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NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, December 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. October 12, 2022, EDC meeting (No meeting in November)

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. 2022 Annual Review
- C. 2023 Goals

6. Old Business/Updates

Develop opportunities for new businesses and expansions for current businesses.

6.A Tacoma West Industrial Park – 2nd Addition

Increase outreach and enhance relations with current businesses.

6.B New Business Seminar

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

6.C Downtown Streetscape Project

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

6.D Welcome to NYA Packet

6.E Housing Study

Enhance partnerships with Carver County and local schools.

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

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

6.G Chamber of Commerce Update

7. City Council & Other Commission Updates

8. Upcoming Meetings - Next EDC meeting – 6:00 p.m., January 11, 2023

December 15, 2022	Senior Advisory	9:00 AM
December 20, 2022	Parks and Recreation Commission Meeting	4:45 PM Cancelled
December 26, 2022	No Workshop/EDA/City Council Meeting	City Hall is Closed

January 3, 2023	Planning Commission Meeting	6:00 PM
January 9, 2023	City Council Meeting	6:00 PM
January 11, 2023	Economic Development Commission	6:00 PM

9. Adjournment

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, October 12, 2022 - 6:00pm
City Hall Council Chambers, 310 Elm Street West

Minutes

In Attendance: Mike Eggers, Andrea Gerth, Mike McPadden, Carol Lagergren, Kayla Dammann (ad hoc)
Absent: Jason Winter, Connor Smith
Staff: CEDD Karen Hallquist
Guest: none

1. Call to Order

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

A. Pledge of Allegiance

2. Adoption of Agenda

Motion: CL/ME to approve. Motion passed 4-0.

3. Approve Minutes

A. September 14, 2022, EDC meeting

Motion: MM/ME to approve. Motion passed 4-0.

4. Introductions, Presentations, and Public Comment - None

5. New Business

A. NYA Business Dashboard

Hallquist reported on some business development which included upcoming ribbon cuttings, Old Town architects are working on contract ready designs for RFPs this winter, the process for land acquisition for the industrial park expansion continues, and the new Community & Economic Development Administrative Assistant Cristi Kinkel started on October 24th.

B. Estimated Market Value – Carver Co & NYA

Hallquist shared graphics of 2023 Estimated Market Value data which compares NYA to all other cities in Carver County. Findings included:

- Carver County has an estimated taxable market value for 2023 of \$20,430,085,900
- Of the total, Carver County cities account for \$17,367,004,900 or 85%...the other 15% are townships
- NYA is the 7th largest...or 5th smallest...or 3% of the County's total valuation at \$439,373,100

Also shown was a graph with a breakdown of the EMV of residential, commercial/industrial, apartment dwellings and agricultural land within the city limits of NYA. The industrial businesses are extremely beneficial to NYA's tax base.

C. Housing Study

Hallquist shared the 2017 Carver County housing study that was provided by the Carver County CDA. Given the anticipated growth in NYA, Hallquist will be preparing an RFP for an updated housing study.

6. Old Business/Updates

6.A Industrial Blvd Signage

Hallquist reported that this project was tabled at the Council meeting on September 26, 2022.

Based on conversation from that meeting, there may be a potential conflict of interest with the project. This must be resolved before the project progresses.

6.B Tacoma West Industrial Park – 2nd Addition

Hallquist shared that staff is working with the city attorney on a purchase agreement for the land acquisition.

6.D Carver County CDA Community Growth Partnership Initiative

Hallquist shared that the Carver County CDA Board approved the City of NYA's grant application for \$100,000 to support land acquisition.

6.E New Business Seminar

Hallquist and commissioners discussed who to market the event to, which would be new entrepreneurs and home base business owners. The goal is to target those businesses west of NYA.

6.F Downtown Streetscape Project

Hallquist shared she 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

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

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

Hallquist shared the NYA Manufacturing Today event will be on Wed, October 19th. Tours will include six (6) of our local manufacturing businesses to learn about education and job opportunities here in NYA, along with how important manufacturing and the trades are to the local economy.

