

**CITY OF NEW RICHMOND
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF ANNUAL MEETING
Thursday, November 5, 2015**

Pursuant to due call and notice thereof, the Annual Meeting of the Board of Commissioners of the Economic Development Commission was called to order by President Mike Darrow at 7:38 a.m. on November 5, 2015.

Roll call was taken.

Members Present: Mike Darrow, John Soderberg, Scott Jones, Summer Seidenkranz, Susan Lockwood, Judy Simon, Karl Skoglund, and Rob Kreibich

Members Absent: John Walsh and Chris Polfus

Others Present: Beth Thompson, Kari Kraft, Bill Rubin, Mark Mitchell, and Dan Hansen

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

Summer Seidenkranz moved to approve the minutes of the September 3, 2015 meeting, seconded by Jim Zajkowski, and carried.

Annual Review – City Staff (Beth Thompson and Mike Darrow)

What's Going Well – General Comments from Committee Members:

- Reaching out to businesses one-on-one is a great practice
- Social Media Presence – 1,600 likes – double what we had last year
- Clarify invites for groundbreaking and ribbon cuttings – talk with business owners about who they would like to invite

1) Impact Fee Implementation – April 23, 2015

\$219,736.50 collected to date (Goal of \$300,000 for the year)

- 240 permits issued
- 40 new dwelling units
- Comments from developers are good and there has been more new home construction

2) New and Expanding Businesses

St. Croix Power Sports

- Has exceeded profit projection for 1st year
- Looking for additional storage space

Barley John's

- Held their groundbreaking and ribbon cutting

Grace Place/Salvation Army

- Good faith-based connection

Phillips Medisize Expansion

- 100-150 jobs

45th Parallel

- Expansion complete

Balsam Millwork

- Built a storage shed and added fence

Westfield's Hospital Renovation

- Phase 1 done in December

Backyard Paradise

- Building is impressive, but not yet complete

W.H. St. Croix

- Started interior build-out

Culver's

- Going up fast
- Road to be completed and black topped today (Grant Way)
- Groundbreaking news was released with short notice at the request of the owners
- Tom Koop (one of the owners) is really happy with his dealings with the City

Short Dance Studios

- Large building – completion in January

St. Croix County Nursing Home

- Groundbreaking – Scottie Ard
- Build out started

Goodwill

- Groundbreaking was held on Oct. 27th
- Scheduled to open in June of 2016

UW- River Falls – Bridge Impact Housing Study

- Students will present to Council in December
- Beth will bring information to EDC meeting in January

Solar Garden

- Businesses were invited to attend a discussion this morning (1 of 2 community solar gardens in the state)
- There will be 807 panels available for purchase

- Meetings will business owners have already begun (New Richmond has an active Green Business Community)
- Construction will begin in the next two weeks and will be completed in the first two weeks of December

Momentum West Gold Shovel Ready Sites

- Sent out to site selectors each month

Master Plan TIF 6

- Shows concept plans
- Infrastructure in by 2017 to meet expenditure due date
- Water, Sewer, Utility, Electric

Marketing Minute

- Sent out four Marketing Minutes newsletters to date in 2015

Marketing Committee

- Marketed Impact Fees
- 30 business visits completed

Downtown Committee

- New Parking signs
- Parklet concept – meeting with DOT regarding concerns

2016 LOOKING AHEAD

Marketing Committee

Continue with the business visits as the group believes them to be very beneficial

- Scott Jones, Susan Lockwood, Rob Kreibich, Summer Seidenkranz and John Soderberg will participate in the business visits in 2016
- There was a comment that the forms/questionnaires should be sent out to businesses prior to the visits as this will give the owners time to prepare and to understand the purpose of the visit
- Get information from Bill Rubin and Scott Jones as it relates to “Who is Driving the Deals – Brokers” who are assisting businesses with locating in a specific community

Downtown Committee – Goals

Destination New Richmond

Community events in Glover Park

Downtown streetscape

Wayfinding

Pedestrian safety and traffic calming

Diversify businesses

Northside redevelopment

Meet with site selectors

Look at adding a possible hotel

Quarterly meetings with NRAEDC

Attend Recon Trade Show

Business and Technical Park covenants review

- The committee will be comprised of Judy Simon, Summer Seidenkranz, Beth Thompson, Sarah Skinner and possibly John Soderberg

Sign Ordinance

Comprehensive Plan Update

Strategic Plan Update

Bike and Pedestrian Plan

Tents and Farmer's Market

St. Croix EDC – Bill Rubin

- The monthly regional economic dashboard from UWRF is available
- February 3, 2016 – Legislative Day in Madison
- Business of the Year Banquet will be held on the last Thursday in February

NRAEDC – John Soderberg

- John indicated that the business that had been looking at locating in New Richmond previously is again interested in locating here. They are looking for a 50,000 square foot building and could add up to 150 jobs.

Chamber of Commerce

- Eggs and Issues – December 2, 2015
- State of Wisconsin economy and forecasts
- 52 new members (Including members from New Richmond, Stillwater and Baldwin)
- Barley John's ribbon cutting had approximately 80 attendees
- Shoots and Stems ribbon cutting
- Culvers ribbon cutting – December 14th
- Citizen of the Year – December 7th

Announcements /Communications:

None

Adjournment:

Motion was made by John Soderberg to adjourn, seconded by Scott Jones, and carried. The meeting adjourned at 9:01 a.m.

Minutes by Kari Kraft

cc: Mayor Horne, Clerk and City Council