CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

156 East First Street
New Richmond, Wisconsin 54017
ph 715.246.4268 **fx** 715.246.7129
www.newrichmondwi.gov

Economic Development Commission Annual Meeting
City of New Richmond, Wisconsin
Thursday, November 3, 2016
7:30 a.m. at City Hall – Council Chambers

Please call Kari Kraft at 715-243-0407 or e-mail her at kkraft@newrichmondwi.gov if you cannot attend this meeting. Thanks!

AGENDA:

1. Call to Order
2. Roll Call
3. Adoption of Agenda
4. Approval of Minutes of the previous meeting, September 1, 2016
5. Downtown Plan
   a. Public Art Update
   b. Downtown Business Directory
   c. QR Code Downtown Historic Tour
   d. Bicycle Racks
   e. Storefront Art Program
6. Master Sign Plan Updates
7. Year-End Review
8. Community Commons Activity
9. Goals and Strategies for 2017
10. St. Croix EDC
11. NRAEDC
12. Chamber of Commerce
13. Announcements/Communications
14. Adjournment

cc: City Council, The News, Northwest Community Communications, City Web site

A majority of the members of the New Richmond City Council may be present at the above meeting.
Pursuant to State ex rel. Badke v. Greendale Village Board., 173 Wis. 2d 553, 494 N.W. 2nd 408(1993) such attendance may be considered a meeting of the City Council and must be noticed as such, although the Council will not take action at this meeting.

If you need a sign language interpreter or other special accommodations, please contact the City Clerk at 246-4268 or Telecommunications Device for the Deaf (TDD) at 243-0453 at least 48 hours prior to the meeting so arrangements can be made.

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MEMORANDUM

TO: Economic Development Commission

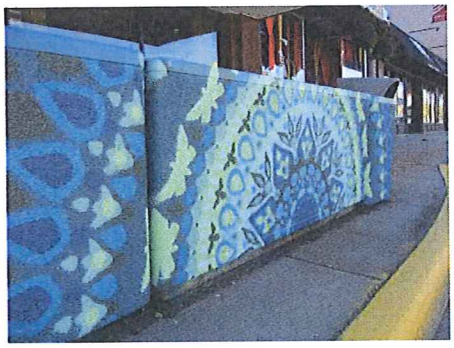
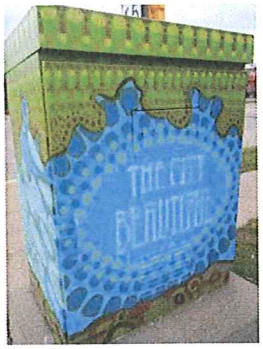
FROM: Noah Wiedenfeld, Management Analyst

DATE: October 26, 2016

SUBJECT: Public Art Update

UPDATE

Local artist Taylor Berman received approval from the EDC, Utility Commission, and City Council to paint two of the planter boxes/benches and one traffic signal cabinet in the downtown. Taylor started painting in late September and completed his work on October 11th. He received some nice coverage in the New Richmond News and on the City's social media pages, and many people stopped by to talk with him and watch him paint. The art work has received a tremendous amount of positive feedback from the community. Photos are shown below.

NEXT STEPS

Under the proposed FY 2017 budget, the allocation for downtown improvements is increased to provide funds for additional enhancements. Based on the positive feedback that has been received, we hope to have Taylor paint more of the benches. We will provide more details at a future EDC meeting, likely in the late winter or early spring.

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MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: October 26, 2016

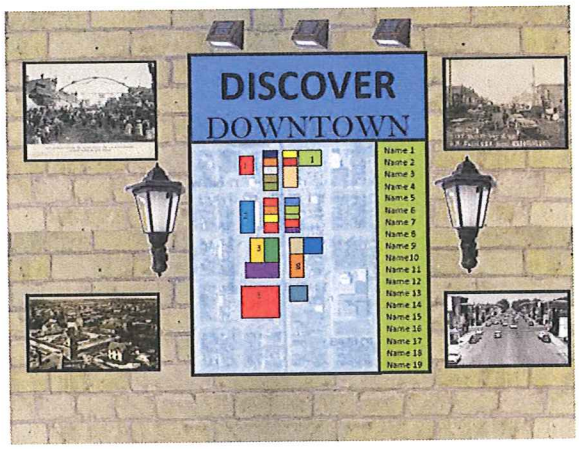
SUBJECT: Downtown Business Directory

BACKGROUND

One of the improvements identified in the Downtown Plan is a downtown business directory and wayfinding map. These would be strategically placed in the downtown area.

