



NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION
Wednesday, June 9, 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.A Discuss Industrial Blvd Business & Tacoma West Industrial Park Signage

Increase outreach and enhance relations with current businesses.

6.B Manufacturer's Day – Friday, October 1, 2021

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

6.C View Historic Downtown Young America Mural Sketch

6.D Downtown Streetscape Project

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

6.E Update on NYA Community Marketing Video & Commercial

6.F Review progress of Historical Walking Tour

Enhance partnerships with Carver County and local schools.

6.G Review Carver County CDA - Small Cities Development Program Grant

6.H Review progress of Underpass Artwork (with Central Schools)

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

6.I Review updates from Chamber of Commerce

6.J 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., July 14, 2021
9. **Adjournment**

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, May 12, 2021

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

Minutes

Commission Members Present: Mike Eggers, Mike McPadden, Connor Smith, Andrea Gerth, Greg Kummer, Tonya Noeldner, Jason Winter, Julie Wigfield

Absent: Carol Lagergren

Other: Kaarin Foede

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

1. Call to Order

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

A. Pledge of Allegiance

2. Adoption of Agenda

Motion: MM/ME to approve the agenda. Motion passed 7-0.

3. Approve Minutes

Motion: GK/MM to approve the minutes of March 10, 2021 EDC meeting. Motion passed 7-0.

4. Introductions, Presentations, and Public Comment - None

5. New Business

A. NYA Business Dashboard

Hallquist shared that the dashboard will be updated each month with business development, business inquiries, housing opportunities, and miscellaneous City projects along with a list of current available commercial properties.

6. 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: Designer's Outlook LLC, Vector Sign Solutions, and 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.

6.3 Historic Downtown Young America Mural

Staff emailed out an RFQ to both Lana Beck and Ashley Williams on Friday, April 30, 2021. The quote along with an artist's 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. Beau Nordby from OrangeBall will be calling to schedule a meeting with staff, his producer and camera person in the next couple weeks.

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 which allows students to paint their murals on plywood which will be hung at the pool. 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.

6.9 NYA Area Chamber of Commerce Updates

Wigfield shared information on the upcoming events:

- Springfest – May 15 – Event is from 9-3pm, includes vendors, music, car show and quilt show
- Chamber Golf Outing – September 10 – Proceeds to help the scholarship fund
- Taste of NYA – July 20
- Ribbon Cuttings – Scheduled for May 19 starting at 5pm for Balanced Life and The Pour House Pub

6.10 West Carver County Food Retail Committee (WCCFRC) Update

Smith shared the results from the WCCFRC Food Retail Survey. There were 897 total responses provided between Feb 12-March 31, 2021. A copy of the results will be posted on the City website and the WCCFRC website and Facebook page.

7. City Council & Other Commission Updates

- Eggers (Planning) shared they are looking to rezoning Railroad Street
- McPadden (Council) shared the City financial audit was very good with all funds are positive and reserves have grown, Mau cemetery is having repairs, Wilson Street sidewalk project will be starting soon, Hwy 212 lighting project will be starting soon, the cemetery mowing contract was approved, the Council will be have a Strategic Planning session coming up soon to talk about businesses and incentives, and the Parks & Rec Commission added one Commission seat for a total of seven seats.

8. Upcoming Meetings

- A. Next EDC meeting – 6:00 p.m., June 9, 2021

9. 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: June 9, 2021

SUBJECT: NYA Business Dashboard

Business Development	Location	Status
Modern Design Cabinetry	710 Faxon Rd	Waiting on closing date
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
Laundromat	C-2 General Commercial	Working with prospect
Retail	C-3 Downtown District	Working with prospect
Auto sales/mechanical	C-3 Downtown (Railroad St)	Interested party has gone to different community because of the immediate availability of another property. City Council to be deciding on zoning change for south Railroad St to open opportunities for additional business uses
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
Boat Repair/Storage	B-1 Business Industrial	Waiting to see status of city owned land that may/may not be for sale – under City Council review
Housing Development Opportunities		
Kloth Property **for sale**	16810 CR 31	61.32 acres of R-1 Residential – listed for \$1.6M – single family land available –
Preserve/Meadow Property **for sale**	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 **Looking for developers**	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	Awarded to Wm Mueller & Sons
Oak Lane Project	Oak Lane (off Tacoma)	Awarded to Wm Mueller & Sons
Veteran's Park	Railroad St	Awarded to Wm Mueller & Sons for parking lot improvements
Pavilion		New refrigerators and bar cooler - building to be painted this summer
Commercial Appraisal	Ind Blvd - City owned greenspace	Appraisal report will be presented to City Council in June
Roy Clay Building		Freshly painted, and new stove
Pothole Maintenance	All over NYA	Public Service staff working on this now
West Carver Community Pool	NYA Legion Park	Open for the summer - four sessions of lessons starting June 14 th . Six new WSI instructors, four new lifeguards

