



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, May 12, 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. Adoption of Agenda

3. Approve Minutes

A. April 14, 2021 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. New Business

A. **NYA Business Dashboard**

6. Old Business/Updates

Develop opportunities for new businesses and expansions for current businesses.

6.1 Discuss Industrial Blvd Business & Tacoma West Industrial Park Signage

Increase outreach and enhance relations with current businesses.

6.2 Final Report on Small Business Seminar & Breakfast – Wed, May 5, 2021 @ 8am @ Pavilion

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

6.3 View RFQ of Historic Downtown Young America Mural

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

6.4 Update on NYA Community Marketing Video & Commercial

6.5 Review progress of Historical Walking Tour

6.6 Update on Commercial, Land Development and Redevelopment Site Listings on City Website

Enhance partnerships with Carver County and local schools.

6.7 Review Carver County CDA - Small Cities Development Program Grant

6.8 Review progress of Underpass Artwork (with Central Schools)

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

6.9 Review updates from Chamber of Commerce

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

7. City Council & Other Commission Updates

8. Upcoming Meetings

A. Next EDC meeting – 6:00 p.m., June 8, 2021

9. Adjournment

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, April 14, 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, Tonya Noeldner, Jason Winter, Julie Wigfield

Staff Present: Karen Hallquist (Economic Development/Marketing Director)

1. Call to Order

Vice Chair Smith called the meeting to order at 6:05pm.

A. Pledge of Allegiance

2. Adoption of Agenda

Motion: ME/GK to approve the agenda. Motion passed 8-0.

3. Approve Minutes

Motion: MM/AG to approve the minutes of March 10, 2021 EDC meeting. Motion passed 8-0.

4. Introductions, Presentations, and Public Comment - None

5. New Business

5.A Business Development Activity

Hallquist shared the zoning amendment was approved by City Council for Troy and Jo Eiden, owners of Modern Design Cabinetry to change 710 Faxon Rd from a C-2 to B-1 district in order to purchase the building and expand their cabinet making business. Aaron and Angie Bean, owners of Greenwood Marina applied for a variance to build an accessory building larger than the primary building at 13050 Stewart Ave. This will go to the Council on April 26, 2021

5.B Zoning Districts

Commissioners reviewed the current City of NYA Zoning map. Hallquist explained the different districts and went through the Current Availability of Lots by Zoning District. Couple items the Council will be discussing:

- City-owned greenspace on Industrial Blvd and hiring a commercial appraiser
- Permitted uses in the RC-1 Residential/Commercial district and the potential rezoning of south Railroad Street to be able to accommodate minor auto repair with auto sales

6. Old Business (Updates)

6.1 Industrial Blvd Business & Tacoma West Industrial Park Signage

Hallquist shared that she had a conversation with Brian Holtberg at HydroEngineering about the proposed location of a new Industrial Blvd business sign on the northwest quadrant of Industrial Blvd and Hwy 212 and he approved it. There would need to be a joint easement agreement with the City and HydroEngineering given the location of the project. Commissioners discussed the following for the RFQ and additional research to be done:

- Prefer a two-sided sign – company will have to research if it needs to be flat or diagonal with the location and highway visibility
- Need to send a letter to Industrial Blvd businesses to ask commitment to the project – will need to get the quote back from companies first to find out plaque/logo costs
- Will the City pay for HydroEngineering's plaque/logo for the use of their property
- Need to check on the Right of Way with MnDOT
- Who would be doing the maintenance
- Would there be landscaping involved

6.2 Small Business Seminar & Breakfast– May 5, 2021

The Small Business Seminar and Breakfast is scheduled for Wed, May 5, 2021 starting at 8am at the Willkommen Memorial Park Pavilion. Guest Speaker is Victor Garcia of Victor's PC Solutions, LLC. Mr. Garcia runs and operates Victor's PC Solutions which has been serving McLeod county and the surrounding areas for the past 5 years. Mr. Garcia will be presenting information about how businesses can stay up to date on the latest computer systems and how to drive more social media traffic ~ at low or no costs - using Google My Business and Facebook. Flyers will be sent out to all local businesses this week. This event is a joint collaboration with the NYA Area Chamber of Commerce and free to all those in attendance.

6.3 Historic Downtown Young America Mural

Staff reached out to two local artists – Lana Beck and Ashley Williams – to gauge interest in the project. Formal RFQs will be sent out within the next week. The RFQ will provide the artists with feedback from the NYA EDC, Stiftungsfest Committee, and YA Cardinals baseball team on ideas for the mural and direct them to contact LaVonne Kroells at the Willkommen Heritage Center to set up a meeting to discuss further historical topics/happenings in regards to the former Young America community. The goal is to have the artist's interpretation/theme of the mural, along with a drafted sketch of the mural, to be presented to both the EDC and City Council in May.

6.4 Community Video Project

Responses to the RFQs were received from all three production companies OrangeBall Creative (\$13,900), Captivate Media (\$13,500), and Tyler Richter Productions (\$14,885) by the submission deadline date of March 31st. Hallquist shared examples of the video examples (without audio due to technical difficulties). Commissioners discussed that all examples of production were very similar and good, however, the overall quality and largest ROI would be with OrangeBall Creative. The usage of the drone footage in their videos were much more prominent and the clarity of the work was exceptional compared to the examples provided by the other two companies. It was noted by commissioners that with Highway 212 being the gateway to the metro, and in the heart of NYA, it would be an important asset to emphasize which can be reflected with excellent drone coverage. Commissioners discussed the favorable relationship with OrangeBall Creative on previous City projects and would be willing to invest the additional \$400 over the lowest bid for the total price of \$13,900. Staff was instructed to contact the city attorney to verify that the city could hire a company with a higher bid.

Motion: MM/AG to recommend the approval for the contract of OrangeBall Creative in the amount of \$13,900 to the City Council for the production of the City of Norwood Young America Community Marketing Video and Commercial.

6.5 Historic Walking Tour

Minnesota Historical Society approved the pre-application narrative for the historic walking tour. The City of NYA now has access to the grant portal page with a variety of Heritage Tourism grants available to assist in such projects as this. Hallquist will be contacting the team member assigned to the City to ask the "next step" questions. LaVonne Kroells, President of the Willkommen Heritage Center will be invited to participate with this meeting as well.

6.6 Final Commercial Market & Retail Food Study report

Commissioners were provided with the final report of the Commercial Market & Retail Food Study that was approved at the April 12, 2021 Council meeting. The report will be available

6.7 Small Cities Development Program Grant

Community Development Director Michelle Vojacek and Hallquist have been reviewing each application. Vojacek will be sending certified letters to those property owners who have not responded to meeting requests and asking for final participation commitments. These property owners will be given until May 1, 2021 to respond. Should there be additional funds available, other property owners will be able to apply. All funds of the entire program must be awarded out by September 2022.

6.8 Underpass Artwork (with Central Schools)

The Art on Truck Highway Right of Way application for the Hwy 212 Underpass Artwork Project has been Submitted to MnDOT officials. The application was previewed by both Diane Langenbach, MnDOT Project Manager (for the Hwy 212 project) and Ryan Wilson, PE AICP South Area Manager, MnDOT Metro District and they both gave the thumbs up. Ms. Langenbach noted her approval for the "Community, Kindness & Current Events" theme, the partnership with the City and school, and how it will enhance the entire area for NYA. Staff is waiting on the approval process.

6.9 NYA Area Chamber of Commerce Updates

The NYA Area Chamber of Commerce is planning the Springfest Artisan Fair event on May 15, 2021. Wigfield shared they are filling vendor spots and confirmed the quilt show will be held at the NYA Library. A featured artist will be in the Roy Clay building and vendor spots will be in the municipal parking lot. The Chamber is requesting an EDC donation of \$1,000 in support of the event.

