



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, March 3, 2016
7:30 a.m.
Westfield's Hospital
St. Croix Conference Room

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, February 4, 2016
5. Real Estate Signs for City Owned TIF Property - Update
6. Richmond Crossing Sign - Update
7. TIF 6 Master Plan
8. Downtown Plan - Update
9. Business Visits – Update
10. Sign Ordinance - Update
11. St. Croix EDC
12. NRAEDC
13. Chamber of Commerce
14. Announcements/Communications
15. Adjournment

Westfield's Hospital Tour

Please remember to go to Westfield's for the meeting this month.

Please park in the further parking lots leaving those parking spaces close to the hospital for their patients and those going to the Cancer Center for treatment.

cc: City Council, The News, Northwest Community Communications, City Website

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, 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. 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 on 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 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 starting in 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.

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 the 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 March 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

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



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MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: February 25, 2016

SUBJECT: Real Estate Signs for City-Owned TID Property

BACKGROUND

At the February meeting, the Economic Development Commission voted to proceed with the purchase of real estate signs to help advertise City-owned land in TID 6. The EDC also requested that City staff bring back more information about flyer information boxes that could be added to the signs that would include a map, parcel sizes, and other details.

City staff will provide a brief update about the project, and show a draft of the flyer that will be placed in the information boxes.

ACTION

No action is needed from the Economic Development Commission at this time.



MEMO

TO: Beth Thompson, Community Development Director

FROM: Sarah Skinner, Building Inspector

DATE: February 24, 2016

RE: Feasibility and Costs – Moving Richmond Crossing Sign

The Richmond Crossing sign was installed in 2011. The sign stands approximately 22 feet above grade and is constructed with two upright steel posts and aluminum framing. The construction cost declared on the sign permit was \$54,560.00.

It has been determined after speaking to two different sign installation companies that it would be feasible to move the sign by dismantling it and reconstructing it in another location however it would be a major undertaking. The companies provided budget estimates ranging from \$15,000 to \$25,000. The budget numbers did not include providing electrical service or any site work such as grading.



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MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director

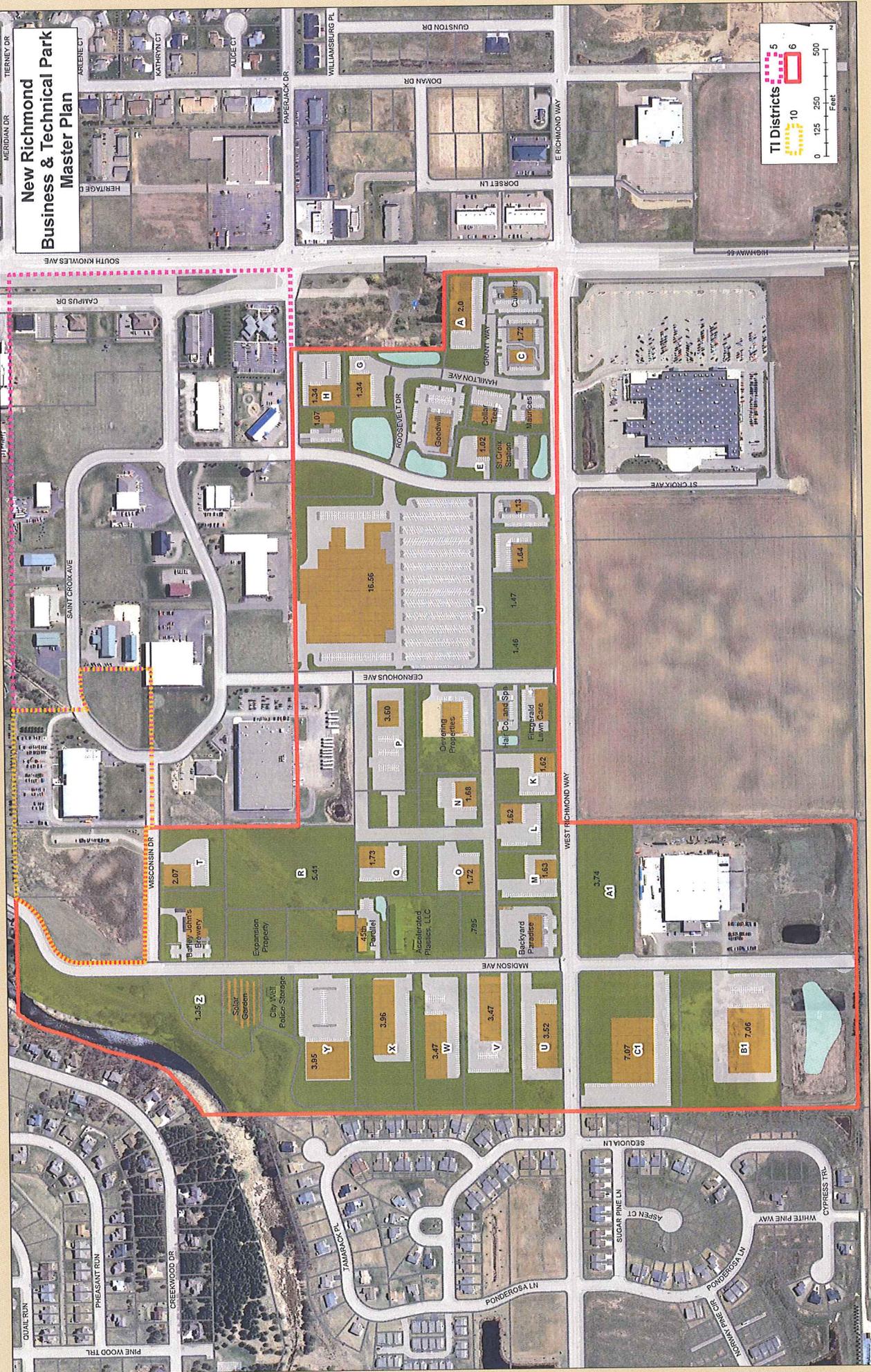
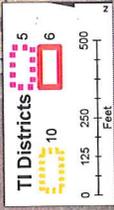
DATE: February 25, 2016

