

Economic Development Commission Agenda

December 1, 2020 | 7:30 a.m.

Ash Conference Rooms and Microsoft Teams Platform

Please note: The December 1, 2020 Economic Development Commission meeting is taking place virtually due to COVID-19 and at City Hall. Members of the public may join the meeting using a PC, Mac, iPad, iPhone, or Android device. Members of the public can access the meeting online at woodburymn.gov/virtualmeetings.

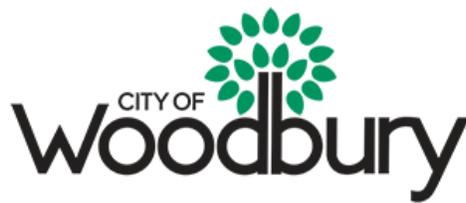
Public comments will be accepted during the meeting by using the link to the virtual meeting to join the meeting and then submitting a question or comment via the online Q&A feature within the meeting. Questions regarding this meeting will be taken between the hours of 8:00 a.m. to 4:30 p.m. via karl.batalden@woodburymn.gov or by calling 651-714-3533 and leaving a voicemail message.

1. Call to order
2. Roll call and introductions
3. Approval of meeting minutes – June 23, 2020 EDC Meeting
4. Impact of COVID-19
5. Proposed 2021 EDC Work Plan
6. Local economic and development updates
7. Acknowledging departing members
8. Adjourn

Attachments:

1. June 23, 2020 EDC Meeting Minutes

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 20-04

To: EDC Members
From: Karl Batalden, Community Development Coordinator
Date: November 25, 2020
Re: December 1, 2020 EDC Meeting

The Economic Development Commission (EDC) is scheduled to hold a meeting on December 1, 2020 at 7:30 a.m. both in the Ash Conference Rooms of City Hall and via the Microsoft Teams platform.

1. **Call to Order**
2. **Roll Call**
3. **Approval of June 23, 2020 EDC Meeting Minutes**
4. **Impact of COVID-19**

The COVID-19 pandemic has impacted all segments of society including those related to economic development. Specific to the purview of the EDC, this memo will discuss commercial real estate vacancies, small business financing and emergency relief programs, and the cancellation of Woodbury's typical economic development and marketing events.

First, with regard to commercial real estate vacancies, staff are monitoring properties as they become vacant. Not only does the City need to understand which properties are available for lease or for sale to help facilitate new businesses backfilling the space, but staff need to ensure that appropriate building safety measures are in place with cold weather setting in. While there are certainly more empty spaces in the community than are desirable, there are also a number of bright spots as empty buildings such as the former Barnes and Noble site and the former MGM Liquor site are in the early stages of redevelopment into a Chase Bank branch and a Hiway Credit Union branch, respectively.

Second, with regard to small business financing and emergency relief programs, 2020 has seen a flurry of new federal and state programs to assist small businesses with the losses that many are incurring due to the pandemic. At the meeting, staff will review some of the data connected to the federal and state programs and how they have been invested in the local business community. Staff will also provide an overview of some of the ordinance changes the City adopted both to streamline liquor license rebates when restaurants were forced to close earlier in the year as well as to assist restaurants with using outdoor spaces in order to be able to more safely conduct their business operations.

Lastly, the City has not been able to hold its typical Woodbury Business Celebration or Woodbury Business Connect and the typical networking events held by the Minnesota Real Estate Journal, the Minnesota Association of Commercial Realtors, and others have been put on hold as well. The formal Mayor's Business Outreach Meetings have also not been held although there has been a wide variety of other interactions with the business community. While some networking events have managed to be held in a virtual manner, others have not. Staff will

review these issues with the members at the meeting. Lastly, the Mayor's annual Business Update to the Chamber was held via Microsoft Teams on November 19th. The presentation was recorded and once the video is on the City's YouTube channel, staff will send out the link.

