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NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, August 9, 2023 - 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. July 12, 2023, 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/Update**
 - A. Housing Study Update
 - B. Façade Program
 - C. Central Trades & Advisory Group Update
 - D. 2024 Proposed Goals & Budget
 - E. Chamber of Commerce Update
- 7. City Council & Other Commission Updates**
- 8. Upcoming Meetings - Next EDC meeting – 6:00 p.m., September 13, 2023**
- 9. Adjournment**

August 14, 2023	City Council Meeting	6:00 PM
August 15, 2023	Park and Recreation Commission Meeting	5:15 PM
August 17, 2023	Sr. Advisory	9:00 AM
August 24-27, 2023	Stiftungsfest	Check the Schedule for Event Times!
August 28, 2023	City Council Workshop/EDA/Meeting	5:00 PM/6:00 PM
September 5, 2023	Planning Commission Meeting	6:00 PM
September 11, 2023	City Council Meeting	6:00 PM
September 13, 2023	EDC Meeting	6:00 PM

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, July 12, 2023 - 6:00pm

City Hall Council Chambers, 310 Elm Street West

Minutes

In Attendance: Carol Lagergren, Connor Smith, Mike Eggers, Andrea Gerth

Absent: Jason Winter, Mike McPadden, Chamber Representative

Staff: CEDD Karen Hallquist

Guest: none

1. Call to Order

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

A. Pledge of Allegiance

2. Adoption of Agenda

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

3. Approve Minutes

A. June 14, 2023, EDC meeting

Motion: CL/AG to approve the minutes as presented. Motion passed 4-0.

4. Introductions, Presentations, and Public Comment - None

5. New Business

A. NYA Business Dashboard

Hallquist shared that Copper Canyon's ribbon cutting was early in the day with opening day in the next few weeks. Two of the Emma Street lots have sold, the Council approved a joint powers agreement for the walking track at Central Schools, and the Old Town project was awarded to RAM General Contractors which will start on August 30, 2023.

B. Review of 2023 Goals

Hallquist reviewed the accomplishment of the majority of goals highlighting the Tacoma West Industrial Park Phase 2 expansion, creating the Façade Program, the success of the Small Business Week seminar, the NYA Mfg Today event, and sending the city newsletter to all property and business owners in NYA. Commissioners expressed that a priority for 2024 is housing development and how to gain attention from developers. It was noted that there is a lot of housing development happening in eastern Carver County which will spread west as Hwy 212 expands and Central School project completes.

6. Old Business/Update

A. Housing Study Update

Hallquist reported that the Carver County CDA Community Growth Initiative Pre-Development Grant Program application in the amount of \$7,500 was approved at their June board meeting. Once the housing study is completed and paid for, staff will submit an invoice to CC CDA for the \$7,500. The housing study is said to be completed in August.

B. Façade Program

Hallquist presented the updated guidelines and application. It was noted that staff will work with the city attorney for the correct language on the loan agreement and promissory note. Staff will verify with the city attorney if it is necessary for two bids. The program will start on September 1, 2023.

Motion by ME/AG to recommend approval of the NYA Façade Improvement Loan Program with the implementation date of September 1, 2023. Motion passed 4-0.

C. Central Trades & Advisory Group Update

Hallquist reported that the CTA group will resume meetings in September 2023. The 2023 NYA Manufacturer's Today event will be held on Wednesday, October 25th. More details to come.

D. Chamber of Commerce Update

No update.

7. City Council & Other Commission Updates

ME shared a Planning Commission update:

- Reviewing design and landscaping standards for industrial zoning in preparation for the expansion.
- 250 Industrial Blvd will be submitting for a CUP for outdoor storage at an upcoming meeting.

CL shared the June 26th City Council update:

- Old Town update, demo after Stiftungsfest, need additional gap financing of \$300,000
- Seal coating on Hill and Wilson Street
- 1" overlay test project on Oak Drive
- Merger Street reconstruction will start in September
- SWCC Food Shelf is getting a SuperShelf Designation to help with redesign
- Audit came out – NYA has higher taxes due to higher debt
- Bolten & Menk gave a presentation on sewer plant maintenance and future necessary upgrades