6.J Chamber of Commerce Update

New Executive Director Kayla Dammann shared the following chamber updates:

- General Meeting was today with Superintendent Tim Schochenmaier giving an update on the Central Schools project.
- Ribbon cuttings at Seams Like a Good Idea and CarQuest coming up on Wed, Oct 19th at 5pm.
-

7. City Council & Other Commission Updates

MM: Council updates:

- Retaining wall repair
- Approved election judges
- Approved ground mounted solar systems
- Approved the public hearing for the fee schedule which is November 28, 2022
- Approved GIS contract
- Approved the NYA Waste Water Treatment facility lighting project and rebates
- Food shelf is going through some model improvements
- Deputy Voigt gave a 2nd Avenue Speed Assessment
- Proposed 8% property tax increase

8. Upcoming Meetings - Next EDC meeting – 6:00 pm, November 9, 2022

9. Adjournment

Motion: ME/MM to adjourn the meeting. Motions passed 4-0.

Respectfully submitted,

Karen Hallquist, Community & Economic Development Director



TO: Economic Development Commission

FROM: Karen Hallquist, Community & Economic Development Director

DATE: December 14, 2022

SUBJECT: NYA Business Dashboard

Business Development	Location	Status
Puro Service	119 Railroad St E	Ribbon cutting TBD
Bevens Creek Suites	640 Railroad Drive	Opening January 2023
Car Quest	Faxon Rd	Ribbon cutting TBD
Silverthorn Photography LLC	223 Elm Street E	Ribbon cutting TBD
Greenwood Marina	Tacoma Circle	Ribbon cutting TBD
Business Inquiries		
Retail	C-3 Downtown District	Working with prospect
Retail	C-3 Downtown District	Working with prospect
Mini Storage	B-1 Business Industrial	New inquiry for city-owned greenspace
Mfg	I-1 Light Industrial	Interested in 2 nd Ind Park
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
Mfg 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
Market Rate apartments	C-3 Downtown District	Conversation w developer
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
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		
CIP planning		Staff is working on CIP (Capital Improvement) for 2024 +
All-Park Assessment		P & R Commission working on an all-park assessment for maintenance and future planning.
City Hall Raingardens		Staff talking with Ind Tech Teacher Sarah Schurmann about CHS doing project.
Hwy 212 Four Lane Expansion		Design meeting happening - set to start summer 2024

Rezoning for 309/312 1 st St NE		Met Council approved C-3 zoning amendment
Outlot A Plans/public water access	Outlot A & Lakewood Trl & Barnes Lake	P&R Commission toured land – doing a mock layout at next mtg in Nov
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		Staff working on PA, Phase 1 and appraisal – waiting for Met Council approval of zoning amendment from Comp Plan
Community Growth Partnership Initiative 2022 Grant Application	Through Carver County CDA	Grant approved for \$100,000 to assist in land acquisition
Masonic Building	10 3 rd Ave SE	Meeting soon to discuss

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
- 210 Main Street E – Hilgers building for sale
- 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)



Norwood Young America Economic Development Commission 2022 Goals

The Norwood Young America Economic Development Commission has approved the 2022 Goals as presented.

