

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Thursday January 13, 2011
Oak Grove City Center
310 Elm Street West
Small Conference Room, Norwood Young America, MN

I. Call to Order and Introductions

Economic Development Coordinator Christie Rock called the meeting to order at 6:00 p.m.

EDC members in attendance were:

John Fahey
Paul Hallquist
Sarah Molnau
Dave VanDien

EDC members Chad Eischens was absent.

II. Consideration of the Agenda

A motion was made and seconded to approve the January meeting agenda. The motion passed.

III. Election of Chair, Vice Chair and Secretary

John Fahey was nominated Chair and Sarah Molnau was nominated Vice Chair. Staff person Christie Rock agreed to serve as Secretary.

IV. Review 2011 Calendar

Rock reviewed the proposed 2011 meeting dates with the EDC members. She indicated that it has been difficult to find a day and time that works well for all of the EDC members. As a result, often times there is not a quorum at EDC meetings. Rock indicated that she would send out a Doodle meeting poll on a monthly basis to try and identify a meeting day and time that works best for the majority of the group. The group tentatively set their next meeting date as Thursday, February 11, 2011.

V. Review EDC Mission and Goals

Rock reviewed the EDC mission and goals statements and asked the EDC members for comments and feedback. The group agreed was no need to make any changes at this time.

VI. Review 2010 Accomplishments

Rock reviewed the 2010 accomplishments:

- Continued memberships and affiliations with the following economic development organizations:
 - Economic Development Association of Minnesota
 - Positively Minnesota (DEED's marketing entity)
 - Sensible Land Use Coalition
 - Minnesota Planning Association

- Continued to market and promote the Tacoma West Industrial Park on the following building / site location Web sites:
 - MetroMSP.org
 - MNPRO
 - CoStar
 - Fast Facility
 - Go Fish Commercial

- Met with three potential prospects for the Tacoma West Industrial Park.

- Participated in the Minnesota Real Estate Journal's Land Development Conference in May of 2010. Distributed information regarding the Tacoma West Industrial Park to numerous Twin-Cities real estate professionals.

- Participated in the Minnesota Real Estate Journal's Commercial / Industrial Real Estate Conference in December of 2010. Distributed information regarding the Tacoma West Industrial Park to numerous Twin-Cities real estate professionals.

- Held three joint meetings with the NYA Chamber of Commerce Board of Directors to discuss shared goals and possible partnerships. Goal is to maintain an open dialogue between the City and the local business community.

- Contracted with the University of Minnesota Extension Service to prepare a Trade Area Map and a Market Analysis for Norwood Young America. Draft reports completed in December 2010. Final reports will be presented in early 2011. - Copies available at the Chamber banquet.

- Prepared and distributed the 2010 Business Survey to over 150 businesses in NYA. Received 40 responses. - Tabulated results available at the Chamber banquet

- Presented summary of the 2010 Business Survey to the NYA Chamber of Commerce Board of Directors.

- Established the “Meet Your Local Business” segment at the NYA City Council meetings. To date, two businesses have participated. The goal is to have at least 10 participate in 2011.
- Helped promote the first ever “Small Business Saturday” in Norwood Young America.
- Worked with the Southwest Initiative Foundation to bring the organization’s programs and resources to communities in Western Carver County.
 - The Foundation began offering the Business Consultation sessions and the Starting a Small Business class on the first Thursday of the month starting in November of 2010. The opportunities will continue in 2011 with the possibility of offering a few sessions in the evening.
- Held a Ribbon Cutting Ceremony for the Oak Grove City Center Redevelopment Project in October of 2010.
- Prepared press release for the Oak Grove City Center and received recognition for the redevelopment project in *Finance & Commerce* and the *Minneapolis St. Paul Business Journal*.
- City completed construction of a new water tower, which increases the pumping capacity, and ultimately allows the community to better accept / manage future growth and development.
- Prepared pre-application to the DEED Small Cities Development Grant Program with the purpose of establishing a Commercial Rehabilitation Loan Program.
 - NYA was not selected to submit a full application, but did receive positive feedback and was encouraged to apply again in 2011. Primary reason for not being asked to submit a full application is because we have the open grant for the Owner Occupied Housing Loan Program.
- Closed out the 2008 Met Council LCDA Grant for the Oak Grove Redevelopment Project.
- Closed out the 2009 DEED Redevelopment Grant for the Oak Grove Redevelopment Project.
- Closed out the 2009 Department of Education Library Construction Grant for the Oak Grove Redevelopment Project.
- Entered into discussions with the developer of a Multi-Modal Industrial Park proposed for land east of the city of Norwood Young America. Continue to meet on a monthly basis.
- Continue to meet with Twin Cities & Western Railroad officials regarding prospects for the Tacoma West Industrial Park.