8. Upcoming Meetings - Next EDC meeting – 6:00 p.m., August 9, 2023

9. Adjournment

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

Respectfully submitted,

Karen Hallquist, Community & Economic Development Director



TO: Economic Development Commission

FROM: Karen Hallquist, Community & Economic Development Director

DATE: August 9, 2023

SUBJECT: NYA Business Dashboard

Business Development	Location	Status
Carver Canine	13950 Hwy 5	TBD - awaiting County approval
Farmers Insurance Agency	514 Faxon Rd N	Opening August 2023
Children of Tomorrow	316 Hwy 212	Expansion
Crown of Life Photography	223 E Main Street	Under construction
Business Inquiries		
PuroClean	RC-1	Potential for expansion
Mini Storage	B-1 Business Industrial	Interested in 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
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	Interested in 2 nd Ind Park
Contractor Operations	C-3 Downtown District	Working with owner - would need a CUP
Market Rate apartments	C-3 Downtown District	Conversation w developer
Retail/food shop	C-3 Downtown District	TBD
Construction company	I-1 Light Industrial	Interested in 2 nd Ind Park
Landscaping company	B-1 Business Industrial	Interested in city-owned greenspace .
Auto repair	RC-1	Expansion possibilities
Retail/food shop	C-2 General Commercial	Working with owner of property
Light industrial/recycle center	I-1 Light Industrial	Interested in 2 nd Ind Park
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) 5	Emma Street, NYA	Two (2) lots sold since June.
Misc Projects		
Memorial Tree Program		P&R recommending to Council in Aug
City Hall Raingardens & Garden Plots		CHS to start in Fall 2023
Hwy 212 Four Lane Expansion		Design meeting happening - set to start later 2024
Outlot A Plans/public water access	Outlot A & Lakewood Trl & Barnes Lake	Reaching out to DNR and CCWMO

420 W Railroad St		P&Z discussed mini storage as a CUP text amendment change in the RC-1 zoning district.
Old Town	Willkommen Memorial Park	Contract signed to start Aug 30
Industrial Park Expansion		Feasibility study to be reviewed at Council Mtg on Aug 14
Masonic Building	10 3 rd Ave SE	At district court for next phase to raze
Central Schools Project	Elem & HS	Elementary school on time, HS may be delayed for start by a week or so

Commercial Land for Sale

- [312 1st Street NE](#) –Rezoned C-3 Downtown District
- [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~~ **SOLD**
- 310 W Hwy 212 – whole building/s for sale
- 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: August 9, 2023

SUBJECT: Old Business/Updates

7.A Housing Study

The housing study is to be completed in August 2023. Staff was notified by the Carver Co CDA that they will be conducting an all-county housing study yet in 2023. They will be using Maxfield as their consultant. Staff will share information when provided.

7.B Façade Program

The City Council approved the NYA Façade Improvement Loan Program at the July 24th Council meeting. Staff is working with the city attorney for the correct language on the loan agreement and promissory note. Staff will share information about the program via the chamber, newsletter, and snail mail to target business areas starting in September.

7.C Central Trades & Advisory Group Update

The CTA group will resume meetings in September 2023. The 2023 NYA Manufacturer's Today event will be held on Wednesday, October 25th. More details to come.

7.D 2024 Goals & Budget

Staff has proposed the attached 2024 Goals and a budget as follows:

- \$20,000 for the NYA Façade Improvement Loan Program
- \$15,000 for professional services (to include new website, photography of NYA, banners)
- \$8,000 for professional fees (i.e., market study, urban streetscape consultant)

Commissioners are requested to review the proposed goals and budget for discussion.

7. E NYA Area Chamber of Commerce Updates



Norwood Young America Economic Development Commission 2024 Proposed Goals

Staff is proposing the following NYA EDC goals for 2024 based on current and future growth opportunities:

1. **Develop opportunities for new businesses and expansions for current businesses**
 - a. Review business incentives
 - i. TWIP expansion (TIF, etc.)
 - ii. Budget for and fund up to \$20,000 in the NYA Façade Improvement Loan Program
 - b. Continue EDC Commissioner's knowledge of the scope of business opportunities by including monthly updates with the NYA Dashboard.
 - c. Identify redevelopment opportunities
 - d. Identify needs/wants for future projects which will add to the vitality of the community.
 - i. Faxon Road Streetscape Project
 - ii. Main Street Lighting Project
2. **Increase outreach and enhance relations with current businesses**
 - a. Provide financial access to businesses grant opportunities
 - b. Continue communication with all building owners and realtors.
 - c. Promote 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. **Increase efforts with housing development**
 - a. Promote available land development opportunities
 - b. Identify redevelopment opportunities.
4. **Market Norwood Young America to current and new residents and businesses**
 - a. Promote the four-lane expansion of Hwy 212
 - b. Market the Tacoma West Industrial Park expansion
 - c. Continue efforts for pursuing food resources in NYA.
 - d. Increase marketing for vacant commercial properties.
 - i. Implement the interactive map with available sites.
 - e. Continue to share NYA Welcome Packets for developers, new businesses, and residents.
 - f. Continue collaboration with Carver County CDA in its county wide tourism planning efforts
 - g. Create professional photos of the NYA area community.
 - h. Invest in new light pole banners for the historic downtowns and Hwy 212 corridor.
 - i. Invest in a new city website
 - j. Promote quality of life attributes (i.e., Willkommen Heritage Center, NYA Library, Parks, townball, festivals, murals, community gardens, Music in the Park, etc.)
 - 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. 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
 - c. Continue and investigate the enhancement of relationships and partnerships with the NYA Area Chamber of Commerce, Carver County Workforce Development, local civic organizations, faith-based organizations, Carver County Sheriff's Department, non-profit groups.