1. **Develop opportunities for new businesses and expansions for current businesses**
 - a. Create a plan for expanding a second industrial park
 - b. Increase visual awareness of the Industrial Park and the businesses on Industrial Blvd by investing in location signage
 - c. Increase marketing for vacant commercial properties
 - i. Use GIS mapping capabilities to create an interactive map with available sites
 - ii. Communication with owners on the details of the property
 - iii. Social media
 - d. Improve communication with all building owners and realtors by:
 - i. Making sure they are on the city newsletter list
 - ii. Brainstorming with them about building use
 - e. Improve EDC Commissioner's knowledge of the scope of business opportunities by including monthly updates with the NYA Dashboard which includes a list of business inquiries, available building sites, properties for sale, and redevelopment sites, and monthly Secretary of State notices of newly formed businesses in NYA. Share any such public information with the Chamber Executive Director and Chamber Board to assist the Chamber's outreach efforts.
 - f. Identify small-scale, or occasional, or incubator, business ideas used in other cities; seek existing business owners' and property owners' opinions on the topic; conduct further research to determine feasibility and potential funding; and report.
2. **Increase outreach and enhance relations with current businesses**
 - a. Provide financial access to businesses grant opportunities
 - i. Work with Carver County CDA Economic Development Manager
 - ii. Work with Carver County CDA SCDPG Advisor
 - iii. Work with Next Stage
 - iv. Share information about Minnesota DEED and the United States Small Business Administration, and their respective website resources
 - b. Promote the NYA Market Enrichment Grant Program
 - c. Research how to utilize the Revolving Loan Fund for gap financing opportunities for new and existing businesses.
 - d. Celebrate Small Business Week, Manufacturer's Week and any other SBA endorsed recognitions
 - e. Continue to communicate with property owners and businesses that express concerns about problem properties, alleged zoning violations, inadequate inspections of rental properties, and illegal activities.
 - f. Continue monthly ribbon cutting welcomes with the NYA Area chamber of Commerce
 - g. Continue to encourage City's participation, involvement in, presence at, or support of, community events
 - h. Celebrate anniversaries of local businesses
3. **Schedule quarterly Joint Commission meetings with the City Council, all Commissions, NYA Area Chamber of Commerce and Willkommen Heritage & Preservation Society**
 - a. Continue to assess, accomplish, and add goals to the adopted Downtown Redevelopment Implementation Plan
 - i. Main Street Lighting Project
 - b. Identify needs/wants for future projects which will add to the vitality of the community
 - i. Faxon Road Streetscape Project 2023/24
4. **Market Norwood Young America to current and new residents and businesses**
 - a. Work with the West Carver County Food Retail Committee on efforts for pursuing food resources with the ultimate goal of a local grocer.

- b. Advertise the new community video in local movie theaters
 - c. Advertise the Historical Walking Tour with brochures and an interactive map on the city website
 - d. Create Welcome Packets for developers, new businesses and residents.
 - e. Continue online presence through Facebook, website, Instagram
 - f. Continue collaboration with Carver County CDA in its county wide tourism planning efforts
 - g. Increase Live technology options on NYA-TV Local Access Channel
 - h. Create professional photos of the NYA area community
 - i. Promote quality of life attributes (i.e. Willkommen Heritage Center, NYA Library, Parks, townball, festivals, murals, community gardens, Music in the Park, etc.)
 - j. Maximize affordable opportunities for promotions in print, advertising media and radio
 - k. Continue monthly City newsletters
 - l. Continue to explore, with the CDA, the concept of a Carver County Real Estate Exposition
5. **Enhance partnerships with Carver County and local schools**
- a. Work with Central Schools to implement the Hwy 212 Underpass Artwork project
 - b. Collaborate with the Central Trades Advisory Group with Mfg Week and other business events
6. **Continue and investigate the enhancement of relationships and partnerships with:**
- a. NYA Area Chamber of Commerce
 - b. American Legion & Auxiliary
 - c. VFW & Auxiliary
 - d. Norwood Young America Beyond the Yellow Ribbon Campaign
 - e. NYA Community Improvement Program
 - f. NYA Lions
 - g. NYA West Carver Lions
 - h. Faith organizations
 - i. District 108 Community Education
 - j. Carver County Sheriff's Department
 - k. Arts Consortium of Carver County
 - l. Willkommen/Carver County Historical Society

The Norwood Young America EDC had six primary categories of goals for 2022.

1. Develop opportunities for new businesses and expansions for current businesses
2. Increase outreach and enhance relations with current businesses
3. Schedule quarterly Joint Commission meetings with the City Council, all Commissions, NYA Area Chamber of Commerce and Willkommen Heritage & Preservation Society
4. Market Norwood Young America to current and new residents and businesses
5. Enhance partnerships with Carver County and local schools
6. Continue and investigate the enhancement of relationships and partnerships with:

The Commission has worked on many projects throughout 2022 in support of economic development within in the city.

NYA Business Dashboard

The EDC is presented with the NYA Business Dashboard each month with a spreadsheet of business inquiries, business development, housing development, and community/city projects and happenings.