Commercial/Industrial Buildings for Sale

- [503 Faxon Rd](#)

Commercial Land for Sale

- [312 1st Street NE](#) - empty lot near Mau Cemetery
- [XXX Highway 5](#) - North of Hwy 5 across from Central Ave
- [Metro West Industrial Park](#) - The Metro West Industrial Park has frontage along US Highway 212 with vehicle access available off of Railroad Street. Despite the plat name, this land is zoned commercial. There are four lots remaining in this development, ranging in size from 1.28 - 2.52 acres.

Commercial Buildings for Sale or Lease

- [216 Main St E](#) - former photography studio - for lease
- [18 3rd Ave SE](#) - Mill Buildings for sale
- [640 Railroad Drive](#) - Strip Mall - sale or lease
- [225 Elm St W](#) - former Central Printing building - sale or lease
- [522 Faxon Road](#) - Timm Law office w/additional office space for lease
- [217 Main St E](#) - former Times newspaper office - for lease
- 111 Railroad St E - for sale

Residential Land for Sale

- [16810 CR 31](#)
- [7xx Lakewood Trail](#)
- [13620 CR 33](#) - south of NYA (not annexed)

Redevelopment Opportunities

- [503 Faxon Rd](#) - Sinclair site



TO: Economic Development Commission
FROM: Karen Hallquist, Economic Development Marketing Director
DATE: May 12, 2021
SUBJECT: Old Business/Updates

6.A Industrial Blvd Business & Tacoma West Industrial Park Signage

Commissioners have selected the design and location of the Industrial Blvd Business signage. Staff has scheduled meetings with the three vendors to find out options and professional suggestions of size, material, footings, etc. given the location. This information will be brought back to the EDC prior to the RFQ being sent out for more specific direction on design materials.

6.B Manufacturer's Day – Friday, October 1, 2021

According to The Manufacturing Institute, Manufacturer's Day is Friday, October 2, 2021. Here is their description of the recognized day:

Held annually on the first Friday in October with events that continue throughout the month, MFG Day—Manufacturing Day—helps show the reality of modern manufacturing careers by encouraging thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders. As manufacturers seek to fill 4.6 million high-skill, high-tech and high-paying jobs over the next decade, MFG Day empowers manufacturers to come together to address their collective challenges so they can help their communities and future generations thrive. This year, MFG Day also includes a strong emphasis on engaging digital and virtual events throughout the country. With manufacturing careers at the heart of some of the most impactful work being done in response to the pandemic we are excited to shine a spotlight on manufacturing careers.

Commissioners are asked to discuss possibilities of a location, attendees and recognition awards.

6.C Historic Downtown Young America Mural

At the City Council meeting on May 24, 2021, the Council awarded the contract for the Historic Downtown Young America Mural to artist Lana Beck. Beck submitted her quote of \$7,800 and draft sketch of the mural. Council directed staff to share the draft sketch with the Stiftungsfest Committee, YA Baseball Team and Willkommen Heritage Center for feedback. **Attached is a copy of the sketch.** Feedback from these parties for requested changes to be discussed by the EDC included:

- Not much representation of Stiftungsfest. The logo is on the window that will be open for the celebration, so no one would see it.
- #13 on the jersey is sufficient recognition, so the name is not necessary

Commissioners are to discuss the requested changes and suggest any other design changes.

Suggested Motion:

Motion to recommend design approval of Lana Beck's artists interpretation of the Historic Downtown Young America Mural with the following changes_____.

