



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 Meeting
City of New Richmond, Wisconsin
Thursday, February 4, 2016
7:30 a.m. at the Civic Center (ED Lab)

Please call Marie Bannink at 246-4268 or e-mail her @ mbannink@newrichmondwi.gov if you are not attending this meeting. Thanks

AGENDA:

1. Call to Order
2. Roll Call
3. Adoption of Agenda
4. Approval of Minutes of the previous meeting, November 5, 2015
5. Real Estate Signs for City Owned TIF Property
6. Richmond Crossing Sign
7. Covenants/Design Guidelines
8. Downtown Plan
9. Business Visits
10. Jug Handle Update
11. Year Ahead
12. St. Croix EDC
13. NRAEDC
14. Chamber of Commerce
15. Announcements/Communications
16. 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 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 with 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



156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: January 26, 2016

SUBJECT: Real Estate Signs for City-Owned TID Property

BACKGROUND

The City of New Richmond currently owns nearly twenty parcels of land listed for sale in TID 6 in the Business and Technical Park. One possible advertising tool that City staff have recently started to research is the use of real estate signs. The purpose of these signs would be to indicate to potential developers that the property is for sale by the City of New Richmond, and to provide the appropriate contact information to inquire about the property. A design would be chosen that is professional, clean, and inviting, without creating a "tacky" or commercialized appearance. The signs would be placed in strategic locations without distracting motorists.

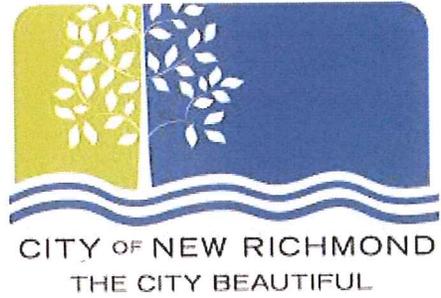
City staff will present some preliminary research related to sign size, materials, and costs.

MEMBER INVOLVEMENT

If they believe this is an idea worth pursuing, some EDC members could assist in a larger role with determining the final style, design, and placement of the real estate signs.

RECOMMENDATION

City staff recommend proceeding with drafting sign designs, determining sign placement, and obtaining a final quote from a reputable sign vendor. This information would be brought back to the March EDC meeting. If approved by the EDC, the project could advance to the City Council for final approval in April.



156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director

DATE: January 26, 2016

SUBJECT: Richmond Crossing Sign

BACKGROUND

The City of New Richmond Council approved the purchase of the Richmond Crossing Sign on March 10, 2011. The sign was erected later that year. During that time the consensus of the sign was unanimous. Since then we have had a number of complaints regarding the size of the sign.

Commissioner John Soderberg has requested that the issue of the Richmond Crossing sign be placed on the Economic Development Commission for discussion purposes.



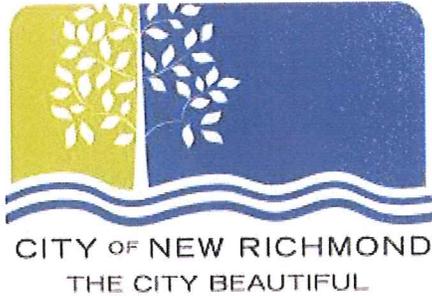
MEMBER INVOLVEMENT

Questions for the Economic Development Commission would be as follows:

1. Should the Commission consider the relocation and/or repurposing of the current Richmond Crossing Sign to another location within the City?
2. Is there another location for the sign?
3. Is there another purpose for the sign i.e. message board or community sign at a gateway?

RECOMMENDATION

At the Commission's recommendation, staff will provide detailed feasibility of the relocation of the sign as well as potential costs associated with this relocation, as well as sources and uses of funds. Once the feasibility of the sign is discussed and/or approved by the EDC, this issue would require formal approval by the City Council.



156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

MEMORANDUM

TO: Economic Development Commission
FROM: Mike Darrow, City Administrator
DATE: January 26, 2016
SUBJECT: Design Guideline Recommendations

BACKGROUND

As you are aware, there are three separate design and development covenants for TID 5 and TID 6. The purpose of these covenants is to outline development and design restrictions within both areas. When these covenants were developed, the intent was that the "enforcement" of the covenants would be governed by property owners within both TID 5 and TID 6 as these are not part of the city's overall zoning ordinance.

