



**Economic Development Commission Meeting
City of New Richmond, Wisconsin
Thursday, November 5, 2015
7:30 a.m. at the Civic Center (ED Lab)**

Please call Kari Kraft at 715-246-0407 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 3, 2015**
- 5. Annual Review – City Staff**
- 6. 2016 Looking Ahead**
- 7. St. Croix EDC**
- 8. NRAEDC**
- 9. Chamber of Commerce**
- 10. Announcements/Communications**
- 11. 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.

**CITY OF NEW RICHMOND
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF MONTHLY MEETING
Thursday, September 3, 2015**

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 7:30 a.m. on September 3, 2015.

Roll call was taken.

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

Members Absent: Jim Zajkowski

Others Present: Beth Thompson, Kari Kraft, Noah Weidenfeld

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

John Walsh moved to approve the minutes of the July 16, 2015 meeting, seconded by Scott Jones, and carried.

Committee Updates – Beth Thompson/Mike Darrow

Marketing and Site Visit Committee

The committee will continue to do business site visits through the end of this year as they are going well. (There are over 300 businesses, so it will take quite a while to get through all of them). Members agree that these visits have a lot of value.

Comments:

Hassch Real Estate – Thanked the group for coming out and taking the business community's concerns into consideration.

Countryside Plumbing and Heating – Ensure that the covenants are adhered to across the business community.

Impact Fee Marketing – Beth Thompson

The Facebook ad that was placed received 9,492 impressions, 263 from the boost. For the cost, this was a good investment. If the campaign needs to be assessed, we can start to ask people how they heard about us, etc.

Downtown Plan Implementation Committee – Beth Thompson

The parklet concept plan still appears to be stalled in Madison. Mike is interested in drafting a letter to send out from the EDC asking when we can expect a response. Carbon copied on the letter would be the Lt. Governor, Maryann Lippert, Sheila Harsdorf, and John Murtha.

A motion to draft the letter and have the EDC members sign was made by Summer Seidenkranz, seconded by Susan Lockwood, and carried.

****From Rob Kreibich:** The DOT Secretary will be in Wisconsin at an event at Ready Randy's on October 21st from 7:30 – 9:00 a.m.

Updated Signage in the Downtown Area – Beth Thompson

New signs were ordered and will be placed in the downtown area identifying available parking at the end of this month.

Business Updates – Beth Thompson

Short Dance Studios

The groundbreaking ceremony was held yesterday, even though the building wasn't all the way demolished yet. Short Dance has been in business in the New Richmond area for 15 years.

Backyard Paradise

Monument sign in place and interior offices sheet rocked.

Barley Johns Brewery

They are brewing beer! Ribbon cutting ceremony will be held on the 10th of September at 3:00 p.m. Barley John's includes a tasting room, but will not serve food.

Phillips Medisize

Showed photos of building.

W.H. St. Croix Building

Hoping to be in the building in the next month or month and a half.

Culver's

Pre construction meeting next week regarding Grant Way extension.

****Tom Koop** was very supportive of City staff and their efforts to bring Culvers here. He stated that they wouldn't be here without the support they received.

Croft Apartments

Showed photo of building. Rough-ins in some areas of the interior are complete.

Community Solar Garden Project – Mike Darrow

The project has received approval from the Public Service Commission (PSC). The kick-off event will be held this fall. Invites will be sent to EDC members, Council members, local businesses, etc.

Draft Master Plan for TIF #6

Over the last few months, Beth, Sarah Skinner and Planner Dan Licht have been working on concept plans for TIF #6. They have been looking at how this TIF District functions if we bring in new businesses, such as Goodwill and Culver's.

- Storm water pond - gifting of land back to the City by Opidan/Goodwill.

- Roosevelt Avenue is in the design phase.
- TIF is becoming more self-sufficient and is no longer looking at being distressed
- TIF 5 may be able to move onto the tax roll soon

Northside Redevelopment – Mike Darrow

Looking at the following:

- John Doar Civil Rights Trail/Mill Pond - Met with family members to discuss the trail system around the pond and talk about concepts. This would add one more gateway to the City, much like the Doughboy Trail.
- Updated Sign Ordinance – visually there is too much going on
- Traffic Calming options – adding crosswalks, creating a parkway, etc.
- Use the river and showcase it for the asset that it is – Create a sense of place
- Street and sidewalk updates
- Pedestrian and bike routes
- Creating an experience from the Northside all the way down to Richmond Way
- Updating landscaping around electric substations
- Creating a video showcasing what the corridor area could look like with showcasing the river

**Will be looking at setting up another meeting in the next 30 days or so.

St. Croix EDC

None

NRAEDC – John Soderberg

- John indicated that the business that had been looking at locating in New Richmond has decided to locate in Roberts due to the need for railroad access.
- The Bridge project has been delayed until possibly 2017 for several reasons, but one being the unique construction

Chamber of Commerce

- There were about 100 people in attendance at the “Business After 5” event held at the airport.
- August 21st – Legislative budget update held at WITC – 4 state legislators in attendance - Harsdorf and Murtha.
- Barley John’s ribbon cutting on September 10th at 3 p.m.
- Business after hours September 17th at Lumberjack Liquors
- Working with Scottie and the VFW on securing media attention for the Moving Wall event
- DOT Secretary in New Richmond on the 21st of October 7:30- 9:00 a.m. Event at Ready Randy’s and will be talking about transportation related
- October 20th Social Media workshop for small businesses
- 46 new members since the beginning of the year
- Next year’s Fun Fest parade will be held on Sunday. The parade route may also change. Hoping to get more bands to participate.

Announcements /Communications:

Susan Lockwood discussed enrollment goals for WITC. She handed out course catalogs. There was a suggestion that WITC add classes for real estate licensure.

Adjournment:

Motion was made by John Walsh to adjourn, seconded by Judy Simon, and carried. The meeting adjourned at 8:39 a.m.

Minutes by Kari Kraft

cc: Mayor Horne, Clerk and City Council