



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, September 8, 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. August 11, 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. **2021 Goal Review**

**6. Old Business/Updates**

*Develop opportunities for new businesses and expansions for current businesses.*

**6.A Discuss Industrial Blvd Signage**

**6.B Discuss Revolving Loan Fund**

*Increase outreach and enhance relations with current businesses.*

**6.C Manufacturer's Day - October 2021**

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

**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., October 13, 2021

**9. Adjournment**

**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**  
**Wednesday, August 11, 2021**  
**Council Chambers**  
**Minutes**

**Commission Members present: Mike Eggers, Andrea Gerth, Greg Kummer, Carol Lagergren, Mike McPadden, Tonya Noeldner, Connor Smith**  
**Commission Members absent: Jason Winter, Julie Wigfield**  
**Other: Kaarin Foede, West Carver County Food Retail Committee**  
**Staff Present: Karen Hallquist (Economic Development/Marketing Director)**

**1. Call to Order**

Meeting was called to order at 6:01 PM by Chair Smith.

**2. Adoption of Agenda**

*Motion by Eggers, Second by Kummer to approve the agenda as submitted. Motion passed 7-0.*

**3. Approve Minutes of July 14, 2021 Meeting**

*Motion by McPadden, Second by Noeldner to approve the minutes as submitted. Motion passed 7-0.*

**4. Introductions, Presentations, and Public Comment - None**

**5. New Business**

**A. NYA Business Dashboard**

Hallquist shared updates on businesses moving into the community, including three new businesses in the Industrial Park, 4.0 Bus Company and a new business along Railroad Street.. These additions have triggered movement in opening a second industrial park. More information will be coming soon. She emphasized continued growth in development and inquiries for both commercial and residential properties.

**B. 2022 EDC Budget**

Hallquist reviewed the capital expenditures budgeted for 2022 and 2023 which was approved after discussion:

- Tacoma West Industrial Park Signage - \$30,000
- Main Street Streetscape Project - \$100,000
- Faxon Road Streetscape Projects - \$100,000

Hallquist also shared information on the Economic Development budgeted areas, which was approved after discussion:

- Additional Billboard Displays - \$1,800
- Movie Theater Advertising - \$2,000
- Packets for Developers - \$1,000

Hallquist has the information from the Heritage Center on the buildings and will be working with the GIS Specialist to create an interactive map of the Downtowns. The brochure will be completed by city staff but is currently on hold due to workloads.

*Enhance partnerships with Carver County and local schools*

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

Hallquist shared that an extension is anticipated to the September 2022 completion date due to the lack of available contractors to finish projects.

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

Hallquist shared that the student murals displayed on the pool fence will be removed over winter and replaced in spring. MnDOT has not yet responded to the request for permission to add murals to the Underpass.

*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: MinnERod Event and Bean Bag Tournament and Street Dance on August 21st, NYA Farmer's Market Marketplace in September and October and the Chamber Golf Tournament on September 10th. All information will be shared in the August newsletter.

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

Kaarin Foede updated the Commission on the ongoing work of the Committee and reiterated her invitation for Commission members to attend future tours. She highlighted an upcoming Let's Talk Food event which is intended to engage the community in discussions regarding current food retail choices and future food retail options.

**7. City Council and Other Commission Updates**

McPadden shared information on the following: MinnERod and Stiftungsfest, ongoing search for a City Administrator, health insurance for employees, information on TIF incentives to businesses, federal funding from the American Relief Act, and a new Little Library coming to Legion Park from the Girl Scouts

**8. Upcoming Meeting - next EDC meeting on September 8, 2021 at 6 PM.**

**9. Adjournment**

*Motion by McPadden, Second by Kummer to adjourn at 6:37 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: September 8, 2021