PROPOSAL

City staff can produce a digitized map and directory that can be updated periodically as businesses change over time (rather than having to purchase a new map altogether). The map and directory would be covered so that they're not damaged from the elements, but at the same time can be switched out fairly easily when changes need to be made. Low-cost solar lighting can be installed so that visitors can still read when it's dark outside. Historical photos of the downtown could also be displayed to showcase and celebrate our past. The total cost for one display is expected to cost about $500.



ACTION REQUESTED

The EDC should consider a motion in support of this project. If there is support, City staff will then begin working on the map and contacting businesses to determine possible locations.

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MEMORANDUM

TO: Economic Development Commission

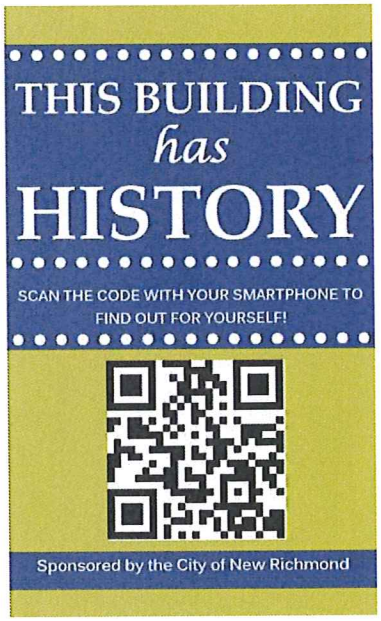
FROM: Noah Wiedenfeld, Management Analyst

DATE: October 26, 2016

SUBJECT: QR Code Downtown Historic Tour

BACKGROUND

A new, low-cost idea to both celebrate our downtown's history and promote walk-ability is the QR Code Historic Tour. City staff would create a series of QR codes that can be read with a smart phone. Participating businesses would display the QR code in their storefront window. People can then use their smart phone to read the QR code, which takes them a webpage (hosted on the City website) that shows old photos of the building and tells about its history. The project could be a great partnership with the City, the Chamber of Commerce, and the Heritage Center.



ACTION REQUESTED

The EDC should consider a motion in support of this project. City staff would then present the project to the Historic Preservation Committee and reach out to the Heritage Center for assistance in preparing the photos and narratives.

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MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: October 26, 2016

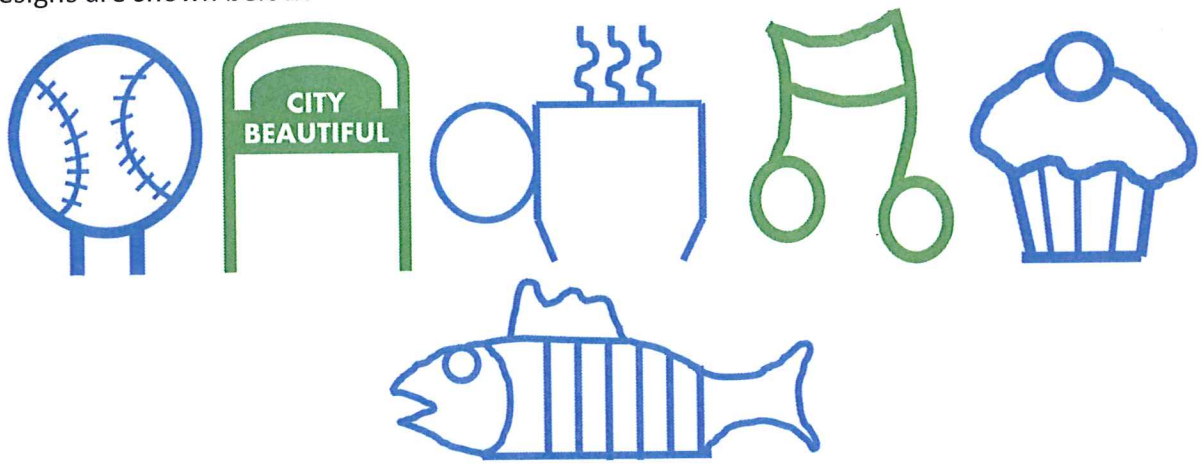
SUBJECT: Bicycle Racks

BACKGROUND

Earlier this year, City staff received a $1,500 grant from the New Richmond Area Community Foundation for custom bicycle racks for the downtown and some of the City parks. This need was identified in the Downtown Plan, Park System Plan, and Bicycle & Pedestrian Master Plan. Through an exciting partnership, the bicycle racks will be constructed by students enrolled in welding classes at the WITC - New Richmond campus.

