



more than a place, it's home.

**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

Wednesday, February 9, 2022 - 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. December 15, 2021 EDC Meeting  
B. January 12, 2022 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 Industrial Blvd Signage**  
**6.B Tacoma West Industrial Park (TWIP) Signage**  
**6.C Revolving Loan Fund**

*Increase outreach and enhance relations with current businesses.*

- 6.D NYA Market Enrichment Grant Program**  
**6.E Small Business Week Event – Wed, May 4, 2022**

*Continue to assess, accomplish and add goals to the adopted Downtown Redevelopment Plan and as directed by the Joint Commission.*

- 6.F Downtown Streetscape Project**  
**6.G Joint Meeting Discussion**

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

- 6.H Historical Walking Tour**  
**6.I Community Video**

*Enhance partnerships with Carver County and local schools.*

- 6.J Small Cities Development Program Grant**  
**6.K Underpass Artwork Project (with Central Schools)**

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

- 6.L Chamber of Commerce**  
**6.M West Carver County Food Retail Committee (WCCFRC)**

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

**8. Upcoming Meetings - Next EDC meeting – 6:00 p.m., March 9, 2022**

**9. Adjournment**

**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**  
**Wednesday, December 15, 2021**  
**(postponed from December 6, 2021 due to lack of quorum)**  
**Council Chambers**  
**Minutes**

**Commission Members present: Mike Eggers, Greg Kummer, Carol Lagergren, Tonya Noeldner, Connor Smith, Jason Winter**

**Commission Members absent: Julie Wigfield**

**Other:**

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

**1. Call to Order**

Meeting was called to order at 5:58 PM by Chair Smith.

**2. Adoption of Agenda**

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

**3. Approve Minutes of November 10, 2021 Meeting**

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

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

**5. New Business**

**A. Review NYA Business Dashboard**

Hallquist shared updates on the following items: a third business has expressed interest in a new Industrial Park; several developers are now working with the city on properties, the TEDI grant application for the Industrial Park infrastructure was denied because the project is still in the early stages of development

**B. 2021 EDC Report**

Hallquist highlighted the following 2021 accomplishments of the EDC:

- Commercial market study and retail food study completed
- NYA business dashboard as a successful communication tool
- Business subsidy policy updated
- Manufacturer's Day with tours of local businesses a huge success
- Historic Downtown Young America mural completed
- Downtown Main Street Lighting project planned and grant application completed
- Social Media presence continues to grow
- Community Video completed
- Partnership with Central Schools supported through Trades Advisory Group
- Underpass Art project still on hold but artwork displayed at Pool Park

**C. Discuss Joint Commission Meetings**

Hallquist highlighted accomplishments from past Joint Council/Commission sessions and recommended that the meetings resume in January. Recommendation to have quarterly meetings prior to the EDC meetings. Agenda to be determined.

*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: Chambers Banquet (January 20th); Winter Event at Baylor with Bocce Ball and/or Mini Golf (February 2022); and Artisan Fair.

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

Lagergren shared highlights from a document created by WCCFRC of the November 13th tour of Little Falls. She included information on the Local Food, Loca Places Technical Assistance Program and the 2019 Community Action Plan for Little Falls (this was comparable to the work completed by the Joint Commission of NYA in 2019); Sprout MN (this group acts as a liaison between local small farmers and several market opportunities - a direct to consumer CSA; a mobile market and an online presence); and Purple Carrot Market (a future food coop that has been gathering membership since 2016 with a open date of Autumn 2022 or Spring 2023).

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

Eggers shared information from the Planning Commission on the following: upcoming requests for new homes by Loomis and approval of a CUP, Variance and Site Plan from Greenwood Marina.

Lagergren shared information from City Council on the following: sales of final properties in the Industrial Park; completion of contracts with consultants to the city; approved budget and levy for 2022; final approval of community video; final approval of Sports Court guidelines; approval of a five year Financial Plan and discussion of potential reconstruction street projects.