5. Proposed 2021 EDC work plan

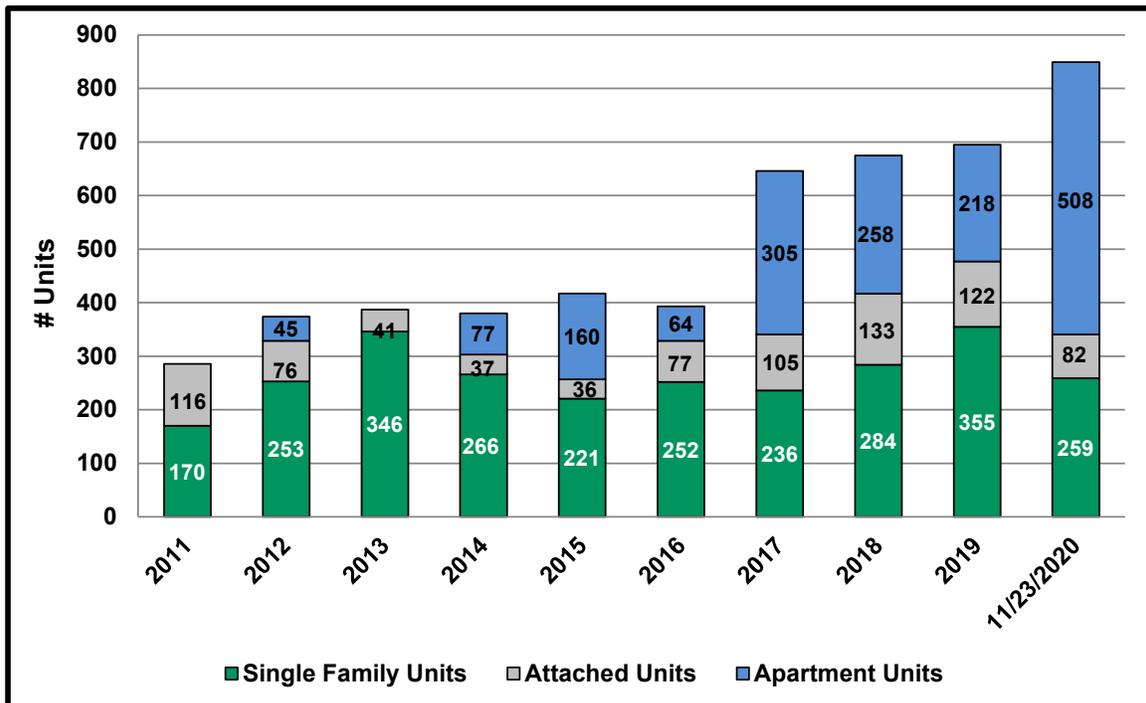
Staff is proposing to hold quarterly meetings in 2021, although there is the potential that we may add additional meetings in the second half of the year to facilitate economic development strategic planning. For at least the beginning of the year, the meetings will need to be held in a hybrid fashion with some members and staff attending virtually while others may choose to attend in-person. Topics for 2021 will likely include:

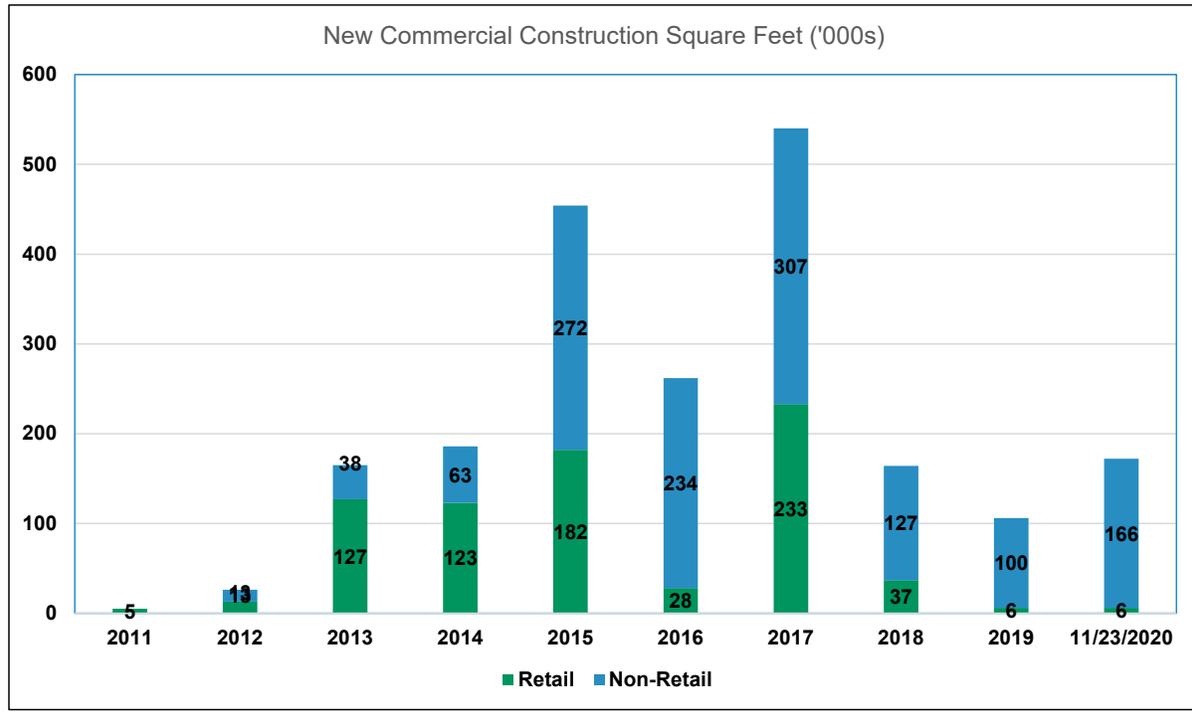
- 2020 Community Development Annual Report
- Review of economic development policies
- Beginning of work to update the City's Economic Development Strategic Plan

As the City's calendar for 2021 is established, staff will provide calendar updates to members.

6. Local economic and project updates

Staff will provide a verbal project update to members at the meeting. However, for consideration in advance of the meeting, the two charts below reflect the strength of the residential construction market in Woodbury as well as the new construction commercial real estate market.





In addition to the project update to be provided at the meeting, the EDC is invited to attend the Annual Development Tour, scheduled for Monday, December 14. This year's tour will be virtual. Watch for your invitation in the mail, as well as an upcoming email with the link to the virtual meeting.

7. Acknowledging departing members

As we approach the end of 2020, some EDC members' terms are coming to an end. We want to take a moment to acknowledge their contributions to the commission and thank them for their commitment to the City of Woodbury's economic well-being.

8. Adjourn

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

CITY OF WOODBURY
ECONOMIC DEVELOPMENT COMMISSION MINUTES

June 23, 2020

Pursuant to due call and notice thereof, a meeting of the Economic Development Commission was held at Woodbury City Hall, 8301 Valley Creek Road, on the 23rd day of June, 2020.

ITEM 1. CALL TO ORDER

Chair Gina Kazmerski called the meeting to order at 7:30 a.m.

ITEM 2. ROLL CALL

Upon roll call the following members of the EDC were present: Gina Kazmerski; Chair, Emanuel Ekstrom, David Hoelzel, Craig Johnson, William Ludwig, Kimberly Moore, Pamela Morke, Bill Routt, Radhika Upadrashta, and Joseph Ward. Eric Schurr joined the meeting mid-way through the meeting following technology delays.

Absent: None

Also present: Anne Burt, Mayor; Janelle Schmitz, Community Development Director; Karl Batalden, Community Development Coordinator; and Rob James, Information and Communications Technology Director.

ITEM 3. OATH OF OFFICE

Mayor Anne Burt administered the Oath of Office to Kimberly Moore.

ITEM 4. APPROVAL OF MINUTES

MOTION: Bill Routt moved to approve the minutes from the February 25, 2020 meeting.

