

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION Wednesday, August 11, 2021 - 6:00pm 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. July 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
 - B. 2022 EDC Budget
- 6. Old Business/Updates

Develop opportunities for new businesses and expansions for current businesses.

6.A Discuss Industrial Blvd Signage

Increase outreach and enhance relations with current businesses.

6.B Manufacturer's Day - October 2021

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

- 6.C Historic Downtown Young America Mural
- 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) Kaarin Foede
- 7. City Council & Other Commission Updates
- 8. Upcoming Meetings
 - A. Next EDC meeting 6:00 p.m., September 8, 2021
- 9. Adjournment

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, July 14, 2021 Council Chambers Minutes

Commission Members present: Mike Eggers, Andrea Gerth, Carol Lagergren, Connor Smith, Jason Winter

Commission Members absent: Greg Kummer, Mike McPadden, Tonya Noeldner, Julie Wigfield

Other: Kaarin Foeder, West Carver County Food Retail Committee

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

Call to Order

Meeting was called to order at 6:00 PM by Chair Smith.

2. Adoption of Agenda

Motion by Eggers, Second by Winters to approve the agenda as submitted. Motion passed 5-0.

Approve Minutes of June 9, 2021 Meeting

Motion by Winter, Second by Lagergren to approve the minutes as submitted. Motion passed 5-0.

4. Introductions, Presentations, and Public Comment - None

New Business

A. NYA Business Dashboard

Hallquist shared updates on businesses moving into the community, including the strip mall on the east side of town. She emphasized continued growth in development and inquiries for both commercial and residential properties. Hallquist updated information on trail lighting along Highway 212 and the start of road work on Oak Lane and Second Avenue. Mural is starting this week and thank you to Living Rock for scraping the Pavillion with painting soon. City streets are being crack sealing and sealcoating. Pool continues to be well-used.

B. Sackett-Waconia Land Purchase

Hallquist shared an update about a potential 14.44 acres (including two lots of land) purchase based on an opportunity recommended by the Finance Committee and approved by the City Council to offer a financial incentive that reduced costs for the purchase of the entire property. Additional requirements include expansion within 5 years (as evidenced by a site plan) and the combination of all three plots into one parcel.

C. 2022 EDC Budget

Hallquist shared information on the recent Strategic Plan developed by the Council and City Staff. Based on those discussions and goals (building a thriving community and creating business opportunities), the following tasks were recommended to the EDC: continuing communication to potential businesses coming in, researching a second Industrial Park, developing a retention plan for current businesses, and scope the downtown streetscape plan for completion. Lagergren shared additional information on the two year vision of the community.

Hallquist shared that \$100,000 has been budgeted for 2022 for the updated streetlights. A grant opportunity is being pursued to offset this cost (total up to \$600,000). Hallquist shared the option of hiring streetscape experts to support this project.

Hallquist shared highlights from the 2021 budget of \$25,000 for capital outlay budgets:

- Industrial Blvd signage \$14,000
- Historic Downtown Young America mural \$8,000
- Underpass Artwork \$3,000 (actual cost was \$1000 due to MnDOT delay in approval)

Hallquist also shared information on the Economic Development budgeted areas, to include staffing, consultation fees, training, and marketing and capital outlay.

Capital projects recommended for 2022 include: Tacoma West Industrial Park gateway signage (\$25,000 - \$30,000), Main Street Streetscape Projects Plan A/B (\$100,000 for lights) and additional Small Business Revolving Loan Opportunities. One project is not yet started that must be completed by November 2021. If that money is not expended, it would become available to others. There are no current applications for the two grants for 2021. Additional ideas include: highlighting videos in movie theaters, more billboard signs, packets for realtors, welcome packets and/or financial incentives (to include chamber bucks welcome option) for new businesses, directory for networking opportunities, a Faxon Road Streetscape Plan, and/or additional signage within the community. Winters asked about the potential to include a tiered system for home-based businesses in any welcome packets and/or incentives.

6. Old Business/Updates

Develop opportunities for new businesses and expansions for current businesses.

A. Discuss Industrial Blvd Business Park Signage

Hallquist shared conceptual drawings that were developed to be used in the RFQ process. The drawings include cement base and size options. Each individual business naming plaque will be 24 x 40 inches on both sides of the monument with nine available slots. The sign will have no additional lighting. Hallquist asked for feedback on the design and to continue with the RFQ process. Commission agreed with the design provided.

Increase outreach and enhance relations with current businesses.

