



CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

156 East First Street
New Richmond, Wisconsin 54017
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www.newrichmondwi.gov

Economic Development Commission Meeting
City of New Richmond, Wisconsin
Thursday, July 14, 2016
7:30 a.m. at City Hall – ED Lab

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, May 5, 2016
5. RECon 2016 Event
6. Business & Development Updates
7. Downtown Banner
8. Downtown Plan
 - a. Farmers Market
 - b. Public Art
 - c. Vacant Properties
9. Sign Ordinance Updates
 - a. Sign Master Plan for TIF 6
10. St. Croix EDC
11. NRAEDC
12. Chamber of Commerce
13. Announcements/Communications
15. 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.

Come Grow With Us!

**CITY OF NEW RICHMOND
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF MONTHLY MEETING
THURSDAY, MAY 5, 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 7:34 a.m. on May 5, 2016.

Roll call was taken.

Members Present: Judy Simon, Karl Skoglund, Summer Seidenkranz, John Walsh, Jim Zajkowski, and Mike Darrow

Susan Lockwood arrived at 7:36 a.m.

John Soderberg arrived at 8:19 a.m.

Members Absent: Scott Jones, Chris Polfus and Rob Kreibich

Others Present: Beth Thompson, Kari Kraft, Noah Weidenfeld, Mark Mitchell, Bill Rubin, Ray Rivard, Craig Yehlik

Jim Zajkowski moved to adopt the agenda, seconded by John Walsh, and carried.

Karl Skoglund moved to approve the minutes of the March 3, 2016 meeting, seconded by Summer Seidenkranz, and carried.

Downtown Plan Update – Noah Weidenfeld

Noah presented information via a PowerPoint. He has met with business owners to review the previous downtown plan, and received the following feedback:

- Improve pedestrian crossings/traffic calming
- Unique brand for the downtown area (Identify the true start/end of the downtown area)
- Sculpture or art tours
- Incorporate ways to celebrate New Richmond's history (John Doar, historic photos, etc.)
- Wayfinding and downtown business directory
- Research other cities that have state highway running through them

More community events are being planned to bring people into the downtown area. These events will be advertised via signage, social media sites and the newspaper if appropriate. EDC members would like City staff to look into banners that could be hung in the downtown area announcing community events.

Outdoor Movie Night

Glover Park (Library) – June and August

Farmers Market

A downtown farmer's market is in the initial planning stages and could start in mid to late June with the hopes of bringing additional people into the downtown area. The market would be held at MaRita Park (from West 4th to West 2nd). There is ample parking at this location and people will be able to see the

vendors. Management Analyst Noah Weidenfeld has reviewed the local and regional markets and has determined that a weekday evening will be the best fit. (Thursdays from 4 p.m. – 7 p.m.). Additionally, the Heritage Center was willing to share their list of vendors with Westfield’s hospital so Noah will look into getting that. Banners and other signage would be used to advertise the recurring event.

Master Sign Plan – Noah Weidenfeld and Beth Thompson

A discussion of the Master Sign Plan for the TIF District took place. This plan was started because of the upcoming rewrite of the Sign Ordinance. Danyelle Pierquet of Landform was hired to assist Noah Weidenfeld and Dan Licht, City Planner, with the plan. Danyelle’s research included a review of different signage in various business and technical parks in both MN and WI. She also reviewed different types of signs and created a sign “hierarchy”. It was noted that Barley John’s and other businesses would like to be able to place some directional signage in the area to increase traffic to their business.

As brought up by John Soderberg at a previous meeting, a discussion was held today regarding the ongoing purpose of the large “New Richmond Crossing” sign that was put in place to market the area. It is felt that the sign creates a visibility conflict for the businesses in the area and has possibly outlived its purpose. Removal of the sign would mean less marketing/advertising ability and would come at a cost. Relocation of the sign would cost upwards of \$15,000-\$20,000, although Culver’s has indicated that they would be willing to donate to the cost.

Downtown Banner Motion:

A motion was made by Jim Zajkowski to allow for placement of a banner sign across the downtown area. Seconded by Karl Skoglund and carried.

City staff will look into costs associated with a banner purchase and if appropriate, this item will be reviewed with the Public Safety Committee and Public Works staff.

