



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, November 10, 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. October 13, 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. **Update on Available Residential/Commercial Sites**  
C. **Joint Commission Discussion**

**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**  
**6.C NYA Market Enrichment Grant Program**

*Increase outreach and enhance relations with current businesses.*

- 6.D Discuss Incubator facilities**

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

- 6.E Downtown Streetscape Project**

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

- 6.F Update on NYA Community Marketing Video & Commercial**  
**6.G Review progress of Historical Walking Tour**

*Enhance partnerships with Carver County and local schools.*

- 6.H Review Carver County CDA - Small Cities Development Program Grant**  
**6.I Review progress of Underpass Artwork (with Central Schools)**

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

- 6.J Review updates from Chamber of Commerce**  
**6.K 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., December 8, 2021

**9. Adjournment**



**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**  
**Wednesday, October 13, 2021**  
**Council Chambers**  
**Minutes**

**Commission Members present: Mike Eggers, Andrea Gerth, Greg Kummer, Mike McPadden (left at 6:45), Tonya Noeldner, Connor Smith, Julie Wigfield**  
**Commission Members absent: Carol Lagergren, Jason Winter**  
**Other: Kaarin Foeder, West Carver County Food Retail Committee**  
**Staff Present: Karen Hallquist (Economic Development/Marketing Director)**

**1. Call to Order**

Meeting was called to order at 6:02 PM by Chair Smith.

**2. Adoption of Agenda**

*Motion by McPadden, Second by Eggers to approve the agenda as submitted. Motion passed 6-0.*

**3. Approve Minutes of September 8, 2021 Meeting**

*Motion by Kummer, Second by McPadden to approve the minutes as submitted. Motion passed 6-0.*

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

**5. New Business**

**A. NYA Business Dashboard**

Hallquist shared updates on the following businesses: Modern Design Cabinetry were approved for a Market Enrichment Grant; Sackett Waconia and Yeager Machines and Greenwood Marina are all finalizing purchases in the Industrial Park; an attorney is opening an office on Main Street; Mill Building sale is pending. In addition, she shared that a new developer is interested in coming to the community. Finally, the Senior Center and Senior Bus are up and running with 20-25 seniors visiting the Senior Center and "out and about" senior field trips using the Senior Bus on a bi-monthly basis.

**B. 2021 Goal Review**

Hallquist reviewed the recommended goals for 2022 with an emphasis on the following:

- 1A - create a plan for expanding a second industrial park
- 3 - schedule Joint Commission meetings with the City Council
- 5b - collaborate with the Central Trades Advisory Group

*Motion by McPadden, Second by Noelder to accept 2022 Goals. Motion passed 6-0.*

## **6. Old Business/Updates**

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

### **A. Discuss Industrial Blvd Business Park Signage**

Hallquist requested additional information on the high cost of the signage. Information shared that the majority of the cost was based on the cement base. Discussion revolved around using local businesses to separating the work into pieces to reduce the overall cost. Project will be completed in spring.

### **B. Discuss Revolving Loan Fund**

Hallquist shared that one of the market enrichment grant businesses was sold within the 5 year time frame so \$7,700 was returned to the city (based on pro-rated amount).

### **C. NYA Market Enrichment Grant Program**

Hallquist shared that Modern Design Cabinetry applied for a loan and was awarded \$6,920.80 to put two garage doors into the building. This will be a reimbursement.

Hallquist shared that Curfman has completed the work and is waiting for an invoice so he can submit a reimbursement request.

*Increase outreach and enhance relations with current businesses.*

### **D. Update on Manufacturer's Day - October 15, 2021**

Hallquist shared a flyer for the event with 92 students signed up from Central Schools. The event will include tours of local businesses, a meal with Tim Schochenmaier as the lunch speaker. Citizens from the community are invited to the events as well.

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

### **E. Review Downtown Streetscape Project**

No updates from Hallquist at this time. Noelder recommended staff review the height of the flags as well as consistency with brackets on the poles. Noelder also shared concerns about the storefront of 219 Elm Street - recommendation to review the space as storefront vs. storage.

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

### **F. Update on NYA Community Marketing Video and Commercial**

Hallquist shared voice-overs as well as the proposed script for the video. Recommendation to use Voice #4 (Chris Anderson) for the video. Recommendation to use script as presented.