Industrial Boulevard Signage

The EDC has been having conversation about this project for about two years. Discussions included design, location, and financial responsibility. The project was tabled for the time being.

Small Business Week Event

The EDC hosted the NYA Area Chamber of Commerce Morning Mocha the end of April in recognition of Small Business Week. About 20 chamber/community business members gathered at city hall for morning treats and a tour of city hall.

Revolving Loan Fund

Staff worked with City Clerk Angela Brumbaugh to identify the correct procedures for the Revolving Loan Fund. It is to be used for gap financing only. New coffee and boutique Alli B's Coffee Shop was able to use the RLF for a \$10,000, five-year, 8% loan administered by Next Stage.

Market Enrichment Grant Program

Three local businesses were awarded funds from the MEG Program.

- Modern Design Cabinetry - \$6,920.80 for new garage doors at 710 N Faxon Rd
- Floral Defined, LLC - \$10,000 for a new roof at 225 W Elm Street
- Tin Roof Powder Coating - \$10,000 for electrical work in the renovation at 221 W Elm Street

Faxon Road Streetscape Project

This project was discussed at the EDC level and the Joint Commission as a long-range project to visually connect the three business districts.

Main Street Lighting Project

Staff submitted a formal application to DEED in March 2022 for a Small Cities Streetscape Project for funding of new light fixtures, sidewalk replacement and trees on the 200 block of Main Street. Due to additional needs, the application was pulled and will be resubmitted at a later date to include a larger defined area...again, to visually connect the three business districts.

Small Cities Development Program Grant

The SCDPG was awarded to the City of NYA in the amount of \$556,600 in May 2019 with the Carver County CDA administering everything. Since that time, only three projects were completed: Waconia Ford detailing shop (2 projects - roofs) and Pour House (1 project – ADA, kitchen, bath additions). Unfortunately, the SCDPG sunset the end of September 2022 with remaining funds unused. Staff plans to research other options for administering for future programs.

Underpass Artwork

Central High School students were able to finish murals in the underpass in May 2022 and also October 2022. This project will continue annually.

Community Video

This was completed in November 2021, however, continues to show on the NYA TV channel daily and also posted on the City of NYA website homepage. Once housing development starts, the commercial can be used for further advertising.

Joint Meeting Discussion

The Joint Commission met two times in 2022 of which conversations concentrated around continued visual improvements of the community, more amenities, new business wants/needs, and increased housing options. The three most important city priorities: Streets, Nuisances and Expansion of the industrial park. Items addressed which complement the goals of the EDC: lack of a grocery store, visual connecting the three business districts, desire for more retail/business options, need for a second industrial park, and need for more housing. All of these items continue to be at the top of all commission and council priority lists.

Welcome Packets

EDC Commissioners recommended information to be distributed to new residents, new businesses, and potential developers. Staff continues to work on this and will start to implement in early 2023.

Industrial Park Covenants

Commissioners reviewed the current Tacoma West Industrial Park Covenants and had conversation on the challenges that they bring, in particular, taking away city involvement once the parcels are all sold. Once the TWIP expansion occurs, it will be the recommendation of the EDC to the City Council to eliminate additional covenants and use City Code and zoning ordinances only for all development and design decisions.

NYA Manufacturer's Today Event

This event was held in recognition of Manufacturer's Month of October. The EDC, along with the Central Trades & Advisory Group held the 2nd Annual NYA Manufacturer's Today event on October 19th. The event was a success with 6 local manufacturers hosting tours to over 70 students and community members to showcase their businesses and local job opportunities to a much needed workforce. The NYA Manufacturer's Today event was also featured in the League of MN Cities magazine

Carver County CDA Community Growth Partnership Initiative Grant

Staff applied for this grant in the amount of \$100,000 from the Carver Co CDA to help with the funding of land acquisition for the industrial park expansion. The City was notified of the award in October 2022.

New Business Seminar

The EDC started to prepare a "new business" event for May 2023. This will serve as recognition of Small Business Week with encouraging home-based businesses to come to the NYA business community. Lee Hall with NextStage will be partnering with the EDC to host this event.

