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**August 10, 2018**

**TO ALL FORWARD NEW RICHMOND MEMBERS:**

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

**This is to notify you that there is a Forward New Richmond meeting scheduled for Wednesday, August 15, 2018, at 12:00 p.m. in Lower Conference Room #1 of the Civic Center, 156 East First Street, City of New Richmond, WI.**

**AGENDA:**

- 1) Roll Call
- 2) Adoption of Agenda
- 3) Approval of Minutes from Previous Meeting (June 20, 2018)
- 4) Overall Economic Development Goals
- 5) New Richmond Marketing Packet review
  - a) Community Profile
  - b) Available Lots
  - c) Other Marketing Materials
- 6) Update on Past FNR Discussions
  - a) North Side Updates
- 7) Update on new EDC leads
  - a) Update on New Opportunities
    - A) City staff or FNR Members
  - b) FAM Tour update from Seth Hudson
- 8) Discussion items for September
  - a) Update on City Regulations/Fees
  - b) Marketing and Economic Gardening (meeting with existing businesses)
  - c) Strategies for FNR in 2019
    - i) Business Needs and Community Process to assist businesses with moving forward
- 9) Closed Session per State Statute 19.85 (1)(e) – TID #5; Sale of Public Land
- 10) Open Session – Action on Closed Session Agenda
- 11) Communications and Miscellaneous
- 6) Adjournment

**Mike Darrow**  
City Administrator

cc: The News, Northwest Cable, City Website

**FORWARD NEW RICHMOND**  
**June 20, 2018**  
**Meeting Minutes**

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

Roll call was taken.

Members Present: Summer Seidenkranz, Heather McAbee, Cathy Longtin, Karl Skoglund, Paul Mayer, Tom Mews, Susan Lockwood, Rob Kreibich

Members Absent: Mike Montello

Others Present: Seth Hudson, Beth Thompson, Mike Darrow, Rae Ann Ailts, Lori Brinkman

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

Tom Mews moved to adopt the minutes from the previous meeting dated June 14, 2018, seconded by Rob Kreibich, and carried.

Beth Thompson discussed the Forward New Richmond Mission/Values/Goals. Susan Lockwood stated the mission should be reassessed every six to nine months; group agrees.

Benchmarks

Seth Hudson (Cedar Corporation) explained the economic development benchmarking process. He walked through the reasons behind benchmarking and the incentives involved. Benchmarking allows a jurisdiction to tie incentives to community-supported outcomes and helps track results. Common examples of benchmarking are: total project investments, jobs created, quality of jobs created, average hourly wages, net increase in tax base, and leveraged investments (public vs. private).

Plan Process

Beth Thompson outlined the City's process for business plan submittals (for new businesses and existing business expansions). There is one main point person at the City (typically Beth) who oversees the process from start to finish. The process begins with discussions between the business and/or developer and City staff. Developers submit site plans to the City which prompts a formal review process. The review process begins with site design standards and zoning ordinance compliance. Developers are given a checklist of items that need to be completed. The site plan review process typically takes 30 to 60 days. Plans then go to the Development Review Committee (DRC), for a thorough review. The DRC returns feedback to the developer in memo form. The DRC works with the developer and makes a recommendation to the Plan Commission who in turn approves or denies the plans. Based on the application request, the Plan Commission will make the final decision or they will make their recommendation to the City Council who then vote to approve or deny plans.

Closed Session: Karl Skoglund moved to go into Closed Session per State Statute 19.85 (1)(e) to discuss TID #6 and TID #7, seconded by Heather McAbee, and carried.

Open Session: Paul Mayer moved to proceed as discussed and agreed upon in closed session, seconded by Cathy Longtin, and carried.

Communications/Miscellaneous:

- none

Paul Mayer moved to adjourn the meeting, seconded by Rob Kreibich, and carried.

Meeting adjourned at 1:42 p.m.



**TO:** Forward New Richmond Members

**FROM:** Beth Thompson, Community Development Director

**DATE:** August 9, 2018

**RE:** Overall Goals

### **Background**

Members of the FNR group have asked the question “What are the City’s Goals for Economic Development?” This memo will address the FNR mission, goals and vision. Also included in this memo are the goals from our Comprehensive Plan regarding Economic Development. The Comprehensive Plan was officially approved by the City Council in July 2018.