### **G. Review progress of Historic Walking Tour**

Hallquist shared that a rough draft will be available for the November meeting. She also shared the potential for an interactive online map by working with Alison Kampbell (Carver County GIS Analyst).



*Enhance partnerships with Carver County and local schools*

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

Hallquist shared that two businesses have withdrawn from the program, mainly due to production costs. There are opportunities for others to apply. Watertown has applied for two extensions for their program without any problems. The City of Norwood Young America can apply for an extension in June of 2022.

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

No updates at this time.

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

**J. Review updates from Chamber of Commerce**

Wigfield shared information on the following: NYA Marketplace new location at Carquest, Central Craft Fair will have a booth, Holiday Extravaganza on November 27th, Artisan Fair moved to June 4th, and Ribbon Cuttings at three new businesses pending for November.

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

Foede shared that site visits are on hold due to COVID. Foede further shared that information on the potential for a grocery store to be a powerhouse for a community was shared at the Chamber of Commerce General Meeting. Recommendation for the WCCFRC and City to schedule a time to share information. Committee members continue to reach out to trade groups and events to gather more information.

**K.1 Let's Talk Food**

Handouts from the presentation were shared with Commission members.

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

Hallquist shared information on the following: budget, delinquent utilities and year end wrap information to include commission accomplishments and goal setting and city administrator interview process.

**8. Upcoming Meeting - next EDC meeting on November 10, 2021 at 6 PM.**

**9. Adjournment**

*Motion by Eggers, Second by Noelder to adjourn at 6:44 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: November 10, 2021

SUBJECT: NYA Business Dashboard

<b>Business Development</b>	<b>Location</b>	<b>Status</b>
Modern Design Cabinetry	710 Faxon Rd	Approved for MEG program for new garage doors 10/04/2021
Sackett Waconia	Tacoma West Industrial Park	Purchasing 14.44 acres of land for future expansion - Negotiating OA
Yeager Machine	Tacoma West Industrial Park	Purchasing 2.09 acres of land for future expansion - Negotiating PA
Greenwood Marina	Tacoma West Industrial Park	Purchasing 8.49 acres of land (last three lots) CUP and variance request going to PZC Nov 3 <sup>rd</sup> . Atty drafting PA.
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 - Closing on property set for late 2021.
Retail/Mixed Use	18 3 <sup>rd</sup> Ave SE (Mill Bldg)	Pending Sale - Researching Redevelopment TIF
<b>Business Inquiries</b>		
Motel/hotel	C-2 General Commercial	Working with prospect -
Laundromat	C-2 General Commercial	Working with prospect -
Indoor Storage	RC-1	Working with prospect
Mini Storage	B-1 Business Industrial	Provided info on City owned lot
Grocery	C-2 General Commercial	Working with prospect
Motel/hotel Incubator Facility	C-2 General Commercial	Working with prospect
Specialty service business	RC-1 or C-3	Working with prospect
Mfg - waterbased solutions	I-1 Light Industrial	Working with prospect
Mixed-use Commercial/Residential	C-3 Downtown District	Working with prospect
<b>Housing Development Opportunities</b>		
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 interested Developer**
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 **further talks with developer
Wenlund Property	13620 CR 33 (south of NYA)	Recently re-listed land – 80+ acre parcel – Comp Plan has land dedicated for single family homes **further talks w developer
<b>Misc Projects</b>		
Trail Lighting	Keher Park & Hwy 212	Done! Looks great!
2 <sup>nd</sup> Ave & Lift Station	Five-way stop to N Devonshire	Nov 1 <sup>st</sup> deadline – still paving as of Nov 3 <sup>rd</sup>
Oak Lane Project	Oak Lane (off Tacoma)	Completed
Walking Track	Central Schools	Looking into funding options
Old Town	Willkommen Memorial Park	Parks Commission requesting public input at Oct mtg
NYA Senior Center	Willkommen Pavillion	Open 1 <sup>st</sup> & 3 <sup>rd</sup> Wed of ea month
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
City Bus		Used 10-12 hours per week, MNDOT grant requires 32 hours per week.

