



more than a place, it's home.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, July 13, 2022 - 5:00pm

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. June 8, 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 Revolving Loan Fund – Ally B's

Increase outreach and enhance relations with current businesses.

6.C New Business Seminar

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

6.D Downtown Streetscape Project

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

6.E Welcome to NYA Packet

Enhance partnerships with Carver County and local schools.

6.F Small Cities Development Program

6.G Underpass Artwork

6.H Manufacturer's Day Event – NYA Manufacturing Today

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

6.I Chamber of Commerce

7. City Council & Other Commission Updates

8. Upcoming Meetings - Next EDC meeting – 6:00 p.m., August 10, 2022

July 13, 2022	Joint Commission Meeting	6:00 PM
July 19, 2022	Park & Recreation Commission Meeting	4:45 PM
July 21, 2022	Senior Advisory	9:00 AM
July 25, 2022	Workshop/EDA/City Council Meeting	5:00 PM/6:00 PM

Aug 2, 2022	Planning Commission Meeting	6:00 PM
Aug 8, 2022	City Council Mtg	6:00 PM
Aug 10, 2022	EDC Meeting	6:00 PM

9. Adjournment

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, June 8, 2022 - 6:00pm

City Hall Council Chambers, 310 Elm Street West

Minutes

In Attendance: Connor Smith, Jason Winter, Mike Eggers, Andrea Gerth, Mike McPadden, Carol Lagergren, Tonya Noeldner

Absent: NYA Chamber ED Julie Wigfield

Others:

Staff: EDD Karen Hallquist

1. Call to Order

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

A. Pledge of Allegiance

2. Adoption of Agenda

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

3. Approve Minutes

A. May 11, 2022, EDC meeting

Motion: JW/TN to approve. Motion passed 7-0.

4. Introductions, Presentations, and Public Comment – none

5. New Business

A. NYA Business Dashboard

Hallquist shared the next ribbon cutting welcomes will be on June 15th and reported on updates as presented.

6. Old Business/Updates

6.A Industrial Blvd Signage

Hallquist shared council questions on maintenance, landscaping needs, sign code and setup costs. Commissioners discussed if this project was setting a precedence of signage for other areas of town. Lagergren commented that showing a list of viable businesses shows a healthy business community. CD Products provided examples of sign projects Staff will reach out to CD Products to ask for different color combinations and additional questions with anchoring the sign, concrete base needs, and individual sign costs.

6.B Tacoma West Industrial Park (TWIP) Signage

This project is on hold until the Ind Blvd project is complete and decisions on the second industrial park are made.

6.C Revolving Loan Fund

Hallquist shared that more information will be brought to the EDC during budgeting season about how to replenish the fund.

6.D NYA Market Enrichment Grant Program

Final recipient of the MEG program is Tom Christensen.

6.E Downtown Streetscape Project

Hallquist received an email from DEED on follow up questions to the applications. No decisions of the grant application have been made.

6.F Joint Meeting Discussion

Commissioners discussed ideas on how to support homebased businesses and attract more. Staff will reach out to Lee Hall with NextStage to see if there could be an entrepreneur educational event that could help answer questions such as "How do you know when your business is ready to expand? How do I get investors? How do I start a business?" and more.

6.G Historical Walking Tour

Hallquist shared that she will be referring this project to the chamber.

6.H Community Video

Hallquist contacted the Shakopee Marcus Theater and Chanhassen Cinema for advertising opportunities. It was discussed by Commissioners to advertise when housing development has started.

6.I Welcome Folder Info

Hallquist is checking on pricing for folders and printing.

6.J Small Cities Development Program Grant

Hallquist shared that there have been staffing changes at the CDA office and will be meeting with Swanson soon.

6.K Underpass Artwork (with Central Schools)

City Council approved the submitted artwork for the underpass art which was completed the week of May 23, 2022. Lagergren asked for staff to check with Central about doing the artwork in fall given the early end of the 2023 school year.