**8. Upcoming Meeting -**

*Motion by Winter, Second by Kummer to move the January 12, 2022 EDC meeting to 5PM with a Joint Commission meeting following at 6PM. Motion passed 6-0.*

**9. Adjournment**

*Motion by Eggers, Second by Noelder to adjourn at 6:40 PM. Motion passed 6-0.*

Respectfully submitted,

Karen Hallquist  
Economic Development/Marketing Director

**NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION**

**Wednesday, January 12, 2021**

**Council Chambers**

**Minutes**

**Commission Members present: Mike Eggers, Greg Kummer, Carol Lagergren, Tonya Noeldner, Connor Smith, Andrea Gerth, Mike McPadden, Julie Wigfield**

**Commission Members absent: Jason Winter**

**Other:**

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

**1. Call to Order**

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

**2. Adoption of Agenda**

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

**3. Approve Minutes of December 15, 2021 Meeting**

*Minutes not presented. Will approve in February.*

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

**5. New Business**

**A. Review NYA Business Dashboard**

Hallquist shared updates.

**B. Industrial Park Signage**

Hallquist shared the budget for this project is \$30,000. Commissioners recommended looking if there is current Hwy 212 signage and potential location for sign. Discussion on whether it should read "Tacoma West Industrial Park" or list the businesses. Recommended to be similar to the gateway signs and the Industrial Blvd sign that Charlie Storms will present at next meeting. Hallquist will include examples for next meeting.

**C. Small Business Week Event**

Commissioners agreed that the event should again partner with the Chamber. All businesses – chamber and non-chamber – are invited to attend. Recommended to bring back ideas.

**D. Faxon Road Streetscape Project 2023/24**

Hallquist shared there is a start of \$100,000 budgeted in the Capital Improvement Plan for 2023/24 so far. It was recommended that an urban/streetscape planner be hired to create a formal plan. The city can apply for a 1-1 predevelopment grant through Carver Co CDA up to \$7,500 reimbursement to pay for planner. Idea can further be discussed at the Joint Commission Meeting.

**6. Old Business/Updates**

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

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

No updates at this time.

**B. Discuss Revolving Loan Fund**

No updates at this time.

*Increase outreach and enhance relations with current businesses.*

**C. NYA Market Enrichment Grant Program**

Hallquist shared that 221 W Elm Street was approved for electrical work, Modern Design submitted paid invoice and was awarded \$6,920.80, and Floral Defined finished their roof work and will be submitting paid invoice soon for award.

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

**D. Downtown Streetscape Project**

Hallquist shared the preliminary application was deemed competitive so we are able to submit the full application which is due March 11, 2022.

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

**E. Review progress of Historic Walking Tour**

Hallquist asked for further discussion on making one brochure to encompass the entire town or split into two brochures separating the community. Commissioner agreed to make one.

**G. NYA Community Marketing Video and Commercial**

Hallquist shared that the video has been very well received on social media and the NYA TV channel. She will research pricing on theater and Kwik Trip ads.

*Enhance partnerships with Carver County and local schools*

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

No updates at this time.

**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: Chambers Banquet (January 20th); Springfest Artisan Fair (June 4); membership information is out; Dairy Days booth (Feb 21); working on city wide garage sale dates.

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

No updates at this time.

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

McPadden gave City Council updates.

Eggers shared there will be a joint meeting of the Planning Commission and City Council at the Jan 24<sup>th</sup> meeting to discuss the school plans and housing development.