Motion: MM/ME to approval a \$1,000 donation to the NYA Area Chamber of Commerce according to the State of MN State Auditor: Statement of Position Public Expenditures Donations and Dues, section "Gifts/Donations to

Private Individuals/Organizations" for an Artistic Organization and/or event as Springfest Artisan Fair to be held on May 15, 2021. Motion passed 8-0.

Other upcoming events:

- Citywide Garage Sales April 21-24 – hoping businesses will do a sidewalk sale next year
- Golf Outing in September
- Taste of NYA in July – decision to be made in May if the event will happen
-

6.10 West Carver County Food Retail Committee (WCCFRC) Update

Smith shared their survey is closed and had approximately 900 responses from the NYA, Hamburg, and Cologne area. They are currently analyzing the data and will present it in May. They are looking at any sort of grocery model at this time.

7. Upcoming Meetings

- A. Next EDC meeting – 6:00 p.m., May 12, 2021

8. Adjournment

Motion: MM/JW to adjourn. Motion passed 8-0.

Respectfully Submitted,

Karen Hallquist, Economic Development Marketing Director



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: May 12, 2021

SUBJECT: NYA Business Dashboard

Business Development	Location	Status
Modern Design Cabinetry	710 Faxon Rd	Waiting on closing date
Greenwood Marina	13050 Stewart Ave	Prospective buyers retracted variance request at Council level. Not pursuing purchase of property.
Mfg Business Expansion	Xxxxx	Working with business
Mfg Business Expansion	Xxxxx	Working with business
Business Inquiries		
Motel/hotel	C-2 General Commercial	Working with prospect – Planning Commission reviewing code definition to make more accommodating
Retail	C-3 Downtown District	Working with prospect
Auto sales/mechanical	C-3 Downtown (Railroad St)	Planning Commission reviewing permitted uses and potential zoning change at City Council request
Retail	C-3 Downtown District	Working with prospect
Mini Storage	B-1 Business Industrial	Lack of property available
Mfg	I-1 Light Industrial	Provided info & follow up
Contractor Office space	C-3 Downtown/C-2 Gen Comm	Provided info & follow up
Housing Development		
Kloth Property	16810 CR 31	61.32 acres of R-1 Residential – listed for \$1.6M - single family land available –
Preserve/Meadow Property	N 700 block of Lakewood Trl	22.66 acres of R-1 Residential recently listed for \$1.2M – plotted for single family homes and townhomes
JAM Property	NE Corner of Tacoma/Hwy 212	60.69 acres of Transitional Ag land – Comp Plan has property listed for R-1 and C-2
Misc Projects		
Trail Lighting	Keher Park & Hwy 212	Bid award to Xtreme Electric – starting soon
2 nd Ave & Lift Station	Five way stop to N Devonshire	Bids advertised
Oak Lane Project	Oak Lane (off Tacoma)	Bids advertised

Ribbon Cutting Welcome	Balanced Life – Wilson Street	Wed, May 19 5pm
Ribbon Cutting Congratulations	Pour House Pub – Elm Street	Wed, May 19 5:30pm
Commercial Appraisal	Ind Blvd – City owned greenspace	Working on appraisal contract – job to be done end of May
Community Garden Plots	Oak Grove/City Hall	Completion of partnership project w/Central Schools – 32 plots reserved for summer
Streetscape Project	200 Block of Main Street	Researching Small Cities Streetscape Grant – coming to EDC for review this summer

Action: Discussion Only



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: May 12, 2021

SUBJECT: Old Business/Updates

6.1 Industrial Blvd Business & Tacoma West Industrial Park Signage

Staff is working on the RFQ to send out to the following three companies:

1. Designer's Outlook LLC
2. Vector Sign Solutions
3. Spectrum Sign Systems

6.2 Small Business Seminar & Breakfast - May 5, 2021

The Small Business Seminar and Breakfast was Wed, May 5, 2021 at the Willkommen Memorial Park Pavilion. Eighteen guests were in attendance. Guest Speaker was Victor Garcia of Victor's PC Solutions, LL. He presented information about how businesses can stay up to date on the latest computer systems and how to drive more social media traffic – at low or no costs - using Facebook. **Attached is the program of the event along with the handouts provided by Mr. Garcia.**

6.3 Historic Downtown Young America Mural

Staff emailed out the **attached RFQ** to both Lana Beck and Ashley Williams on Friday, April 30, 2021. The quote along with an artists interpretation design sketch is due Wednesday, May 19, 2021. The quotes/sketches will be presented to the City Council at the May 24, 2021 meeting. Feedback from the Council along with the quotes/sketches will be brought to the EDC meeting on June 8, 2021 for discussion followed by a recommendation back to the City Council for final approval of the project and design at their June 14, 2021 meeting.

6.4 Community Video Project

The NYA City Council approved the hiring of OrangeBall Creative at the April 26, 2021 meeting. **Attached is the contract agreement and accepted quote, scope of work and timeline proposed from OrangeBall Creative.** The project will start by the end of May.

6.5 Historic Walking Tour

Staff met with LaVonne Kroells, President of Willkommen Heritage & Preservation Society to discuss the project. Much of the legwork of this project is completed with the history of the downtown buildings and historic sites throughout the community. The goal is to set up a meeting with Wendy Peterson-Bjorn, Executive Director of the Carver County Historical Society. Kroells shared that Ms. Peterson-Bjorn has done projects such as this and will be able to provide resources and guidance on the next steps.

6.6 Commercial, Land Development and Redevelopment Site Listings on City Website

Staff is in the process of contacting local realtors and commercial property owners of vacant buildings to ask the current status of the buildings – whether they are for sale or lease – and up to date contact information.

6.7 Small Cities Development Program Grant

Community Development Director Michelle Vojacek and Hallquist have been reviewing each application. Vojacek will be sending certified letters to those property owners who have not responded to meeting requests and asking for final participation commitments. These property owners will be given until June 1, 2021 to respond. Should there be additional funds available, other property owners will be able to apply. All funds of the entire program must be awarded out by September 2022.

6.8 Underpass Artwork (with Central Schools)

The Art on Truck Highway Right of Way application for the Hwy 212 Underpass Artwork Project has been Submitted to MnDOT officials. Artwork proposals were submitted by Central High School students for the underpass artwork project and shared at the Council work session on April 26, 2021. The theme of the project is “Kindness, Community & Current Events.” Council members were asked to review the proposals and provide any feedback of concern to City staff following the work session.