POSSIBLE DESIGNS

Custom bicycle racks not only allow people to safely park their bicycles, but can serve as a fun and unique form of public art, as compared to a conventional bicycle rack. Some of the possible designs are shown below.



PROCESS

City staff will get input from the EDC and the Historic Preservation Committee to determine the best locations and preferred designs for the bicycle racks. City staff will meet with the adjacent business owners to get their input as well. After the number of bicycle racks and the designs are determined, materials will be purchased by the end of 2016, so that the students can begin construction when they return from winter break. The bicycle racks will be completed in April, with painting and installation to be completed in May 2017.

ACTION REQUESTED

The EDC should provide City staff with their feedback and guidance regarding the placement and preferred designs for the bicycle racks.

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MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: October 26, 2016

SUBJECT: Storefront Art Program

BACKGROUND

In the City Council's strategic plan online survey, many community members commented that the appearance of the downtown business area should be improved. The Downtown Plan also strongly supports public artwork. A program that some other communities have established to improve the aesthetics of vacant buildings is a storefront art program. The purpose of such a program is to provide temporary space for local artists or photographers to display their work, improve the appearance of vacant storefronts, increase pedestrian traffic, and bring attention to properties that are available for lease/sale.

HOW IT WORKS

A request for proposals (RFP) would be issued to artists and photographers in the New Richmond area. A committee comprised of local art enthusiasts, downtown business owners, and City staff would select pieces for display. The art pieces should be diverse, of high quality, and "G-rated" so that they're suitable for all audiences. The committee would then work to best match the artwork with the storefront; artists are not guaranteed to get their "first choice" of storefront. The artwork would be displayed for 3 to 4 months, or less if the property is leased or sold. If a passerby wants to purchase a piece, all proceeds go to the artist.

FOR THE ARTIST

As part of the RFP, the artist would submit a short bio and a proposal of the work, which could include photos of the art to be displayed, or sketches/mock-ups if the project has not yet been created. Installations are either 2-D or 3-D visual installations viewable only through the storefront window. Artists are not paid to participate, but retain 100% of any income they make. Insurance coverage for property damage or theft of artworks or materials is the responsibility of the artist, as are any costs associated with hanging or installing the artwork.

FOR THE PROPERTY OWNER

At the core of the program is the premise that property owners offer a vacant storefront on a temporary basis at no cost for a local artist or photographer to display their work. If the property is leased or sold while the artwork is displayed (a good thing!), the artwork will be removed with 14 days notice. Property owners are encouraged to discuss the type of work that they would like to see displayed with the selection committee. The property owner is not required to provide electricity unless they so choose to light the artwork at night.

ACTION REQUESTED

The EDC should consider a motion in support of this project. City staff would contact the owners of the currently vacant downtown buildings to determine if there is interest in participating, before preparing and issuing a RFP to artists and photographers.

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MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director

DATE: October 27, 2016

SUBJECT: TID No. 6 Sign Plan

BACKGROUND

Over the past several months' city staff has been working on a master sign plan for the business and technical park to develop a proposed wayfinding sign plan for TID No.6 and TID No. 5. With the assistance of Landform Consulting Firm, we have possible sign locations and sizes.

DESIGN

To assist city staff with the design aspect of these signs we have enlisted the assistance of a new business in New Richmond – Vigor and Moxie. The owner Christina Powers, originally from Duluth MN, has agreed to assist with design options for these signs.

NEXT STEPS

During our next EDC meeting we will present some design options with the locations and possible costs to the entire group. At this point no action is required by the EDC.