6.D Downtown Streetscape Project

At the recent Council strategic planning session, the Downtown Redevelopment Plan was discussed and the success that it has brought to the areas. To continue that momentum, the Main Street lighting project and a downtown streetscape project was encouraged as that next step. MN DEED has a Small Cities Development Program Grant of up to \$600,000 for streetscape projects. **Guidelines for the program are attached.** The next round the applications can be submitted would be March 2022.

There are no guarantees of the award, however, the 2022 budget process will be brought up in the coming months, so creating a "wish list" for what would be safety improvements and visual improvements needs to be started. As a note, this program is for one defined area of a community. Because the Historic Downtown Young America Main Street lights have been identified as needing to be updated and this area of the downtown has been previously identified as "slum and blight" with the current Small Cities program, this would be the most logical area to use for the application. The other two business areas – Historic Downtown Norwood and the Faxon Road district improvements can be mimicked to reflect these same updates.

Commissioners are to create a list of safety improvements and visual improvements for Historic Downtown Young America, Historic Downtown Norwood, and Faxon Road.

6.E Community Video Project

Beau Nordby of OrangeBall Creative and Producer Kim Dulas will be coming to NYA on Friday, June 11 at 10am to do a tour of NYA. Staff had a zoom meeting with them and the videographer Matt Pankratz this week to discuss the locations and the need for "extras" when it is shooting day. The tentative shooting date is Thursday, July 8th. They will be here from 10am-8pm. More details to follow.

6.F Historic Walking Tour

Staff contacted Wendy Bjorn and Jeremy Murray from the Carver County Historical Society. The hope is to get some direction from them for a profession service/consultant to hire to work on the Historic Walking Tour brochure and interactive map. A meeting has been requested.

6.G Small Cities Development Program Grant

The following projects are a work in progress:

- The Quilting Grounds – new windows/lights
- The Pour House Pub – new room/bathrooms
- Tin Roof Powder Coating – new bathroom/windows/walls
- Ernst Properties (2) – mixed rental/commercial buildings – siding/entrance
- ABS Properties (2) – mixed rental/commercial buildings - TBD

6.H Underpass Artwork (with Central Schools)

Central students should be finishing up their murals this week with the anticipation of hanging the mini murals on the fencing at the pool house this next week.