#### 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](#) – frontage along US Highway 212 with vehicle access available off of Railroad Street. 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
- Industrial Blvd City-Owned Greenspace
- 118 W Elm Street – vacant lot

#### Commercial Buildings for Sale or 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: NYA Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: November 10, 2021  
SUBJECT: Available Sites in Norwood Young America

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Background

The NYA City Council had a work session on October 25, 2021 to discuss the available sites remaining within the community. Attached is a copy of the memo that was discussed. Their comments are highlighted in red.

Action

EDC Commissioners are to give feedback, in particular on the two sites listed and development/use ideas.





Copy

TO: Mayor Lagergren and City Council  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: October 25, 2021  
SUBJECT: Work Session – Available Sites in Norwood Young America

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Staff recently attended a Carver County CDA session with other Carver County municipalities to discuss current economic development. All cities are having problems with lack of available sites, lack of cold storage and inquires on mini storage.

Two properties, in particular, that staff has received inquiries on do not have water/sewer hook ups.

1. 420 Railroad Street W
    - a. Within city limits
    - b. 0.31 acres, zoned RC-1
    - c. According to Bolton & Menk it would cost about \$300,000 just to bring water/sewer to this area
    - d. No water/sewer limits the use and sale of this property
- Questioned why no wac/sac – low level area, would need a small lift station
  - Yes there is a small drainage ditch, but according to Tony Voigt and Bolton & Menk it can be filled in.
  - Large parcel of land next to 420 Railroad is owned by Ascension Church for future development and/or cemetery expansion
  - Water was burrowed under Hwy 212 to reach to Kwik Trip



2. Parcel #110130500 SE Corner of Tacoma & Hwy 212
  - a. NOT in city limits and next to Molnau Trucking
  - b. 5.11 acres, would need to be annexed into city limits
  - c. According to 2040 Comp Plan this would be zoned B-1 Business Industrial which includes mini storage
  - d. Bolton & Menk gave an estimated cost of water/sewer hookup in 2018. At that time the cost was over \$100,000.
  - Water can be expanded to parcel from Railroad Street, sewer from south side of the railroad tracks. If expanded, it could link to the Molnau property and east Hwy 212 for further development.
  - Hwy 212 will impede some on the parcel.
  - Staff has received many inquiries for mini storage on this property. Mini storage would be allowed IF annexed into the city under the current Comp Plan. According to Carver County Land Use, mini storage is not allowed as a permitted use for township land.



Attached is a chart of the current available lots by zoning district as of October 25, 2021. Also attached is the City of NYA Future Land Use Map from the 2040 Comp Plan.

Council Members are to discuss the following:

- 420 Railroad Street W - thoughts on water/sewer hook up - when Railroad St is redone?  
**Something to consider.**
- Parcel #110130500 -
  - Could there be a benefit of assisting in water/sewer hookup for future development?  
**Maybe - would have to consider the use.**
  - If annexed into the City, the future land use is B-1. Is the council ready to annex into the City? **No**
- Available Lots by Zoning District
  - Good news with the downtown buildings selling and being utilized
  - Fewer lots for development in residential area
- Next steps for all...



This chart is an overview of the current availability of lots by zoning district as of October 25, 2021.

