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NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, September 13, 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. August 9, 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
 - B. Ribbon Cutting Update
 - C. Small Business Week Event – Wed, May 1st, 2024
6. **Old Business/Update**
 - A. Housing Study Update
 - B. Façade Program
 - C. Central Trades & Advisory Group Update
 - D. 2024 Goals & Budget
 - E. Chamber of Commerce Update
7. **City Council & Other Commission Updates**
8. **Upcoming Meetings - Next EDC meeting – 6:00 p.m., October 11, 2023**
9. **Adjournment**

September 19	Park and Recreation Commission Meeting	5:15 PM
September 21	Sr. Advisory	9:00 AM
September 25	City Council Workshop/EDA/Council Meeting	5:00 PM/6:00 PM
October 3	Planning & Zoning	6:00 PM
October 10	City Council Meeting	6:00 PM (Tuesday night meeting)
October 11	Economic Development Commission Meeting	6:00 PM
October 17	Park and Recreation Commission Meeting	5:15 PM
October 19	Sr. Advisory	9:00 AM
October 23	City Council Workshop/EDA/Council Meeting	5:00 PM/6:00 PM
October 23-27	Manufacturers Week in the City of NYA!	

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Wednesday, August 9, 2023 - 6:00pm

City Hall Council Chambers, 310 Elm Street West

Minutes

In Attendance: Carol Lagergren, Mike Eggers, Andrea Gerth, Mike McPadden, Jason Winter

Absent: Connor Smith, Chamber Representative

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: JW/ME to approve the agenda. Motion passed 5-0.

3. Approve Minutes

A. July 12, 2023, EDC meeting

Motion: MM/ME to approve the minutes as presented. Motion passed 5-0.

4. Introductions, Presentations, and Public Comment - None

5. New Business

A. NYA Business Dashboard

Hallquist shared that the Farmers Insurance Agency ribbon cutting should be in August. More businesses contacting staff to get information on the industrial park expansion. Parks and Recreation Commission recommending a Memorial Tree Program to the City Council. 232 E Main Street sold to a couple who will be putting in a photography studio in the front 50% of the building and apartment in the back.

6. Old Business/Update

A. Housing Study Update

Hallquist shared that she 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. WSB housing study is set to be completed in August.

B. Façade Program

Hallquist reported that 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.

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. 2024 Proposed Goals & Budget

Hallquist presented proposed goals and budget for 2024. The following were added:

- Budget for and fund up to \$20,000 NYA Façade Improvement Loan Program
- Identify redevelopment opportunities (commercial)
- Increase efforts to attract housing development
- Promote available land development opportunities
- Identify redevelopment opportunities (housing)
- Invest in new light pole banners for the historic downtowns and Hwy 212 corridor
- Invest in a new city website

MM asked if there could be a QR code to link to the NYA commercial and put on more marketing items. CL suggested doing a photography contest and use the "Best of NYA" pictures to be displayed in a public place

such as city hall, library, or used for marketing purposes. Staff will bring back the final goals and budget for approval at the September meeting.

E. Chamber of Commerce Update

No update.

7. City Council & Other Commission Updates

CL shared the City Council update:

- Approval of Old Town and Pavilion wiring to be split.
- Wastewater plant research
- CDA grant process is being reevaluated.

8. **Upcoming Meetings** - Next EDC meeting – 6:00 p.m., September 13, 2023

9. Adjournment

Motion: JW/ME to approve. Motion passed 5-0.

Respectfully submitted,

Karen Hallquist, Community & Economic Development Director



TO: Economic Development Commission

FROM: Karen Hallquist, Community & Economic Development Director

DATE: September 13, 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	Ribbon cutting 09-06-2023
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
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
Retail/specialty shop	C-2 General Commercial	Working with owner
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.
Oak Lane Lots (4)	Oak Lane	
Misc Projects		
Memorial Tree Program		Approved 08-2023
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	Demo will be late Sept
Industrial Park Expansion		Price/sf being determined
Masonic Building	10 3 rd Ave SE	At district court for next phase to raze
Central Schools Project	Elem & HS	Elem started 09/05...HS TBD

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
- 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)

**Multiple commercial properties on Main Street and Faxon Rd that have had façade improvements!!



TO: Economic Development Commission

FROM: Karen Hallquist, Community & Economic Development Director

DATE: September 13, 2023

SUBJECT: New Business

6.B Ribbon Cuttings with NYA Area Chamber of Commerce

The NYA Area Chamber of Commerce has formally moved monthly ribbon cuttings to the first Wednesday of each month at 9:30am. These are the same mornings as their monthly board meetings (at 8:00am). They anticipate better participation from chamber board members if they are immediately following their meeting.

