

**AGENDA
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
CITY OF WYOMING, MINNESOTA
JUNE 6, 2022
6:00 PM**

CALL TO ORDER:

CALL OF ROLL:

DETERMINATION OF A QUORUM:

PLEDGE OF ALLEGIANCE:

OPEN FORUM:

"An opportunity for members of the public to address the City Council on items on/or not on the current agenda. Items requiring Council action maybe deferred to staff or Boards and Commissions for research and future Council Agendas if appropriate. You will be limited to three (3) minutes and we ask that you conduct yourself in a professional, courteous manner, and refrain from the use of profanity. Failure to abide by this policy may result in the loss of your privilege to speak".

APPROVAL OF MINUTES:

1. To consider approving the minutes of the "Regular Meeting" of the Wyoming, Minnesota City EDA for April 11, 2022

OLD BUSINESS:

2. To discuss a 2022 Work Plan - Goals and Marketing for the Wyoming EDA

ADJOURN

**UNAPPROVED MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
CITY OF WYOMING, MINNESOTA
APRIL 11, 2022
6:00 PM**

CALL TO ORDER:

CALL OF ROLL:

On a Call of the Roll the following members of the Wyoming EDA were present:

EDA Members: Mayor Iverson, Council Member Schilling, Mike Soule, and Eddie Prigge

Also Present: Robb Linwood - City Administrator

ABSENT: Andrew Buccanero and Alex Bulmer

DETERMINATION OF A QUORUM:

PLEDGE OF ALLEGIANCE:

OPEN FORUM:

"An opportunity for members of the public to address the EDA on items not on the current Agenda. Items requiring EDA action maybe deferred to staff for research and future EDA Agendas if appropriate."

1. Consider approving the minutes of the "Regular Meeting" of the Wyoming, Minnesota City EDA for March 14, 2022

A MOTION WAS MADE BY EDA MEMBER SCHILLING SECONDED BY EDA MEMBER PRIGGE TO APPROVE THE "REGULAR MEETING" MINUTES OF THE WYOMING, MINNESOTA ECONOMIC DEVELOPMENT AUTHORITY FOR MARCH 14, 2022

Voting Aye: Iverson, Schilling, Bulmer, Buccanero, Soule, and Prigge

Voting Nay:

Abstain:

SCHEDULED BID LETTINGS: NONE.

SCHEDULED PUBLIC HEARINGS: NONE

CONSENT AGENDA:

Items under the "Consent Agenda" will be adopted with one motion; however, council members may request individual items to be pulled from the consent agenda for discussion and action if they choose.

ACKNOWLEDGE RECEIPT OF REPORTS OF OFFICERS, BOARDS, COMMISSIONS AND DEPARTMENT HEADS:

COMMUNICATIONS

2. Initiative Foundation Donation Thank you

OLD BUSINESS:

3. Chisago County Labor Assessment Review

Nancy Hoffman – Chisago County HRA/EDA Director – Ms. Hoffman discussed the process of the Labor

assessment and that RFP Process and that Cushman and Wakefield best suited what the county was looking to achieve in the County. Ms. Hoffman talked about the approach of the Labor Assessment from Industrial, Warehouse, Supply Chain and sustainable energy businesses that were not included in the report. They then looked at the industry within the county, number of jobs, location quotient and projected 5 year growth.

The study reviewed occupations, number of jobs, location quotient and growth. This looks favorable in Chisago County. The study also identified the top growing occupations in the region. The study reviewed demographics within the industry and approximately 15,000 people fit the criteria and the anticipated growth is 2.18% almost double the national average.

A section was dedicated to manufacturing, warehouse, supply chain, the jobs, total job and how Chisago County growth rates vs. Regional Development. A section was dedicated to commuting patterns from the people who live in the county and where they commute and who commutes to Chisago County for work.

A capacity assessment was completed to identify how easy a company could find labor in the Chisago County area. This was completed for manufacturing, warehouse/supply chain. It was discussed how Covid-19 pandemic affected the labor force. It is getting better, but identified people were not back to work like they were prior to the pandemic in 2019.

A housing study was conducted that reviewed housing growth, availability and sales in the county.

The HRA/EDA will be working to condense the Labor study so it can be shared with businesses, potential businesses and share with site selectors.

4. To discuss a 2022 Work Plan - Goals and Marketing for the Wyoming EDA – Additionally review EDA section for draft comprehensive plan

The Second Component of the discussion can talk about areas of focus and how we want to work on these or potential marketing efforts depending on the topic.

Business Retention and Expansion – Maintaining a systematic visitation program with Wyoming's existing businesses, providing outstanding customer service and doing everything within our power to help our local companies succeed and grow.