Sign Ordinance Update – Noah Weidenfeld and Beth Thompson

The City is looking to update its sign ordinance. Three public meetings were held in March of this year to get resident/business feedback on our current ordinance. An online survey was also created with the intention of eliciting additional feedback (we received 60 responses). Lastly, City staff met with local realtors and lenders to get their feedback. A first draft of the ordinance will be presented at an upcoming Plan Commission meeting. Community members will have an opportunity to review the draft ordinance.

Development Updates – Beth Thompson

- Dairy Queen has an application on file and has chosen their desired land for relocation. DQ feels that the move, with the addition of drive-thru service will substantially increase their revenue.
- Taco Bell – In front of county HHS building and across from Wal-mart.
- New Richmond Auto Mall – Cooper Motors; 6,000 square foot building north of Century 21 building on the north side
- East Suburban Resources (ESR) will be moving to the Business and Technical Park
- A developer is interested in looking at the 18 acres for sale in the Business and Technical park
- A couple developments are also in the works next to Taco Bell
- Looking into creating another TIF District near the Airport – high tech industry

RECON Event – Beth Thompson

Community Development Director Beth Thompson will be attending the RECON event in Las Vegas, NV at the end of May. Her focus during the event will be to connect with additional retailers (shoes and clothing) as well as hotels. There are over 1,067 booths to visit and Beth has 5 confirmed appointments to meet with developers to date.

St. Croix EDC – Bill Rubin

Momentum West – MN Real Estate Journal is hosting a real estate update event
Update on the Regional Business Fund – May 26th
St. Croix Paddle Boat Tour of Bridge Construction – June 15th

NRAEDC - none

Chamber of Commerce

Spring Sparkler
Recap of Women’s Professional Luncheon
Blues and Brews in June during the Park Art Fair

Announcements/Communications

Congratulations to Susan Lockwood who will be assuming the role of Campus Administrator at New Richmond’s WITC Campus on July 1st.

Adjournment:

Motion was made by John Walsh to adjourn, seconded by Jim Zajkowski, and carried. The meeting adjourned at 8:31 a.m.

Minutes by Kari Kraft
HR Manager/Executive Assistant

cc: Mayor Horne, Clerk and City Council



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MEMORANDUM

TO: Economic Development Commission
FROM: Beth Thompson, Community Development Director
DATE: July 6, 2016
SUBJECT: RECon Event

Background

2016 RECON EVENT

RECon is a global convention related to the shopping center industry which provides networking, deal making and educational opportunities for retail real estate professionals from all around the world.

- Over 37,000 attendees and 1,000 exhibitors
- Do a year's worth of business in just three days
- This convention is a place to meet retailers to discuss new or existing leases, view the latest industry products and services that are critical to our current businesses, attend educational sessions or find the next deal.

In 2013 Summer and I attended the RECon event, made several contacts and were able to meet with several influential companies and development groups.

From May 22 – May 24 I attended the 2016 RECon convention. The trip was very beneficial and I met with over 60 different businesses, developers, retailers, and hotel chains.

As a form of follow-up, the week I returned, I sent everyone I met with an email thanking them for their time and attached our EDC packet of materials. I have had some comments back and a few developers who want to make a trip to New Richmond.

I will continue to keep in contact with these groups and promote New Richmond!



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MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director

DATE: July 6, 2016

SUBJECT: Development Updates

City of New Richmond Development Updates

During the Economic Development Commission meeting I will be updating the Commissioners on the current and upcoming developments within the City. Updates will focus on ALDI, Taco Bell, R3 Sons Development, New Richmond Auto Mall and ESR.



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MEMORANDUM

TO: Economic Development Commission
FROM: Noah Wiedenfeld, Management Analyst
DATE: July 1, 2016
SUBJECT: Downtown Banner

BACKGROUND

At the previous Economic Development Commission meeting, a motion was approved to purchase banners that would hang above Knowles Avenue in the downtown business area, similar to banners that are frequently seen in Stillwater and Osceola.

STATE GUIDELINES

Banners that would be placed above Knowles Avenue must be approved by the Wisconsin Department of Transportation. The banners shall not display commercial advertising or advertise services or businesses. Banners promoting community events can only be displayed for 30 days, while banners advertising the community as a whole (e.g. Welcome to Downtown New Richmond) can be displayed for 90 days. The City must accept full responsibility for any damage claims from the banner in the event that it falls.

COSTS

City staff received quotes from the two businesses that provide most of the street banners for Stillwater, Osceola, Baldwin, Amery, and other nearby communities. The quotes for a double sided banner with wind slits were \$1,258.34 (Minuteman Press) and \$2,927.50 (Image 360). These costs do not include fees for color printing, artwork, or parts and labor associated with installation.