6.C Small Business Week Event - Wed, May 1, 2024

Staff has confirmed that John Gamades and Jessica Klaustermeier from OrangeBall Creative will be the presenters at the Small Business Week event in 2024. OrangeBall Creative specializes in branding, logos, websites, digital projects, packaging and marketing campaigns. New and current entrepreneurs will see value in learning the next steps of how to showcase their business.

This event will be added to the EDC agendas for planning purposes starting in January 2024.



TO: Economic Development Commission
FROM: Karen Hallquist, Community & Economic Development Director
DATE: September 13, 2023
SUBJECT: Old Business/Updates

7.A Housing Study

WSB representatives confirmed that the Housing Study will be sent over to staff by the end of next week.

7.B Façade Program

Staff is working with the city attorney on the promissory note. Two businesses have already reached out for information on the program – one for a new sign, another for brickwork. 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. Attached is a draft flier for the event.

7.D 2024 Goals & Budget

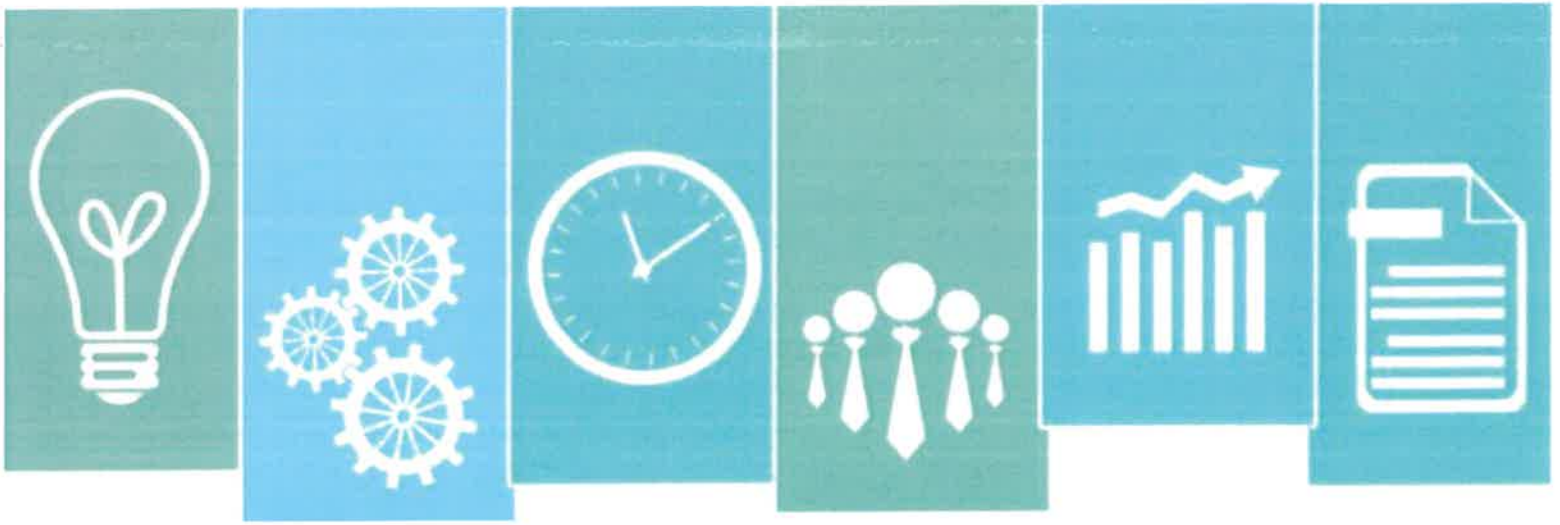
Staff has proposed the attached 2024 Goals and a budget as follows:

- \$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)

Recommended Motion

Motion to approve the 2024 Goals as presented.

7. E NYA Area Chamber of Commerce Updates



NYA Manufacturing Today

Wednesday, October 25, 2023

**National Manufacturer's Month Recognition to all
Norwood Young America Manufacturers**

Tour Times

Sackett Waconia (680 Tacoma Blvd)	TBD
Yeager Machine (415 Tacoma Cir)	TBD
ASI - Acoustical Surface, Inc. (717 Faxon Rd N)	TBD
Modern Design Cabinetry (710 Faxon Rd N)	TBD
Storms Welding (300 Industrial Blvd)	TBD
**Luncheon/Speaker at Willkommen Pavilion	TBD
Bongards Creameries (13200 CR 51)	TBD

Join the NYA Economic Development Commission and the Central Trades & Advisory Group on Wednesday, October 25th in recognizing and appreciating the manufacturers of Norwood Young America. Six (6) local manufacturers will be offering tours of their facilities to local students and the public. Learn about the reality of modern manufacturing careers and their goals of helping the community and future generations thrive.