RECOMMENDATION

Due to the complexity of governing these covenants, staff is recommending a change from covenants to design standards for TID 5 and TID 6. The major difference in covenants to design standards would be the overall enforcement. The city would through an approved design standard process, would have the overall authority as part of an updated zoning process.

The process for updating design standards would include the following steps:

RFP- City staff would generate an RFP process for a consultant to assist with the design standards in February of 2016.

Consultant Interviews- The RFP would be sent to design consultants as well as posted on League of Wisconsin Municipalities and League of Minnesota Cities. Consultant interviews would be developed in April with Council approval in May.

Scope of work- We anticipate that this process would be two to three months. The scope of work would include stakeholder meetings with existing businesses within TID 5 and TID 6, a presentation with the EDC and Plan Commission and community forum meeting. Anticipated completion would occur in July or August of 2016.



156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

MEMORANDUM

TO: Economic Development Commission
FROM: Noah Wiedenfeld, Management Analyst
DATE: January 27, 2016
SUBJECT: Downtown Plan

BACKGROUND

In July of 2012, city staff were directed by the City Council to formulate a long range plan for the downtown area. This directive was the result of discussions, at that time, about the sale of the WeTEC building (now owned by Wisconsin Lighting). Comments were collected through three public meetings, a consumer survey, and a business owner survey. Using this information, a number of methods and strategies were developed to bring the concepts realized through the study to fruition. These implementation items were published in the "Small Area Study Related to the Downtown Area" in May of 2013, and included options ranging from traffic calming measures to wayfinding signs and establishing a group to organize community events. Recent projects such as the new public parking signs in the downtown were initially identified in the study, otherwise known as the Downtown Plan.

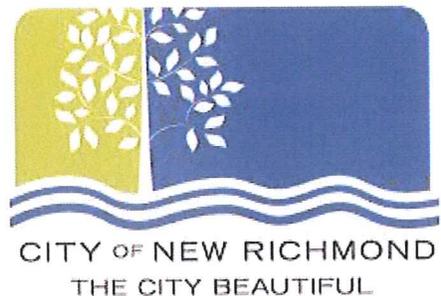
City staff will present a review of the Downtown Plan at the February EDC meeting and discuss next steps to be taken in 2016.

MEMBER INVOLVEMENT

A subcommittee could be established to review the Downtown Plan. The committee could consist of two EDC members, two downtown business owners, one at-large community member, and city staff. Additionally, if EDC members know of downtown business owners or community members who might be interested in serving on such a subcommittee, they can pass those names along to city staff.

RECOMMENDATION

City staff recommend forming a subcommittee tasked with working through ideas, concepts, funding, and implementation of the Downtown Plan. This subcommittee would consist of two downtown business owners, two EDC members, one at-large community member, and one city staff member. Additional city staff will participate and assist as needed depending on the topic of discussion.



156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director

DATE: January 26, 2016

SUBJECT: Business Visits

BACKGROUND

In 2015 the Economic Development Commission members and City staff visited the following businesses:

- + Zaxx Cabinets
- + Isometric Tool and Design
- + Phillips Medisize
- + Wisconsin Wire Cloth (Name changed to Unified Screening & Crushing of Wisconsin)
- + Federal Foam Technologies
- + Oevinger Homes
- + National Refund and Marketing
- + Accelerated Plastics
- + Countryside Plumbing and Heating
- + Eagle Engineering
- + S & S Coating
- + Balsam Millworks
- + Fastenal
- + Hair Company
- + 45th Parallel
- + Fitzgerald Lawn Care
- + Liquid Waste Technologies (LWT)
- + Haasch Realty
- + Hometown Investments & Insurance
- + Family Therapy Associates

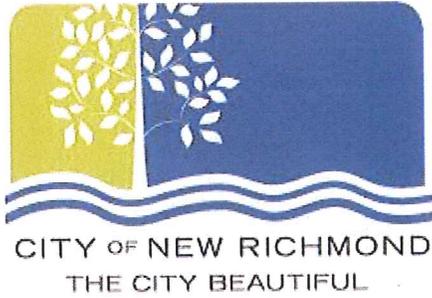
- ✚ Simon Electric
- ✚ Down Insurance
- ✚ New Richmond Dentist
- ✚ JA Counter
- ✚ Living Software
- ✚ Integrated Development Services
- ✚ Diverging Approach, Inc.