Staff continues to request updates on the MnDOT Art on Trunk Highway application process. To date, MnDOT attorney Angela Forsythe is working on the cooperative agreement and waiting to hear back from two functional groups for final approval. The original goal for the students to start painting their murals was Wednesday, May 12, 2021. If the MnDOT approval does not come through by that date, staff has proposed a “Plan B” to Superintendent Tim Schochenmaier and Art Instructor Ashley Williams:

- The City will provide 4x4’ plywood boards to the school for the students to paint their murals
- The City will provide the anti-graffiti coating on the finished murals
- The City will hang the finished murals securely on the outside fencing at the West Carver Community Pool (picture below)
- It would also be requested for the backs of the plywood to be painted a solid color so there would be a decorative element for visitors viewing from the pool/pool deck – these can be hung up year after year



Once MnDOT gives approval for the project, it is the hope that the students would be able to paint their mural in the underpass. City Council will have to discuss how exactly this could happen with supervision by Ms. Williams and a contractor arrangement. **Attached are the artwork proposals submitted to the City Council.**

6.9 NYA Area Chamber of Commerce Updates

6.10 West Carver County Food Retail Committee (WCCFRC) Update

NYA Small Business Seminar & Breakfast

Wednesday, May 5, 2021, 8:00am

**Willkommen Memorial Park Pavilion
21 Main Street E, NYA MN 55397**

Welcome: Mayor Carol Lagergren, City of NYA

Introduction: Julie Wigfield, Executive Director NYA Area Chamber of Commerce

Presenter: Victor Garcia, Victor's PC Solutions

Q&A

Closing: Karen Hallquist, Economic Development Marketing Director



Notes:

Guest Speaker: Victor Garcia of Victor's PC Solutions, LLC. Mr. Garcia owns and operates Victor's PC Solutions which has been serving McLeod county and the surrounding areas for the past five years. Mr. Garcia will be presenting information about how businesses can stay up to date on the latest computer systems and how to drive more social media traffic – at low or no costs - using Google My Business and Facebook.



Thank you for participation today! We appreciate you , your business and your commitment to the Norwood Young America business community.

National Small Business Week ~ May 2-8, 2021

1 **SOCIAL MEDIA & I.T. FAQs**

2 **WHY FACEBOOK?**

- Reach billion of potential users
- Build your email list
- Lower your marketing expenses
- Target audiences by location, demographics, interests
- Gain insights on your audience
- Build brand loyalty
- Increase your website traffic
- Reach people on their phones
- Learn About Your Target Audience
-

3 **CREATING YOUR FACEBOOK BUSINESS PAGE**

- In order to post on Facebook business page, you must first have a personal Facebook account / profile
- When creating a Facebook page make sure to have a theme, mission, and goal with your page to your page. This is the backbone to your Business Facebook Page.
- This can mean literally posting it / throwing it here and there on your posts, so people get reminded of it. This will help them connect with your based-on morals, values, personality, ect.
- Example - National Geographic: Nature. Showcasing the beauty of nature.
-

4 **POSTING: EMOTIONAL CONNECTION**

- Stories: They have a beginning, a middle, and an end. People don't like to think, and it keeps them engaged / easier to hold their attention.
- Pictures: There's a reason why they say a picture is worth a thousand words. Make sure to use nice clear photos. If it's blurry don't use it. Wait to get a good quality photo.
- Educational / Practical Advice: You know your clients the best, you know what they struggle with. Talk about it and give them solutions! You may think this is taking business away but it's not. It'll position you as a professional in your field because it shows you know what you are talking about.

5 **POSTING: EMOTIONAL CONNECTION**

- Testimonials: Shows proof you have happy clients and builds trust when people work with you.
- Use your logo / symbol / things that get people to recognize you and your brand.
- Ask questions: Gets your people to engage with you.
- Teaser Posts: String out information / Helps build up tension.
- Before / After: Showing before a project and after you helped / serviced your client / results.
-

6 **POSTING: PHOTOS / VIDEOS**

- Share a story of how your business has helped someone: It made it easy when doing a roofing job, it helped during the clean up of a business when moving out, it helped the company

during a construction job, ect.

- A day in the life of the business: Such as dropping off a dumpster, picking up a dumpster unloading and dropping off all the debris at the landfill, all the dumpsters lined up, the trucks nice and clean, maybe one got stuck and how you pulled it out but still got the job done.
- Tell them about your business: By what they can and can't throw in your dumpsters, the size of dumpsters you have, how long they can have them for.

7 **POSTING: BOOSTED POSTS**

- Facebook will give you the option to boost the post. You can select the target audience (the people that the post will be presented in front of / targeted) Generally the best route to go with this is by radius. You drop a pin in NYA and expand out. For example, drop the pin in NYA and run the boasted post within a 30-mile radius. You can also select gender and age within the options. From here Facebook will give you a gauge on how many people you can reach within that radius. You'll also be able to select your budget and duration for the boasted post, and it'll also give you the approximate amount of people you may be able to reach within that time frame. The amount of people you may be able to reach will vary. Now you can post and publish the boasted post. Make sure to share and post it on your personal page for your family and friends to see. This will give you most exposure.

*

8 **POSTING: BOOSTED POST**

- You can run the boosted Facebook post for 5 days with a budget of \$50 and a 30-mile radius from Glencoe. The approximate amount of people you may reach can range from 1,500 – 5,000 people.

9 **EXTRA TIPS**

- Make sure your Facebook Page details are filled in such as phone number, website, hours, ect
- Use clean and clear photos or videos. Stay away from blurry photos
- Learn your audience: What they like and don't like
- Educate people about your business
- Interact with your audience: Comment back, answer their questions
- Post when your audience is active (8AM – 9PM)
- Stay consistent with posting: 2 – 3 a week
- Test and learn your audience. What content works and what doesn't.
- Make it personal, use emojis, and have fun!!

10 **Q & A**

11 **THE BASICS: INTERNET CONNECTION**

- Internet Speed – Make sure you have good internet speed to be able to work online and handle all your devices. (30mbps +)
- Internet Company Modem – Up to date to be able to handle current speeds, new speeds, and keep a stable connection coming in from your ISP.
- Firewall: Monitors, protects, and controls incoming and outgoing network traffic based on predetermined security rules.
- Router – Same as modem and no older than 4 – 6 years old.

12 **IN THE OFFICE: HARDWARE**

- Optimal Hardware – Laptop or desktop. i3, i5, i7 with 8GB RAM, and 256GB SSD.
- Desktop / Laptop – Power cables without any damage.
- External Monitors / Dual (24" +) – Less eyestrain and increased productivity.
- Printers – LaserJet for high volume printing. HP printer and HP instant ink program. More printing for less. Plans start at \$2.99 per month.
- Battery UPS - Gives you time to properly shut down in case of a power outage.

13 **IN THE OFFICE: SECURITY**

- Antivirus: Windows Security (Built In Windows 10), BitDefender Total Security, ESET Nod32, Malwarebytes Antivirus and Cyber Security.
- Check the incoming email address, not just header or subject.
- Do not open email attachments if you're not sure who they are from or weren't expecting an attachment. Also do not type in log in credentials.
- Double check to ensure you are on the correct website.
- No Microsoft will not call you to clean up your computer.

14 **BACKING UP**

- USB Flash Drive: 3.0 Speed
- USB External Drive: WD My Passport / WD Backup software
- Cloud: iDrive, CrashPlan, Carbonite

15 **MY WI-FI RANGE ISN'T GOOD, WHAT CAN I DO ABOUT IT AT MY BUSINESS?**

- Make sure your router is placed center of your organization.
- Check equipment's range and age / Consider upgrading (If older than 4 - 6 Years)
- Ubiquiti UniFi Access Points.

16 **MY WIFI RANGE ISN'T GOOD, WHAT CAN I DO ABOUT IT AT HOME?**

- Make sure your router is placed center of your home.
- Check router's range / Consider upgrading (If older than 4 - 6 Years)
- TP Link Deco Mesh Wi-Fi System Deco S4. Up 5,500 SQ FT.

17 **WHERE IS THE WORLD OF COMPUTERS GOING?**

- Cloud Computing: the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer.
- Top CC Companies: Alibaba, Amazon Web Services, Google Cloud Platform, IBM Cloud, Microsoft Azure, Oracle Cloud, VMware

18 **SHOULD I CUT THE CORD?**

- Hulu / Hulu with Live TV
- Netflix
- Amazon Video
- Sling TV
- YouTube TV
- DirectTV Now
- Playstation Vue

19 **HOW DO I BACKUP MY PHOTOS ON MY CELL PHONE?**

- Best option is on the cloud
- Google Photos : It's available on both Android and iOS
- Unlimited storage and it's free (15GB)! All you need is Google Account.