6.I NYA Area Chamber of Commerce Updates

6.J West Carver County Food Retail Committee (WCCFRC) Update

CENTRAL PANEL
VINTAGE BASEBALL

16 hrs

Double
baseball

baseball
baseball

for me...
and a



1947
1947-1957
Willkommen

Memorial
... IN MEMORY TO THE
... FOUNDERS OF THE SOCIETY

... FOUNDERS OF THE SOCIETY
... FOUNDERS OF THE SOCIETY
... FOUNDERS OF THE SOCIETY

GLASS STONES

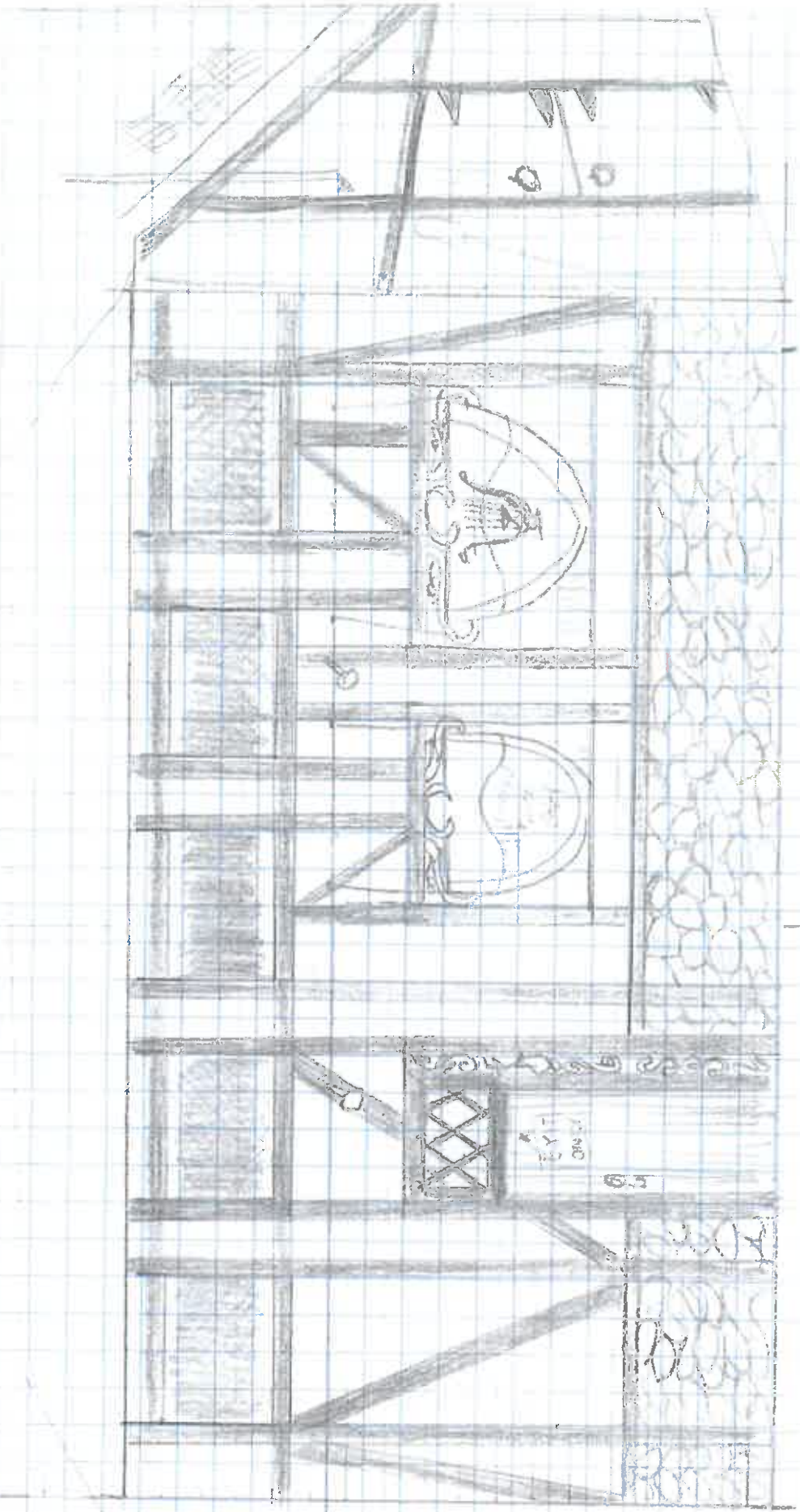
light tan
or creaming
white

CITY: PRIMER & PAINT - REPAIRS
TRIM (EXISTING)?

colors
Creamy white
Tan
dk. lumber brown
Red → Maroon
mustard gold
Stones - ^{warm} gray -

2 chairs
+ 16 hrs

6



2nd floor
R. 1/2

12' →
15' x 11' 9"

2' x 4"
b. n. l.

1" SCALE



Small Cities Development Program (SCDP)

2021 Streetscape Application

Application Deadline

Friday, March 12, 2021, 4:30 PM

One original and one copy of the application must be received by DEED on or before 4:30 pm, Friday March 12th 2021.

Faxed or e-mailed applications will not be accepted.

Small Cities Development Program (SCDP) guidance must be downloaded from the DEED website (<https://mn.gov/deed/government/financial-assistance/community-funding/small-cities.jsp>). This application packet is only for a Public Facility - Streetscape Rehabilitation. Other eligible program component applications are available on the same website.

Communities with preliminary proposals deemed 'competitive' or 'marginally competitive' will be asked to submit an application. Communities choosing to submit an application must submit **one original and one copy**, including necessary attachments, to Minnesota Department of Employment and Economic Development, 1st National Bank Building, 332 Minnesota Street, Suite E200, St. Paul, MN 55101-1351, Attn. Community Finance Division, SCDP.

Streetscape (public facility category)

Grant notes

- Funds are used for eligible items that includes, decorative streetlights, garbage cans, signage, trees, benches, ADA sidewalks/bump outs, and monuments.
- Streetscapes are considered public facility projects - \$600,000 is the max request for public facility projects for one community.
- The streetscape activity must be a part of a renewal plan adopted by the city.
 - Can be newly created or reference as part of the city's comprehensive plan.
 - Attach the plan, show evidence of the plan being adopted by the city, and a rendering of streetscape elements (include maps, photos, and relevant supporting documentation).
- Federal objective must be met.

