

NORWOOD YOUNG AMERICA ECONOMIC DEVELOPMENT COMMISSION

Minutes from the Meeting on Tuesday, December 6, 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 11:40 a.m.

EDC members in attendance were:

Paul Hallquist
Steve Hazelton
Julie Schmidt
Bob Saarloos

EDC members Chad Eischens and Sarah Molnau 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 December meeting agenda. The motion passed.

III. Presentation on 2011 Economic Development Accomplishments

Rock presented the 2011 Economic Development Accomplishments and asked for feedback from EDC members. She highlighted the following:

- Established a relationship with the Southwest Initiative Foundation in Hutchinson, Minnesota. The Foundation Board agreed to blur the boundary lines of its service territory in order to provide / offer its entrepreneurial programming to businesses in Western Carver County.
- Completed the two University of Minnesota Extension Service studies:
 - Market Area Profile
 - Retail Trade Analysis
- Presented the University of Minnesota Extension Service studies to the business community in June at an event jointly sponsored by the NYA Chamber of Commerce.

- Helped coordinate the 2011 NYA Chamber Banquet. Secured guest speaker Mike Max. Provided an update to the attendees on the state of economic development in NYA. Also had Greg Jodzio from the Southwest Initiative Foundation give a presentation on the entrepreneurship program.
- 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:
 - MNPROSPECTOR
 - MetroMSP
 - League of Minnesota Cities
 - CoStar
- Oversaw implementation of the DEED Small Cities Grant (\$293,250) to establish an Owner Occupied Housing Rehabilitation Loan Program for the cities of NYA, Cologne and Hamburg.
 - Closed on four loan applications. Funds remain for three additional loans.
- Designed two stand-up display banners that promote the community and the Tacoma West Industrial Park for use at tradeshow and other economic development events.
- Participated in the Minnesota Real Estate Journal's Industrial Land and Economic Development conferences; distributed information regarding the Tacoma West Industrial Park and the community of NYA. Made contact with 150 plus commercial and industrial real estate professionals.
- Made numerous changes and updates to the NYA economic development Web site, which markets and promotes NYA's economic development opportunities - www.expand2nya.com.
- Redesigned the billboard on U.S. 212 E that is west facing on the south side of the road to promote the community as a great place to live, work, shop and play. The billboard features the tagline, NYA, "Not Your Average Community."
- Designed and mailed over 400 postcard mailers to Twin-Cities residential real estate professionals to promote the community as a great place to live, work, play and shop. The postcard mailer introduced the new community tagline, NYA, "Not Your Average Community."

- Expanded the site selector database to 150 plus Twin-Cities real estate professionals.
- Redesigned and mailed over 150 postcard mailers to Twin-Cities commercial and industrial real estate professionals and site selectors to promote the Tacoma West Industrial Park.
- Hosted four small business workshops in partnership with Vivid Image. The average attendance at each workshop was 12. Some were better attended than others. The topics included the following:
 - Social Media for Small Business Owners
 - Facebook for Business
 - Search Engine Optimization and Social Search Optimization
 - Blogs
- Introduced the Small Business Saturday campaign to the NYA Chamber at the end of 2010 and helped promote the second annual event in 2011. Paid for an ad in the *NYA Times* that ran on the front page.
- Helped market and promote the second annual NYA Chamber Taste of NYA event. Introduced the NYA, “Not Your Average Community,” tagline to the community. (Vinyl display banner and stickers.)
- Established the Commercial Corridor Revitalization Deferred Loan Program using \$25,000 in monies returned to the City from the Twin Cities Community Capital Fund. Funded seven grants to assist with new roofs, doors and windows, siding, signs, etc...The EDC intends to offer this program again during the summer of 2012.
 - Submitted a pre-application to the DEED Small Cities Development Program for the purpose of expanding the Commercial Corridor Revitalization Loan Program.
 - Coordinated and facilitated two joint meetings with the NYA Chamber; one in February and one in June.
 - The NYA EDC met six times in 2011, plus participated in the University of Minnesota Extension Service presentation in June.
- Participated in the Hutchinson Bridal Fair to help promote the Willkommen Park Pavilion as a location for special events. Showcased several NYA wedding related businesses.
- *NYA Times* provided positive coverage on numerous economic development activities in 2011 including the following:
 - Small Business Saturday