20 **HOW MUCH IS IT TO FIX A SAMSUNG S8 / S9 / S10 CRACKED SCREEN?**

- Prices range between \$225 - \$400 depending on the phone model.

21

22 **CONTACT INFORMATION**

- Facebook: Victor's PC Solutions
- Website: Victorspcsolutions.com
- Contact Number: 612-584-8920
- Email: Victorgarciaacst@gmail.com



REQUEST FOR QUOTE & DESIGN DRAFT

City of Norwood Young America Historic Downtown Young America Mural

City of Norwood Young America
310 Elm Street W.
P.O. Box 59
Norwood Young America, MN 55368

I. GENERAL PROVISIONS

- A. The City of Norwood Young America is accepting quotes to research, design and paint a community mural in Historic Downtown Young America. A draft sketch of the artists interpretation of the project must accompany the quote. Responses submitted must provide complete information as indicated in this request. Please submit quote by May 19, 2021.**

City of Norwood Young America
Attention: Karen Hallquist
P.O. Box 59
Norwood Young America, MN 55368

- B. Questions and inquiries regarding this request should be directed to:**

Karen Hallquist
Economic Development Marketing Director
P.O. Box 59
Norwood Young America, MN 55368
(952)467-1810
economicdev@cityofnya.com

C. Scope of Work

The City of Norwood Young America is accepting quotes to for a community mural to be researched, designed and painted on the back of the grandstand at Willkommen Memorial Park, 21 Main Street E, in Historic Downtown Young America.



At the direction of the Norwood Young America City Council, Economic Development Commission, Stiftungsfest Committee, Young America Cardinal Baseball Team, Parks & Recreation Commission and Willkommen Heritage & Preservation Society, the following information should be considered in the planning of the mural:

- Must reflect historical connections of the former Young America community
 - Stiftungsfest – meaning “Founder’s Day” – German singing celebration
 - Singer’s Hall (old dance hall)
 - Old Young America City Hall
 - Young America Cardinal Baseball
 - Willkommen Memorial Park is their home field – they would love to see a baseball player with original uniform/bat/glove with number “13” recognized on the uniform as it is in honor of a State Amateur Baseball Hall of Fame player from Young America – Virgil Zellmann
- Incorporate the 1947 memorial board with the mural
- Please contact LaVonne Kroells at Willkommen Heritage & Preservation Society at 952-467-3214 for additional research on the Young America community

City Responsibilities with Project

- Pre-work for the “blank canvas” will be prepared by City staff:
 - Cleaning of the wall
 - Priming the wall (wherever the layout of the mural will be)
- Dumpsters (as seen in pictures) will be permanently removed from the vicinity
- A scissor lift will be provided for artist (if needed)
- City staff will apply the anti-graffiti paint coating at least 72 hours after the mural is completed

Project Schedule

Wed, May 19, 2021 – Quote/draft sketch of the artists interpretation of the project due.
 Mon, May 24, 2021 – NYA City Council meeting to review submissions and give feedback
 Wed, June 9, 2021 – NYA Economic Development Commission meeting to review and recommend approval of design/artist
 Mon, June 14, 2021 – NYA City Council meeting to formally approve design/artist

****The scope of work is to be completed before August 20, 2021****

D. Insurance

The Contractor shall carry the following minimum limits of insurance coverage and provide proof of such to the City. The City shall be listed as an Additional Insured.

Commercial General Liability per occurrence for bodily injury and property damage	\$1,500,000
Automobile Liability	\$1,500,000
Workers Compensation and Employers’ Liability	\$1,500,000

E. Quote

Quotes should be provided as a whole dollar amount for the entire scope of work.

F. Disclaimer

The City of Norwood Young America shall not be liable for any costs incurred by a contractor in responding to this request for quotes or for any costs associated with discussions required for clarification of items related to this quote.

G. Right to Reject Quotes

The City reserves the right to reject any and all quotes received.

Additional pictures:



CONTRACTOR'S QUOTE

Company name: _____

Contact Person: _____

Title: _____

Address: _____

Phone Number: _____

Quote: \$ _____

Signature: _____

Date: _____

**CITY OF NORWOOD YOUNG AMERICA
COMMUNITY MARKETING VIDEO AND COMMERCIAL PROJECT
AGREEMENT**

This Agreement is made this ____ day of May 2021, by and between the City of Norwood Young America (“City”) and OrangeBall Creative (“Contractor”) for completing the City of Norwood Young America Community marketing Video and Commercial project more fully outlined in the City’s RFQ (the “Project”).

ARTICLE 1

THE CONTRACT DOCUMENTS

The Contractor shall complete the Project described in the RFQ for the project. The Contract Documents consist of:

- 1.1 This Agreement;
- 1.2 The attached RFQ, incorporated herein by reference; and
- 1.3 The attached Contractor’s Quote, incorporated herein by reference.

ARTICLE 2

DATE OF COMMENCEMENT AND COMPLETION DATE

The date of commencement shall be the date of this Agreement unless otherwise indicated below. The Contractor shall complete the Scope of Work no later than November 1, 2021 subject to adjustment by Change Order.

ARTICLE 3

CONTRACT SUM

- 3.1 The Contract Sum is: \$13,900.

ARTICLE 4

PAYMENT

The City shall pay the Contractor upon satisfactory completion of the Project.

ARTICLE 5

INSURANCE

5.1 The Contractor shall provide evidence of the insurance required by the RFQ prior to commencing work.

This Agreement entered into as of the day and year first written above.

CITY

CONTRACTOR

(Signature)

(Signature)

(Printed name, title and address)

(Printed name, title and address)



orangeballcreative.com

STATEMENT OF WORK

DATE

03.31.2021

ORANGE I.D.

NYA004

PROJECT

Name Norwood Young America Community Marketing Video and Commercial

SUBMITTED BY

Beau Nordby

651.336.6747

beau@orangeballcreative.com

CLIENT INFORMATION

Karen Hallquist

Economic Development Marketing Director

(952)467-1810

economicdev@cityofnva.com

OVERVIEW

OrangeBall Creative, in collaboration with the City Council and the Economic Development Commission, will produce a Community Marketing Video and Commercial for the City of Norwood Young America.

The main objective of the videos is to convey the heart of the city's tagline, "more than a place, it's home" by capturing all that NYA has to offer through the items highlighted in the RFP.

OrangeBall Creative was able to help NYA develop the new logo, tagline, and the city's brand messaging. We would build off of that experience and continue telling "the NYA story" through these videos.

We will do everything we can to make these videos "evergreen." Meaning, we'll avoid the display or mention of dates or timestamps. This will extend the videos' shelf-life to be used for years to come.

We understand that these videos will be foundational to showcasing Norwood Young America as a place to live, work, and play - now and in the future. Just as we were able to achieve with the city's branding and messages, we'll make sure these videos have OrangeBall Bounce as well.

PRE-PRODUCTION

- Scout potential locations in June and September with a NYA representative
- Generate a shot list for each of the 2 filming days
- Provide a shoot schedule for each shoot day
- Schedule extras that are provided from the city of NYA for each scene. The plan is to use NYA citizens in the videos.
- Secure crew for filming

Estimate: \$1500

PRODUCTION

- Scriptwriting for both the 2-3 minute video and the :30 commercial.
- Filming 2 days - June and September for a 2-3 minute video and a :30 commercial. A filming day is up to 10 hours.