6.L Manufacturing Careers Article

Hallquist shared that an article written by Lagergren and Hallquist was submitted to the League of MN Cities magazine highlighting the NYA Manufacturing Today event from October 2021.

6.L Chamber of Commerce

Hallquist shared:

- Chamber will be hosting Music in the Park on June 16th.
- New Executive Director is Allison Rollins.
- Taste of NYA is on Tuesday, July 19th at Willkommen Memorial Park.

7. City Council & Other Commission Updates

Eggers reported the Planning Commission is reviewing ground mounted solar systems in the B-1 and I-1 districts.

McPadden reported on Council updates:

- Bandshell dedication is on June 9th.
- A resident had a concern about the playground equipment in parks – city staff confirmed they do regular maintenance.
- 2nd Ave Bond rating came in at AA- for a 3% rate for \$2,695,000
- Old Town architect was hired.
- Updated ordinance for speed limit change to 20 mph on Morse Street and 7th Ave around Central Schools for all hours of the day.
- Food Distribution will be June 3rd.

Upcoming Meetings –

Motion: ME/JW to hold the next EDC meeting at 5:00pm on June 8, 2022. Motion passed 7-0.

8. Adjournment

Motion: JW/MM to adjourn at 7:22pm. Motion passed 7-0.

Respectfully submitted,

Karen Hallquist, Economic Development Marketing Director



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: June 8, 2022

SUBJECT: NYA Business Dashboard

Business Development	Location	Status
Greenwood Marina	Tacoma West Industrial Park	Amended site plan approved
Seams Like to Good Idea	18 3 rd Ave SE (Mill Bldg)	Need to schedule ribbon cutting
PUBs	508 Merger St (MiBox)	Ribbon cutting June 15th
Alli B's Coffee & Boutique	Heritage Strip Mall	Opening week of July 11th
Professional services	C-2 General Commercial	Closing soon on property
Business Inquiries		
Motel/hotel	C-2 General Commercial	In construction
Professional services	C-2 General Commercial	Working with prospect
Indoor Storage	RC-1	Working with prospect
Mini Storage	B-1 Business Industrial	New inquiry
Contractor Operations		Working with prospect
Contractor Operations Expansion	B-1 Business Industrial	Researching options
Incubator Facility	I-1 Light Industrial	Interested in 2 nd Ind Park
Specialty service business	RC-1 or C-3	Working with prospect
Mfg - waterbased solutions	I-1 Light Industrial	Submitted LOI
Mixed-use Commercial/Residential	C-3 Downtown District	Working with prospect - Market value housing - researching locations
Mtg Expansion	I-1	Researching options for 2 nd Ind Park
Mfg	I-1 Light Industrial	Submitted LOI
Mfg	B-1/I-1	Interested in 2 nd Ind Park
Mfg	I-1 Light Industrial	Interested in 2 nd Ind Park
Indoor storage	B-1/I-1 Business Industrial	Owner submitting LOI
Housing Development Opportunities		
Kloth Property	16810 CR 31	61.32 acres of R-1 Residential - listed for \$1.6M - single family land available
Preserve/Meadow Property	N 700 block of Lakewood Trl	Waiting for Met Council approval of Comp Plan amendment dealing with density of homes
JAM Property	NE Corner of Tacoma/Hwy 212	60.69 acres of Transitional Ag land - for sale again
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	No change
Misc Projects		
2022 2 nd Ave Project	N Devonshire to Main Street	Starting mid-May
Legion Park Playground Equip	NYA Legion Park	Installation in July
NEW Building Inspector-Darin Haslip		Started June 1 st
Rezoning for 309/312 1 st St NE		Rezoning to C-3 Downtown Commercial at July 25 th Council mtg
Outlot A Plans/public water access	Outlot A & Lakewood Trl & Barnes Lake	Community survey to go out in July for public feedback