SECOND: Dave Hoelzel

VOTE: All in favor: All present

Against: None

ABSENT: None

ITEM 5. REVIEW RFP PROCESS FOR COVID-19 CDBG FUNDS

Karl Batalden, Community Development Coordinator, introduced the topic of the RFP to the group and walked through the staff assumptions regarding the process. EDC members had a variety of questions and comments related to:

- How will the City publish the RFP, let stakeholders know about it? What's the procurement strategy? Staff recommended a three-pronged approach: publish in legal newspaper, put on web/social media, and direct outreach.
- Could the City provide additional links to clarifying websites regarding regulations and definitions? Staff stated that add additional language/links can be provided within the RFP.

- Can individuals respond? Staff agreed to address this in language of the RFP to be more inclusive.
- What does “financial benefit” means and how is it determined? Staff proposed a shift in language more to “avoid duplication of resources” and to refer to the Stafford Act directly in the RFP.
- Will administrative or overhead costs to administer the funds be eligible? Staff reinforced that the \$91,000 must directly serve low- and moderate-income persons. The RFP does not offer to pay for administrative/overhead of responding organizations.
- Focus on post-COVID needs, perhaps job training.
- Try including in City Update as well as other City communications tools.
- Consider funding organizations that do not typically receive this type of HUD funding.

Mr. Batalden agreed to incorporate the suggestions of the members to the extent possible as well as obtaining legal review from the City Attorney prior to distribution of the RFP. Mr. Batalden noted the desire of staff to complete the RFP process on a timeline that affords the opportunity to make a funding recommendation to the City Council at their July 29, 2020 meeting.

ITEM 6. Changes to business outreach and economic development event processes

Mr. Batalden provided a brief overview of the topic based on the agenda packet and asked the EDC members to begin the conversation with the topic of the City’s typical economic development events. EDC members had a variety of questions and comments related to:

- In regard to the Business Celebration, we need to find a way to recognize 2019 award recipients. Maybe in the City newsletter or a trade journal.
- Recognition is important, especially for the businesses that invested in Woodbury the past year, as it may have been a banner year for them in particular. We need to let them know that we care about them.
- Networking is difficult to do while following the social distancing protocols, and virtual networking can be difficult or awkward, and we want to be respectful of the businesses’ time. Nonetheless, businesses are thirsty for information from the City and from each other. Work with the Chamber to engage with businesses.
- We were already considering possibly skipping the Connect in 2020 so this might be the year to take off and re-tool it in 2021. We shouldn’t force the event, just because we’ve always done it.
- 3M has used Teams Live successfully for group events. Can we look at what other cities are doing (benchmark cities)?
- It’s important for the City to recognize the development opportunities but perhaps we can shift from a showcase to experience sharing.
- Could we use a virtual approach to the development tour to take the place of the Connect?

Janelle Schmitz, Community Development Director, summarized the comments of the members and thanked them for their input and based on the feedback staff would look for ways to

recognize the 2019 Business Celebration recipients, and would explore a virtual Development Tour as well as whether some of this work could also be used to re-tool the Business Connect. Given the time, Mr. Batalden then requested that the group skip the topic of the Mayor's Business Outreach Strategy so there would be sufficient time to complete the agenda.

ITEM 7. INTRODUCTION TO 2021 HOUSING ACTION PLAN

Mr. Batalden noted that the City Council had a kickoff session in March to discuss the processes and main policy questions connected to the 2021 Housing Action Plan. This is one of the implementation items recommended within the housing chapter of the 2040 Comprehensive Plan. Mr. Batalden noted that while the EDC would not play a main role in the Housing Action Plan process, the Housing Action Plan would likely make some recommendations regarding the City's TIF Policy and the EDC would likely be the reviewing body for any changes to the TIF Policy. This would likely be in 2021. Member Morke noted that the topic would likely not come before the group until 2021, but she recommended that the City continue to be cautious not to use TIF unless necessary.

ITEM 8. LOCAL ECONOMIC AND DEVELOPMENT VERBAL UPDATES

Staff provided an overview of commercial permits that had been issued year-to-date in 2021 as well as a review of a map showing active development projects in the community.

ITEM 9. ADJOURN

The meeting of the EDC adjourned at 9:03 a.m.

Respectfully submitted,

Karl Batalden, Community Development Coordinator
Approved by the Woodbury Economic Development Commission on December 1, 2020