Crew includes:

- An OrangeBall Creative partner to oversee creative direction
- Producer that will see the project all the way through from pre-production to editing and delivery
- Cameraman equipped with a drone camera, 4K video camera, and a GoPro
- Grip to help with lighting and carry camera gear. This person helps to get to more locations quicker in a day.

Estimate: \$7900

POST-PRODUCTION

The items below are for both the 2-3 minute and the :30 commercial.

- Editing
- Graphics and animation

- Various rounds of editing and adjustments
- Professional voiceover for both videos
- Royalty-free music tracks for both videos
- A version with subtitles
- Delivery of final rendered video files

Estimate: \$4500

INSURANCE

OrangeBall Creative has confirmed with American Family Insurance (our provider) that our General Liability, Workers Comp, and Auto policies will cover the aspects of this project. We will request and provide documentation for shoot days, once scheduled.

TOTAL ESTIMATE

\$13,900

PAYMENTS

Milestone Payment One: \$4633 - Down payment to start project. Due upon receipt of invoice.

Milestone Payment Two: \$4633 - Mid-project payment after June shoot day. Net 15.

Milestone Payment Three: \$4634 (plus any client-approved additional time spent and purchases made on behalf of client). Invoiced upon completion of the items listed above. Net 15.

ENHANCEMENT OPTIONS

Below are ideas for you to enhance the video project.

1. Early Version Video

Since we'll be capturing key events and locations during the June shoot day, we could create a first version of the video which would allow you to start using it for promotions before the final is created by, or before, November 1, 2021.

Estimate: \$2000 (in addition to the total estimate)

2. Illustrated Map

A great addition to the videos would be an illustrated map of NYA that we could animate and use as an element to lead into the parts of the video that talk about locations. We could start with a wide shot of the full city map and "zoom in" to the location to be highlighted. This map would have several other uses in: tourism, marketing, and presentations.

Includes:

- Map illustration
- Animating within the video(s)

Estimate: \$1500 (in addition to the total estimate)

3. Multiplying the Investment

This project will provide you with a library of footage for city buildings, locations, and events that you can use to create videos that highlight any of those individually. The website would be a great place to showcase these videos. Voiceover and editing would be required for each.

Includes:

- Scriptwriting
- Graphics and animation
- Editing
- Professional voiceover
- Royalty-free music track

Estimate: \$2500/video

EXAMPLES

Below are examples of video projects we've helped produce that showcases the crew's work.

Lion Hotel - (City, Lifestyle, Drone)

<https://vimeo.com/user4501988/review/389092354/bcb975ffc6>

Drone Reel

<https://vimeo.com/user4501988/review/389075663/66a62faf90>

KOA - (Lifestyle, Activities - all footage was provided by client)

<https://youtu.be/9U0Sxm6qXJo>

TERMS AND CONDITIONS

FINAL ARTWORK Fee quoted includes delivery of digital assets. Changes to final artwork will be provided at an additional cost based on the extent and complexity of the changes, at a mutually agreed upon fee, TBD.

RIGHTS The undersigned parties hereby agree that all work done is considered work for hire and all rights, copyrights, titles and interest in any design work performed by OrangeBall Inc on behalf of Client, belong solely and exclusively to the Client free from any claims whatsoever.

RUSH Rush, holiday and weekend work necessitated by Client's directive is billed in addition to the fees quoted at a mutually agreed upon fee, TBD.

CHANGE ORDERS Work change orders will be issued for additional work and changes requested after approvals or commencement of work. WCO's include a description of the change/addition requested, estimated additional costs, and changes to work schedules/project completion. Client's signature is required on WCO's to proceed with changes/additions.

PURCHASING All purchases made on client's behalf will be billed to client. In all cases, such prices will reflect a markup of 10%. Charges for sales tax, insurance, storage, and shipping and handling are additional to the price of each purchase. In the event client purchases materials, services, or any items other than those specified by the designer, the designer is not liable for the cost, quality, workmanship, condition, or appearance of such items.

TERMINATION POLICY Client and Designer may terminate project based upon mutually agreeable terms to be determined in writing, either prior to signing of this proposal or within the final Client-Designer Contract. Ownership of all copyrights and original artwork shall be retained by OrangeBall Inc.

MODIFICATIONS Modification of the Agreement must be written, except that the invoice may include, and Client shall pay, fees or expenses that were authorized via email in order to progress promptly with the work.

LIMITATION OF LIABILITY Client agrees that it shall not hold OrangeBall Inc liable for any incidental or consequential damages that arise from their failure to perform any aspect of this project over the amount paid for this job. OrangeBall will not be held accountable for any liability caused by client's use of OrangeBall's design to infringe on the rights of others. To the best of their knowledge, all work created by OrangeBall is original and has not been previously published. Client agrees that it shall not hold OrangeBall Inc liable for any incidental or consequential damages that arise due to intentional or negligent acts or omissions by a third party. Regarding "cyber attacks" on the client's website, several security measures will be put into place to safeguard from cyber attacks. However, if an attack is successful OrangeBall Creative will not be held liable for any losses or damages.

SCHEDULE OF PAYMENT All invoices are payable within 15 days of receipt. Fee Billing: 100% upon completion of project. 3% convenience fee will be added to all Credit Card and PayPal payments.

DEFAULT IN PAYMENT The client shall assume responsibility for all collection of legal fees necessitated by default in payment.

TERM OF PROPOSAL The information contained in this proposal is valid for 30 days. Proposals approved and signed by the Client are binding upon the Designer and Client beginning on the date of Client's signature.

All information in this proposal is subject to the Terms and Conditions listed herein.

If the information in this Proposal meets with Client's approval, Client's signature below authorizes OrangeBall Inc to begin work. Kindly return a signed copy of this Proposal/Agreement to your OrangeBall design associate.

OrangeBall Authorized Signature/Date



03.31.2021

Client's Authorized Signature/Date

Client's Name and Title

Firm's Quote

Company Name: OrangeBall Creative

Contact Person: Beau Nordby

Title: Partner

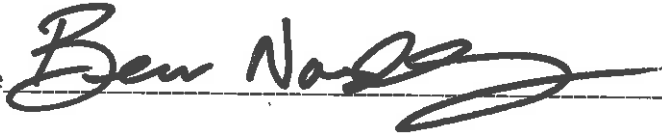
Address: 223 West Court, NYA, MN 55368

Phone: 651-336-6747

Email: beau@orangeballcreative.com

Quote\$: \$13,900

Signature

A handwritten signature in black ink, appearing to read "Beau Nordby", written over a horizontal dashed line.

Date: 03-31-2021

212 Underpass Des

Project: During spring semester students in DPP I & II 212 underpass. Students will work in groups of 4-5 and underpass. Each group will be responsible for coming theme of the project as well as painting it together during design will be approved by the city through a design plan.

Theme: The design of each tile will reflect community,

Guidelines and Restrictions: The design may not contain paraphernalia, hatred, guns, violence, inappropriate gender appropriate) Follow copyright laws



To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names: Brittany Amayo Nolan, Nekesa, Camryn

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

Our group's design in the underpass will be of the tree of life. There is a sunrise behind the trunk consisting of warm, fading colors. Two sets of tulips grow near the ground and roots are visible. We will sign our names, very small in the leaves.

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

The tree symbolizes growth and new beginnings. The sunrise also represents the start of a new day.