**8. Upcoming Meeting – February 9, 2022**

**9. Adjournment**

*Motion by Eggers, Second by Gerth to adjourn. Motion passed 7-0.*

Respectfully submitted,

Karen Hallquist  
Economic Development/Marketing Director



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: February 9, 2022

SUBJECT: NYA Business Dashboard

<b>Business Development</b>	<b>Location</b>	<b>Status</b>
Modern Design Cabinetry	710 Faxon Rd	Ribbon Cutting welcome Feb 23 <sup>rd</sup> at 5pm
Yeager Machine	Tacoma West Industrial Park	Waiting for title work for closing by April 2022
Greenwood Marina	Tacoma West Industrial Park	Need to do a ground-breaking ceremony
Mfg Business Expansion	Xxxxx	Has three-year lease in town - wants permanent home - working with business
4.0 Bus Company	16050 Salem Ave	Sale of property closed 12/2021
Seams Like to Good Idea	18 3 <sup>rd</sup> Ave SE (Mill Bldg)	Pending Sale - Erin Allard moved in custom drapery business, working with architect and City for PUD
Floral Design, LLC	225 W Elm St	Approved for MEG program for new roof 11/2021 - Opening Feb 2022
Mfg Business Expansion	XXXXX	Interested in 2 <sup>nd</sup> Industrial Park
<b>Business Inquiries</b>		
Motel/hotel	C-2 General Commercial	Building plans submitted
Laundromat	C-2 General Commercial	Building plans submitted
Indoor Storage	RC-1	Working with prospect
Mini Storage	B-1 Business Industrial	Provided info on City owned lot
Grocery	C-2 General Commercial	Project on hold
Incubator Facility	I-1 Light Industrial	Ready to commit to 2 <sup>nd</sup> Industrial Park
Specialty service business	RC-1 or C-3	Working with prospect
Mfg - waterbased solutions	I-1 Light Industrial	Ready to commit to 2 <sup>nd</sup> Industrial Park
Mixed-use Commercial/Residential	C-3 Downtown District	Working with prospect - Market value housing
Mfg	I-1 Light Industrial	Interested in 2 <sup>nd</sup> Ind Park
Mfg	I-1 Light Industrial	Interested in 2 <sup>nd</sup> Ind Park
Indoor storage	B-1 Business Industrial	Looking to expand to 2 <sup>nd</sup> Industrial Park - gathering data
<b>Housing Development Opportunities</b>		
Kloth Property	16810 CR 31	61.32 acres of R-1 Residential - listed for \$1.6M - single family land available -
Preserve/Meadow Property **interested developer**	N 700 block of Lakewood Trl	Mark Eklo and Otto & Associates- Prelim plat and PUD app going to Planning and Council in Mar/April
JAM Property	NE Corner of Tacoma/Hwy 212	60.69 acres of Transitional Ag land - Comp Plan has property listed for R-1 and C-2

Wenlund Property	13620 CR 33 (south of NYA)	Recently re-listed land – 80+ acre parcel – Comp Plan has land dedicated for single family homes
Emma Street Lots (7)	Emma Street, NYA	Talking w/developer to build on all seven lots
<b>Misc Projects</b>		
2022 2 <sup>nd</sup> Ave Project	N Devonshire to Main Street	Bidding to go out spring 2022
Legion Park Playground Equip	NYA Legion Park	Parks looking for additional funding
Outlot A Plans/public water access	Outlot A & Lakewood Trl & Barnes Lake	Working with Voigt and P&R Commission to develop a plan
Walking Track	Central Schools	Looking into funding options – design process and meetings have started
Old Town	Willkommen Memorial Park	Council to hire engineer to create specs for reconstruct
Community of Belonging Initiative	NYA	Researching new initiative through Carver County Public Health
Industrial Park Expansion		Staff researching concepts and financial options for Industrial park expansion. Applied for CCCDA CGPICG grant for \$100,000 to assist in land acquisition
Community Growth Partnership Initiative 2022 Grant Application	Through Carver County CDA	2 <sup>nd</sup> Industrial Park
City Bus		Scheduled monthly to service the NYA Senior Center

#### Commercial/Industrial Buildings for Sale

- 503 Faxon Rd – Sinclair Site

#### Commercial Land for Sale

- 312 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
- 120 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
- 111 Railroad St E – warehouse/office for lease
- 310 W Hwy 212 (Resto/office) building for lease
- 319 W Elm Street – former bakery building – office/retail/rental dwelling - for sale or 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

*Norwood Young America*  
more than a place, it's home.

TO: Economic Development Commission  
FROM: Karen Hallquist, Economic Development Marketing Director  
DATE: February 9, 2022  
SUBJECT: Old Business/Updates

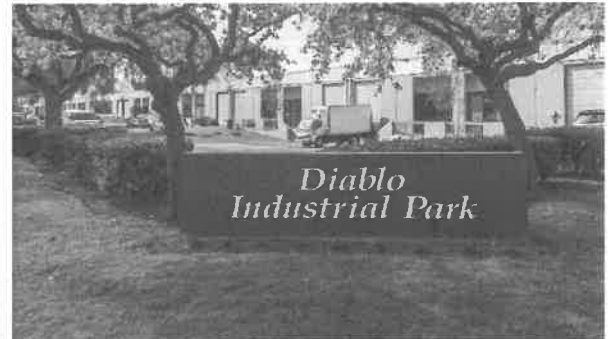
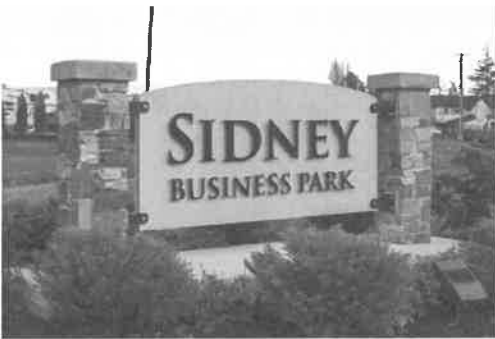
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**6.A Industrial Blvd Signage**

Charlie Storms is working on conceptual drawings.

