



**Economic Development Commission Workshop Agenda  
July 27, 2021 | 7:30 a.m.  
Ash Conference Rooms**

**with Commissioner Schurr attending virtually from the main lobby of  
Logan Mill Lodge  
108 2nd St. E  
Westby, WI 54667**

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](mailto:karl.batalden@woodburymn.gov) or by calling 651-414-3438 and leaving a voicemail message.

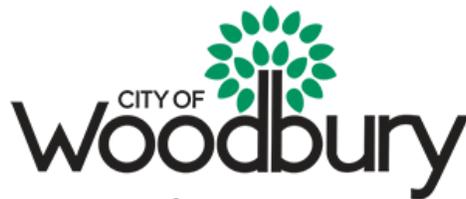
*Please note that the times listed below are estimates and are subject to change.*

1. 7:30 – Call to order
2. 7:35 – Review of Washington County CDA small business programs
3. 7:45 – Trends in economic development
4. 8:00 – Discuss Woodbury’s economic development strengths and weaknesses
5. 8:45 – Wrap up and next steps
6. 8:55 – Updates
7. 9:00 – Adjourn

**Attachments:**

1. EDC Memo 21-04

**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 21-04

**To:** EDC Members  
**From:** Karl Batalden, Community Development Coordinator  
**Date:** July 23, 2021  
**Re:** July 27, 2021 EDC Workshop

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The Economic Development Commission (EDC) is scheduled to hold a workshop on July 27, 2021, at 7:30 a.m. in the Ash North and South Conference Rooms at City Hall with Commissioner Schurr attending virtually from the main lobby of Logan Mill Lodge located at 108 2nd Street East in Westby, WI 54667. 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. Review of Washington County CDA small business programs (est. 7:35)**

At the June 22, 2021 EDC meeting, the commission reviewed which unit of government plays what role with regard to economic development. As noted during the discussion, the Washington County CDA has hired the Metropolitan Consortium of Community Developers (MCCD) to offer their "[Open to Business](#)" program to any businesses in the county at no cost to the business.

In addition to helping Woodbury businesses access several million dollars in emergency federal and state grants and loans during the COVID-19 pandemic, Open to Business also provides business counseling and access to non-bank capital. According to MCCD staff, they have helped 32 Woodbury businesses with a range of counseling and financing tasks since 2020. Examples of projects include loans to:

- A commercial/residential cleaning service focusing on restaurants, churches and offices. They have added two employees to start and are building their book of business;
- A professional HR consultant who specializes in talent acquisition and overall company HR functions; and
- An early education center to support their growth (adding two employees) as their student roster has increased since COVID-19 restrictions have been lifted.

Washington County CDA staff will be available for questions at the workshop.

**3. Trends in economic development (est. 7:45)**

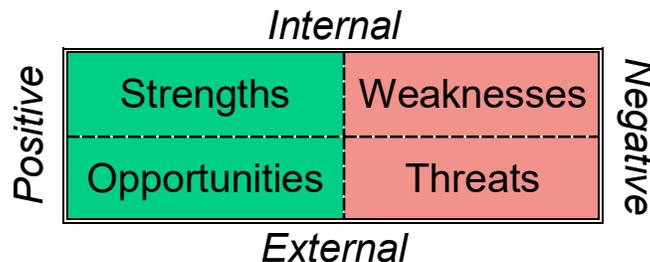
Within [Chapter 2 of the 2040 Comprehensive Plan](#), the City "recognizes that both technologies and personal preferences will continue to evolve as time moves forward. Rather than speculate on how or when these technologies and trends will impact the future of Woodbury, this plan intends to lay the policy framework to be adaptive, aware and forward thinking as clarity on these trends and technologies occurs."

The EDSP staff and consulting team will present some information and updates regarding changing trends in real estate development.

**4. Discuss Woodbury's economic development strengths and weaknesses (est. 8:00)**

Building from the June EDC discussions regarding the definitions of economic development, at this point in the process for the EDSP update, staff would like to generate a volume of information that will help in the crafting of the broader goals and objectives of the EDSP. As such, this meeting will begin an extended version of a SWOT (strengths, weaknesses, opportunities and threats) analysis.

The proposed approach is to explore economic development strengths and weaknesses at this workshop which tend to be internal factors. Subsequently, at future EDC meetings, the EDC will review a range of deep dives into industry sectors which will then allow the group to come back on an iterative basis to explore economic development opportunities and threats which tend to be external factors. The graphic below illustrates how a SWOT analysis is structured from an internal vs. external perspective.



Based on the strengths and weaknesses that are identified, the consulting team will identify which traditional and non-traditional data sources need to be reviewed as the EDSP shifts from its discovery phase to its industry deep dive phase.

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

**6. Updates (est. 8:55)**

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

**7. Adjourn (est. 9:00)**

Respectfully submitted,

Karl Batalden  
Community Development Coordinator

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