SUBJECT: NYA Business Dashboard

| <b>Business Development</b>      | <b>Location</b>                        | <b>Status</b>   |
|----------------------------------|--|---|
| Modern Design Cabinetry          | 710 Faxon Rd                           | Will be doing Ribbon Cutting welcome - TBD  |
| Sackett Waconia                  | Tacoma West Industrial Park            | Purchasing 14.44 acres of land for future expansion - working with City financial advisor & GM of SW  |
| Yeager Machine                   | Tacoma West Industrial Park            | Purchasing 2.09 acres of land for future expansion - Planning Commission reviewing docs - request for public hearing at 09/27/2021 council meeting  |
| Greenwood Marina                 | Tacoma West Industrial Park            | Purchasing 8.49 acres of land (last three lots) for building a boat maintenance and indoor storage facility - goal for sale is Oct 2022   |
| 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 approved at City Council meeting on 08/23/2021. Closing on property set for late 2021.   |
| Floral Defined, LLC              | 225 Elm St W (former Central Printing) | Sold to Tricia Mackenthun 08/31/2021 - opening Fall 2021  |
| Farmers Insurance                | 312 Hwy 212 (next to Resto Espresso)   | Mark Mendoza - new insurance agent from Waconia. Total of 3 new employees   |
| Smithtown Investments            | 111 Railroad St E                      | Former Jim/Carol Sandbo property - purchased by Smithtown Investments, subsidiary of Minnetona Lawn & Landscape - indoor storage of equipment, office space for lease main floor and apartment for lease upstairs |
| Retail/Mixed Use                 | 18 3 <sup>rd</sup> Ave SE (Mill Bldg)  | Pending Sale  |
| Whispering Willow (wellness ctr) | 217 Main St E                          | Leased by Kortnie Ringate & Nicole Lueck  |

|  |                                  |   |
|--|----------------------------------|---|
| <b>Business Inquiries</b>                  |                                  |   |
| Motel/hotel                                | C-2 General Commercial           | Working with prospect -   |
| Laundromat                                 | C-2 General Commercial           | Working with prospect - on hold due to contractor and machine delay - hopefully March 2022  |
| 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            | Project on hold   |
| Event Center                               | C-3 Downtown District            | Project on hold   |
| Motel/hotel                                | C-2 General Commercial           | Working with prospect   |
| Specialty service business                 | RC-1 or C-3                      | Working with prospect   |
| <b>Housing Development Opportunities</b>   |                                  |   |
| Kloth Property<br>**for sale**             | 16810 CR 31                      | 61.32 acres of R-1 Residential - listed for \$1.6M - single family land available -   |
| Preserve/Meadow Property<br>**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 interested Developer**  |
| JAM Property<br>**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**   |
| <b>Misc Projects</b>                       |                                  |   |
| Trail Lighting                             | Keher Park & Hwy 212             | Waiting for main electrical board to be installed   |
| 2 <sup>nd</sup> Ave & Lift Station         | Five way stop to N Devonshire    | Oct 15 <sup>th</sup> completion goal, Nov 1 <sup>st</sup> deadline  |
| Oak Lane Project                           | Oak Lane (off Tacoma)            | Fall 2022 completion  |
| Heritage Strip Mall                        |                                  | New owners are working with Planning Consultant on new Hwy sign   |
| Walking Track                              | Central Schools                  | Looking into funding options  |
| 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 reviewing RFQs at Sept meeting   |
| West Carver Community Pool                 | NYA Legion Park                  | Getting new plaster and tile for the Summer 2022 season - job to be completed in spring 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 - pre application submitted 08/27/2021 |

### Commercial/Industrial Buildings for Sale

- [503 Faxon Rd](#)

### Commercial Land for Sale

- [12 1st Street NE](#) – empty lot near Mau Cemetery
- [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.
- 420 W Railroad Street – bare lot w drainage ditch, no water/sewer access

### Commercial Buildings for Sale or Lease

- [216 Main St E](#) – former photography studio – for lease
- [522 Faxon Road](#) – Timm Law office w/additional office space for lease
- 209 Main Street E – former meat market for lease
- 232 Main Street E – former Clark building - owned by Mike Barto – for lease

### 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: September 8, 2021  
SUBJECT: 2021 Goals Review

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The Norwood Young America Economic Development Commission adopted the below goals for 2021.

