

**CITY OF NEW RICHMOND  
ECONOMIC DEVELOPMENT COMMISSION  
MINUTES OF MONTHLY MEETING  
THURSDAY, FEBRUARY 4, 2016**

Pursuant to due call and notice thereof, the Monthly Meeting of the Board of Commissioners of the Economic Development Commission was called to order by President Mike Darrow at 7:30 a.m. on February 4, 2016.

Roll call was taken.

**Members Present:** Mike Darrow, Chris Polfus, Scott Jones, Summer Seidenkranz, Susan Lockwood, and Rob Kreibich

**Members Absent:** John Walsh, Judy Simon, Karl Skoglund, and John Soderberg

**Others Present:** Beth Thompson, Marie Bannink, Noah Wiedenfeld, Bill Rubin, and Ray Rivard

Jim Zajkowski moved to adopt the agenda, seconded by Summer Seidenkranz, and carried.

Summer Seidenkranz moved to approve the minutes of the November 5, 2015 meeting, seconded by Scott Jones, and carried.

**Real Estate Signs for City Owned TIF Property:**

Noah Wiedenfeld presented sign placement options for land for sale by the city. He suggested a mixed use of small and large signs. It was suggested to also use lot identification signs giving people an idea on the size of parcel or a flyer with that type of information. Motion was made by Summer Seidenkranz to place both small and large signs along with a flyer information box, seconded by Rob Kreibich, and carried.

**Richmond Crossing Sign:**

John Soderberg asked this be put on the EDC agenda. John feels this sign is too big and not the appropriate location for the sign. It was suggested moving the sign to the south side of town and using it as a welcome sign. Group consensus was to have staff check if the sign can be moved and a cost involved. This will be brought back to the March meeting.

**Covenants/Design Guidelines:**

Mike Darrow gave background information on Business & Technical Park covenants. He stated design guidelines are easier to enforce and understand. Beth Thompson explained that different covenants are attached to individual properties. The City Attorney will be contacted to see if we can legally remove the covenants. A formal proposal will be brought to the March meeting. Motion was made by Scott Jones to move forward with the legal issues and the process of changing the covenants, seconded by Chris Polfus, and carried.

### **Downtown Plan:**

Noah Wiedenfeld gave background information on the Downtown Plan. Noah would like a subcommittee to work on ideas for the downtown area. Summer Seidenkranz moved to have John Walsh and Rob Kreibich represent the commission on this committee, seconded by Susan Lockwood, and carried.

### **Business Visits:**

Site visits will begin in February, 2016, there will be one EDC member and one City staff visiting the businesses. Those wanting to be involved are Jim Zajkowski, Rob Kreibich, Susan Lockwood, Summer Seidenkranz, Scott Jones, and John Walsh. A brief sheet with general information on what the site visit will consist of will be e-mailed to the business prior to the visit.

There was discussion on holding the EDC meetings at different businesses. Staff will check with Mike Hudalla to see if Isometric Tool would like to host the March meeting.

### **Jug Handle Update:**

Mike Darrow gave background information on the jug handle issues. There has been detailed discussion with WISDot on different layout options, who benefits and who does not. The different ideas WISDot sent back has considerable City costs and prohibits land use for expansion. These plans are 20-30 years out, but they need to be mapped for future uses. Mike stated this needs to be approved on a policy level with support from the EDC, Chamber and Northside businesses. City Council will look at this at their meeting on February 22; their comments will be brought back to the EDC.

### **Year Ahead:**

- Sign Ordinance
- Comprehensive Plan Update
- Design Standards
- Increased marketing efforts
- Collaboration with NRAEDC and Chamber
- ReCon conference
- Corridor Studies
- Long-range planning process

### **St. Croix EDC – Bill Rubin**

- February 3, 2016 – Legislative Day in Madison was canceled due to weather conditions
- Businesses of the year for 2015 were named
- Hammond Cold Storage has been sold
- River Crossing estimated completion is fall 2017
- Working with Minneapolis / St. Paul Business Journal

### **NRAEDC – John Soderberg**

- No report

### **Chamber of Commerce**

- Annual Chamber dinner was held with 327 in attendance

- Transition on the Board, Jeremiah Wendt will be the new City representative
- State at the City will be March 4 at WITC
- Small Business Boot Camp will be held in April
- Backyard Paradise and Goodwill ribbon cutting will be held in April
- Cedar Lake Reflections, is not Cedar Lake Tea, business was sold to the owner of Messes & Masterpieces
- Cabin Fever Classic on February 20th

**Announcements /Communications:**

The meeting schedule is in the back of the packet. Information on the Housing Study is available from Patty Van Vynckt in the Clerk's office.

**Adjournment:**

Motion was made by Jim Zajkowski to adjourn, seconded by Scott Jones, and carried. The meeting adjourned at 8:45 a.m.

Minutes by Marie Bannink

cc: Mayor Horne, Clerk and City Council