ACTION

Given the state guidelines and cost estimates presented, the Economic Development Commission should discuss whether or not to move forward with seeking locations and possible funding sources for the downtown banners, as sufficient funding is not provided for this purpose in the Community Development departmental FY 2016 budget.



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MEMORANDUM

TO: Economic Development Commission
FROM: Noah Wiedenfeld, Management Analyst
DATE: July 6, 2016
SUBJECT: Downtown Plan Update

UPDATE

In addition to the farmers market and public artwork (to be discussed later in the EDC meeting), City staff have taken the following actions this summer related to the 2013 Downtown Plan:

- Received a \$1,500 grant for bicycle racks
- Held the first outdoor family movie night at Glover Park (Star Wars will be shown in August)
- Met with engineering firm SEH Inc. regarding the possibility of converting Knowles Avenue from the existing four lanes to three lanes
- Showcased historic photos of the downtown on social media

NEXT STEPS

After the annual Fun Fest festivities conclude, City staff will look to schedule another meeting with downtown business owners to update them on recent progress and to discuss other ideas. Additionally, City staff will complete the following actions in the upcoming months:

- Apply for the Wisconsin Connect Communities Program
- Apply for the local SPARK award from WEA Trust, to be used for public art in the downtown
- Apply for federal funding through the Highway Safety Improvement Program for pedestrian and automobile safety improvements to Knowles Avenue
- Research funding opportunities for the creation of a downtown marketing plan

ACTION

No formal action needs to be taken by the Economic Development Commission at this time.



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MEMORANDUM

TO: Economic Development Commission
FROM: Noah Wiedenfeld, Management Analyst
DATE: July 5, 2016
SUBJECT: Farmers Market Update

BACKGROUND

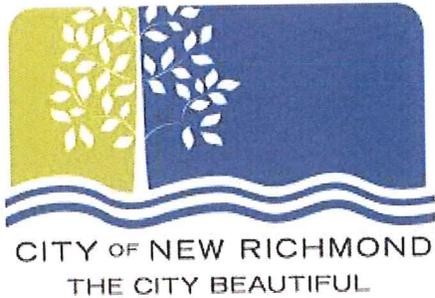
In May, the Park Board and City Council approved the creation of a downtown farmers market. The market is on Thursdays from 4-6 pm at MaRita Park.

UPDATE

The farmers market began on June 23 with four vendors and about 150 visitors. At the upcoming market on July 7, we currently anticipate having 8-9 vendors. As the growing season changes, we hope to add more farmers in the upcoming weeks, as most of the vendors so far sell non-produce items (bakery goods, flavored popcorn, seasonings, etc). Two vinyl banners were purchased and placed in the park for advertising, and a press release was published in the New Richmond News. City staff will continue to market the event using social media, and will look to add other events (e.g. kids activities, contests, local musicians, etc) that will encourage people to attend the farmers market.

ACTION

No formal action needs to be taken by the Economic Development Commission at this time.



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MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director
Noah Wiedenfeld, Management Analyst

DATE: July 6, 2016

SUBJECT: Downtown Public Art

BACKGROUND

Local artist and New Richmond High School alumnus Taylor Berman contacted City staff this spring about the possibility of adding public artwork to the downtown. Taylor graduated in 2015 from UW-River Falls with degrees in Art Education and Printmaking, and he has painted murals and other public art projects in the area. The 2013 Downtown Plan recommends adding public artwork to the downtown.

PROPOSAL

At the meeting, City staff will show six possible designs from Taylor Berman for the downtown benches and utility boxes (located at the intersections of 4th Street and 6th Street). If approved, these projects would be completed this summer. In the long-term, City staff will apply for grant funding that would help beautify the Knowles Avenue bridge in the spring of 2017.