1. **Develop opportunities for new businesses and expansions for current businesses**
  - a. Utilize updated Commercial Market Study and Retail Food Study for pursuing a local grocer
  - b. Increase marketing for the Tacoma West Industrial Park
    - i. Social media
    - ii. Updated marketing materials
    - iii. Increase visual awareness of the Industrial Park and the businesses on Industrial Blvd by investing in location signage
  - c. Increase marketing for vacant commercial properties
    - i. Use GIS mapping capabilities to create an interactive map with available sites
    - ii. Communication with owners on the details of the property
    - iii. Social media
  - d. Improve communication with all building owners and realtors by:
    - i. Making sure they are on the city newsletter list
    - ii. Brainstorming with them about building use
    - iii. Asking for their perceived impediments to occupancy
    - iv. Asking for their preferences for the types of business that could be conducted in the empty storefronts, and appoint a committee or recruit volunteers to seek out such businesses
  - e. Improve EDC Commissioner's knowledge of the scope of business opportunities by including, in the monthly meeting packets, a list of available building sites, properties for sale, and redevelopment sites, and also monthly Secretary of State notices of newly formed businesses in NYA. Share any such public information with the Chamber Executive Director and Chamber Board to assist the Chamber's outreach efforts. – NYA Dashboard
  - f. Identify small-scale, or occasional, or incubator, business ideas used in other cities; seek existing business owners' and property owners' opinions on the topic; conduct further research to determine feasibility and potential funding; and report.
2. **Increase outreach and enhance relations with current businesses**
  - a. Provide financial access to businesses grant opportunities
    - i. Work with Carver County CDA Economic Development Manager
    - ii. Work with Carver County CDA SCDPG Advisor
    - iii. Communicate with Open to Business and local banks – Next Stage
    - iv. Share information about Minnesota DEED and the United States Small Business Administration, and their respective website resources
  - b. Celebrate Small Business Week, Manufacturer's Week and any other SBA endorsed recognitions
  - c. Continue to communicate with property owners and businesses that express concerns about problem properties, alleged zoning violations, inadequate inspections of rental properties, and illegal activities.
  - d. Continue monthly ribbon cutting welcomes with the NYA Area chamber of Commerce
  - e. Continue to encourage City's participation, involvement in, presence at, or support of, community events
  - f. Celebrate anniversaries of local businesses
    - i. Research longevity of businesses
3. **Continue to assess, accomplish, and add goals to the adopted Downtown Redevelopment Implementation Plan**

4. **Market Norwood Young America to current and new residents and businesses**
  - a. Continue online presence through Facebook, website, Instagram
  - b. Continue collaboration with Carver County CDA in its county wide tourism planning efforts
  - c. Increase Live technology options on Local Access Channel
  - d. **Create a mural in the Historic Downtown Young America**
  - e. **Create a community video**
  - f. Create professional photos of the NYA area community
  - g. **Research and work with the Willkommen Heritage Center to create a Historical Walking Tour**
  - h. Promote quality of life attributes (i.e. Willkommen Heritage Center, NYA Library, Parks, townball, festivals, murals, community gardens, Music in the Park, etc.)
  - i. Maximize affordable opportunities for promotions in print, advertising media and radio
  - j. Continue monthly City newsletters
  - k. Continue to explore, with the CDA, the concept of a Carver County Real Estate Exposition
5. **Enhance partnerships with Carver County and local schools**
  - a. **Work with the local schools to create artwork opportunities within the new underpass**
  - b. Determine whether the Commission: (i) should have a role in or presence at Central High School's annual College and Career Fair; (ii) or should have a role in or presence at Central High School's Annual Awards Banquet.
  - c. **Investigate a collaborative opportunity with the high school and local businesses, to create a training, apprenticeship, and/or hiring pipeline program – Mfg Week**
6. **Continue and investigate the enhancement of relationships and partnerships with (done w/newsletter!):**
  - a. NYA Area Chamber of Commerce
  - b. American Legion & Auxiliary
  - c. VFW & Auxiliary
  - d. Norwood Young America Beyond the Yellow Ribbon Campaign
  - e. NYA Community Improvement Program
  - f. NYA Lions
  - g. NYA West Carver Lions
  - h. Faith organizations
  - i. District 108 Community Education
  - j. Carver County Sheriff's Department
    - i. "Coffee with a Cop"
  - k. Arts Consortium of Carver County
  - l. Willkommen/Carver County Historical Society

Goals talked about for 2022:

- Main Street Lighting Project
- Tacoma West Industrial Park signage
- Faxon Rd Streetscape – 2023/24
- Advertising
  - Billboards
  - Movie theaters
  - Welcome Packets
    - Developers
    - Businesses
    - Residents
- Incentive Chamber Bucks
- Additional funds for Market Enrichment Grant Program
- Start Joint Commission meetings up in 2022

**Commissioners are asked to review the 2021 goals, identify what has been accomplished (major projects in red), and brainstorm additional ideas for 2022 goals.**





TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: September 8, 2021

SUBJECT: Old Business/Updates

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#### **6.A Industrial Blvd Signage**

One RFQ was returned to City Hall by the deadline of August 27<sup>th</sup>. See attached. The bid came in from CD Products in Waconia at \$39,978. Cathy Nielsen of CD Products offered to visit about more budget friendly choices. Staff, along with Council Member Charlie Storms, will be meeting with Nielsen on Wednesday, September 8<sup>th</sup> to research additional options. An update will be given at the EDC meeting that evening.