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MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: October 27, 2016

SUBJECT: Community Commons Activity

BACKGROUND

As part of the contract signed between the City of New Richmond and the School District of New Richmond, a site master plan for the Community Commons property must be approved by both governing bodies before the end of the year. A "Community Conversation" was held on October 19th in order to solicit feedback from neighbors, Library Board members, School District representatives, and key stakeholders about the proposed uses for the site. A joint meeting between the City Council and Board of Education is expected to be held in November to finalize the master plan.

WHAT IS A MASTER PLAN?

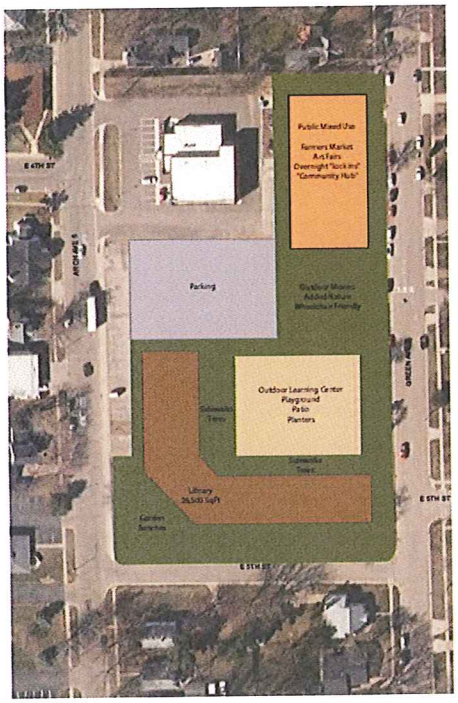
The master plan will serve as a conceptual guide for future development and determine what uses could occur in the area. The plan identifies long-range goals for the site and discusses core issues related to place making, traffic flow, infrastructure, walkability, financial viability, zoning, surrounding land uses, etc.

TIMELINE

The master planning process is going on now. The demolition of the Community Commons building will begin this winter and is expected to take 5 to 6 months to complete. The School District is responsible for all demolition costs. Following the conveyance of the property, the City of New Richmond will have 24 months to commence with redevelopment.

ACTIVITY

The Economic Development Commission will participate in an activity that was completed by City staff and participants at the "Community Conversation" earlier this month. A thin tracing paper will be placed over large aerial maps of the site, and EDC members will be able to draw multiple sketches of how they would design the site. There's no right or wrong answer; the activity is meant to bring out new ideas and feedback that can be included in the master plan.



Right: A digitized version of one of the sketches developed at the "Community Conversation" held on October 19th.

CITY OF NEW RICHMOND
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF MONTHLY MEETING
THURSDAY, SEPTEMBER 1, 2016

Pursuant to due call and notice thereof, a regular meeting of the Board of Commissioners of the Economic Development Commission was called to order by President Mike Darrow at 7:33 a.m. on September 1, 2016.

Roll call was taken.

Members Present: Susan Lockwood, Summer Seidenkranz, John Soderberg, John Walsh, Karl Skoglund, Jim Zajkowski, Judy Simon, Mike Darrow, and Scott Jones

Members Absent: Rob Kriebich

Others Present: Beth Thompson, Kari Kraft, Noah Wiedenfeld, Mark Mitchell, and Bill Rubin

Jim Zajkowski moved to adopt the agenda, seconded by Judy Simon, and carried.

Jim Zajkowski moved to approve the minutes of the July 14, 2016 meeting, seconded by Susan Lockwood, and carried.

Business and Development Updates – Mike Darrow and Beth Thompson

- Bakken Young Funeral Home/Crematorium – already went to the Plan Commission and has been approved.
- ESR – Groundbreaking was held on Friday, August 26th. 15,000 square foot building to be erected – building permit was issued yesterday. ESR wanted blue as the original color for their building but has agreed to go with a more grayish color at the direction of the Development Review Committee (DRC) as earth-tomes are required in that area. Payment in Lieu of Taxes (PILOT) agreement was created in a recent closed session due to ESR's non-profit status.
- Aldi – Expected to be done with construction by Christmas, however, they would like to try and be open by Thanksgiving.
- R3Sons – Retail building (three business opportunities) with Jimmy John's as the anchor. They opted to skip the groundbreaking ceremony as their manager was away at training until September. Did some marketing on Facebook and the post received 45,000 views.
- Taco Bell on schedule.
- DQ – Moving to new location. Groundbreaking should happen in September.
- New Richmond Auto Mall – waiting on owners to move forward.
- WITC project is about 95% complete.
- $22 million in development so far this year – single family housing has nearly doubled from last year.
- Equalized value up 9% - highest of any City in St. Croix County based on population, etc.

