

# NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Monday October 17, 2011  
*Oak Grove City Center*  
310 Elm Street West  
Small Conference Room, Norwood Young America, MN

## I. Call to Order and Introductions

EDC Chairperson John Fahey called the meeting to order at 11:45 a.m.

EDC members in attendance were:

Paul Hallquist  
Sarah Molnau  
Julie Schmidt

EDC members Chad Eischens, Steve Hazelton and Bob Saarloos were absent.

Economic Development Coordinator Christie Rock was also in attendance.

## II. Consideration of the Agenda

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

## III. Commercial Corridor Revitalization Loan Program Update

Rock provided an update on the Commercial Corridor Revitalization Loan Program.

- The EDC received seven applications for a total of \$24,687.
- Seven loans closed.
- Two projects have been completed to date.
- Working with Paul Downer at the *NYA Times* to do a story on the program.
- Preparing the pre-application to the 2012 DEED Small Cities Development Grant Program to supplement EDC monies for 2012.

## IV. Marketing Update

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

- Rock presented the final copy of the Tacoma West Industrial Park postcard mailer designed by Jesse Molnau from Studio West Designs. It turned out very well. Rock stated that she plans to mail the postcard in mid-November, just prior to the November

18, 2011, MN Real Estate Journal Industrial and Economic Development Conference. She has a mailing list that includes 100 plus commercial / industrial real estate professionals.

- Rock also presented the new design concept for the community billboard prepared by Molnau. The EDC members like the design. Rock will contact Lamar and get the new billboard up as soon as possible.
- Rock is continuing to work with Molnau on the stand-up banner displays for events and conferences to promote the community and the Tacoma West Industrial Park. Rock presented the draft designs prepared by Molnau. The EDC approved the design concepts with a few minor changes.
- MN Real Estate Journal Industrial Real Estate and Economic Development Conference scheduled for November 18, 2011. Rock will attend and have a booth to promote the Tacoma West Industrial Park.

Rock reminded the group that all of the recent marketing initiatives incorporate the new community tagline, "Not Your Average Community." She hopes that the Chamber will also incorporate the tagline into their marketing materials. This is a good first step towards developing a community brand.

## **V. Prospect Report**

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

- Continue to monitor the Inter-Modal project.
- Met with Yeager Machine and the City's engineering firm Bolton & Menk in September to talk about water issues in their parking lot, and what this might mean for future expansion.
- Meeting with Vickerman Company to discuss future space needs due to the high volume of trailers the business is marking on Tacoma Blvd.

## **VI. Miscellaneous Communications**

- Chamber of Commerce general membership meeting scheduled for Wednesday, October 19, 2011, at the Pizza Ranch.
- Brief discussion regarding doing the business survey again in 2012.
- There may be an application to the Small Business Rehabilitation Loan Program for the EDC to review in December.

**VII. Adjourn**

*The meeting adjourned at 1:00 p.m.*