



more than a place, it's home.

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, September 14, 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. August 10, 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 Sign**
- 6.C **Tacoma West Industrial Park – 2nd Addition**
- 6.D **Carver County CDA Community Growth Partnership Initiative**

Increase outreach and enhance relations with current businesses.

- 6.E **New Business Seminar**

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**

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

- 6.G **Welcome to NYA Packet**

Enhance partnerships with Carver County and local schools.

- 6.H **Underpass Artwork**
- 6.I **Manufacturer's Day Event – NYA Manufacturing Today**

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

- 6.J **Chamber of Commerce Update**

7. **City Council & Other Commission Updates**
8. **Upcoming Meetings - Next EDC meeting – 6:00 p.m., October 12, 2022**

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
October 4, 2022	Planning Commission Meeting	6:00 PM
October 7, 2022	NYA Food Distribution	2:00-3:30 PM

October 10, 2022	City Council Meeting	6:00 PM
October 12, 2022	Economic Development Commission Meeting	6:00 PM
October 18, 2022	Park and Recreation Commission Meeting	4:45 PM
October 20, 2022	Senior Advisory Meeting	9:00 AM
October 24, 2022	Workshop/EDA/City Council Meeting	5:00 PM/6:00 PM

9. Adjournment

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

**Wednesday, August 10, 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
Absent: NYA Chamber ED Advisor
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/JW to approve. Motion passed 6-0.

3. Approve Minutes

A. June 13, 2022, EDC meeting

Motion: MM/JW to approve. Motion passed 6-0.

4. Introductions, Presentations, and Public Comment – none

5. New Business

A. NYA Business Dashboard

Hallquist shared the next ribbon cutting welcomes will be on August 17th starting at 5pm.

B. 2023 Budget

6. Old Business/Updates

6.A Industrial Blvd Signage

Hallquist shared that she met Eggers at the site to determine site preparation and landscaping needs. She also sent out for a second quote with no response. Smith questioned if the city should be funding this project as they are private businesses. Staff will check with neighboring communities on their protocol with signage.

6.B Revolving Loan Fund

Hallquist is going to recommend to budget for \$20,000 to go into this fund for 2023.

6.C Carver County CDA Community Growth Partnership Initiative

Hallquist reported that the city will be applying for the second round of funding for the CGPIDG in the amount of \$100,000 with the application being due on September 8, 2022.

6.D New Business Seminar

Hallquist presented the event of “Small Business Basics: 10 Things You Need to Know” which will be on Wednesday, May 5, 2023 at the pavilion. Commissioners will continue to discuss ideas for the event including the handout information.

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

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

6.G Underpass Artwork

Hallquist reported that there was vandalism in the underpass including damage to lights and graffiti. City staff is working on remediation of the situation. Art instructor Ashley Williams will be confirming soon if they are able to do the murals yet this fall.

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

Hallquist shared the Central Trades and Advisory Group will commence their meetings on Tuesday, September 13th and will be discussing this event. Lagergren recommended having a pre-determined set of questions at each location which will bring meaningful conversations. The event timeline can be similar to last year. If there is extra time, there could be a bus tour of where all the manufacturers are within the city. More details will be worked out at the Trades meeting on Sept 13th.

6.I Chamber of Commerce Update

Winters shared that the next General Meeting is on August 17th at the Pour House. Hallquist shared there will be two NYA Marketplace dates Sept 17th and Oct 1st.

7. City Council & Other Commission Updates

Eggers reports on Planning Commission updates:

- New business Carver Canine requested city code ordinance change
- There will be a Public Hearing on Ground Mounted Solar Systems.

McPadden reported on Council updates:

- Two firefighters were reinstated – Sullivan and Noll
- Last Call asked for outside sales for Stiftungsfest
- Bolton & Menk presented their findings on street/pavement conditions
- Council approved a utility rate study by Abdo
- Council approved a sidewalk city code clarification
- Council approved the rezoning of 309/312 1st St NE

Hallquist shared that she received a notice from Commissioner Noeldner resigning from the commission.

Upcoming Meetings - September 14, 2022

8. Adjournment

Motion: MM/ME to adjourn at 7:15pm. Motion passed 6-0.