Downtown Public Art – Beth Thompson

Local artist Taylor Berman is interested in completing some public art projects in the downtown area of New Richmond. He submitted some design ideas and those ideas were shared with downtown business

owners/managers. All downtown businesses were excited about the idea and chose "Theme 3" from the design sketches as their favorites. Two benches will be completed at a cost of $550 per bench, and one electrical box will be completed if approved by the Utility Commission. Sources of funds will come from WPPI grant - $850 and the remainder would come out of Community Development budget.

Summer Seidenkranz made a motion to recommend to Council moving forward with the project with artist Taylor Berman making final design choices, seconded by Judy Simon and carried.

Connect Community Program – Noah Wiedenfeld

The Connect Communities program was created by WEDC to help improve downtown/historic commercial development. This program would support the implementation of the downtown plan in New Richmond. For an annual fee of $200, communities can receive site visits from WEDC community development staff, access to resources and training materials developed for Wisconsin Main Street Program communities, and access to Main Street Executive Director workshops and webinars.

Program staff would give us ideas, meet with business owners, etc. to help us move our downtown plan forward.

No approval needed, but wanted to let the commission know that we will be moving forward with submitting an application. Should know result of submission in October.

Master Sign Plan – Beth Thompson and Noah Wiedenfeld

Reviewed Master Sign Plan and design guidelines established by Danielle Pierquet of Landform. City staff created a draft sign that includes the City of New Richmond's branding as well as decorative brick, lighting and landscaping. Staff believes that sign type "B – Wayfinding/Directional Signs" makes the most sense for helping to identify business locations within the Business and Technical Park. The Commission feels that signs designated as "A signs" are too hard to see, and "C Signs" would be more of an individual business responsibility.

Cost estimates for this type of sign are approximately $10,000-13,000 each. Discussed the possibility of having businesses pay a one-time fee to have their name included on the sign to help defray the cost.

Beth will talk to businesses and come back with some sign designs, additional cost estimates, and location options for Commission review. The goal would be to install signs in Spring of 2017.

Open Seat on EDC

The EDC will be replacing Chris Polfus as an EDC member, as he has officially resigned his position. We are soliciting candidates at this time. Please let Beth know if you know of someone that would be interested and would make a good addition to the group. All candidates are subject to Mayoral approval and appointment.

St. Croix EDC – Bill Rubin

- July unemployment rate for St. Croix County is 3.6% - there are many businesses that are currently looking for employees.
- Winfield Solutions/Land O' Lakes – Specializing in crop protection and fertilizer. Planning a $10 million building project in River Falls that would create a Lab, Office and R&D facility. They

currently have a good relationship with UW River Falls and lease a small bit of land from them for testing purposes.

- Gave a brief update on the bridge construction and the bad press surrounding some of the construction practices.
- Have received a few RFI's with a business looking for an existing building that could handle 40,000 gallons per day water usage. A few buildings in the County match up with that request. Municipalities are concerned about drawing and having to treat that much water.
- Membership recruitment event coming up on Tuesday, September 20th from 4:30 – 6:30 p.m.

NRAEDC – John Soderberg

John reported that the City of New Richmond is still on the top of the list for a possible new business using rail.

Announcements/Communications

- Business visits have slowed down – will be making this a priority moving forward.
- Looking at Covenants – may be looking at repealing and starting over. High cost and very labor intensive. (Currently three sets of covenants for the Business and Technical Park).
- Workplace Engagement Leadership Conference event to be held at WITC on October 21st. Tickets are still available.
- Senior Center relocated to the basement of the Civic Center.

Adjournment:

Motion was made by John Walsh to adjourn, seconded by Judy Simon, and carried. The meeting adjourned at 8:35 a.m.

Minutes by Kari Kraft
HR Manager/Executive Assistant

cc: Mayor Horne, Clerk and City Council