Walking Track	Central Schools	Looking into funding options
Old Town	Willkommen Memorial Park	Schematic design going to Council for approval July 11th
Industrial Park Expansion		Awaiting financial options for land acquisition
Community Growth Partnership Initiative 2022 Grant Application	Through Carver County CDA	Applying again in August 2022 for 2 nd Industrial Park
Masonic Building	10 3 rd Ave SE	Attempting to contact owner for safety concerns
Ground Mounted Solar Systems	I-1 Light Industrial District	Discussion to continue at Council at July 25 th mtg

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 ****SOLD****

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
- [223 Elm Street E](#) – former Dish Network building 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)



TO: Economic Development Commission

FROM: Karen Hallquist, Economic Development Marketing Director

DATE: July 13, 2022

SUBJECT: Old Business/Updates

6.A Industrial Blvd Sign

Updated information will be provided at the meeting.

6.B Revolving Loan Fund - Ally B's

Lee Hall with NextStage approached the City and Economic Development Authority for a loan in the amount of \$10,000 to assist Alice Bunn with gap financing to finish renovations for her coffee shop and boutique "Ally B's" at the Heritage Strip Mall. Council gave approval for the 5-year loan at 5% interest at the June 27th EDA meeting. Bunn plans to open her shop the week of July 11th.

6.C New Business Seminar

Staff reached out to Lee Hall of NextStage to ask for feedback on working together to plan a business seminar for new entrepreneurs and homebased businesses. The program/informational session could address the basics of small business and the opportunity/challenges of moving from home-based to bricks and mortar, or even a general informational about entrepreneurship. Hall suggested promoting the event '10 things anyone thinking about starting a business should know.' From a city perspective, information provided could include a list of available buildings (lease or own), business resources/incentives, information of local utilities/important numbers.

Commissioners are asked to expand on this topic and give feedback on a timeline for the event. Staff recommends having this event for the Small Business Breakfast/Seminar in May 2023 in recognition of Small Business Week.

6.D Downtown Streetscape Project

Staff has recently identified the need to expand the perimeter of the project to include the 10/100 blocks of Main Street due to sidewalk maintenance concerns and the need to upgrade light poles to more energy efficient LED lights that would match the proposed lighting on the 200 block of Main Street project. Council approved the withdrawal of the SCDP application to further research expansion of the project. The MN DEED SCDP Streetscape program allows for up to \$600,000 of funding. According to the City of NYA CIP, there is \$300,000 budgeted for the project.

Community

6.E Welcome to NYA Packet

Staff is currently researching two-pocket folder pricing along with printing costs for the packets. Staff reached out to the local Lions club to inquire on their all business/organization phone number inserts to be included in the folders.

6.F Small Cities Development Program

Staff discussed the current SCDP with MN DEED Grant Specialist Coordinator Zak Klehr. There is approximately \$400,000 remaining in SCDP awards to be utilized with the sunset date of the NYA project September 2022. Staff asked about filing an extension. Since the initial application of the current SCDP, there have been multiple factors that have deterred property owners from participating in the program:

- Slow application process
- COVID-19 and reduction of business
- Lack of contractor participation in the program
- Supply chain issues and pricing
- Turnover of Carver County CDA administrators of the program

City Council was presented this information at the June Council work session. It was decided to allow the program to sunset and revisit the program guidelines looking at development opportunities vs. locations and potentially apply again. Staff will reach out to other organizations who may be able to administer such programs as well.

6.G Underpass Artwork (with Central Schools)

Staff reached out to art instructor Ashley Williams about the 2022-23 school year. Williams will confirm if she has enough high arts students for the fall quarter as her current curriculum focuses on art development throughout the school year with the finishing project being the underpass mural. More to come.

6. H Manufacturer's Day

Starting in August or September, the Central Trades and Advisory Group will commence their meetings. Because of the success of the October 2021 NYA Manufacturing Today event, staff will recommend the repeat of the event at different manufacturing locations.

6.I NYA Area Chamber of Commerce Updates