District	Description	Total vs Available Lots
R1	<p><b><u>Low density single family</u></b></p> <ul style="list-style-type: none"> <li>● Single family dwelling</li> </ul>	<p><b>426 total/15 available</b></p> <ul style="list-style-type: none"> <li>● 7 lots on Emma St</li> <li>● 4 townhome lots on Oak Ln</li> <li>● 4 townhome lots on Meadow Blvd</li> <li>● Land available in city limits but <u>no infrastructure</u>:               <ul style="list-style-type: none"> <li>○ 61.32 acres - Kloth land off Elm</li> <li>○ 60.60 acres - JAM Properties off Tacoma</li> <li>○ 22.66 acres - STP Enterprises in Preserve</li> <li>○ 13.59 acres - SINMACO Properties north of Hwy 5 across from Central Ave</li> </ul> </li> </ul>
R2	<p><b><u>Medium density single family</u></b></p> <ul style="list-style-type: none"> <li>● Single family dwelling</li> <li>● Twin homes</li> </ul>	<p><b>405 total/0 available</b></p> <ul style="list-style-type: none"> <li>● The "original" Norwood and Young America residences surrounding the two historic downtowns</li> </ul>
R3	<p><b><u>Medium density mixed residential</u></b></p> <ul style="list-style-type: none"> <li>● Single family dwelling</li> <li>● Twin homes</li> <li>● Two family dwelling</li> <li>● Townhomes</li> </ul>	<p><b>479 total/1 available</b></p> <ul style="list-style-type: none"> <li>● 312 1st St NE (by Stolz)</li> <li>● Areas include neighborhoods around Casper, Martingale, Central Schools, Friendship Park, Devonshire, Trilane and 5th St.</li> </ul>
R4	<p><b><u>Multiple family residential</u></b></p> <ul style="list-style-type: none"> <li>● Multiple family dwelling of 5-18 units</li> <li>● Nursing homes/assisted living</li> </ul>	<p><b>30 total/1 available (trailer lot)</b></p> <ul style="list-style-type: none"> <li>● Includes the trailer park, Peace Village, Harbor, Central Apts, Poplar Ridge and Country Cove Apts</li> </ul>
RC1	<p><b><u>Residential/Neighborhood Commercial</u></b></p> <ul style="list-style-type: none"> <li>● Single family dwelling</li> <li>● Twin homes</li> <li>● Two family dwellings</li> <li>● Townhomes</li> <li>● Professional services</li> <li>● Finance/Insurance/Real Estate</li> <li>● Personal or Business Services</li> <li>● Retail trade</li> <li>● Specialty shops</li> <li>● Standard restaurants</li> </ul>	<p><b>14 total/1 available</b></p> <ul style="list-style-type: none"> <li>● Commercial Lot at 420 Railroad St W – no water/sewer</li> </ul>

<p><b>C2</b></p>	<p><b><u>General commercial</u></b></p> <ul style="list-style-type: none"> <li>● Banking/financial institutions</li> <li>● Churches and schools</li> <li>● Commercial recreational uses</li> <li>● Convenience stores</li> <li>● Daycare centers</li> <li>● Dwelling units (above street level)</li> <li>● Funeral homes/Mortuaries</li> <li>● Garden centers</li> <li>● Grocery stores</li> <li>● Medical, professional and commercial</li> <li>● Motels/hotels</li> <li>● Personal services</li> <li>● Retail trade</li> <li>● Standard restaurants</li> </ul>	<p><b>57 total/4 available</b></p> <p>All located by Haven/Heritage Strip Mall</p> <ul style="list-style-type: none"> <li>● 610 Railroad Dr</li> <li>● 620 Railroad Dr</li> <li>● 625 Railroad Dr</li> <li>● 630 Railroad Dr</li> </ul>
<p><b>C3</b></p>	<p><b><u>Downtown districts</u></b></p> <ul style="list-style-type: none"> <li>● General commercial office space</li> <li>● Professional services</li> <li>● Finance, insurance, real estate</li> <li>● Personal or business services</li> <li>● Public facility (city hall/library)</li> <li>● Retail trade</li> <li>● Dwelling units (above street level)</li> <li>● Specialty shops</li> <li>● Standard Restaurants</li> <li>● On and off-sale liquor establishments</li> <li>● Dwelling units (back 50% of street level)</li> </ul>	<p><b>65 total/8 available (vacant lots)</b></p> <p>Historic Downtown YA:</p> <ul style="list-style-type: none"> <li>● 10 2nd Ave SE</li> <li>● 12 3rd Ave SE (Masonic Bldg)</li> <li>● 18 3<sup>rd</sup> Ave SE (Mill buildings) **purchase agreement</li> </ul> <p>Historic Downtown Norwood:</p> <ul style="list-style-type: none"> <li>● 114 W Elm (former Wilson Electric)</li> <li>● 118 W Elm (vacant lot)</li> <li>● 120 W Elm (vacant lot)</li> <li>● 319 W Elm (former bakery)</li> <li>● 323 W Elm (vacant lot)</li> </ul>
<p><b>B1</b></p>	<p><b><u>Business Industrial</u></b></p> <ul style="list-style-type: none"> <li>● Automobile repair (major)</li> <li>● Contractor yards</li> <li>● Office complexes</li> <li>● Garden and landscaping services</li> <li>● Mini storage facilities</li> <li>● Retail with contractor yard/wholesale</li> <li>● Vocational and technical schools</li> <li>● Warehouses</li> <li>● Wholesale trade and showrooms</li> </ul>	<p><b>9 total/1 available</b></p> <ul style="list-style-type: none"> <li>● 31 Ind Blvd (all wetland - not buildable)</li> <li>● City-owned greenspace</li> </ul>
<p><b>I1</b></p>	<p><b><u>Light Industrial</u></b></p> <ul style="list-style-type: none"> <li>● Contractor operations</li> <li>● Laboratories</li> <li>● Light industry</li> <li>● Utilities (public, sewer, water)</li> <li>● Warehousing</li> <li>● Wholesale trade and showrooms</li> </ul>	<p><b>16 total/1 available</b></p> <ul style="list-style-type: none"> <li>● 800 Railroad St (next to Lano Equip)</li> </ul> <p>Tacoma West Industrial Park:</p> <ul style="list-style-type: none"> <li>● NONE</li> </ul>