B. Discuss Manufacturer's Day - Friday, October 1, 2021

Hallquist is waiting for additional information from the schools. The businesses that have been approached were supportive of the idea of tours that would allow them to market their business to future employees.

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

C. Review Historic Downtown Young America Mural Sketch

Hallquist shared that the mural will be started this week. The scissor-lift will be donated at no cost from Xtreme Electric. City staff have power-washed, primed and replaced rotten wood on the grandstand. The work on the mural will continue dependent on weather.

D. Review Downtown Streetscape Project

Hallquist shared that she will move forward completing the grant application.

Market Norwood Young America to current and new residents and businesses

E. Update on NYA Community Marketing Video and Commercial

Hallquist shared that the first day of taping was completed. Videographers worked to honor the small town charm of our community which focuses on people knowing and greeting each other throughout the video. They will return for a second taping late in September to highlight the fall colors. Additional information on the taping is available on Facebook and the city website. Goal for completion is November 1, 2021.

F. Review progress of Historic Walking Tour

Hallquist has researched options and recommends completing this project in-house. LaVonne Kroells will share information that has been gathered about current buildings at the Heritage Center. The goal is to create a brochure on the website with QR codes to access the information on each building. GIS alignment with an interactive map will also be included in the brochure.

Enhance partnerships with Carver County and local schools

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

Hallquist shared that the individual grants are continuing to move toward completion. Some of the projects are being delayed because of the lack of available contractors. All monies must be expended by September 2022.

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

Hallquist shared that all student mini-murals are being displayed along the fence at the pool. Lagergren shared that Central Schools is still interested in moving forward with the underpass project in the future once approval is finalized.

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

I. Review updates from Chamber of Commerce

Hallquist shared information on the following events: Taste of NYA, MinnERod Event and Bean Bag Tournament and Street Dance, NYA Farmer's Market Marketplace in September and October. All information will be shared in the July city newsletter.

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

Kaarin Foede updated the Commission on the mission of the Committee - to work in conjunction with the city to explore grocery options for the community. She shared a four pronged approach:

- Ask the public how they are coping with the lack of a grocery store, current alternatives to meet grocery needs and future needs researched through a community survey.
- Educate committee members on the requirements of a grocery operation and why grocery businesses are closing.
- Learn about grocery alternatives from other communities who have been successful (some examples include non-profits, municipal grocery stores, and food cooperatives).
- Engage the public in face to face discussions.

Foede asked for additional support from the EDC in the following areas: attend site visits and encourage community members to go to the website or facebook page to gather accurate information. Website is: www.wccfrcl.org and email is at westcarverfrc@gmail.com.

City Council and Other Commission Updates

Lagergren shared the following from the City Council: resignation of Administrator Helget and the hiring of a consultant firm to support the new hire process with a timeline that will end the end of November; changing the south side of Railroad Street to RC1 which includes auto repair; creating an asking price for the last property in the B1 district and the budget process.

Upcoming Meeting - next EDC meeting on August 11, 2021 at 6 PM.

9. Adjournment

Motion by Lagergren, Second by Eggers to adjourn at 7:10 PM. Motion passed 5-0.

Respectfully submitted,

Karen Hallquist Economic Development/Marketing Director



TO:

Economic Development Commission

FROM:

Karen Hallquist, Economic Development Marketing Director

DATE:

August 11, 2021

SUBJECT:

NYA Business Dashboard

Business Development	Location	Status
Modern Design Cabinetry	710 Faxon Rd	Closed 06/2021 – building plans submitted to city
Sackett Waconia	Tacoma West Industrial Park	Purchasing 14.44 acres of land for future expansion
Yeager Machine	Tacoma West Industrial Park	Purchasing 2.09 acres of land for future expansion
Greenwood Marina	Tacoma West Industrial Park	Purchasing 8.49 acres of land (last three lots) for building a boat maintenance and indoor storage facility
Mfg Business Expansion	Xxxxx	Has three year lease in town – wants permanent home – working with business
4.0 Bus Company	16050 Salem Ave	Purchasing Molnau Trucking property – CUP for outdoor storage of buses going to City Council for approval end of Aug
Retail/floral/gift	C-3 Downtown District	Interested in downtown building
Business Inquiries		
Motel/hotel	C-2 General Commercial	Working with prospect – City Council approved updating Motel/ Hotel definition
Laundromat	C-2 General Commercial	Working with prospect
Retail (gift)	C-3 Downtown District	Working with prospect
Mini Storage	B-1 Business Industrial	Provided info on City owned lot
Art School	C-3 Downtown District	Working with prospect
Event Center	C-3 Downtown District	Working with prospect
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 **talked with
JAM Property	NE Company of Towns (III 2000	interested Developer**
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
Wenlund Property	13620 CR 33 (south of NYA)	Recently re-listed land – 80+ acre parcel – Comp Plan has land dedicated for single family homes **talked with interested Developer**
Misc Projects		
Trail Lighting	Keher Park & Hwy 212	To be completed sometime in Aug
2 nd Ave & Lift Station	Five way stop to N Devonshire	Starting Labor Day weekend
Oak Lane Project	Oak Lane (off Tacoma)	Starting in August
Pavilion	Willkommen Park	Painting completed! Looks great!
Beer Garden	Willkommen Park	Staff painting prior to Stiftungsfest
Commercial Appraisal	Ind Blvd – City owned greenspace	Completed with the suggested Market listing price of \$211,500 – staff contacted the two interested parties
Old Town	Willkommen Memorial Park	Parks Commission submitting RFQ to architect/GC
Pothole Maintenance	All over NYA	Public Service staff working on this now
West Carver Community Pool	NYA Legion Park	Closing date is Saturday, August 14 th – three more lifeguards training this week in preparation for summer of 2022
Industrial Park Expansion		Staff researching concepts and financial options for Industrial park expansion **Potential for TEDI Program (Transportation Economic Development Infrastructure) grant thru DEED

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 SOLD!!!!!
 - 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 - SOLD!!!!!

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:

NYA Economic Development Commission

FROM:

Karen Hallquist, Economic Development Marketing Director

DATE:

July 21, 2021

SUBJECT:

2022 EDC Budget

The following information was presented to the City Council for discussion at a preliminary budget meeting on July 21, 2021. NYA Economic Development Commission discussed the following projects for consideration in 2022:

2022 Capital Projects \$130,000:

- Tacoma West Industrial Park Signage \$30,000
- Main Street Streetscape Project \$100,000
 - Lighting project specifically 200 block of Main Street
 - Replacement of trees/fixing sidewalks
 - Trees/banners/flowers/planers/benches/awnings
 - There is a potential for this project to be funded by a Small Cities Development Streetscape Program Grant. Staff will be working with MN DEED and city engineers to prepare a scope of work for the pre-application process which is due in November 2021. Expenses for this project – if a full streetscape project - are unknown at this time, however, preliminary numbers for the additional lighting only would be approximately \$100,000. This \$100,000 has already been budgeted for 2022 according to the 2021-2025 Financial Plan.
- Faxon Road Streetscape This would be a 2023-24 consideration. \$100,000
 - Lighting project to connect all three business districts
 - Trees/banners/flowers/planters/benches

Additional 2022 professional services/operating supplies as previously discussed:

- Billboards
 - City gets two change outs per year (one for City and one for Stiftungsfest) at no cost at three of the billboards – We get at "no cost" because of some of their other billboards are on City property and we do not charge them.
 - Additional or change out existing quarterly: approximately \$900 set up = \$1,800
- Movie theater advertising
 - \$30-35 per week per theater monthly \$120-160 = \$2,000 per theater
- Packets for Developers \$1,000
 - Future land maps
 - Business incentives/resources
- Welcome Packets for Businesses and Residents \$1,000
 - o Business directory
 - City contacts
 - o Commercial contracts (garbage, cable, internet, etc.)

- Incentive check or Chamber Bucks to new businesses and/or residents (could use for water bill, contractor work, car repair, retail, etc.)
 - Tier system discussed at July EDC meeting:
 - New Business \$500 ea (5 per year) = \$2,500
 - Expansion \$250 ea (3 per year) = \$750
 - Residential \$100 ea (approx. 3/mo) = \$3,000
- Springfest contribution of \$1,000

EDC Revolving Loan Fund - Request to fund additional \$20,000 for 2022

Date	Program/Project	Approved Funding	Awarded Funds	Funds Remaining
2020	Market Enrichment Grant Program	70,000	60,000	10,000
2021	Market Enrichment Grant Program	20,000	0	20,000

There is one remaining "active" project for up to \$10,000 from 2020 – Central Auto Repair – that will need to be completed by November 2021. As of July 1, 2021, there have been no MEG applications for the budgeted \$20,000 in 2021. The NYA EDC recommends that whatever unapplied for budgeted funds for the MEG Program at the end of 2021 remain in the Revolving Loan Fund, and the Council considers approving an additional \$20,000 to help replenish the Fund to offer continued programs.

