



**Economic Development Commission Meeting
City of New Richmond, Wisconsin
Thursday, July 16, 2015**

7:30 a.m. at Federal Foam Technologies, Inc. (600 Wisconsin Drive)

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, May 7, 2015**
- 5. Welcome Rob Kreibich**
- 6. Federal Foam Overview – Cathy Longtin**
- 7. Committee Updates**
 - Marketing/Site Visit Committee**
 - Downtown Plan Implementation**
- 8. Business Updates**
- 9. Gold Ready Site – Momentum West**
- 10. Site Selectors Guild – FAM Tour**
- 11. Northside Redevelopment**
- 12. St. Croix EDC**
- 13. NRAEDC**
- 14. Chamber of Commerce**
- 15. Announcements/Communications**
- 16. Adjournment**
- 17. Federal Foam Tour for those interested**

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
MAY 7, 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 Summer Seidenkranz at 7:48 a.m. on May 7, 2015.

Roll call was taken.

Members Present: John Soderberg, Mike Darrow, Susan Lockwood, Karl Skoglund, Summer Seidenkranz, Jim Zajkowski, and Chris Polfus

Members Absent: Judy Simon, Scott Jones, and John Walsh

Others Present: Beth Thompson, Bill Rubin, Rob Kreibich, Todd Loehr, Mark Mitchell, and Levi Wagner

Jim Zajkowski moved to adopt the agenda, seconded by Chris Polfus, and carried.

Jim Zajkowski moved to approve the minutes of the March 5, 2015 meeting, seconded by Susan Lockwood, and carried.

Impact Fee Update:

Beth Thompson gave an update on the impact fees and discussed the successful Developer's Meeting that was held on May 1st. The goal is to generate 100 new residential building permits in the next 18 months. Additionally, Beth set the next Marketing Committee meetings via email.

Regional Business Fund:

Levi Wagner gave an update on the City Loan Fund. The RBF is looking for letters of support to defederalize the fund, including one from the City Council. (See handout) Jim Zajkowski recommended asking the Council for a letter of support or resolution, seconded by John Soderberg, and carried.

Committee Updates/What's Next:

Marketing/Site Visit Committee – Members consist of Scott Jones, Jim Zajkowski and members from the previous year's committee; Susan Lockwood, Summer Seidenkranz and Judy Simon.

Goal(s) – To visit 36 businesses throughout the summer of 2015
To market our new Impact Fees and structure

Plan to Accomplish Goal(s) – *Site Visit Schedule* (Subject to change)

Thursday, May 14	1:00 – 3:00 p.m. (4 Businesses)
Thursday, May 28	9:00 – 11:00 a.m. (4 Businesses)
Thursday, June 11	1:00 – 3:00 p.m. (4 Businesses)
Wednesday, June 24	1:00 – 3:00 p.m. (4 Businesses)
Thursday, July 9	1:00 – 3:00 p.m. (4 Businesses)
Thursday, July 23	1:00 – 3:00 p.m. (4 Businesses)
Thursday, August 13	1:00 – 3:00 p.m. (4 Businesses)
Thursday, August 24	1:00 – 3:00 p.m. (4 Businesses)
Thursday, Sept. 10	1:00 – 3:00 p.m. (4 Businesses)

(The City will make appointments with the businesses)

Marketing of Impact Fees

Press releases

Business lunches

Meeting with developers

Talking with site selectors

Timeframe: Press releases within the month, lunches and meetings throughout the next several months

Highway 64/65 Committee – Members consist of Karl Skoglund, John Soderberg and John Walsh.

Goal – To have the City and DOT agree on a plan by mid to late summer.

Plan to Accomplish Goal –

City and EDC have created a Subcommittee

City has met with the DOT just last week to update them on our progress with the proposed plan

Set up a meeting with land owners to go over the proposed plan

After comments from the land owner staff will bring the proposal back to the City Council

Downtown Plan Implementation Committee – Members consist of Chris Polfus, Rob Kreibich and Jeremiah Wendt.