TO: Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: November 10, 2021  
SUBJECT: Joint Commission Discussion

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Background

The last meeting of the Joint Commission was January 8, 2020. Attached are the minutes from that meeting.

Action

EDC Commissioners are to review the minutes and decide:

1. Brainstorming ideas for next meeting
2. Date/time of next meeting

*Norwood Young America*

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310 Elm Street West PO Box 59 – Norwood Young America, MN 55368 – (952)467-1800 – [www.cityofnya.com](http://www.cityofnya.com)

**NORWOOD YOUNG AMERICA JOINT MEETING Minutes of the**  
**Norwood Young America City Council, Norwood Young America Economic Development Commission,**  
**Norwood Young America Planning Commission, Norwood Young America Parks & Recreation Commission**  
**and NYA Area Chamber of Commerce**  
**Wednesday, January 8, 2020 - 6:30 p.m.**  
**City Hall Council Chambers, 310 Elm Street West, NYA MN 55368**

**1. Call to Order**

Mayor Lagergren called the Joint Meeting of the City Council, EDC, Planning Commission, Parks & Recreation Commission and Chamber of Commerce to order at 6:33pm.

Council Members in attendance: Carol Lagergren, Charlie Storms, Craig Heher, Mike McPadden

Planning Commission members in attendance: Mike Eggers

EDC members in attendance: Tonya Noeldner, Sarah Molnau, Jason Winter

Parks & Recreation members in attendance: none

Chamber of Commerce members in attendance: Kaarin Foede

Heritage Center members in attendance: LaVonne Kroells

Staff members in attendance: Steve Helget, City Administrator, Karen Hallquist, Economic Development Marketing Director

Others Present: Julie Wigfield, Perry Forst

**2. Adoption of Agenda**

*Motion: Storms/Heher to adopt the agenda as written. Vote 4-0. Motion passed.*

**3. Business**

A. Vision of the Downtown Redevelopment Plan: The vision of the city of Norwood Young America is to build upon the history of the two downtown areas, by enhancing the unique characteristics and architectural features of the buildings, resulting in vibrant small-town downtowns with commercial, residential and governmental uses.

a. **Review Focus Areas (see attached)**

i. 2020 Commission Goals - (Planning Commission (PC), Economic Development Commission (EDC), Parks & Recreation Commission (P&RC), Willkommen Heritage Center (WHC) These areas are currently being worked on if not otherwise marked:

- Focus on the history of the downtowns and buildings
  - Short-term: Inventory history of buildings and share with property owners – WHC
    - Elm Street properties are finished. Goal is to complete Main Street buildings for Stiftungsfest.
- Adopt design guidelines which build on the German, Danish and Scandinavian character
  - Short-term: Adopt design guidelines
    - Heher confirmed the City Council adopted guidelines in March 2019.
- Aesthetics are important – maintain public and private infrastructure
  - Short-term: Add benches to Historic Downtown YA and Norwood – P&RC
    - P&RC is continuing to work on the trail/sidewalk plan in 2020.
  - Short-term: Add fence or hedge to Municipal Park Lot – EDC
    - Staff is acquiring bids for landscaping changes in parking lot.
  - Short-term: Review enforcement procedures for nuisance violations – PC
    - Helget confirmed timeline for enforcement of nuisance violation is 14 days.
  - Long-term: Add additional decorative streetlights in Historic Downtown YA – EDC
    - Xcel Energy outdoor lighting coordinator is to have a bid to the city by the end of the month.
  - Long-term: Add missing trees to Historic Downtown YA and Norwood – P&RC
    - P&RC is working with city public service staff on tree replacement and maintenance responsibility. Discussion on the visual connectivity of the two downtowns with potential of planter containers, waste receptacles and benches.
- Expand sidewalks and trails and commercial district connectivity
  - Short-term: Work with MnDOT on wayfinding signage changes & additions – EDC
    - EDC staff is continuing to work with MnDOT, especially with Hwy 212 construction starting this summer.
  - Long-term: Identify gaps in connectivity with existing trails and sidewalks – P&RC

- P&RC will continue to work on the trail/sidewalk plan in 2020.
- Develop a sense of space for community gatherings & events to bring people downtown –
  - Short-term: Plan Downtown Air Fair and/or Music – Springfest – done!
- Provide financial incentives to encourage redevelopment
  - Short-term: Pursue Small Cities Development Grant – EDC
    - Applications are currently available. Deadline for grant is Sept 2022. EDC is currently looking at using the Revolving Loan Fund to create a Market Enrichment Grant Program that will offer the same benefits of the Small Cities Grant to businesses in any of the C-2, C-3 and B-1 Business Districts.
- Preserve the commercial character of main levels of downtown buildings
  - Short-term: Contact building owners regarding window displays – done!
- Expand commercial business opportunities by target marketing complimentary uses
  - Short-term: Gather business input on potential financial incentives – EDC
    - EDC will be sending out a survey to local businesses.
- b. Review other opportunities
  - i. Mural –

Hallquist attended a Community Engagement seminar in Bloomington which shared info on “Goodspace Murals” and their concept of more community involvement with the mural project. She will do more research and bring back to the February meeting. Staff had also contacted the City of Belle Plaine and City of LeSueur to find out the process of their community murals. Both of these communities hired contractor Lana Beck to complete the project.

ii. Holiday Décor

There has been great feedback from the community about the new holiday décor. Xcel Energy outdoor lighting coordinator confirmed with staff that the city is able to put décor on their light poles. The décor can be added to each year.

iii. Pop Up Sales

Hallquist has met with two local homebased business owner who are both interested in the concept of a pop up sale. The next step would be to talk with vacant building owners on utilizing their space. The Springfest committee is hoping to be able to have some of their featured vendors in a select few of vacant buildings.

iv. Old Town

Storms reported the Parks & Recreation Commission is planning on the repair of the buildings in fall of 2020. The Commission is also seeking the contact information for local organizations to be able to call on them for future projects.

v. Historic Walking Tour

Kroells and Hallquist have met to discuss the possibility of applying for a Partnership Program Grant through the Minnesota Historical Society to assist in paying for a consultant to compile the historical information about the buildings in the two historic downtowns. This information can then be digitized and used for virtual walking tours along with easier access for brochures and paper materials.

vi. Drone Video Tour

Winters suggested contacting the City of Jordan to inquire who they hired for their video. OrangeBall Creative will be sending a proposal plus staff contacted two other video companies. OrangeBall suggested waiting until fall of 2020 when construction and underpass is completed.

c. Discuss the process of starting a business in NYA

Lagergren asked for discussion on the process and potential hurdles of new businesses coming to NYA and how the City as a whole, can improve.

i. First Contact – comments/suggestions/perceptions/hurdles

- Follow up email or phone call must be done and in a timely manner
- Find opportunities when there are concerns shared
- New businesses scared off with too many questions
- Clear and consistent message – eliminate conversations of “you can’t” but instead a message of “how can we make this work.”
- Language of options – not roadblocks
- Language staff uses must be positive “Not what you say, but how you say it.”
- Need to show interest

ii. Location – comments/suggestions/perceptions/hurdles

- Lots of paperwork
- Everything feels like a slow process
- CUP process, applications and fees are cumbersome. Fees are not high, however, can be for a small business.
- There seems to be so many requirements for CUPs and IUPs. Seems like owners are asking for permission to run their businesses.