VII. Review 2011 Strategies and Objectives

Rock reviewed the 2011 economic development strategies and objectives:

- Complete the Market Area Profile and the Retail Trade Analysis and present to the business community.
- Continue to pursue prospects for the Tacoma West Industrial Park.
- Secure at least one project for the Tacoma West Industrial Park in 2011.
 - Work with Vickerman Company on a future expansion project. Nothing definite at this point.
 - Work with Yeager Machine on a future expansion project. Nothing definite at this point.
- Continue to research and develop new and creative ways to market the Tacoma West Industrial Park and the community of Norwood Young America to site selectors, real estate professionals and prospective businesses.
- Continue to cultivate relationships with Twin-Cities real estate professionals.
 - Working on postcard mailer to Twin-Cities housing real estate professionals.
- Continue to work on community marketing campaign in partnership with the NYA Chamber of Commerce. Working with consultant to develop a postcard mailer for Twin-Cities housing real estate professionals that showcases what the community of Norwood Young America has to offer. Also working with consultant to create a billboard that promotes the community as a whole, as opposed to just the Tacoma West Industrial Park.
- Continue to pursue relevant economic development grant opportunities:
 - DEED Small Cities Grant to continue the Owner Occupied Housing Rehabilitation Loan Program and to establish a Commercial Rehabilitation Loan Program
- Continue to make updates to the new economic development Web site to keep the information fresh and interesting.
- Continue relationships with the following agencies and organizations:
 - Economic Development Association of Minnesota
 - Positively Minnesota (DEED)
 - Sensible Land Use Coalition
 - Minnesota Planning Association

- Continue to partner with Twin Cities & Western Railroad to market and promote the Tacoma West Industrial Park.
- Continue to market the Tacoma West Industrial Park on the following building / site location Web sites:
 - MNPRO
 - MetroMSP
 - CoStar
 - Fast Facility
 - Go Fish Commercial
 - League of MN Cities
- Educate the local business community about business development/assistance programs available through the City, the Carver County Community Development Agency, and the State of Minnesota.
- Establish a NYA economic development presence on social networking Web sites such as Facebook.
- Participate in the 2011 Minnesota Real Estate Journal's Land Development Conference.
- Participate in the 2011 Minnesota Real Estate Journal's Commercial / Industrial Real Estate Conference.
- Evaluate the effectiveness of the DEED Shovel Ready Certification Program, and determine whether it is something the City of NYA should pursue.
- Host at least three business seminars in partnership with the Chamber of Commerce. Topic could include:
 - *Starting a Small Business* – Will be offered on February 17, 2011, at 6:00 p.m.
 - *Facebook for Business* – Learn ways to use social networking Web sites to grow your business.
 - *Is your business E-Commerce Ready?* – What is e-commerce and how does it work? What are the various components involved?
 - *Marketing Basics* - What is working in marketing, and what is not.
 - *Basic Search Engine Optimization (SEO)* – Learn ways to make your business' Web site more attractive to search engines like Google. Discover ways to increase traffic to your Web site.
- Work in partnership with the Carver County Library and the Carver County Community Development Agency to establish a Small Business Resource Center at the new Oak Grove City Center. The Center will be modeled after the Hennepin County Library / Minneapolis Central Public Library, and City of Minneapolis, Small Business Resource Center.

- Work in partnership with the Carver County Community Development Agency to develop a Comprehensive Economic Development Strategy for Western Carver County and Norwood Young America; including a vision statement, goals, objectives, and priorities.
- Coordinate and facilitate at least three joint meetings between the NYA EDC and the NYA Chamber of Commerce.
- Help promote the Willkommen Park Pavilion at the Hutchinson Bridal Fair in partnership with local businesses affiliated with the wedding and special event industry.
- Update the NYA economic development loan programs. Consider creating a matching grant program for commercial property owners to make façade improvements, add awnings, or new signage.

VIII. Review 2010 Business Survey Results

Rock reviewed the 2010 Business Survey results. She noted that she mailed surveys to over 150 local businesses in the 55397 and the 55368 zip codes. She received 39 responses. Almost all of the surveys were very positive. One of the needs identified in the survey was the need for a commercial rehabilitation loan program similar to the City's home improvement loan program. Moreover, respondents expressed an interest in the EDC and/or the Chamber hosting regular small business seminars. Rock stated that the 2011 economic development strategies and objectives relate to the information collected from the business surveys.

IX. Prospect Report

Rock reviewed the prospect report. She reminded the group that the information is confidential. She highlighted the following:

- Inter-modal project proposed for land east of the city limits.

Rock stated that she has not received any inquiries for the Tacoma West Industrial Park over the last six weeks, but that is due in part to it being winter.

X. Marketing Update

Rock reported on a number of economic development and community marketing initiatives, including the following:

- Working with Matchey Marketing on the community postcard mailer and community billboard design
- Participating in the Hutchinson Bridal Fair to promote the Willkommen Park Pavilion.

XI. New / Old / Other Business

- Discussion regarding working with the high school to develop entrepreneurial education curriculum. Rock will schedule a meeting with social studies teacher Mark Lagergren.
- Update on Market Area Profile
- Update on Retail Trade Analysis

Rock will invite University of Minnesota Extension Service Educator Claudia Cody to the next EDC meeting on February 10. She will also invite the NYA Chamber of Commerce Board of Directors.

XII. Miscellaneous Communications

No miscellaneous communications.

XIII. Adjourn

The meeting adjourned at 7:45 p.m.