Federal Objective

The federal objective used for streetscape projects is to benefit low and moderate income people on an area basis (LMA), or to prevent/eliminate slum and blight conditions. A low and moderate income (LMI) person resides in households with household incomes that are up to 80% of county median income. The federal objective can be met through the U.S. Census data, or by establishing a slum and blighted area and meet the Minnesota HRA statute definition of 'blighted area'.

U.S. Census data methodology and Survey

- The census determination can only be used for project when the benefiting area is city-wide
- The federal objective is met if census data shows that 51% or more of the people in the community are LMI
- A community survey must be conducted if city LMI is not at least 51%

Resources: community census data and a community survey sample is available on the DEED website.

Slum and blight

- Must meet definition of 'blighted area' per Minnesota HRA statute definition (469.002, subdivision 11)
- Slum and blight area designated through council resolution (resolution template available on DEED website)
- Slum and blight area must be designated with clear bounding areas

- Attachments – attach all of the items listed below to the application.
 - Provide an overall application budget sheet, this can be found on the SCDP website
 - Grantee summary information sheet – available on SCDP website
 - City/County resolution – must indicate and provide the authority to apply for funding. A sample resolution is available on the DEED SCDP website.
 - Citizen Participation Plan – the community must adopt the plan, a sample form is available on the DEED SCDP website.
 - Public hearing minutes - a public hearing must be held to obtain citizen input on community develop needs and the proposed activities in the application. The following must be reviewed and/or discussed at the public hearing:
 - Citizen input on identifying community development and housing needs of the community; including the needs of very low and low income persons.
 - Proposed SCDP activities within the application and the benefiting location(s)
 - Overall costs and project financing

- Implementation schedule
 - Past performance of staff proposed to carry out the project
 - Compliance with historic requirements. Include whether or not there are or may be historic or potential historic buildings in the project area and how the community intends to address compliance with federal regulations governing historic properties
 - Conflict of Interest Disclosure Form - Mayors/County Board Chairs must disclose any conflicts, perceived conflicts, or potential conflicts of interest.
 - Those with a conflict of interest or potential conflict of interest must recuse themselves from voting on the local government resolution to apply for funding and all other actions related to the grant.
 - Timeline – a timeline that includes projected date of environmental clearance, project bid and award dates, and date of grant closeout, SCDP grants have a 30 month period of performance
 - Cooperative agreements – If two or more cities are applying together a local government resolution identifying the secondary community and roles and responsibilities must be submitted. Sample fillable resolutions are available on the SCDP website.
 - Slum and blight resolution & map – A resolution is required if applying for federal objective through slum and blight designation, a template resolution language is available on the SCDP website. A map that includes; the boundaries, building inventory, number of standard, substandard, and dilapidated buildings. The Minnesota HRA statute definition of “blighted area” is (469.002, subdivision 11).
- Scoring - applications will be evaluated and awarded up 240 total points, 30 points for demographic make-up of community and 210 points in each of the available categories (housing, public facilities, and comprehensive projects).
 - Demographic points (30) - points will be assigned by best available statistics from the Minnesota State Demographer and are based on:
 - Number of residents at or below the poverty level in the jurisdiction
 - Percentage of residents at or below the poverty level in the jurisdiction
 - Per capita assessed valuation of the area, points are awarded in inverse relationship to applicant’s per capita assessed valuation
 - Public Facilities Project Evaluation- a project that includes one or more infrastructure activities which serve a neighborhood area or community.
 - Project Need – 90 Points: The public facilities category competition shall be based on evaluation of the extent to which the proposed activities are necessary to improve provision of public services to low and moderate income persons or to eliminate an urgent threat to public health or safety.
 - Project Impact – Up to 90 of the points available in this category competition shall be awarded based on evaluation of the extent to which the proposed activities will impact the LMA community.
 - Cost Effectiveness – Up to 30 of the points available in this category competition shall be awarded based on:
 - evaluation of the extent to which the proposed activities will make cost effective use of grant funds including coordination with and use of funds from other public and private sources
 - evidence that the cost of the proposed activities benefiting the community is reasonable.