MEMBER INVOLVEMENT

In 2016 the following Economic Development Commissioners volunteered to assist with the business visits: Scott Jones, Susan Lockwood, Rob Kreibich, Summer Seidenkranz and John Soderberg.

RECOMMENDATION

City staff recommends that the business visits start in February and continue throughout 2016. Marie Bannink will be contacting businesses and members of the Economic Development Commission to set up these meetings.



156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

MEMORANDUM

TO: Economic Development Commission
FROM: Mike Darrow, City Administrator
DATE: January 26, 2016
SUBJECT: Jug Handle Update and Next Steps

BACKGROUND

City staff will provide an overview of the DOT's conceptual update to the Highway 64 "Jug Handle" project. A PowerPoint presentation of the project along with alternative concepts will be presented. This information will be presented to the City Council during a Council work session on February 22nd, 2016 as well. A link to the proposed concepts will also be uploaded for general public comment in February.



156 East First Street
New Richmond, WI 54017
Ph 715-246-4268 Fax 715-246-7129
www.newrichmondwi.gov

MEMORANDUM

TO: Economic Development Commission
FROM: Mike Darrow, City Administrator
DATE: January 26, 2016
SUBJECT: Year Ahead Updates

BACKGROUND

City staff will provide an update on the 2016 year ahead. Our focus for 2016 is "legacy planning." Some of the key initiatives will include the following:

1. Comprehensive Planning and Land Use Plan
2. Sign Ordinance Update
3. Design Standards
4. Corridor Study
5. Downtown Study and Implementation Standards
6. On-going economic development within the city



156 East First Street
 New Richmond, WI 54017
 Ph 715-246-4268 Fax 715-246-7129
 www.newrichmondwi.gov

MEMORANDUM

TO: Economic Development Commission
FROM: Beth Thompson, Community Development Director
DATE: January 26, 2016
SUBJECT: General Information

I wanted to put a couple of items in a memo regarding general information for the upcoming year.

The schedule for our Economic Development Commission meetings is as follows:

<u>Economic Development Commission</u>
Thursday, February 4, 2016 at 7:30 AM – Full Board
Thursday, March 3 at 7:30 AM – Full Board
April - Subcommittee meetings if applicable
Thursday, May 5 at 7:30 AM – Full Board
June – Subcommittee meetings if applicable
Thursday, July 7 at 7:30 AM – Full Board
August – Subcommittee meetings if applicable
Thursday, Sept. 1 at 7:30 AM – Full Board
October – Subcommittee meetings if applicable
Thursday, Nov. 3 at 7:30 AM – Full Board
December - No meetings scheduled

This fall, the City of New Richmond partnered with the UW-River Falls Center for Innovation and Business Development (CIBD) to have two graduate students conduct a comprehensive housing study and needs analysis for the City. As this is part of the students' course work, there is no financial cost to the City. The students have had the opportunity to apply their coursework to a real world situation, while the City will receive a quality report that will help formulate housing policies and identify priorities and best practices for upcoming years.

At the December City Council meeting, MBA graduate student Bryan Heth delivered a presentation that examined the impact that large bridge projects had on three Minnesota communities, and what they might suggest for New Richmond as it relates to housing needs. At the January City Council meeting, MBA graduate student Brendan Weise will present his portion of the study, which focuses more specifically on New Richmond. Brendan's presentation covered topics such as types of housing needed in the future, population projections, and expected changes in the age distribution of residents.

If you would like to view the two presentations, the most recent City Council meeting is available on-line at www.newrichmondwi.gov and you can view December's Council meeting by contacting Patty Van Vynckt at 715-246-4268.

The final reports will be available for the Economic Development Commission's review at the March 2016 meeting.