Group 1

5. Please break down student's strengths contribute to the group.

6. Please attach a:

Design Process: The first part of the design is the tree. First we make an outline starting with the trunk first and roots first. Then we work our way up into the tree and we paint the leaves next. When we do the leaves we first start with the outline then filling it in. While someone is doing the leaves another person will start painting the grass and filling the bottom part in. The final part would be painting the sunrise. We will use a mixture of orange, yellow, and pink paint with the addition of other colors if needed. There will be a sun peeking out over the horizon just behind the trunk of the tree that will take out a good portion of the sunrise. After all basics are done we will start adding detail where it needs it like flowers and a bird's nest.

Amayo will work on the grass area.

Nekesa will work on the tree trunk.

Camryn will work on the tree leaves and just the upper part of the tree.

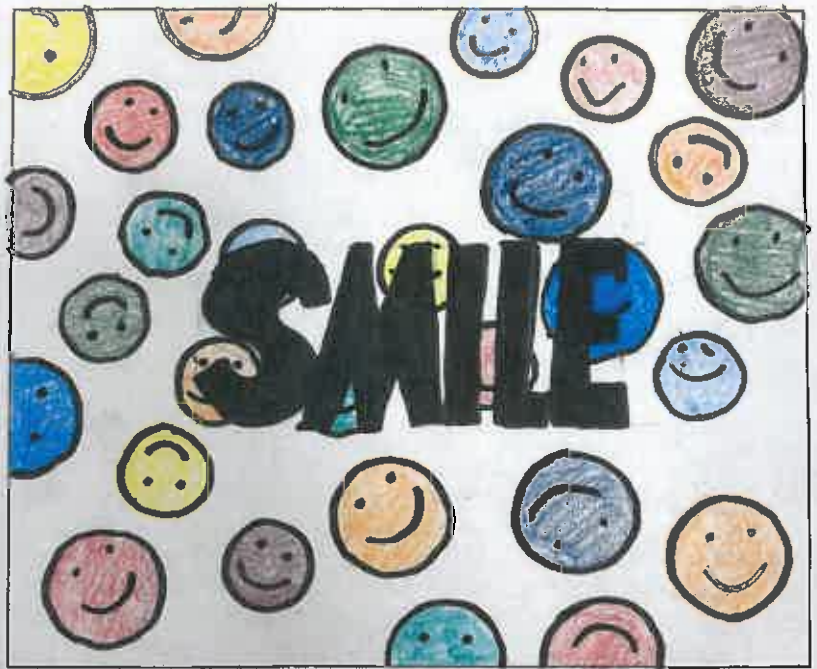
Brittany will work on the sunrise.

Nolan will help in any area that is needed.

Group 2

Names: Callie Sundberg, Tyler Anderson, Mason Emerick, Madison Lueck
Roman Holland

Final Underpass Design Sketch



212 Underpass Design

Project: During spring semester students in DPP I & II 212 underpass. Students will work in groups of 4-5 and underpass. Each group will be responsible for coming up with a theme of the project as well as painting it together during the semester. The design will be approved by the city through a design process.

Theme: The design of each tile will reflect community, kindness and local history/events.

Guidelines and Restrictions: The design may not contain any elicit content such as drugs, paraphernalia, hatred, guns, violence, inappropriate gestures, profanity, nudity. (must be school appropriate) Follow copyright laws

To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names: Roman, Callie, Mason, Madison, Tyler

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

The word smile in bold in black style letters with circular smiley faces in confetti style around it, with a white background. The smiley faces will be multi-colored.

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

The fun bubble style smiley faces should help put a smile on anyone who walks through the tunnel. I hope it tells them that smiling is good and it tells them to spread smiles with everyone else.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

The girls will do the word after the boys draw the circles and color them in. Then we will all contribute to the white background.

6. Please attach a sketch of your group's design to this sheet.

Names: Brady, Kaitlynn, Abigail, Evelyn

Final Underpass Design Sketch

Group 3

Kaitlynn, Evelyn, Abigail, Brady

212 Underpass Design

Project: During spring semester students in DPP I & II 212 underpass. Students will work in groups of 4-5 and underpass. Each group will be responsible for coming up with a theme of the project as well as painting it together during the design will be approved by the city through a design process.



Theme: The design of each tile will reflect community, kindness, and local history/events.

Guidelines and Restrictions: The design may not contain any illicit content such as drugs, paraphernalia, hatred, guns, violence, inappropriate gestures, profanity, nudity. (must be school appropriate) Follow copyright laws

To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names: Kaitlynn, Brady, Evelyn, Abigail

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

For the background we are going to use vivid bright colors like red, yellow, and orange, and also violets and shades of blue. We want to put a sunset and a night scene split apart with a hand signing equality in the center. The hand will be more abstract and it will incorporate different colors from the background. It will be more realistic geometric hand. Add Nirwood Sign

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

The mural encourages kindness, unity, equality, and is very welcoming.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

Kaitlynn and Brady can do the sketching, and Evelyn and Abigail will do the painting. We will split the roles at all 80. We are all good at painting, and we will split certain parts of the design.

6. Please attach a sketch of your group's design to this sheet.

212 Underpass Design

Project: During spring semester students in DPP I & II 212 underpass. Students will work in groups of 4-5 and underpass. Each group will be responsible for coming up with a theme of the project as well as painting it together during the design process. The design will be approved by the city through a design process.

Theme: The design of each tile will reflect community, kindness, and nature.

Guidelines and Restrictions: The design may not contain paraphernalia, hatred, guns, violence, inappropriate gestures, or (if appropriate) Follow copyright laws



To be filled out by student group:

1. Group/Tile # (assigned by instructor):

Group 4

2. Student names: Taylor, Makayo, Joe, Jared, Carter

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

Our image is a picture of a lake with a cabin on the side. There are trees surrounding the cabin. There is a big moon and a Saturn in the background. In front of the cabin there are rocks and a sign that says "Barnes Lake Drive."

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

It shows how people in our area love lake time and how we love nature. The moon represents new beginnings and a brighter path. The Barnes Lake sign shows how it relates to our town.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

(on back)

6. Please attach a sketch of your group's design.

5. First we will work on the background, get the sky and the main part of the lake done, then we will do the moon and Saturn. After that we will finish the lake and work on the trees and cabin. Once we finish the cabin and trees we will put finishing touches and rocks, then we will be done.

Group 5

212 Underpass Design F

Project: During spring semester students in DPP I & II will create 212 underpass. Students will work in groups of 4-5 and complete the underpass. Each group will be responsible for coming up with the theme of the project as well as painting it together during the design process. The design will be approved by the city through a design proposal process.

Theme: The design of each tile will reflect community, kindness, and local history/events.

Guidelines and Restrictions: The design may not contain any illicit content such as drugs, paraphernalia, hatred, guns, violence, inappropriate gestures, profanity, nudity. (must be school appropriate) Follow copyright laws

To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names:

Cade U. Anthony L. Kathryn G. Lilly V.

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

Hearts in the background with different colors
with "feel the love" written in it

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

It relates to the kindness theme and spreading love within the community.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

find a color scheme and figure out the placement of the letters and paint the hearts and then the letters over the top

6. Please attach a sketch of your group's design to this sheet.

Names: Cade U. Anthony L. Kathryn G. Lilly V.

Final Underpass Design Sketch



Group 6

212 Underpass Design

Project: During spring semester students in DPP 1212 underpass. Students will work in groups of 4-5 underpass. Each group will be responsible for coming up with a theme of the project as well as painting it together and the design will be approved by the city through a design review.

Theme: The design of each tile will reflect community.

Guidelines and Restrictions: The design may not contain any illicit content such as drugs, paraphernalia, hatred, guns, violence, inappropriate gestures, profanity, nudity. (must be school appropriate) Follow copyright laws

To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names:

Treton S., Kylie S., Raynah V.

