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NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, August 10, 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. July 13, 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

B. 2023 Budget

6. Old Business/Updates

Develop opportunities for new businesses and expansions for current businesses.

6.A Industrial Blvd Signage

6.B Revolving Loan Fund

6.C Carver County CDA Community Growth Partnership Initiative

Increase outreach and enhance relations with current businesses.

6.D New Business Seminar

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

6.E Downtown Streetscape Project

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

6.F Welcome to NYA Packet

Enhance partnerships with Carver County and local schools.

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 Update

7. City Council & Other Commission Updates

8. Upcoming Meetings - Next EDC meeting - 6:00 p.m., September 14, 2022

August 16, 2022	Park and Recreation Commission Meeting	4:45 PM
August 18, 2022	Senior Advisory Meeting	9:00 AM
August 22, 2022	Workshop/EDA/City Council Meeting	5:00 PM/6:00 PM
August 25-28, 2022	Stiftungsfest!	Please see the website for the schedule
September 6, 2022	Planning Commission Meeting	6:00 PM

September 9, 2022	NYA Food Distribution	2:00 PM to 3:30 PM
September 12, 2022	City Council Meeting	6:00 PM
September 14, 2022	Economic Development Commission Meeting	6:00 PM
September 15, 2022	Senior Advisory Meeting	9:00 AM
September 20, 2022	Park and Recreation Commission Meeting	4:45 PM
September 26, 2022	Workshop/EDA/City Council Meeting	5:00 PM/6:00 PM

9. Adjournment

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, July 13, 2022 - 5:00pm

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 Advisor

Staff: EDD Karen Hallquist

1. Call to Order

Chair Smith called the meeting to order at 5:00pm.

A. Pledge of Allegiance

2. Adoption of Agenda

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

3. Approve Minutes

A. June 13, 2022, EDC meeting

Motion: ME/JW 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 July 20th starting at 5pm.

6. Old Business/Updates

6.A Industrial Blvd Signage

Hallquist reported that CD Products will install the sign with two posts – no need for concrete – and the sign will be secured to the posts. Lagergren suggested the (b) design with Regal Blue base/sign/plaque letters, with Stone White plaquards and identifying letters. Hallquist will reach out to another sign company to get a second quote. Hallquist and Eggers will meet to review the location site and determine landscape needs. CD Products quote is good for installation yet this fall. Final recommendation for approval should happen at the next EDC meeting.

6.B Revolving Loan Fund – Ally B's

Hallquist shared that Alice Bunn, owner of Ally B's, requested a \$10,000 5-year 5% loan for her new coffee/boutique shop at the Heritage Strip Mall. Bunn is working with Lee Hall of NextStage. Hall presented to the Economic Development Authority at the June 27th meeting.

6.C New Business Seminar

Hallquist shared that Lee Hall is interested in partnering for a small business entrepreneur and homebased business event. Commissioners commented on having a panel of small business owners in different industries (retail/food truck/occasional store) and some that have worked with Hall to get business support. It was suggested to market the event in the NYA and Glencoe area. Commissioners agreed that the event should be held in conjunction with Small Business Week in May 2023.

6.D Downtown Streetscape Project

Hallquist shared that staff 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.

6.E Welcome to NYA Packet

Hallquist is checking on pricing for folders and printing and also reached out to the local Lions club for their business insert.

6.F Small Cities Development Program Grant

Hallquist reported that she presented to the City Council at their June work session about the \$400,000 remaining in the SCDP award. This award sunsets in September 2022. Unfortunately, since the initial application of the current SCDP, there have been multiple factors that have deterred property owners from participating in the program. 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)

Hallquist shared that she 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. Commissioners commented on the need for some sort of surveillance cameras to deter the minor vandalism that has happened before something major happens.

6.H Manufacturer's Day

Hallquist shared that 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.L Chamber of Commerce

Hallquist shared that the Taste of NYA is on Tuesday, July 19th at Willkommen Memorial Park.

7. City Council & Other Commission Updates

McPadden reported on Council updates:

- Joint Meeting moved to January 2023
- Audit was approved.
- Rezoning 309/312 1st St NE was brought to Council and approved.

Upcoming Meetings – August 10, 2022

8. Adjournment

Motion: ME/JW to adjourn at 6:47pm. Motion passed 7-0.

Respectfully submitted,

Karen Hallquist, Economic Development Marketing Director



TO: Economic Development Commission

FROM: Karen Hallquist, Community & Economic Development Director

DATE: August 10, 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 August 17th
Carver Canines	C-2 General Commercial	Public Hearing for City Code amendment for changes to animal kennel restrictions at PZ Mtg on Aug 2
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
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)	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	Ahead of schedule! Completion TBD
All-Park Assessment		P & R Commission working on an all-park assessment for maintenance and future planning.
Legion Park Playground Equip	NYA Legion Park	Completed. Additional improvements being done around the swings.