Housing Study

EDC Commissioners were presented a 2017 Housing Study which was organized and supported by the Carver Co CDA. Due to the growth forecast for NYA, an updated Housing study is needed. This will be completed in early 2023.



Norwood Young America Economic Development Commission

2023 Goals

Staff has created the following NYA EDC goals for 2023 based on current and future growth opportunities:

1. **Develop opportunities for new businesses and expansions for current businesses**
 - a. Promote the Tacoma West Industrial Park expansion
 - b. Review business incentives
 - i. TWIP expansion (TIF, etc.)
 - ii. NYA façade programs, sign programs, etc.
 - c. Increase marketing for vacant commercial properties
 - i. Use GIS mapping capabilities to create an interactive map with available sites
 - d. Continue EDC Commissioner's knowledge of the scope of business opportunities by including monthly updates with the NYA Dashboard which includes a list of business inquiries, available building sites, properties for sale, and redevelopment sites.
 - e. Identify needs/wants for future projects which will add to the vitality of the community
 - i. Housing Study
 - ii. Faxon Road Streetscape Project 2023/24
 - iii. Main Street Lighting Project
2. **Increase outreach and enhance relations with current businesses**
 - a. Provide financial access to businesses grant opportunities
 - b. Improve communication with all building owners and realtors by making sure they are on the city newsletter list
 - c. Utilize the Revolving Loan Fund for gap financing opportunities for new and existing businesses.
 - d. Celebrate Small Business Week, Manufacturer's Week and any other SBA endorsed recognitions
 - e. Share any such public information with the Chamber Executive Director and Chamber Board to assist the Chamber's outreach efforts in monthly ribbon cutting welcomes
 - f. Continue to encourage City's participation, involvement in, presence at, or support of, community events
3. **Market Norwood Young America to current and new residents and businesses**
 - a. Promote the four-lane expansion of Hwy 212
 - b. Continue efforts for pursuing food resources in NYA.
 - c. Implement NYA Welcome Packets for developers, new businesses and residents.
 - d. Continue collaboration with Carver County CDA in its county wide tourism planning efforts
 - e. Create professional photos of the NYA area community
 - f. Promote quality of life attributes (i.e. Willkommen Heritage Center, NYA Library, Parks, townball, festivals, murals, community gardens, Music in the Park, etc.)
 - g. Continue monthly City newsletters
 - h. Continue to explore, with the CDA, the concept of a Carver County Real Estate Exposition
4. **Enhance partnerships with Carver County and local schools**
 - a. Collaborate with the Central Trades Advisory Group with Mfg Week and other business events
 - b. Partner with Central Schools Industrial Tech class for community projects
5. **Continue and investigate the enhancement of relationships and partnerships with the NYA Area Chamber of Commerce, local civic organizations, faith-based organizations, Carver County Sheriff's Department and other non-profit groups.**

Discussion only.



TO: Economic Development Commission

FROM: Karen Hallquist, Community & Economic Development Director

DATE: December 14, 2022

SUBJECT: Old Business/Updates

6.A Tacoma West Industrial Park – 2nd Addition

Staff has pursued an appraisal and Phase 1 Environmental Study for the proposed land. The PA is being drafted by the city attorney. Planning Consultant Jared Johnson will be submitting a zoning amendment request to the Met Council (after township and county approval) to change the Future Land Use of the property from Medium Density to Industrial. Timeline for approval and closing is early 2023.

6.B New Business Seminar

Staff contacted Lee Hall about the event, and he is on board with everything. Staff will connect with him after the new year to work on details (handouts) in preparation.

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

Date: Wednesday, May 3, 2023

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.C Downtown Streetscape Project

Staff is researching a larger defined area and the contract with Xcel Energy for lighting.

6.D Welcome to NYA Packets

Staff will be implementing these in 2023.

6. E Housing Study

Staff will be pursuing this in early 2023.

6.F NYA Manufacturer's Today Event

Staff has a Central Trades & Advisory meeting on Tuesday, December 13th. An updated report will be shared at the EDC meeting.

6.G NYA Area Chamber of Commerce Updates