2019 RLF Balance	\$145,000
2020 RLF paid out MEG awards	- 60,000
2021 additional budgeted MEG	+ 20,000
Current Balance RLF as of 07/01/2021	\$105,000 (with \$30,00 dedicated to MEG)

Action:

Motion to recommend to City Council the approval of the Capital Outlay Expenses and additional professional services and operating expenses as listed above.



TO:

Economic Development Commission

FROM:

Karen Hallquist, Economic Development Marketing Director

DATE:

August 11, 2021

SUBJECT:

Old Business/Updates

6.A Industrial Blvd Signage

Attached is the RFQ that was sent out on August 4, 2021 to four sign companies. The RFQs are due back by August 27, 2021.

6.B Manufacturer's Day - October 2021

Staff emailed Michael Kray and Patrick Pherson, Central Schools Industrial Tech Teachers, about collaborative efforts with this year's Manufacturer's Day recognition. It was offered to them to organize tours at local manufacturing facilities along with a luncheon/speaker sharing how important the trades are to our community. The invitation could be extended to area schools as well. I have contacted Sackett Waconia and Yeager Machine about this event and both have agreed to participate. I will contact other manufacturers in the coming month to participate as well.

6.C Historic Downtown Young America Mural

Beck finished the Historic Downtown Young America mural on Tuesday, August 4, 2021. A claim for the remaining balance of her contract of \$7,300 has been submitted to City Council for approval. Staff will work with public service staff to order and organize the anti-graffiti application to the mural before Stiftungsfest. Thank you to Xtreme Electric for allowing Beck to utilize their scissor lift.

6.D Downtown Streetscape Project

Staff will be working with MN DEED and city engineers to prepare a scope of work for the pre-application process which is due in November 2021.

6.E Community Video Project

The second video shooting date is yet to be determined. It will be sometime in later September. More details to come. Video "extras" will be needed on this date.

6.F Historic Walking Tour

Staff received the start of information for the brochure from LaVonne Kroells, President of the Willkommen Heritage Center. This project may be able to be completed in-house with utilizing the contracted Carver County GIF expert Allison Campbell for the interactive website map and Hallquist working on the brochure and a QR code attached to the online brochure.

6.G Small Cities Development Program Grant

Staff talked with Elise Durbin and Michelle Vojeck with Carver Co CDA about the projects. We will be meeting the end of August/beginning of September to organize a plan to approach MN DEED about an extension of the program. Projects are currently stalled due to contractors being so busy that they are unable to even bid the Small Cities projects. NYA is not the only community seeing these issues.

6.H Underpass Artwork (with Central Schools)

The Central art class's mini murals have been hung on the fences at the West Carver Community Pool. The original plan for the underpass artwork will have to be implemented in Spring 2022. There is still no updated from MnDOT.

6.I NYA Area Chamber of Commerce Updates

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



REQUEST FOR QUOTES

City of Norwood Young America Industrial Boulevard Business Signage

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 for a business sign. Responses submitted must provide complete information as indicated in this request. Please submit quote by 4:00pm on August 27, 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 for the Industrial Boulevard Business Sign located on the southeast corner of Industrial Boulevard and Highway 212 on the private property of Hydro Engineering. The City of Norwood Young America and Hydro Engineering will have a contract agreement giving permission for this project.

Please see the attached specifications. Both quotes to include installation and assembly.

- Quote request #1 Concrete base, concrete body/top, stainless steel plaques with business logo and with plastic overlay
- Quote request #2 Concrete base, manufactured body/top, stainless steel plaques with business logo and with plastic overlay

Quote Submission

The scope of work is to be completed before December 31, 2021.

D. Insurance

The successful 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 \$1,000,000 per occurrence for bodily injury

and property damage

Aggregate \$2,000,000 Automobile Liability \$1,000,000

Workers Compensation and Employers' Liability

\$500,000

E. Quote

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

F. Disclaimer

Charlie Storms, Hazel Design and Storms Welding Mfg, has given written permission for the City of Norwood Young America to utilize his design specifications for the Industrial Boulevard Business Sign project. Mr. Storms is a City Council Member for the City of Norwood Young America, MN and can be contacted at 612-270-6997.

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.

Firm's Quote

Company Name		
Title		
Phone		
Email		
Quote\$		
Signature	Date	

Industrial Boulevard Business Sign

Two sided

No illumination necessary





Located at the southeast corner of Parcel ID 58.8500140—301 Industrial Blvd and Highway 212 West

Not located in the Right of Way—private property of Hydro Engineering