- The current industrial park covenant seems to limit future expansion
- Better communication with the industrial park businesses with potential new businesses coming in
- Is NYA comparable to other cities in their CUP and IUP requests?
- NYA requires too many "extras"
- Rights of the individual, rights of the neighbors, rights of the community
- Specificity required before they are ready
- So many steps required before opening a business
- Labeling and use questions (primary & accessory)
- Is the building inspector aware of city codes?
- There needs to be city presence of support
- Review city code as it could be restricting new businesses

iii. Finance

- Better understanding of Open to Business and available resources to all

**4. Adjournment – Meeting was adjourned at 7:40pm**

*Motion: Storms/McPadden to adjourn. Vote 4-0. Motion passed.*

Next Joint Meeting: Wed, April 8, 2020 6:30pm City Hall

Respectfully Submitted,

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Carol Lagergren, Mayor

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Karen Hallquist, Economic Development Marketing Director





TO: Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: November 10, 2021  
SUBJECT: Old Business/Updates

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

Charlie Storms and Mike Eggers are working on details of the project. A proposal will come to the EDC in January 2022.

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

Staff is working with Angela Brumbaugh in researching the Revolving Loan Fund.

#### **6.C. NYA Market Enrichment Grant Program**

Tricia Mackenthun, owner of Floral Defined, LLC submitted an application for the MEG program on November 1, 2021. Floral Defined, LLC will be located at 225 Elm Street W (former Central Printing location). They are renovating the building in preparation for the opening of the business in mid-January 2022. Mackenthun has submitted the required two bids for a flat roof replacement with insulation. The total replacement cost is \$35,760. The grant amount requested is \$10,000. Their private match of 20% plus is \$25,760. The MEG approval committee reviewed the application, which met all of the requirements. Mackenthun's goal is to have the roof replaced by the end of the year.

#### **6D. Incubator Facilities**

Staff had an inquiry on an incubator facility this last week. NYA does have a large incubator facility in the former YAC building. There are currently three businesses within the large building, with two of them outgrowing their space. The goal would be to expand these businesses to a future (second) industrial park.

Two local examples of smaller incubator facilities include the Workshops of Watertown and the Hutchinson Enterprise Center. These buildings fit an "entry level ownership option" for home-based businesses to grow.

##### **Workshops of Watertown**

- 19,000 sf building with 18 - 1,000 sf bays for lease.
- Located within their Watertown Business Park which allows retail, commercial and light industrial
- Offers smaller build to suit space for home based businesses or skilled trades people in the community who are utilizing their homes and/or mini storage for their base of operations, materials, or equipment

##### **Hutchinson Enterprise Center**

- 20,000 sf building with 4 - 4,000 sf movable bays for lease
- EDA office resides in building
- Admission criteria to their business program, including requirements of business education, coaching and mentoring

- Shared conference room, kitchen, office workroom

EDC Commissioners are to discuss the concept of incubator facilities along with where and what that could look like in NYA.

#### **6.E Downtown Streetscape Project**

As part of the application process, the City Council will be approving a Resolution at their meeting Monday, Nov 8<sup>th</sup> to support the application process and also confirm the need for improvements (blight) on the 200 block of Main Street. A map of the targeted area for the application is attached. The pre-application deadline is November 17, 2021. Communities with preliminary proposals that are deemed “competitive” or “marginally competitive” will be allowed to submit a full application due February 25, 2022. If the preliminary proposal is deemed “not competitive,” DEED will over technical assistance for a future submission.

#### **6.F Community Video Project**

The video will be shown at the meeting!

#### **6.G Historic Walking Tour**

Staff will have a rough draft of the brochure at the November meeting.

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

Staff continues to work with the Carver County CDA on project. Timelines for the two property owners who were contacted to provide documentation by Nov 1<sup>st</sup> have passed. One of them withdrew their application, while the other one did not respond. Both received and signed for the certified mail. A third property owner withdrew his application due to high bids. There are two new property owners now interested in the program.