#### **6.B Revolving Loan Fund**

Recently, staff was asked what the maximum amount of a loan would be through the RLF and what interest rate they would be charged. The City has previously used this fund for both loans (two loans approved from 2013-2019 totaling \$15,000) and deferred loan/grant programs (random programs from 2003-2012 for up to \$5,000 and now the current Market Enrichment Grant program for up to \$10,000). The current balance of the fund is approximately \$105,000 minus \$30,000 for dedicated MEG awards.

I am working with City Clerk/Treasurer Angela Brumbaugh to research the Revolving Loan Fund, where it started, what funds have been distributed, how they have been distributed, and what criteria was used at each disbursement since the beginning – specifically the loans. Previous loans were administered by city staff and/or Carver Co CDA consultant MCCD/Open to Business. More information will be provided to commissioners in the coming months to have discussion on the original question of “what the maximum amount of a loan would be through the RLF and what interest rate would be charged.”

#### **6.C Manufacturer’s Day – October 2021**

Staff contacted Paul Peterson of Sackett Waconia. Peterson, among other local manufacturing companies in NYA, are partnering with Central Public Schools in efforts of sharing knowledge of manufacturing opportunities with students. The goal is to create a Manufacturer’s Day event that will involve all parties. Peterson invited staff and the Chamber to attend their next group meeting on Tuesday, September 14<sup>th</sup> at 7am to plan details.

#### **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 scheduled for Thursday, September 30<sup>th</sup> from 10am – 8pm. There will be a need for “extras” on this day. Let staff know if available.

*Order of shoot day #2:*

*Morning:*

*Baylor Park (camping, etc.)*

*Farm with a tractor during harvest.*

*Bike Trail and underpass with pretty fall foliage*

*212 Business corridor -*

- *Senior Living - Peace Villa/Harbor/Haven*
- *Banker & customer*
- *Hardware Store- interior with the owner*
- *Quilt Shop with employee and customer(s)*
- *Visit one of our manufacturers in town*

*Afternoon:*

*Willkommen Memorial Park/Pavilion/Baseball/New Mural- people walking by the buildings/baseball field*

*High School - kids walking down the steps with backpacks and chatting*

*NYA Preserve neighborhood - footage of kids playing in a cul-de-sac*

*Prairie Dawn Park - kids playing, water tower in the background*

*Footage of a house going up*

*High School sporting event*

#### **6.F Historic Walking Tour**

Staff goal is to have a draft for the October EDC meeting.

#### **6.G Small Cities Development Program Grant**

Staff continues to work with Carver Co CDA on projects. To date, three projects have been completed – Waconia Dodge (2 properties) and the Pour House. There are four properties that are currently waiting for contractor bids and some projects may need to be bid again due to construction pricing. There are two properties that have submitted the initial applications, however, not followed through with providing the necessary information for setting up inspections, tenant financial information, mortgage documents. Michelle Vojacek at CDA has left messages and emailed multiple times in the last 6 months.

DEED is fully expecting many grantees (City of NYA) to seek an extension because of COVID and the current construction climate. DEED has said they will not look at extensions for September 2022 (our deadline) deadlines prior to June 2022. Carver County CDA will work with staff starting in late spring 2022 to prepare the necessary paperwork for that extension if needed.

**Commissioners are to discuss if there needs to be a drop-dead date for participating in the program as there could be other properties to utilize the program.**

#### **6.H Underpass Artwork (with Central Schools)**

To date there is no updated from MnDOT. Staff has talked with Ashley Williams, art instructor at Central Public Schools. Hopefully the approval will be completed by Spring 2022 when she would like to start the project.

#### **6.I NYA Area Chamber of Commerce Updates**

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



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 CD Products, Inc.

Contact Person Catherine Nielsen

Title VP

Address 1330 Mill Lane Waconia MN 55387

Phone 952-442-7481

Email Cathy @ cdproducts inc. com

Quote\$ 39,918<sup>00</sup> < see quotation >

Signature 

Date 8-18-21