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

It is going to be a multi colored puzzle that says "Everyone's a part of the puzzle" above the puzzle.

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

Everyone is a part of the puzzle is how it relates to the theme. We are going to be using bright colors to show happiness and kindness. Everyone fits in even though they are different.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

Raynah - Writing, Drawing the pieces, Painting pieces

Treton - Drawing the pieces, painting pieces

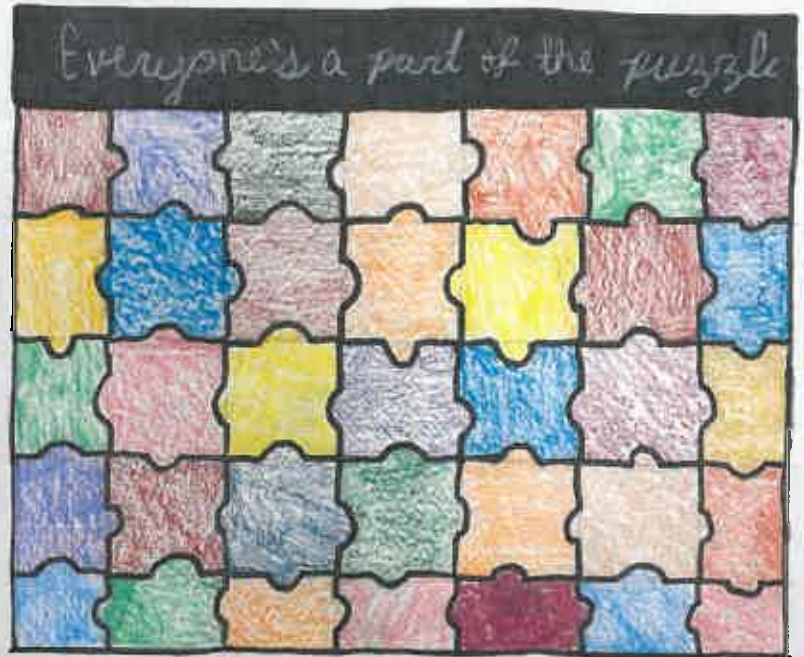
Kylie - Drawing the pieces, painting pieces

6. Please attach a sketch of your group's design to this sheet.

Names:

Raynah, Kylie, Treton

Final Underpass Design Sketch



212 Underpass Design Prop

Project: During spring semester students in DPP I & II will create a 212 underpass. Students will work in groups of 4-5 and complete or underpass. Each group will be responsible for coming up with a design theme of the project as well as painting it together during the last 2-design will be approved by the city through a design proposal process.

Theme: The design of each tile will reflect community, kindness, and

Guidelines and Restrictions: The design may not contain any explicit paraphernalia, hatred, guns, violence, inappropriate gestures, profanity (appropriate) Follow copyright laws

To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names: Kourtney Harms, Ryan Bartz, Ryan Goetz, Lily Hedrick, Dominic Boyd.

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

We are going to do a quote by Helen Keller "Alone, we can do so little; together, we can do so much." White background, light green words, and 4 bright colored butterflies with flowers on the bottom.

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

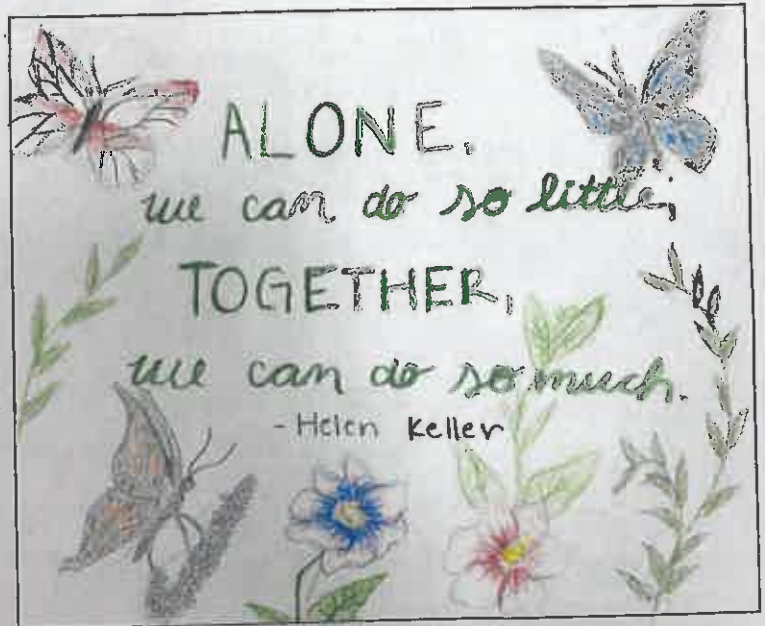
Our quote shows that our community can work together to do so many things. The butterflies and flowers show how bright and calming our community is.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

BACK

6. Please attach a sketch of:

We are all going to paint the white background, and once that dries, we will write the words with pencil, and also draw the butterflies and flowers with pencil as well. Then we will get light green paint and paint the words, and then get a gray and paint the Helen Keller. The next day we will start painting the butterflies, and flowers. We then will have to add our finishing touches. Ryan B will do the white background. Lily will draw the butterflies. Kourtney will write the words. Ryan and Dominic will paint and color the butterflies and flowers. We will all help with everything though.



Group 7

Group 8

212 Underpass Design

Project: During spring semester students in DPP I 212 underpass. Students will work in groups of 4-5 underpass. Each group will be responsible for coming up with a theme of the project as well as painting it together. The design will be approved by the city through a design review process.

Theme: The design of each tile will reflect community values and themes.

Guidelines and Restrictions: The design may not contain any illicit content such as drugs, paraphernalia, hatred, guns, violence, inappropriate gestures, profanity, nudity. (must be school appropriate) Follow copyright laws

To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names:

Lizy, Adriana, Emily, Blake

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

We are doing a quote. The quote will take up most of the tile, and we are planning on adding the sun popping out of the clouds, and some other details. Each line in the quote is in a different font. We plan to add a dragonfly as a symbol of strength. We also wanted to add some flowers to add some color, and how they need the rain to grow.

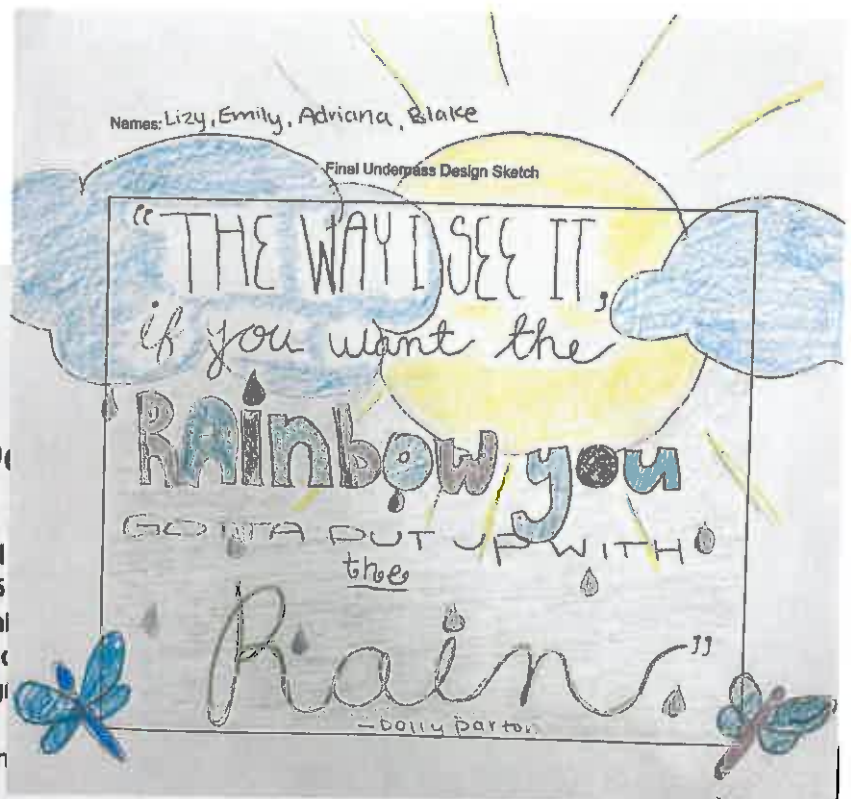
4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

The colors bring positivity, and it pushes the negative energy away. We hope this shows people positivity, and there are good things behind all of the bad things.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

We will all use our talents to put it all together.

