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April 16, 2019

TO ALL FORWARD NEW RICHMOND MEMBERS:

Summer Seidenkranz	Paul Mayer
Heather McAbee	Tom Mews
Cathy Longtin	Susan Lockwood
Karl Skoglund	Rob Kreibich
Mike Montello	

This is to notify you that there is a Forward New Richmond meeting scheduled for Wednesday, April 17, 2019, at 12:00 p.m. in the Lower Level Conference Room #1, 156 East First Street, New Richmond, WI 54017.

AMENDED AGENDA:

- 1) Roll Call
- 2) Adoption of Agenda
- 3) Approval of Minutes from Previous Meeting (March 20, 2019)
- 4) New Chairperson and Nomination of New Vice Chairperson *
- 5) Goals: selection of focus area and establishing next steps
- 6) Request for participation with St. Croix EDC in Small Business Week
- 7) Updates on Development Projects
- 8) Closed Session per State Statute 19.85 (1)(e) – TID #6 (Sale of Public Land) *
- 9) Open Session – Action on Closed Session Agenda
- 10) Communications and Miscellaneous
- 11) Adjournment

Mike Darrow
City Administrator

** denotes added/amended item*

cc:
The News
Northwest Cable
City Website

FORWARD NEW RICHMOND

March 20, 2019

Meeting Minutes

The meeting was called to order at 12:00 p.m.

Roll call was taken.

Members Present: Summer Seidenkranz, Heather McAbee, Susan Lockwood, Karl Skoglund, Cathy Longtin, Mike Montello and Tom Mews

Members Absent: Paul Mayer and Rob Kreibich

Others Present: Ron Volkert, Bill Rubin, Beth Thompson, Mike Darrow, Lori Brinkman

Heather McAbee moved to adopt the agenda as presented, seconded by Karl Skoglund and carried.

Mike Montello moved to adopt the minutes from the previous meeting dated February 26, 2019, seconded by Cathy Longtin and carried.

Richmond Crossing Sign – Request for Proposals

Beth Thompson explained the history of the Richmond Crossing Sign, as outlined in last month's meeting. Staff has drafted a preliminary Request for Proposals (RFP) and is seeking feedback from FNR members. Discussion on the purpose of the RFP, New Richmond sign regulations, and electronic signage took place. Mike Darrow explained that a development agreement would be entered into with the successful bidder (if awarded) as is standard protocol for property within the City. There was discussion on adding language to the "Purpose" section of the RFP to include "Any additional concepts, plans and ideas will also be considered by the City of New Richmond."

Mike Montello moved to approve the draft RFP with the addition of the language "Any additional concepts, plans and ideas will also be considered by the City of New Richmond" to the "Purpose" section, seconded by Cathy Longtin and carried.

Communications/Miscellaneous

- RECon Suggestions: Beth and Summer thanked members for their feedback on areas of focus for RECon in May (retail stores, restaurants, and outlet centers).
- Update on 2019 Goals: Summer explained that everyone returned the goal-ranking sheets for 2019 and the results were fairly close, with Business Support being #1 followed closely by Livability, then Development/Redevelopment, and finally Marketing New Richmond. 2019 Goals will be an item on the April FNR agenda.
- Beth gave an update on the covenant termination process. Set 1 Covenants have not been terminated as of yet; in order for that to happen we need additional businesses and land owners to agree to the termination. Cathy and Summer have been contacting fellow business owners in that area to help answer questions they have about this process. Both Set 2 and the Richmond Way Covenants have been terminated and documentation has been sent to the County for recording.
- Mike Darrow noted that four firms have responded to the RFQs for the downtown/Knowles re-development. Next steps will take place in April after the Spring Election.

Tom Mews moved to adjourn the meeting, seconded by Heather McAbee and carried.

Meeting adjourned at 12:43 p.m.

Minutes submitted by Lori Brinkman.



TO: FNR Members
FROM: Beth Thompson, Community Development Director
DATE: April 10, 2019
RE: Goals

Background

Over the past several months, the FNR committee has established goals for Economic Development within the City of New Richmond. Then the committee ranked the goals by priority. Below, please see the final rankings:

FORWARD NEW RICHMOND DETAILED GOALS RANKING - MEMBER SURVEY 2019

Category	# of 1s	# of 2s	# of 3s	# of 4s
Development & Redevelopment	1	3	2	3
-Business & Technical Park advisory function	5	4	0	0
-Downtown renewal	4	5	0	0
Business Support	4	3	2	0
-For new & expanding business	5	4	0	0
-Creating the best experience possible for businesses & taxpayers	4	5	0	0
-Simplify communications	4	5	0	0
-FNR member follow-up with all potential builds or expansions	5	4	0	0
Marketing New Richmond	2	1	2	4
-Strengthening local/regional ED organization connections	4	5	0	0
-Develop a marketing philosophy	5	4	0	0
-Based on industry best practices	0	0	0	0
-Based on looking ahead-prepared and proactive	9	0	0	0
Livability	2	2	3	2
-Internet/telecommunication expansion, business/residential	2	3	3	1
-Workforce housing (recommendations)	5	2	1	1
-Discussion of needs/how can FNR assist	0	2	3	4
-Undertake a gap analysis (Seth)	2	2	2	3

During the meeting Summer will be reviewing the ranking of the goals and discuss next steps.



TO: FNR Members
FROM: Beth Thompson, Community Development Director
DATE: April 10, 2019
RE: Small Business Week

Background

St. Croix EDC visits local business within St. Croix County during the week of May 5 – May 11 to celebrate Small Business Week.

Summer will be discussing the possibility of New Richmond hosting a day/time the week of May 5, 2019.

Please see the attachment for further information.

WHAT'S NEW WITH SMALL BUSINESS?

August, 2018

U.S. SMALL BUSINESS ADMINISTRATION

OFFICE OF ADVOCACY

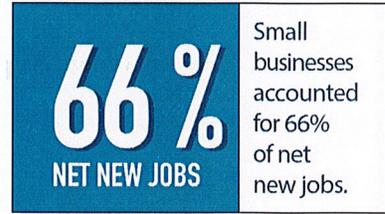
REGULATION • RESEARCH • OUTREACH

WHAT IS A SMALL BUSINESS?

A small business is an independent business with fewer than 500 employees.

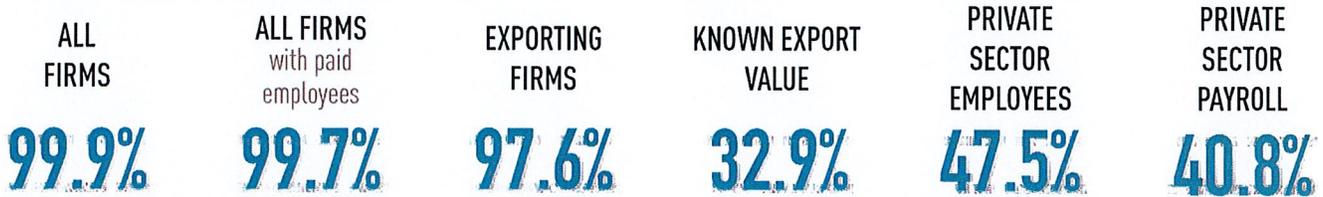


NET NEW JOBS



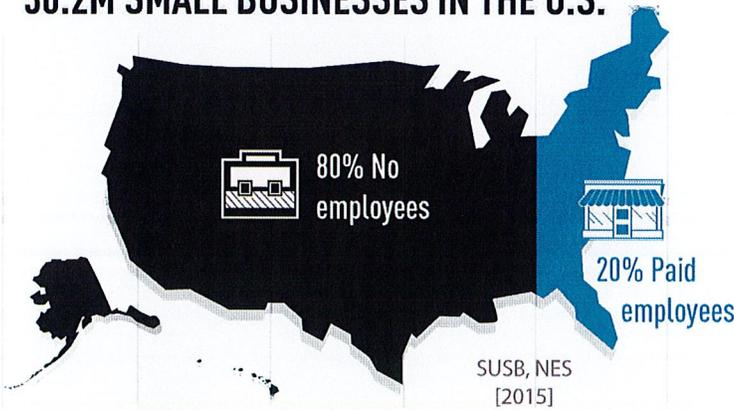
BED, [2000-2017]

SMALL BUSINESSES COMPRISE:



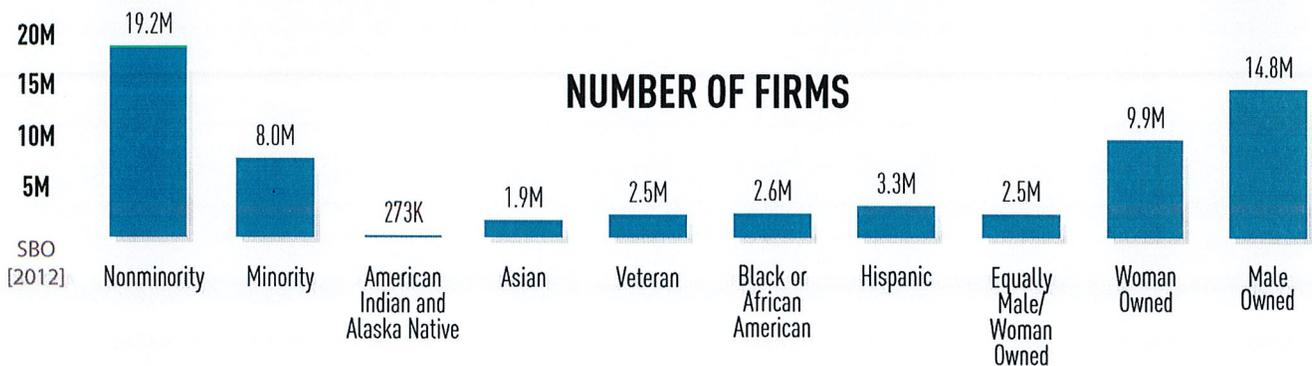
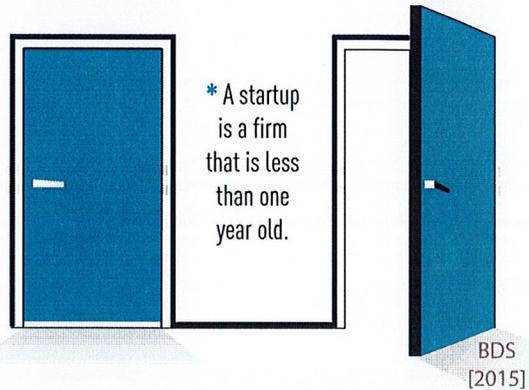
SUSB, NES [2015], ITA [2015]

30.2M SMALL BUSINESSES IN THE U.S.



396K CLOSURES

414K STARTUPS*



US CENSUS BUREAU

NES Nonemployer Statistics
 BDS Business Dynamics Statistics
 SBO Survey of Business Owners
 SUSB Statistics of US Businesses

BED Business Employment Dynamics, Bureau of Labor Statistics
 ITA International Trade Administration, US Department of Commerce

For even more information visit www.sba.gov/advocacy



TO: FNR Members

FROM: Beth Thompson, Community Development Director

DATE: April 10, 2019

RE: Economic Development – Business Updates

Dance Explosion

FNR recommended the sale of land in the Business and Technical Park (TIF 5) to Shannon Wisemiller (Dance Explosion) at their January 3, 2019, meeting. Since this recommendation, the City Council approved the sale of land, purchase agreement and development agreement. The closing took place on March 26, 2019.

At their April 4th meeting, the Plan Commission approved a Conditional Use Permit to allow Dance Explosion, LLC, to construct a 5,700 sq. ft. building. In talking with Derrick Construction this project will be first on their list for construction as soon as weather allows. Anticipated move-in date would be in the fall of 2019.

Phillips Medisize

Over the past six months, Phillips Medisize has been expanding their current building and parking area. They are in the process of creating an addition on the northeast side of their facility and will be adding a 3,400 sq. ft. storage addition to the south side of their facility. Also watch for changes to their parking lot(s).

Foster Place (PRE/3)

PRE/3, a professional property development and management company from Brookfield, Wisconsin, submitted plans under a Conditional Use Permit to construct six, 12-unit apartment buildings on an 8.7-acre undeveloped parcel located at 801 West Eighth Street. Please see attachments for location, site plan and elevations. Before bringing this application to the Plan Commission, City staff and PRE/3 hosted a community meeting on March 11, 2019.

At their April 4th meeting, the Plan Commission approved a Conditional Use Permit to allow multiple dwelling units on one lot for PRE/3. This project is estimated at around \$6M and should start shortly as weather allows. The project will take about 18 months from start to finish.

Liquid Waste Technology

In February of 2019, a building permit was issued to LWT to complete an interior remodel with some office demo work. This is a smaller project at 540 sq. ft. The project is valued at \$10,000.

Empty side of the State Farm Building

In February of 2019, a building permit was issued to build-out the west side of this building. The permit stated that this will be a 1,700 sq. ft. build out to include 1,500 sq. ft. of office space and 200 sq. ft. for a common area; 900 sq. ft. will be for future rental space. The project is valued at \$55,000.

Doar, Drill & Skow

In early April of 2019, a building permit was issued to Doar, Drill and Skow to complete an interior renovation. They will be doing some demo work along with new walls, painting, renovations to restrooms, etc. The project is valued at \$100,000.

New Richmond Housing Authority

The Housing Authority is remodeling three units and this project is valued at \$150,000.

