 ☐ 65+

9) What is your residential zip code? _____

This Survey was produced independent of the City of Norwood Young America.
 The Survey was created and printed by an organization not affiliated with the City.
 This Survey's inclusion in the City newsletter was accomplished at no cost to the City.
 The City of Norwood Young America does not require anyone to complete or return this Survey.