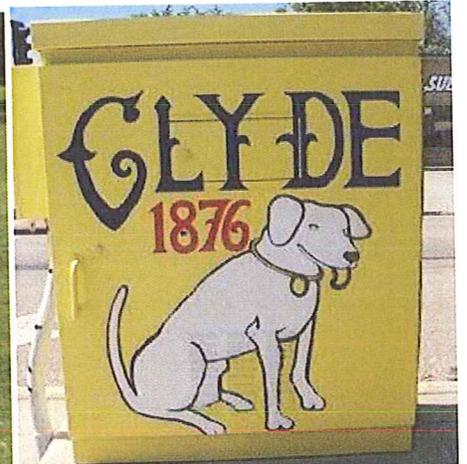
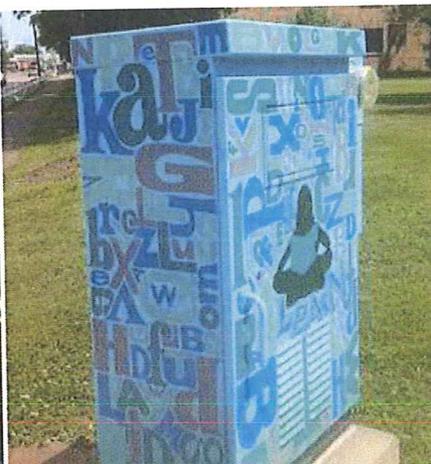
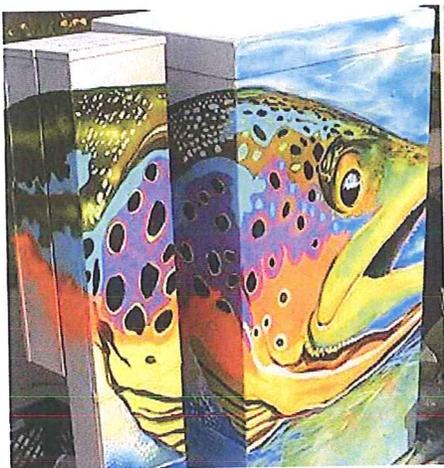
COSTS & FUNDING SOURCES

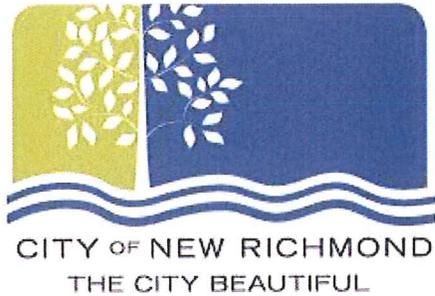
The cost of each utility box is approximately \$700, and the cost for each bench is \$550. These costs are inclusive of labor, paint, and supplies. Funding sources for two benches would include WPPI Energy Economic Development Incentives (\$850) and the Economic Development Budget (\$250). Funding for the two utility boxes would need to be approved by the Utilities Commission.

ACTION

The Economic Development Commission should consider approving the downtown public art projects for the two benches, and discuss which of the proposed designs is preferred.

Utility Box Artwork Examples from Other Cities





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MEMORANDUM

TO: Economic Development Commission
FROM: Noah Wiedenfeld, Management Analyst
DATE: July 6, 2016
SUBJECT: Vacant Downtown Property Registration Ordinance

BACKGROUND

One of the most frequent comments received about the downtown is the need to fill vacant storefronts. In some cases, storefronts have remained empty for years, as some property owners are unmotivated to sell or lease the property and instead use them solely for tax write-off purposes.

VACANT PROPERTY REGISTRATION ORDINANCE

One tool that many communities (La Crosse, Madison, Beaver Dam, Bayport, Anoka, White Bear, Duluth) have developed is a vacant property registration ordinance. In short, such a policy would require owners of vacant buildings to register it with the City and include a plan and timetable for either returning the building to occupancy or for marketing the property. Incentives are offered to properties that are quickly leased or sold, such as the waiving of permit fees for remodeling. Meanwhile, disincentives are created for buildings that remain vacant for more than one year, such as an escalating annual fee which in turn could be used for downtown improvements.

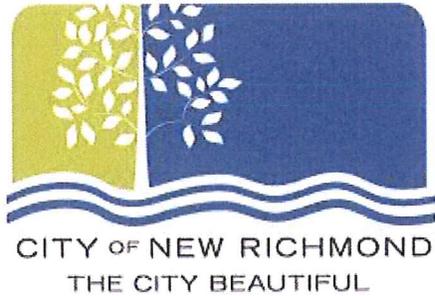
PURPOSE

Vacant property registration ordinances are created with the following goals in mind:

- Ensure that owners of vacant properties are known and can be easily contacted by the City or other interested parties
- Ensure that vacant properties are properly maintained and do not pose a risk to public safety
- Recognize that vacant properties have an economic impact on surrounding businesses and the character of the downtown
- Motivate owners to rent or sell their properties

DISCUSSION

This item is for preliminary discussion only. No formal action needs to be taken by the Economic Development Commission at this time.