Goal(s) - Implement two action steps in the Downtown Plan

1 –Wayfinding for Parking

2 - Downtown Parklet

Plan to Accomplish Goal(s) – Staff has put together a proposal for new signage regarding wayfinding for parking. This proposal will be vetted through the Downtown Implementation Committee and the EDC, and then will be brought before the Council for approval. Timeframe for this goal will be fall of 2015.

The Downtown Parklet idea will need to be discussed through the committee, with downtown business owners, the DOT. Then we will need to have an implementation plan. The goal of this plan is to have a parklet approved by Fun Fest.

Covenants Committee – Members consist of Judy Simon, Summer Seidenkranz and Susan Lockwood.

Goal – Completion of Covenants Rewrite for all areas of the Business & Technical Park by June 30, 2016.

Plan to Accomplish Goal – Since the EDC and City have several large projects scheduled for this summer this committee will meet in late fall/winter of 2015 to start this process.

Business Updates:

Barley Johns Brewery

Barley Johns Brewery is moving along very quickly. As this point, the tap room is nearly complete and the brew process equipment is being installed. The target date to start brewing is late June/early July.

45th Parallel & Distillery

45th Parallel is nearly complete – this portion of the addition should be completed and in operation by the middle of May.

Phillips Medisize

Phillips Medisize has all side walls up and the roof is nearly closed up. The mechanical work will start very soon. Their target date for completion is sometime this fall.

Croft Apartments

Croft Apartments got off to a bit of a late start, however they are moving along smoothly now. The first floor framing is wrapping up this week and all the walls are coming in as pre-assembled panels. Beth spoke with the Superintendent on the jobsite a week ago and he stated they would like to complete with this project by January 2016.

New and upcoming projects:

WH St. Croix Building Project

There has been a signed Purchase Agreement with WH St. Croix for a new office complex behind the Maurices and Dollar Tree buildings. The City is hoping to close within the next two weeks and have the official groundbreaking within a month.

Site Selector's Guild – FAM Tour

Discussion was held on the FAM Tour. The cost for the FAM Tour is \$2,500. Jim Zajkowski made a motion to move ahead with the FAM Tour, at \$2,500.00, if the money comes out of TID #6, seconded by John Soderberg, and carried.

St. Croix EDC – Bill Rubin

- Update on St. Croix River Crossing and Paddleboat Tour for St. Croix County
- Press releases - Gigabyte Capacity in Industrial Parks
- March unemployment rate was 4.6%

NRAEDC – John Soderberg:

There is a perspective manufacturer interested in New Richmond. Would require a railroad track, 50,000 square feet and would employ 50-150 people.

Chamber of Commerce – Rob Kreibich:

- Ribbon cuttings and groundbreaking
- Monthly online update
- Business Woman of the Year – 30% increase in attendance

Announcements /Communications:

Discussion from Todd Loehr on his story from Wisconsin Lighting, LLC.

Adjournment:

Motion was made by Karl Skoglund to adjourn, seconded by Susan Lockwood, and carried. The meeting adjourned at 9:15 a.m.

Minutes by Beth Thompson/Kari Kraft

cc: Mayor Horne, Clerk and City Council



MEMO

To: Economic Development Commission
From: Beth Thompson, Community Development Director
Date: June 30, 2015
RE: EDC Report and Business Updates

Please note that the meeting will be held at Federal Foam with a tour to follow!

Welcome to Rob Kriebich

Due to Scot Destasio leaving the Economic Development Commission, the Mayor appointed Rob Kriebich as the newest member as a Chamber Representative.

Committee Updates

Marketing/Site Visit Committee – Members consist of Scott Jones, Jim Zajkowski and members from the previous year’s committee Susan Lockwood, Summer Seidenkranz and Judy Simon.