### **Mission – Forward New Richmond**

Our mission is to promote economic growth and vitality within the City of New Richmond through the attraction, retention, and expansion of new and existing businesses and industry. We will facilitate this economic growth and vitality by creating a culture of collaboration, communication, trust, and integrity.

### **Forward New Richmond Group Goals:**

Working together to accomplish the Mission.

- Good communication
- Ease of doing business
- Collaboration of resources
- Positive results

### **Forward New Richmond Values:**

- Mutual respect
- Confidentiality
- Trust and integrity
- Open mindedness and resourcefulness
- Responsive and welcoming

### **Comprehensive Plan Goals:**

- Working together over the next 20 years
- Enhance Economic Development Marketing Efforts
- Expansion of Business Parks / New Business Parks
- Ongoing Planning for the Highway 64 Corridor
- A Focus on Technology

Goals from Comp Plan in further detail:

Create an attractive environment for new business ventures that will diversify and grow the tax and employment base.

Attract and develop a quality labor force that meets the needs of the existing labor market and anticipates trends in business and industry.

Encourage attractive commercial and industrial developments.

**Recommendation**

No staff recommendation is needed at this time.



**TO:** Forward New Richmond Members

**FROM:** Beth Thompson, Community Development Director

**DATE:** August 9, 2018

**RE:** Marketing Materials

**Background**

When marketing the City of New Richmond, staff has found a few tools that seem to work very nicely and have good results. At the meeting there will be a packet of marketing materials for everyone's review and comments.

**Recommendation**

No staff recommendation is needed at this time.



**TO:** Forward New Richmond Members  
**FROM:** Beth Thompson, Community Development Director  
**DATE:** August 9, 2018  
**RE:** FAM (Familiarity) Tour

### **Background**

Momentum West is pursuing a FAM tour in October of 2018. This is an event that they have hosted before and included a stop in New Richmond. Below is the information that Seth will discuss in more detail at the meeting.

### **2018 Momentum West Familiarity Tour October 3<sup>rd</sup> – 5<sup>th</sup> 2018**

A tour highlighting the 10-County Moment West Region to 4 to 6 of Mid-West site selectors and real estate brokers in partnership with the County EDCs, WEDC and regional partners. The tour will focus on:

- The I-94 corridor
- Regional quality of life
- Shovel Ready sites
- Gold shovel sites

Industry targets will include food and beverage, advanced manufacturing, warehousing and distribution, plastic manufacturing and high tech.

#### **Wednesday Oct 3 - Evening Event**

5:00 PM Welcome Reception / Dinner  
Dinner presentation to include networking opportunities for attendees, an overview of the region and a review of current talent attraction, retention and development efforts. These will include an overview of higher education, the Momentum West talent initiative and other regional efforts lead by Momentum West and partners.

#### **Thursday Oct 4 – Day/Evening Events**

7:00 AM Breakfast – Lismore  
Key industrial sites from the east part of region will be presented.

- 8:00 AM Regional Bus Tour of region's quality of life assets  
The tour will include presentations in Altoona, Chippewa Falls, Menomonie, New Richmond, Hudson, and River Falls. The sites in the central and west part of the region will be presented while in transit. Lunch will be at a TBD location in New Richmond or Menomonie. Snacks will be provided at the Innovation Center in River Falls. The tour will begin at 8:00 am with the return to Eau Claire at 2:45 pm. All EDCs in the region are invited to be part of the bus tour.
- 5:00 PM Walking tour of Eau Claire and Eau Claire presentation
- 5:30 PM Private Reception at Pablo Center  
The reception is an invite-only event for sponsors, area EDCs, and key business and industry leaders. The Lieutenant Governor has been invited to attend the event and will present if available. WEDC CEO Mark Hogan is booked as a speaker. The private reception will be followed by a "fun" activity yet to be determined, but potential based on the EC music scene.

### **Friday Oct 5 - Morning Event**

- 8:00 AM Breakfast  
Each county not covered during the tour (Clark, Barron, Polk Pepin and Rusk) will have 30 minutes to present to the group on their sites (Certified and/or Gold shovel sites only) and communities.

### **Recommendation**

Staff recommends having the FAM Tour stop in New Richmond and having two FNR members be part of this group.

A request for sponsorship is being requested by Momentum West. Last time we sponsored this event by contributing \$2,500.00. City staff recommends sponsorship not to exceed \$2,500.00.