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MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director
Noah Wiedenfeld, Management Analyst

DATE: July 7, 2016

SUBJECT: TID No. 6 Sign Plan

BACKGROUND

Danyelle Pierquet from Landform Professional Services, a consulting firm in Minneapolis, was hired to review business and technical park signage in other communities and to develop a proposed wayfinding sign plan for TID No.6 (in the City's Business and Technical Park).

DESIGN

Three types of signs are proposed, all of which should incorporate the City of New Richmond's blue and green color scheme. The largest of the signs would have a limestone monument base. Please see the attached document that shows the proposed locations and sign types.

COST

Landform Professional Services estimates that the "Type A" signs would cost \$1,200-2,500 each. The "Type B" signs are double-sided and are estimated to cost \$8,000-\$12,000 each, plus an additional \$500-\$1,000 if they are illuminated. Finally, the "Type C" signs are estimated to cost \$1,500-2,000 each. Thus, the total cost for all of the signage shown on the map would likely be in the range of \$60,000-\$70,000.

NEXT STEPS

The Economic Development Commission should discuss the locations and proposed sign types. At a future meeting, City staff can show more detailed design options for consideration. No formal action needs to be taken at this time.

BUSINESS PARK WAYFINDING

NEW RICHMOND, WISCONSIN

This plan is an effort to alleviate wayfinding concerns within the New Richmond Business & Technical Park neighborhood.

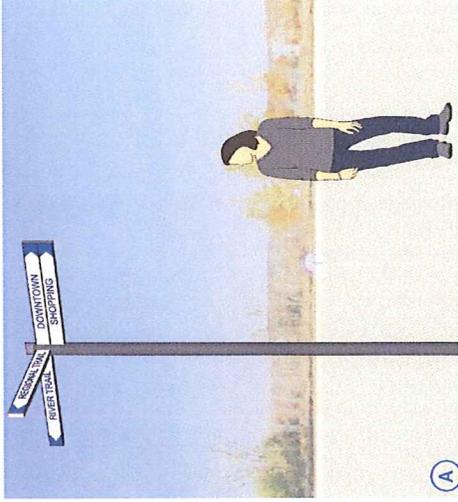
Sign Type A: Wayfinding solutions can be implemented to better connect the business park neighborhood to the community per sign type A. This sign type can be mounted on the same poles as City street signs or on a decorative pole like the district's street lights.

Sign Type B: Visitors to the business park neighborhood can be directed or made aware of the variety of businesses along a street via sign type B.

Materials and design details for sign types A and B should be part of a cohesive palette. In this example, the vibrant blue of New Richmond's city logo, a highly-legible sans serif font, Myriad Pro, and natural limestone on the monument base give the sign a timeless aesthetic that can be replicated throughout the District and in other areas of the City

Sign Type C: Large sites with multiple access drives may benefit from sign type C which helps sort traffic (large trucks to a loading dock or visitors to the front door) as they approach a business. As these signs serve specific businesses, their materials and design details should coordinate with the business sign package.

In all cases, new wayfinding signs should comply with the City's Sign Ordinance and should work to support existing business signs and future new business signs. Their placement should be closely coordinated to minimize conflicting views.



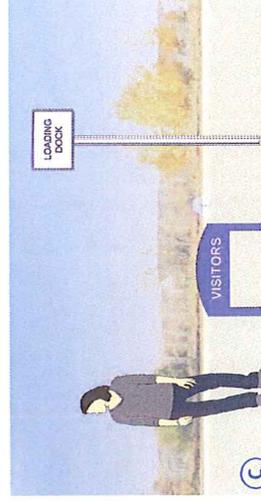
A

A - Landmark Wayfinding may be appropriate to give visitors reference to major assets in the community. The scale is appropriate for trail-users and automobiles.



B

B - Neighborhood Wayfinding can anchor space along major streets within the Business Park. The sign format can be taller or shorter depending on required quantity of business names.



C

C - Business Wayfinding may be necessary for sites with multiple access points to give direction for large trucks versus visitors.



SIGN MASTER PLAN - This plan is an effort to alleviate wayfinding concerns within the New Richmond Business & Technical Park neighborhood. As the business park develops, see the Master Plan document for guidance, the intent of this sign master plan should be extended. Major thoroughways should be considered for sign type B. Sites should be considered for sign type C and major community assets may need to be updated or added in sign type A.