Goal(s) – To visit 36 businesses throughout the summer of 2015
To market our new Impact Fees and structure

Plan to Accomplish Goal(s) – *Site Visit Schedule* (schedule may change)

Thursday, May 14	1:00 – 3:00 p.m. (4 Businesses)
Thursday, May 28	9:00 – 11:00 a.m. (4 Businesses)
Thursday, June 11	1:00 – 3:00 p.m. (Cancelled)
Wednesday, June 24	1:00 – 3:00 p.m. (4 Businesses)
Thursday, July 9	1:00 – 3:00 p.m. (4 Businesses)
Thursday, July 23	1:00 – 3:00 p.m. (4 Businesses)
Thursday, August 12	1:00 – 3:00 p.m. (4 Businesses)
Thursday, August 27	1:00 – 3:00 p.m. (4 Businesses)
Thursday, Sept. 9	1:00 – 3:00 p.m. (4 Businesses)
Tuesday, Sept. 22	9:00 – 11:00 a.m. (4 Businesses)

(The City will make appointments with the businesses)

To date the members of this committee have visited with 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
- ✚ Oeving Homes
- ✚ National Refund and Marketing
- ✚ Accelerated Plastics
- ✚ Countryside Plumbing and Heating
- ✚ Eagle Engineering
- ✚ S & S Coating
- ✚ Balsam Millworks
- ✚ Midwest Cable
- ✚ Fastenal
- ✚ Bear Buddies

Marketing our City and new impact fees:

1. May 21st and May 22nd the marketing piece was mailed out to 375 builders in the Twin Cities and Western Wisconsin – **completed**
2. Week of June 1st call all people who went to the developers meeting to check in with them for suggestions, etc. – **completed on 6/8/15**
3. Week of June 1st put on website homepage and building inspections page, Facebook and Twitter – **completed on 6/2/15**
4. Week of June 1st put the Public Notice in surrounding community Newspapers – **completed on 6/5/15**
5. Week of June 15th will put the marketing piece or a portion of it in the MN Business Journal, St. Paul Pioneer Press and the Star Tribune – **will be completed week of June 8 also as of July 8th we did a boost on Facebook and will be doing Facebook ads the week of July 13**

Highway 64/65 Committee – Members consist of Karl Skoglund, John Soderberg and John Walsh.

Goal – To have the City and DOT agree on a plan by mid to late summer.

Plan to Accomplish Goal –

City and EDC have created a Subcommittee
City has met with the DOT just last week to update them on our progress with the proposed plan
Set up a meeting with land owners to go over the proposed plan
After comments from the land owner staff will bring the proposal back to the City Council

No meetings were held in June – nothing new to report.

Downtown Plan Implementation Committee – Members consist of Chris Polfus, Rob Kreibich and Jeremiah Wendt.

Goal(s) - Implement two action steps in the Downtown Plan

- 1 –Wayfinding for Parking
- 2 - Downtown Parklet

Plan to Accomplish Goal(s) – Staff has put together a proposal for new signage regarding wayfinding for parking. This proposal will be vetted through the Downtown Implementation Committee and the EDC, and then will be brought before the Council for approval. Timeframe for this goal will be fall of 2015.

The Downtown Parklet idea will need to be discussed through the committee, with downtown business owners, the DOT.

The Downtown Committee, along with businesses, met once during the last month and a half. During that meeting they decided that the City should look closer at this idea and come up with potential costs, discussion should take place with the DOT, and possible implementation should be considered. The City asked Short Elliott Hendrickson to assist with the putting together costs, contact and present to the DOT, and possible implementation ideas. S.E.H. put together a PowerPoint of the ideas the City had, along with potential costs. This PowerPoint was sent to the DOT and their response was that they needed more time to analyze these proposed parklets in the NR Downtown Area. They stated it would be a least a month before they could get back to us with their findings.

Business Updates

Barley Johns Brewery

I received an email from John Moore this past week and he stated the opening is scheduled for mid-July. He was however, not able to give me a date, as he still is working on getting all the proper Federal and State licenses. This is a bit of a process and is slowing him down a bit.

45th Parallel & Distillery

45th Parallel's addition is completed.

Phillips Medisize

Phillips Medisize has the concrete floor poured and some of the inside framing is in place. The project is on schedule.

Croft Apartments

Croft Apartments is moving along and the roof was completed within the last week.

WH St. Croix Building Project

If you have driven on West Richmond Way you will see large piles of dirt behind the Maurices building. This is the new St. Croix Station building – they started this project in June.