- Chamber Banquet
 - University of Minnesota Extension Service studies
 - Oak Grove awards
 - Commercial Corridor Revitalization Program
 - Vickerman Company
- Celebrated one-year anniversary in the Oak Grove City Center. The senior apartments are over 50% occupied. Well on track to meet the 15 month lease-up goal.
 - Received four awards for the Oak Grove City Center Redevelopment Project:
 - Recognized as Best Housing Project of 2011 by the Economic Development Association of Minnesota (EDAM)
 - Received and Achievement Award from the National Association of Counties
 - Recognized for Excellence in Concrete Design and Construction by the Minnesota Concrete and Masonry Contractors Association
 - Recognized as top project of 2011 by Finance and Commerce, a Twin Cities business journal

Rock will present the 2012 Goals and Strategies at the January 2012 meeting.

IV. Consideration of loan application to the Small Business Development Loan Program

- The Pour House Pub is seeking a \$5,000 loan through the Small Business Development Loan Program. Ryan Finnerty would like to add a patio/deck on the rear of his building. He is working with Gary Brandenburg at Citizens State Bank to finance the project. He is seeking EDC funds to fill the gap between total project cost and what the bank is willing to lend. Rock indicated that Finnerty has not provided copies of his business and or personal financial statements, or a copy of his most recent tax return. He needs to submit these items to complete the application.

Hazelton moved and Saarloos seconded a motion to approve the Small Business Development Loan to Ryan Finnerty pending he provide the required financial documents. Fahey called for discussion. The motion passed.

Rock will follow-up with Finnerty to find out whether he intends to submit the required documentation or pass on the loan program.

V. 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.
- Three projects completed year to date.

- Paul Downer at the *NYA Times* did a nice story on the program.
- Submitted pre-application to the 2012 DEED Small Cities Development Grant Program to supplement EDC monies for 2012.
- Anticipate rolling out the 2012 program in April or May. Expect to keep funding level the same at \$25,000, with a maximum of a \$5,000 loan.

VI. Marketing Update

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

- Community billboard installed on Highway 212. The billboard is on the south side of Highway 212, facing west on the west side of town. Thank you to Studio West designs for helping with the layout and coordination with Lamar.
- Rock indicated that she mailed 150 plus postcard mailers promoting the Tacoma West Industrial Park to Twin Cities commercial and industrial real estate brokers and site selectors.
- Rock received the stand-up displays that Studio West Designs created for the EDC. She used them for the first time at the MN Real Estate Journal Industrial Real Estate and Economic Development Conference held on November 18, 2011. She received a lot of positive feedback about them.
- Rock met with Jen Storms, the new NYA Chamber staff person, to talk about ways the EDC and the Chamber can work together to support the business community and help promote the community as a great place to live, work, shop and play. She encouraged Storms to incorporate the “Not Your Average Community” tagline into the Chamber’s marketing materials. This is a good first step towards developing a community brand.

VII. 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 Vickerman Company to discuss future space needs due to the high volume of trailers the business is marking on Tacoma Blvd.
- Continued correspondence with prospect for the Gourmet Taste property.
- Continued correspondence with prospect for the Tacoma West Industrial Park.

VIII. Miscellaneous Communications

- Cancelled the final in the series of four small business workshops due to lack of registered attendees.
- Meeting with Steve Gasser from Vivid Image to start talking about potential workshop ideas for 2012.
- Initiating the planning process for the 2012 Chamber Banquet. Look for more details in January.

IX. Adjourn

The meeting adjourned at 1:00 p.m.