Central Public Schools		Turf field to be completed for 1 st home game on Sept 2 nd . Practicing at Friendship Park in August
Rezoning for 309/312 1 st St NE		Second reading for approval at the Aug 8 th Council meeting
Outlot A Plans/public water access	Outlot A & Lakewood Trl & Barnes Lake	Survey due August 10 th . Results at the Parks Commission on Aug 16 th
Walking Track	Central Schools	Looking into funding options
Old Town	Willkommen Memorial Park	Schematic design approved July 11 th . Preparing RFQ for GC.
Industrial Park Expansion		Goal is land acquisition Fall 2022
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	Public Hearing scheduled for Sept 6 th

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

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: NYA Economic Development Commission
FROM: Karen Hallquist, Community & Economic Development Director
DATE: August 10, 2022
SUBJECT: 2023 EDC Preliminary Budget

The following information will be presented to the City Council in the preliminary budget for 2023:

Capital Improvement Projects in 2023 budget:

- Tacoma West Industrial Park Signage \$17,000
- Main Street Streetscape Project - \$100,000 (\$300,000 budgeted to date)

Professional services/operating supplies in 2023 budget:

- Bolton & Menk - Consulting for conceptual/infrastructure plans for 2nd Industrial Park \$TBD
- Billboards - \$1,800
- Movie theater advertising - \$2,000
- Welcome Packets for New Businesses/Residents - \$1,000
- Small Business Week - Business Seminar - \$1,000

EDA Revolving Loan Fund

The current balance of the EDA Revolving Loan Fund is \$57,000. There is one remaining "active" Market Enrichment Grant project for up to \$10,000 from 12/2021- Tom Christensen, Tin Roof Powder Coating - that will need to be completed by December 2021. Staff is recommending to budget \$20,000 (2023 Budget) to go to the Revolving Loan Fund for future businesses to utilize for gap financing.

Housing Study

In order to prepare for the growth of NYA with the Hwy 212 expansion and Central Schools project is an updated housing study. The last housing study completed for the City of Norwood Young America was done in 2017 by the Carver County CDA and was a combined general study for all municipalities in Carver County. Staff is recommending budgeting \$8,000 for this study. Carver County CDA has a Community Growth Pre-Development Initiative Grant Program that is a 1-1 matching grant up to \$7,500 for this service.

Springfest Contribution

Starting in 2023, the City will provide an "in-kind" donation of up to \$500 for copies and laminating for the Springfest Artisan Fair event. This is the same structure as what the City provides for the annual Stiftungsfest celebration.

Preliminary budgets will be presented to the City Council in early September.



TO: Economic Development Commission
FROM: Karen Hallquist, Community & Economic Development Director
DATE: August 10, 2022
SUBJECT: Old Business/Updates

6.A Industrial Blvd Sign

Updated information will be provided at the meeting.

6.B Revolving Loan Fund

Staff is recommending to budget \$20,000 (2023 Budget) to go to the Revolving Loan Fund for future businesses to utilize for gap financing.

6.C Carver County CDA Community Growth Partnership Initiative

The City of NYA applied for the CGPIDG (Community Growth Partnership Initiative Development Grant) in January 2022 and was not selected due to the land acquisition for the second industrial park was too “speculative” at the time. Since the initial application, the City has received two Letters of Intent from manufacturing businesses for land purchases for the second industrial park which will bring an increase in jobs and tax base, plus additional City funding efforts have been researched.

The Carver County CDA offers the CGPIDG to municipalities with the goal to increase the tax base and improve the quality of life in Carver County. The three specific strategies for the program are to support affordable housing, community development, and redevelopment. The grant is a 1-1 match of up to \$100,000. The Carver Co CDA did not expend all of their budgeted monies for this program in early 2022, so they are offering a second round of applications:

- Applications due to CDA: **September 8th, 2022.**
- Scoring Committee meeting: **September 12th, 2022**
- CCCDA Board Meeting **September 15th, 2022**

The City Council Approved Resolution 2022-25 to support the application of CGPIDG at their July 25, 2022, meeting.

6.D New Business Seminar

“Small Business Basics: 10 Things You Need to Know”

Target Audience: New Entrepreneurs and homebased businesses

Date: Wednesday, May 5

Time: 5-7pm (5-5:30pm social, 5:30pm appetizers, 6pm presentation)

Location: Willkommen Memorial Park Pavilion (or at City Hall?)

RSVPs requested.

Agenda to include:

- Welcome by Karen Hallquist & EDC Chair (What the EDC does, members of the EDC, and why this event was organized)
- Introduction of Lee Hall (NextStage)
- “How did they do it?” Panel of Local Business Owners – Facilitated by Lee & Karen (predetermined questions)
- “10 things you need to know” – Lee Hall
- Q&A’s
- Closing remarks - Mayor

Handouts to include:

- Agenda
- Bio's on each of the panel members and Lee Hall
- 10 things you need to know sheet
- Business Resources and Financial Resources List
- Local important contacts

Staff is recommending budgeting up to \$1,000 for expenses (2023 Budget) of this event to include advertising, special handouts, and appetizers.

6.E Downtown Streetscape Project

Staff will be researching the expanded project area (all of Main Street) and needs.

6.F Welcome to NYA Packet

Staff reached out to the local Lions club to inquire on their all business/organization phone number inserts to be included in the folders. They will bring it to their August meeting for discussion.

6.G Underpass Artwork (with Central Schools)

Unfortunately, there was vandalism (light fixtures) and graffiti in the underpass within the last two weeks. City staff is working with Deputy Voigt and the Carver Co Sheriff Department on the installation of security cameras.

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 NYA Manufacturer's Today Event

The Central Trades and Advisory Group will commence their meetings on Tuesday, September 13, 2022. Staff contacted Andrea Kolstad and Jim Mesik – both of the CTA group – and they are interested in participating in the tours again. Staff is recommending Friday, October 14th for the event date. Last year, students and community members took tours and had a lunch at the Pavilion with Superintendent Tim Schochenmaier presenting information about a new collaboration program with the school and local manufacturers. **Commissioners are to discuss ideas for the day.**

6.I NYA Area Chamber of Commerce Updates