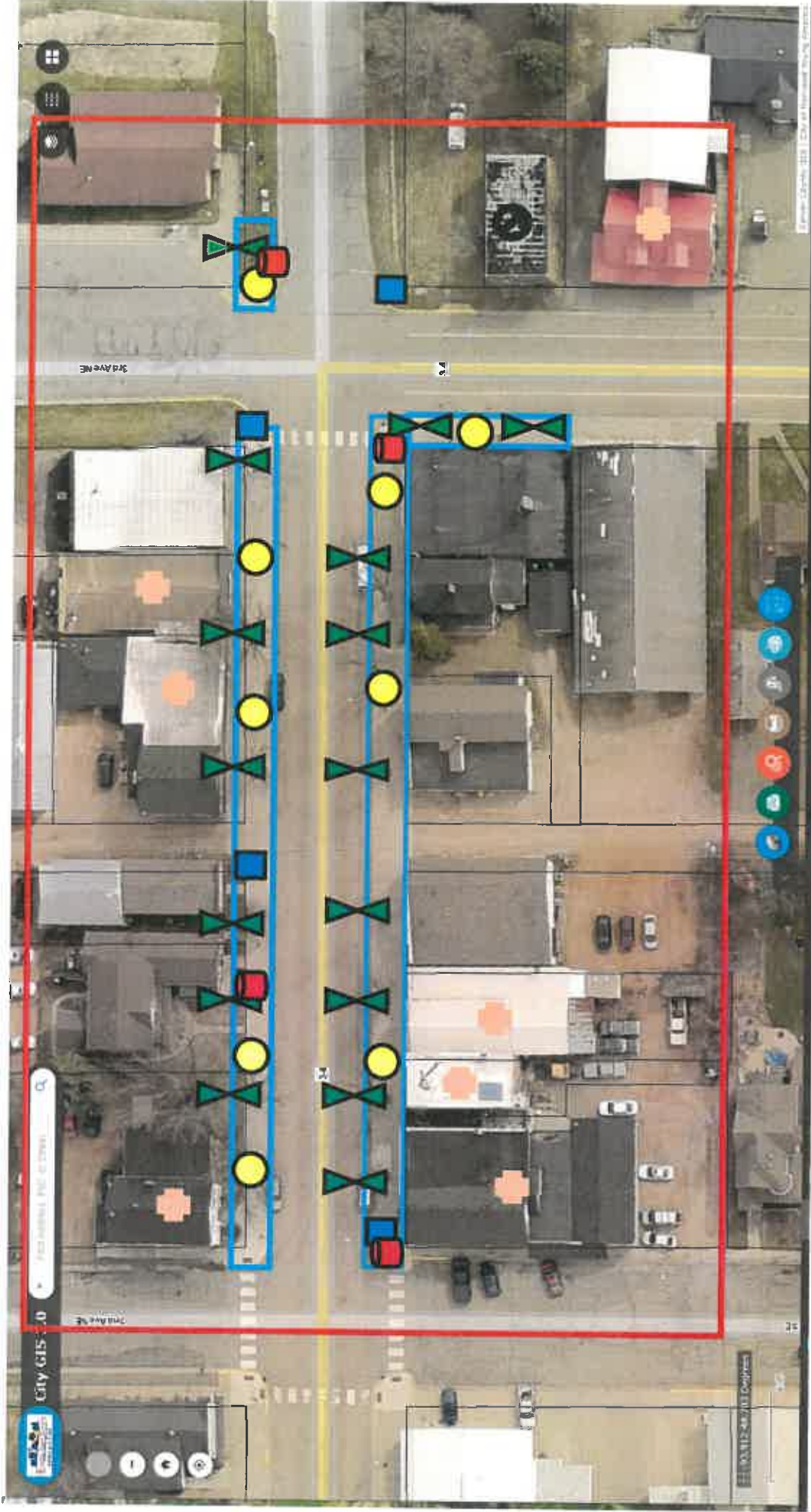
#### **6.I Underpass Artwork (with Central Schools)**

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.J NYA Area Chamber of Commerce Updates**

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

# 200 Block of Main Street Streetscape Proposal



-  **Decorative Cement Planter**
-  **Decorative Tree**
-  **5-B rate LED Acorn Fixture**
-  **4-B rate LED Cobra Fixture**
-  **Sidewalk Replacement**
-  **Substandard**
-  **Dilapidated**
-  **Target Area for SCDP Streetscape Application**