



**Economic Development Commission Workshop Agenda
August 31, 2021 | 7:30 a.m.
Ash Conference Rooms**

Questions regarding this workshop will be taken between the hours of 8:00 a.m. to 4:30 p.m. via karl.batalden@woodburymn.gov or by calling 651-414-3438 and leaving a voicemail message.

Please note that the times listed below are estimates and are subject to change.

1. 7:30 – Call to order
2. 7:35 – Economic Development Strategic Plan discussions
 - a. Recap from July 27, 2021 workshop (10 minutes)
 - b. Case studies (15 minutes)
 - c. Setting goals (30 minutes)
 - d. Role of data and benchmarking (15 minutes)
3. 8:45 – Wrap up and next steps
4. 8:55 – Updates
5. 9:00 – Adjourn

Attachments:

1. EDC Memo 21-05

The City of Woodbury is subject to Title II of the Americans with Disabilities Act, which prohibits discrimination on the basis of disability by public entities. The City is committed to full implementation of the Act to our services, programs and activities. Information regarding the provisions of the Americans with Disabilities Act is available from the City Administrator's office at 651- 714-3523. Auxiliary aids for disabled persons are available upon request at least 72 hours in advance of an event. Please call the ADA Coordinator at 651-714-3523 (TDD 651-714-3568) to make arrangements.



Economic Development Commission Memorandum 21-05

To: EDC Members
From: Karl Batalden, Community Development Coordinator
Date: August 27, 2021
Re: August 31, 2021 EDC Workshop

The Economic Development Commission (EDC) is scheduled to hold a workshop on August 31, 2021, at 7:30 a.m. in the Ash North and South Conference Rooms at City Hall. Please note that the times listed with each agenda item are estimates and are subject to change.

1. Call to order (est. 7:30)

2. Economic Development Strategic Plan discussions (est. 7:35)

a. Recap from July 27 EDC Workshop (10 minutes)

At its July 27, 2021 workshop, the EDC continued to discuss economic development strengths and weaknesses of the community following a staff presentation on the current state of the market as it applies to Woodbury. Several themes came up during the conversation including but not limited to:

- **Strengths**: Long-term planning, diversity of commercial property base, diversity of housing opportunities, tenure and strength of staff, availability of land, and availability and talent of laborshed;
- **Weaknesses**: Perception of city from outside parties regarding lack of interest in certain commercial opportunities, perception of city from outside parties that the community is only interested in retail and medical projects, limited availability of place-making opportunities, lack of data to combat misperceptions;
- **Opportunities**: Control communications and branding, actively monitor and respond to misperceptions; and
- **Threats**: Lack of access to certain segments of the laborshed, e-commerce as a trend threatening existing bricks and mortar retail, and misperceptions related to commercial real estate.

In addition, many of the discussion points connected to quality of life, which are very important to the community but are often more appropriately suited to comprehensive plan discussions rather than economic development strategic plan discussions.

As the EDC discusses the preliminary establishment of goals for the economic development strategic plan, it will be critical to identify key performance indicators and metrics that can be easily measured and maintained into the future, and the regional context by which to compare them. Staff also concurs that perceptions are reality and proposes that the economic development strategic plan create strategies to actively monitor and respond to perceptions. In this manner, the City will be able to help correct misperceptions as well as more effectively leverage positive impressions of the community.

b. Case studies (15 minutes)

Staff will present three brief case studies on the CityPlace redevelopment, the Valley Creek redevelopment and the Northeast Area. These case studies will help inform the discussion of how

long-term planning (including the comprehensive plan and economic development strategic plan) can provide effective tools that can lead to successful outcomes and development projects over time. Patience is often a key component to economic development projects in Woodbury. These case studies will provide insights as to how and when the City has chosen to use a variety of financial and land use tactics to facilitate development and redevelopment.

c. Setting goals (30 minutes)

The consulting team will facilitate a discussion with the EDC about the establishment of preliminary high-level goals for the economic development strategic plan. The 2040 Comprehensive Plan identified the economic development guiding principles, but goals need to be established at the near-term level to identify key performance indicators, metrics and tasks. It is important that the goals align with the economic development work product so that stakeholders can determine if the goals have been met and if the plan, by extension, has been a success.

This will be a preliminary discussion regarding goals and these goals will be refined on an iterative basis throughout the remainder of the economic development strategic plan process.

d. Role of data and benchmarking (15 minutes)

Data is critical in terms of understanding where we are now, where we want to be in the future and whether we have achieved what we set out to accomplish. But data is not static and is constantly changing. The economic development strategic plan needs to identify not only the key performance indicators, but also mechanisms for how the data is gathered, assessed, reported, updated and acted upon.

3. Wrap up and next steps (est. 8:45)

4. Updates (est. 8:55)

If time allows, staff will provide a verbal project update.

5. Adjourn (est. 9:00)

Respectfully submitted,

Karl Batalden
Community Development Coordinator

cc: Mayor and Councilmembers
Clint Gridley, City Administrator
Angela Gorall, Assistant City Administrator
Janelle Schmitz, Community Development Director
Brad Scheib, HKGi
Grant Martin, LOCi Consulting