



# MARKETING MINUTE

September 2015

## Governor's Small Business Summit

Noah Wiedenfeld, our newest City staff member, recently participated in the fifth-annual Governor's Small Business Summit, held this year in Eau Claire. The day-long event was hosted by Lieutenant Governor Rebecca Kleefisch, and included a variety of cabinet secretary panel discussions and breakout sessions, as well as a keynote address from Governor Scott Walker. Over 300 small business owners, entrepreneurs, state legislators, and local government staff from across the state of Wisconsin attended the gathering.



Secretaries and commissioners from fifteen statewide departments or agencies, such as the Department of Transportation, Department of Tourism, Department of Natural Resources, and the Wisconsin Housing and Economic Development Authority (WHEDA) participated in panel discussions titled "Ask a Secretary Anything." Breakout sessions covered a wide array of topics, including succession

planning for family-owned businesses, developing effective internships, and preparing businesses for natural disasters. Another highlight of the day included a panel discussion titled "Homegrown Wisconsin Success" that featured presentations by executive leaders from three well-recognized Wisconsin businesses: Jack Link's,

Jacob Leinenkugel Brewing Company, and Kwik Trip. The Governor's Small Business Summit was a good opportunity for City staff to network, learn about issues affecting small business owners, and speak in-person with state staff. It's not often that so many state departments and agencies are together in one place and available to answer questions, so this was a very worthwhile event to attend.



As promised, in my last edition of the Marketing Minute – the City of New Richmond has placed new parking signs designating available/public parking in and around our downtown area. This initiative was started through our 2013 Downtown Plan. The City's Economic Development Commission has formed a sub-committee (Downtown Plan Committee) to work on implementing a number of items that were addressed as needs, from this Plan. Approval for the new parking signs went through the Downtown Plan Committee, Public Works Committee, City Finance Committee and City Council. With that being said, the City Street crew installed the signs on September 16th and 17th! Wow, do these new signs make a difference. The increase sign size and vibrant colors make them easy to read and will be beneficial in directing visitors to the local public parking. Thanks so much to all the volunteer committees for their input and to the Street crew for putting these great new signs in place.

-Beth Thompson, Community Development Director



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## Bike and Pedestrian Plans

As a result of receiving a \$120,000 Transportation Alternative Program grant from WisDOT St. Croix County is working on a new comprehensive bike and pedestrian plan. The plan will be composed by county staff, as well as the consulting firms of Toole Design Group and West Central Wisconsin Regional Planning Commission.

Additionally the County is holding several workshops and open houses throughout St. Croix County. The City of New Richmond is well represented in these workshops as amongst those working with the County on the bike and pedestrian advisory team are members of the New Richmond Pathways Committee, New Richmond Run Club, City staff, and citizens.

With their help there will be a successful plan which combines elements of recreation with those of long range transportation needs.

If you are interested in adding input, the County has released a Wikimap (link below), which will allow you to draw and comment on different possible trail connections in St. Croix County. Also, please keep an eye out for the next open house which will be in January 2016.

Please visit:

<http://www.co.saint-croix.wi.us/bikepedplan>

Additionally, the City of New Richmond is also beginning the process to update our Bike and Pedestrian Plan, look for more information in the coming months as items are brought to the Park Board and City Council.

## Business Spotlight – Cedar Lake Reflections

On Thursday, September 17, 2015 the St. Croix Economic Development Board members, along with Rob Kriebeck and I, visited with an up and coming business right here in New Richmond called Cedar Lake Reflections. Nolan Chew, owner and entrepreneur, gave us a tour along with a PowerPoint presentation about how he got this company off the ground. Nolan's company is a certified organic, full service tea company located at 905 North Knowles Avenue. The company features certified organic loose-leaf teas and tisanes and specializes in creating new blends of teas and herbs, packaging, and distributing their products to grocery stores throughout Wisconsin and Minnesota.

As a bit of background on this company, in 2003 Nolan and his wife Kathy restored their lake property from grass to native trees, shrubs, grasses and herbs. In 2009, Nolan began blending loose leaf tea with herbs grown on his property. Using a cereal bowl, kitchen spoon and a steam iron, Nolan began blending and bagging a few tea blends on his kitchen table. He introduced his teas in Star Prairie in 2010. By 2011 Cedar Lake Reflections teas was operating out of an annex of, "This Old Store" in downtown Star Prairie. By February 2012, they had outgrown their original facility in Star Prairie and moved to downtown New Richmond where they occupied the downstairs portion of Jets Coffee Bistro. Since then, they have moved into the New Richmond Industries building with more space and opportunity to grow. To get a taste of these amazing teas please stop at their office in New Richmond or visit their website at <http://cedarlakereflections.com/>



## Featured Land

This month's featured property is a 2.05 acre commercial lot located on the south side of State Hwy. 64.

- Currently zoned Z3 Multi-Use/Corridor District
- 207' of frontage
- Located just off the frontage road which fronts four lanes of State Hwy. 64
- Full City services available
- Open builder
- Listed at \$267,894

For more information, please contact Beth Thompson at 715-246-4268 or by email at

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