**6.B TWIP Signage**

Below are examples of industrial park signs. Commissioners are asked to discuss.



**6.C Revolving Loan Fund**

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



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

After paid invoices for the Floral Defined roof and Tin Roof Powder Coating electrical work will be submitted to the City, the budget funds for 2022 will have been distributed. Commissioners will need to eventually discuss additional funding for MEG or changing up the program. This can be done in late summer during 2023 budget talks.

#### **6.E Small Business Week Event – Wed, May 4, 2022**

#### **6.F Downtown Streetscape Project**

Staff is working on completing the full application. Deadline is March 11, 2022.

#### **6.G Joint Meeting Discussion**

The conversations at the Joint Meeting concentrated around continued visual improvements of the community, more amenities, new business wants/needs, and increased housing options. Items to be addressed which complement the goals of the EDC:

- Lack of grocery
  - The City does have business incentives for a grocery business to come to NYA which includes, yet is not limited to: business subsidies, Redevelopment TIF options, grant opportunities, low interest loan opportunities and internal financial resources which could include review of ERU costs (SAC/WAC), building fees and other development costs. Staff continues to reach out to grocers and food resources. NYA is not the only community that is dealing with food insecurities, however, due to the increased risk of supply chain issues, building costs and market uncertainties, we will need to be patient however continue to pursue a grocer.
- Connection of all three downtowns with visual updates on Faxon Road
  - EDC Commissioners have started this conversation. Staff's recommendation is to include money in the 2023 budget to hire an urban streetscape planner create a game-plan for this project.
- Desire for more retail/business options
  - Given the limited amount of available commercial (buildable) lots, there needs to be discussion on the location of the next land annexed into city.
    - Downtown YA
      - Two available business locations (old meat market, front of Clark building)
      - Staff is looking into creating a Redevelopment TIF district and do a "pay as you go" option for financial incentive for property owners to make major improvements.
    - Downtown Norwood
      - Two available business locations (old bakery, former Wilson Electric)
      - Vacant lot at 120 W Elm – Redevelopment TIF opportunity for mixed-use project
    - 212 Business Corridor
      - Four available buildable lots along Railroad Dr
- Need for second industrial park
  - Staff is working on this with city consultants, applied for a CCCDA CGPICG grant for \$100,000, discussing economic development ARPA funds along with other federal funds that could potentially be used for infrastructure costs. EDC Commissioners will be reviewing the TWIP covenants in 2022.
- Need for housing options
  - The Meadows/Budahn 22.66 acre parcel is in the works of development. Preliminary plat and PUD application will be reviewed by the Planning Commission and City Council in the next couple months. This development is for 35 single-family homes and about 45 patio villas.
  - The City has been approached by other housing and apartment developers. Staff has started the process of researching a formal housing study for NYA as the last one was completed in 2017 by the CCCDA. This sort of study should ideally be updated every 2-3 years. Given

the need for housing over hotel, it is the recommendation of staff to use the budgeted money for a hotel study for a housing study.

#### **6.H Historic Walking Tour**

Staff will have an updated draft of the brochure at the meeting.

#### **6.I Community Video**

Staff contacted Emagine Theatre for pricing on movie commercials. Staff also contacted Darrell at Kwik Trip to find out the option of using the small gas pump TVs for advertising. Darrell is checking with corporate.

#### **6.J Small Cities Development Program**

Staff and City Administrator Aukrust met with the Zak Klehr, DEED Grants Specialist Coordinator for the NYA Small Cities program, with some concerns about the bidding process (snail mail), vacant rental units with the approval process, and the allocation amounts of funding for commercial/mixed use/rental. Hallquist will be meeting with Elise Durbin from CCCDA to discuss a game plan going forward.

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

Staff contacted MnDOT officials with the following message: *To date, the City of NYA has not heard back from representatives from MnDot in regard to the Art on Trunk Hwy ROW application for the underpass art project which was originally submitted on April 5, 2021. If there is no response from MnDOT by March 1, 2022, I will assume there were no issues with the approval of the application therefore allowing the City of NYA to proceed implementing the project with Central Public Schools immediately.*

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

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