Respectfully submitted,

Karen Hallquist, Community & Economic Development Director



TO: Economic Development Commission

FROM: Karen Hallquist, Community & Economic Development Director

DATE: September 14, 2022

SUBJECT: NYA Business Dashboard

Business Development	Location	Status
Puro Service	119 Railroad St E	Scheduling ribbon cutting
Seams Like to Good Idea	18 3 rd Ave SE (Mill Bldg)	Need to schedule ribbon cutting
Carver Canines	Railroad Drive	Project on hold due to construction costs
Bevens Creek Suites	640 Railroad Drive	Goal is to open Fall 2022
Car Quest		New Owner - Mike Herrmann Scheduling ribbon cutting
Business Inquiries		
Grocery	C-2 General Commercial	Provided info on city, locations, incentives
Professional services	C-2 General Commercial	Working with prospect
Mini Storage	B-1 Business Industrial	New inquiry for city-owned greenspace
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	22.66 acres listed for \$1.2M - Eklo development on hold
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 - inquiries
Emma Street Lots (7)	Emma Street, NYA	No change
Misc Projects		
2022 2 nd Ave Project	N Devonshire to Main Street	On track for completion Sept
All-Park Assessment		P & R Commission working on an all-park assessment for maintenance and future planning.
Legion Park Playground Equip	NYA Legion Park	New mulch to be added around swings
Central Public Schools		Turf field to be completed for Oct

Rezoning for 309/312 1 st St NE		Submitted to Met Council for approval as is a comp plan amendment
Outlot A Plans/public water access	Outlot A & Lakewood Trl & Barnes Lake	Survey completed. P&R Commission reviewing comments at next mtg
Walking Track	Central Schools	Looking into funding options
Old Town	Willkommen Memorial Park	Kaeding Architect working on contractor ready designs for RFPs
Industrial Park Expansion		Public hearing scheduled for 09/26/22 for tax abatement to fund land purchase. Goal is Nov 2022. Working on concept plan.
Community Growth Partnership Initiative 2022 Grant Application	Through Carver County CDA	Submitted application 09-08-2022 for \$100,000
Masonic Building	10 3 rd Ave SE	Attempting to contact owner for safety concerns
Ground Mounted Solar Systems	I-1 Light Industrial District	Council approval at Sept 12 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

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, Community & Economic Development Director
DATE: September 14, 2022
SUBJECT: Old Business/Updates

6.A Industrial Blvd Sign

Staff contacted the cities of Chanhassen and Chaska to find out more information on who the responsible party is for paying for industrial park signs. Both the Community Development Director from Chanhassen and the Assistant City Administrator from Chaska agreed:

- Since the city was the original developer, it would be appropriate for the city to pay for the signage – it would be no different than if a private developer was developing the site.
- Asking businesses to participate in the cost “opens up a can of worms” about if some pay and some do not.

Staff gave them the following examples for feedback:



- Make the sign as “timeless” as possible with no city logos, no business logos as they change often.
- For large industrial parks, they preferred the second “Sidney Business Park” as even if the individual business name is not listed, it is still an identifier that the business could give visitors when they come to their facility.

Recommended Motion

Motion to recommend approval of the CD Products quote of \$11,215.00 for the design, production, and installation of the Industrial Boulevard sign at the selected location.

Motion to recommend approval of up to \$2,000 in landscaping supplies to complete the project.

6.B Tacoma West Industrial Park Sign

Given the information presented, Commissioners are to discuss this project and a timeline.

6.C Tacoma West Industrial Park – 2nd Addition

Staff will give an update on the status of the land acquisition.

6.D Carver County CDA Community Growth Partnership Initiative

Staff submitted an application for the CGPIDG on September 8th, 2022. The Scoring committee will meet on September 12th followed by the CC CDA Board Meeting on September 15th. The amount requested was \$100,000 to support land acquisition.

6.E New Business Seminar

Staff updated the following from last meeting (in italicize)

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

Date: Wednesday, May 5

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

Location: Willkommen Memorial Park Pavilion

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
- Bios on each of the panel members and Lee Hall
- 10 things you need to know sheet
- Business Resources and Financial Resources List, *Revolving Loan Fund info*
- Local important contacts

Marketing for the event:

- Target Audience: New Entrepreneurs and homebased businesses – *Target the areas of NYA, Glencoe, Mayer, Arlington*
- City of NYA newsletter, mailing to NYA businesses, Facebook event, ads in Glencoe Advertiser and Arlington

6.F Downtown Streetscape Project

Staff is working with City Administrator to define the beautification area for this project. Staff has also reached out to Carver County for input as this is on a county road.

6.G Welcome to NYA Packet

Staff met with Wigfield Design to come up with options of packets for new residents, new businesses, and potential developers (housing and industrial).

6.H Underpass Artwork (with Central Schools)

Due to Central Public School's early release of students in May 2023, Instructor Ashely Williams is proposing for her high art students to submit drawings of murals to the City Council at the September 26, 2022, meeting. With approval, they will be starting on Thursday, October 6, 2022, with completion on Saturday, October 8, 2022.

6.I NYA Manufacturer's Today Event

The Central Trades and Advisory Group will commence their meetings on Tuesday, September 13, 2022. Staff will have an update at the meeting about the event details.

6.J NYA Area Chamber of Commerce Updates