At the pavilion, Central Public School's Superintendent Tim Schochenmaier will be presenting information about partnership opportunities for students with local NYA manufacturers. In addition, students who have who have participated with these opportunities will share their experiences.

Please RSVP by Friday, October 20th if you are planning to attend the luncheon. To RSVP, please call 952-467-1810 or email economicdev@cityofnya.com.



Thank You To Norwood Young America Manufacturers!

- Acoustical Surface Inc (ASI)** - 717 Faxon Rd, (952)448-5300, www.acousticalsurfaces.com
 - Manufacturer and distributor of acoustical and soundproofing products
- ATS (Automated Target Systems)** - 304 E Main St E, (651)429-8091, www.atstargets.com
 - Leader in building tactical target systems and marksmanship training equipment
- Bean's Greenwood Marina**—410 Tacoma Cir, (952)474-7942, www.greenwoodmarina.com
 - Mechanical, specialty services and storage of watercrafts and equipment
- Bongards Creameries**—13200 CR 51, (952)467-3545, www.bongards.com
 - Manufacturer of dairy crafted products
- CityWide Wood Flooring**—321 Elm Street W, (952)442-9001, www.citywidewoodfloors.com
 - Manufacturer and installer of new hardwood flooring and refinishing
- Hydro Engineering**—301 Industrial Blvd, (952)467-3100, www.hydro-eng.com
 - Manufactures custom manure injection equipment & municipal, irrigation and mining equipment.
- JIT Companies**—700 Railroad St, (507)326-5240, www.jitcompanies.com
 - Manufacturer of custom laminated glass, waterjet cutting, and straightline metal finishing
- Lionshead Tire & Wheel**—717 Faxon Rd, (574)533-6169, www.lionsheadtireandwheel.com
 - Contract manufacturer of trail components; tires, wheels and specialty running gear accessories
- MI-BOX Storage**—508 Merger St STE500, (952)446-5064, www.getmibox.com
 - Assembly, moving, and mobile storage containers
- Modern Design Cabinetry**—710 N Faxon Rd (952)466-4766, www.moderndesigncabinetry.com
 - Custom cabinetry shop—design, cabinetmaker, finisher, and installation
- Principle Manufacturing, Inc.** — 118 W Railroad St, (952)467-4929, www.principlemanufacturing.com
 - Precision machining and manufacturing specializing in milling, lathe, drilling, and tapping
- Sackett Waconia** - 680 Tacoma Blvd, (952)442-4450, www.sackettwaconia.com
 - Diversified manufacturer of technology and equipment for the world fertilizer industry
- Serv-A-Dock**—170 Industrial Blvd, (952)443-2811, www.servadock.com
 - Custom design, installation and service of boat docks, lifts and swim rafts
- Storms Welding & Mfg.**—300 Industrial Blvd, (952)466-3343, www.stormsweldingmfg.com
 - Leading manufacturer of dairy barn equipment
- Tin Roof Powder Coating**—221 W Elm St (coming soon)
- Vickerman Co.**—675 Tacoma Blvd, (800)847-8606, www.vickerman.com
 - Manufacturer/distributor of everyday silk trees and florals, wholesaler of seasonal décor including artificial Christmas trees and lights
- Visiontech, LLC**—124 Railroad St W, (952)278-0714, www.visiontech-llc.business.site
 - Manufacturer of computer ware
- Yeager Machine**—415 Tacoma Cir, (952)467-2800, www.yeagermachine.com
 - Precision manufacturing of CNC milling and turning

YEAGER
American Precision Machining



National Manufacturer's Week October 6-13, 2023

ACOUSTICAL | SURFACES, INC.



National Manufacturer's Day
is an occasion during which
manufacturers open their doors,
showcase the potential of modern
manufacturing and foster
interest in manufacturing
careers.



Modern Design
CUSTOM CABINETRY AT ITS FINEST

**HYDRO
ENGINEERING**



LIONSHEAD
SPECIALTY TIRE & WHEEL LLC
Established 1993

MI-BOX
Moving & Mobile Storage

Principle Manufacturing

Visiontech LLC

STORMS
WELDING & MFG.

"Today's manufacturing jobs offer high-paying opportunities to work with cutting-edge technologies in a wide range of fast-growing fields. Driven by a renewed investment in U.S. manufacturing innovation, the growth potential for these jobs is high—more than 1.3 million manufacturing jobs have been added to the U.S. economy over the past decade. These jobs require skills that many Americans already have and don't necessarily need a college or advanced degree to do, making it easier to upgrade to a manufacturing career than you might think."

- Manufacturing USA,
www.manufacturingusa.com



Norwood Young America Economic Development Commission 2024 Goals

The NYA EDC has identified the following 2024 Goals 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 to attract 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.