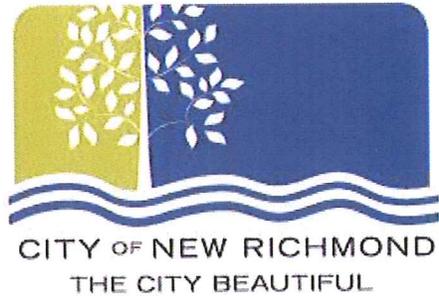
SUBJECT: Master Plan TIF 6

BACKGROUND

In 2015 City staff completed a Master Plan for TIF District 6. This plan includes all current completed development, possible new lot sizes for future development and new roads. At the March 3, 2016 meeting staff will present the Master Plan and talk about the road construction that will take place in 2016 and possible construction for 2017.

New Richmond Business & Technical Park Master Plan





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MEMORANDUM

TO: Economic Development Commission
FROM: Noah Wiedenfeld, Management Analyst
DATE: February 24, 2016
SUBJECT: Downtown Plan Update

BACKGROUND

At the February meeting, the Economic Development Commission voted in favor of creating a small subcommittee tasked with working through ideas, concepts, funding, and implementation of the Downtown Plan. Rob Kreibich and John Walsh volunteered to be involved with this project on behalf of the EDC.

The owners of Covet, NP Design and Photography Studio, and Messes and Masterpieces have expressed interest about being involved with the review of the Downtown Plan. We are awaiting responses from a few other businesses, and will schedule a meeting in early March. Some of the recommendations that this subcommittee will review and (may suggest as priorities in 2016) include the following:

- Outdoor enhancements such as benches, bicycle racks, and landscaping
- New family and community events at Glover Park
- Addition of wayfinding signs and kiosks
- Explore possible enhancements to MaRita Park
- Addition of public artwork

ACTION

No action is needed from the Economic Development Commission at this time.



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MEMORANDUM

TO: Economic Development Commission

FROM: Beth Thompson, Community Development Director

DATE: February 25, 2016

SUBJECT: Business Visits - Thru March 1, 2016

BACKGROUND

In 2015 the Economic Development Commission members and City staff visited about 30 businesses. The consensus of the Commission, at our Annual meeting, was to continue this process throughout 2016. In February of 2016 we had two separate days that we visited businesses. On February 17, 2016 Jim Zajkowski and Beth Thompson visited with Culver's, Hallmark and Solar Season. On February 29, 2016 Rob Kreibich and Beth Thompson visited with Maurice's, Dollar Tree, Mattress Galaxy and The Jewelry Shop.

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 and Jim Zajkowski.



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MEMORANDUM

TO: Economic Development Commission

FROM: Noah Wiedenfeld, Management Analyst

DATE: February 23, 2016

SUBJECT: Sign Ordinance Update

BACKGROUND

The Plan Commission and City Council recently voted in favor of proceeding with the development of a new comprehensive sign ordinance. As this process begins, it's critical that we listen to the ideas and concerns of local business owners and residents.

City staff will give an overview of the public engagement process, which will begin with the following opportunities:

- Three public meetings will be held: March 8th from 7:30-8:30 am, March 9th from 12:00-1:00 pm, and March 10th from 5:00-6:00 pm. Invitations will be mailed to business owners, and the meetings will also be advertised in the New Richmond News, on the City's website and social media, and on the New Richmond Area Chamber of Commerce website.
- For those who are unable to attend the meetings, an online form will be created that allows for the submission of written comments.

The input received from the community will be incorporated into the first draft ordinance.

ACTION

No formal action by the Economic Development Commission is needed at this time.