Gold Shovel Ready Sites Update

Please see the memo from Noah Wiedenfeld regarding the City’s progress with Momentum West’s Gold Shovel Ready Sites.

Site Selectors Guild – FAM Tour

Momentum West hosted a Site Selectors Guild FAM Tour and Advisory Forum on June 10-12, 2015. Six (6) invited Guild members were in Eau Claire for a reception and dinner on June 10, followed by June 11 tours of three (3) industry sectors – Ag/Food, Plastics/Tooling; and Warehousing/Distribution plus designated stops at a limited number of business-industrial parks in Momentum West’s 10-county region. Per our last meeting the EDC directed staff to approve the tour based on the \$2,500 coming from TIF 6. The City Council approved this recommendation.

The meeting and Tour for New Richmond was held on June 11, 2015 at 10:00 a.m. starting at City Hall. We had about a one hour meeting with the focus being on “Why Choose New Richmond”. The City had asked Todd Loehr, Wisconsin Lighting, LLC and Mike Hudalla, Isometric Tool and Design to be part of this meeting. These two business owners did an amazing job of discussing why they choose New Richmond. Mike, Mayor Fred and I also spoke for a bit regarding the benefits of New Richmond.

On June 12, 2015 Mike and I attended a “debriefing” regarding the site selector’s visits. Some of the comments from the debriefing are below:

Positive Feedback

- “Really impressed with the good quality land – this was unexpected”
- “The presentations from the different cities was good”
- “Momentum West did a good job of organizing this event”
- “Strengths were craft skills base, high tech industries, industrial sites and access”
- “Good educational system, but that has not been in the press enough – make this a priority”
- “Good region, neat small cities, diversified mix”
- “Constant, Creative, Innovation”

Constructive Feedback

- “Moderately high costs, labor market tight and what brand is the region”
- “Momentum West –doesn’t make sense, better branding is needed”
- “Momentum West website still not up to par”
- “The tour should have included better mapping on the front end” “A one pager of each county should have been presented”
- “More open/available buildings are needed – flexible 40,000 – 60,000 sq. ft.”
- “Energy prices not as competitive as other regions/states on small to medium sites”
- “The brand for this area should focus on manufacturing/high tech industries”

Overall the meeting, tour and debriefing were very beneficial and definitely got on “on the map.”

Northside Redevelopment -Mike Darrow will give an update on this issue.



MEMORANDUM

TO: Beth Thompson, Community Development Director

FROM: Noah Wiedenfeld, Management Analyst

DATE: July 9, 2015

SUBJECT: Gold Shovel Ready Sites Update

Summary: The City of New Richmond sought Gold Shovel Ready designation for seventeen sites in the Business and Technical Park. Application materials were submitted in June and were formally approved on July 8, 2015.

Background: Momentum West is a regional economic development organization that serves ten counties in northwest Wisconsin. In collaboration with the Wisconsin Economic Development Corporation (WEDC), Momentum West offers a Gold Shovel Ready sites certification program that assists in packaging and marketing development-ready land to site selectors and business owners looking to relocate or expand.

Benefits: Gold Shovel Ready certification is an incentive for businesses looking to move quickly on constructing a new facility, as having a single, useable package of information can shave months off of a development schedule. Businesses can better compare and contrast their options and reduce uncertainty, saving time and costs.

Timeline: City staff submitted an application and extensive supporting materials for seventeen sites located in TID #6 on June 5, 2015. A \$500 application fee was mailed on June 8, 2015. Momentum West and the West Central Wisconsin Regional Planning Commission reviewed the materials and approved the City of New Richmond's application on July 8, 2015. The sites are now listed on Momentum West's website, along with property details and supporting documents.

Next Steps: The seventeen sites will soon be marketed on the State of Wisconsin's "Locate in Wisconsin" property database and flagged as being Gold Shovel Ready. Momentum West will continue to market these sites as Gold Shovel Ready for the next year. There is an optional annual renewal with a fee of \$150 due on the anniversary of the certification date.

**Gold Shovel Ready Sites
Site Size Aerial Photo
Item 2**

Shovel Ready Site Area
 Tax Increment District #6
 Lots for Sale (Acres)