6. Please attach a sketch of your group's design to this sheet.



Group 9

212 Underpass

Project: During spring semester students 212 underpass. Students will work in group underpass. Each group will be responsible theme of the project as well as painting it to design will be approved by the city through



Theme: The design of each tile will reflect community, kindness, and local history/events.

Guidelines and Restrictions: The design may not contain any illicit content such as drugs, paraphernalia, hatred, guns, violence, inappropriate gestures, profanity, nudity. (must be school appropriate) Follow copyright laws

To be filled out by student group:

1. Group/Tile # (assigned by instructor): *Find the symbols of life.*

2. Student names: *Hailey B. mariano, kara, ubah*

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

Our groups underpass will be similar to the finding wall's border. We have symbols with their meanings creating a border and inside we have a pond scene with those symbols hidden inside the painting.

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

Our design shows multiple different meanings including peace, transformation, luck, love, growth, unity, enlightenment, community & hope. We hope that when people look at our painting they will feel joy and understand the meaning behind this painting. We hope people will have fun and enjoy looking for the symbols and learning their meanings.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

We start off by creating the border of the painting and then continue to work on the scene. We will have 2 of the group members work on the symbols in the border, & the other 2 will work on the scene.

Attached is a sketch of your group's design on a separate sheet.

Names: Elizabeth, Rose, Jacob, Cassie

Final Underpass Design Sketch



Project: During spring semester students in DPP I & II will create a new 212 underpass. Students will work in groups of 4-5 and complete one underpass. Each group will be responsible for coming up with a design theme of the project as well as painting it together during the last 2-3 design will be approved by the city through a design proposal process.

Theme: The design of each tile will reflect community, kindness, and

Guidelines and Restrictions: The design may not contain any illicit paraphernalia, hatred, guns, violence, inappropriate gestures, profanity (appropriate) Follow copyright laws

To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names: Elizabeth, Rose, Cassie, Jacob

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

The symbol for the phrase "I love you" in sign language. On the two visible nails we are going to paint the Trans flag and the Pride flag onto them. Mollie meaning, all words painted out across the tile. PASTEL COLORS

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

We plan that with the finished project it will represent love to everyone no matter what. Even though the flags are specific to the LGBTQ+ community, they still stand in the LGBTQ+ community represent the whole community. We want to send the message to send love to everyone no matter what.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

We will sketch out hand and words.
Create the outline, block paint, then outline again.

6. Please attach a sketch of your group's design to this sheet.

Group 10

Contribute

Rose - everyone contributes on outline

Block painting, I'll do Nails

Cassie - Detailing, Wood sketching, Painting

Elizabeth - last block lines, Painting

Jacob - NA (I have no idea what his company is)

Group 11

Names: Talon, Mia, Austin

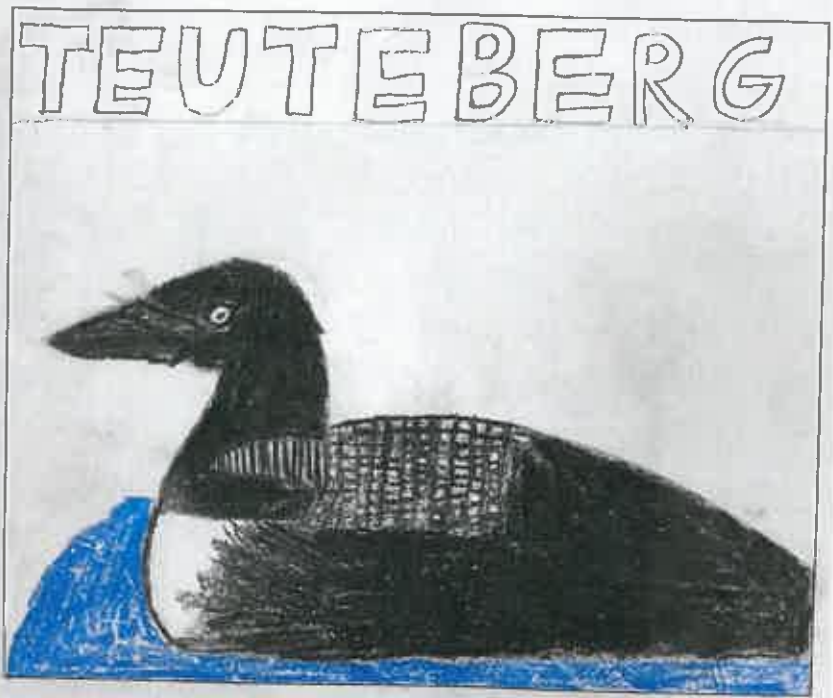
Final Underpass Design Sketch

212 Underpass De

Project: During spring semester students in DPP I & II will be working on the 212 underpass. Students will work in groups of 4-5 & each group will be responsible for coming up with a theme of the project as well as painting it together. The design will be approved by the city through a design review process.

Theme: The design of each tile will reflect community history.

Guidelines and Restrictions: The design may not contain (but is not limited to) profanity, paraphernalia, hatred, guns, violence, inappropriate images, or (but is not limited to) Follow copyright laws



To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names: Talon Stingley, Mia Lopez, Austin Schmidt

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

A loon in the water at the bottom with the old name of Norwood at the top

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

To remember the old name of - Norwood we put the loon in the art to represent - Minnesota

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

We will be sketching out the loon and the word Teuteberg at the top then we will be adding our details like the water for the loon and the loon's details.

6. Please attach a sketch of your group's design to this sheet.

Group 12

Names: Grace, Dawson, Rayna

Final Underpass Design Sketch

212 Underpass Design

Project: During spring semester students in DPP I & 212 underpass. Students will work in groups of 4-5 at underpass. Each group will be responsible for coming theme of the project as well as painting it together du design will be approved by the city through a design

Theme: The design of each tile will reflect community

Guidelines and Restrictions: The design may not c paraphernalia, hatred, guns, violence, inappropriate c appropriate) Follow copyright laws



↑
Black and white

↑
regular colors
ex. blue, green

To be filled out by student group:

1. Group/Tile # (assigned by instructor):

2. Student names: Rayna, Dawson, Grace

3. What will your group's design in the underpass be of? Be descriptive of the imagery.

A tree with a swing that's split in half with one side black and white and the other half full of colors.

4. How does your design relate to the theme of this project? What message do you hope it sends to the community and people who view it?

The tree represents life and growth while the colors represent different perspectives.

5. Please break down the plan/steps of how you will create your design. Be mindful of each student's strengths and weaknesses in your group. How will each student in the group contribute to the creation of this design? Attach a separate sheet if necessary.

We're all going to paint the background white. We all will help sketch and paint.

6. Please attach a sketch of your group's design to this sheet.