- BR&E is the number one source for economic activity and growth in a community
- Up to 90% of community growth comes from existing companies
- Very inexpensive
- Most effective activity in creating new jobs
- Excellent marketing opportunity when owners and manager of businesses share what a great community they reside in.

The EDA identified this as a high value activity and that the relationship building is critical. The City and County will be working on CRM that will track the business visits and the data that we accumulate

•
Skilled Workforce – What can we do to grow our own skilled workforce locally by engaging high school students and educating them about opportunities provided at local tech colleges for training and education. Chisago HRA/EDA is working to complete a Labor study that will be shared with this group.

- Businesses and especially manufacturers indicate a server shortage of skilled workers
- Available skilled workforce is driving factor of a business's looking to expand or relocate

Business Attraction – How do we gain a competitive advantage vs other communities of having our businesses expand here and new businesses locate here.

Key Factors:

- Skilled workforce
- Available land
- Gap financing
- Attractive community
- Collaborative – (County, City, ECRDC, County HRA/EDA, business community)
- What type of businesses do we want to attract and where can we locate them

Strategies and Actions

The Labor study that was just completed will be extremely helpful this goal. We can continue to work with local schools and utilize manufacturing week to expose high school kids to the trades in the city. The EDA would like to try to expose more trades to students like electrical and plumbing. Construct America is a agency we may be able to work with. Contact land owners that don't have land actively for sale and make list of potential properties for development.

Downtown Redevelopment – maintaining an attractive area as a part of community that reinforces that it is a great place to live

- Downtowns can be a reflection of how the community sees itself
- Typically independently owned businesses that keep profits in town
- Do we have areas of priority or opportunities?

Strategies and Actions

- The EDA thought that the downtown had opportunities for redevelopment and store fronts or multifamily housing
- Potentially look at long term downtown redevelopment plan

NEW BUSINESS: NONE

UPDATES

5. Sunrise River Bank Development/Hallberg Bingham Property/Hallberg RV Storage/Development

Administrator Linwood gave the group updates on the developments on the west side for the freeway and north on Hwy 61.

ADJOURN

A MOTION WAS MADE BY EDA PRESIDENT IVERSON ADJOURNED THE APRIL 11, 2022 "REGULAR MEETING" OF THE WYOMING, MINNESOTA ECONOMIC DEVELOPMENT AUTHORITY MEETING AT 7:23PM

Voting Aye: Iverson, Bulmer, Schilling, Buccanero and Soule

Voting Nay:

Abstain:



Request for EDA Action

Date: June 2, 2022

Presented to: EDA Members

Presented by: Robb Linwood, City Administrator

Department: Administration

Reference: 2022 Work Plan Discussion/Goals/Marketing – Comprehensive Plan Review

Method: Old Business

Background Information:

As part of the continuing work for the EDA's 2022 Work Plan/Goals and Marketing effort we wanted to discuss with the group about the focus of our efforts in 2022. As part of this a SWOT (strengths, weaknesses, opportunities and threats) could be reviewed about the city and its economic development. Secondly I have some suggested areas of focus for the group to review and receive feedback. These don't need to be the focus of the work plan or marketing efforts, but a good place to start and build off of. I have filled in this part based on the EDA's work at the March 14, 2022 Meeting for the SWOT analysis. Secondly, I have attached a draft version of the 2022 Comprehensive Plan, the planning commission is looking for feedback from the EDA about the economic development section. This is similar to the last draft the EDA reviewed and mostly comes from our strategic plan. I think the conversation of both of these item will build good feedback the planning commission and brainstorming for the overall work plan.

STRENGTHS – Advantages Wyoming has (in no particular order).

Hwy 8 and I35

Proximity to city for business and residential

Labor Force

Police and Fire

Schools

Parks

Better value for land – commercial and residential

8.

9.

10.

WEAKNESSES – disadvantages Wyoming has that we may or may not be able to remedy.

Lack of commercial office space

No real definitive downtown

Hwy 8 – Lack of infrastructure water/sewer

People don't want change of a developing city

Lack of Food options/restaurants

Workforce Housing/Starter Homes

Lack of Industrial Land

8.

9.

10.

OPPORTUNITIES are defined as being potential areas for economic Development that have not yet been taken advantage of.

Hospital Land

School

Housing improvements Chisago

Empty lot in downtown across from Bank

Land Near Lakes Gas

Expansion of Local Manufacturers

7.

8.

9.

10.

THREATS are events that could seriously impair Wyoming's economy, tax base or job base if they were to occur

Economy – cost of building

Construction Period of Hwy 8

Housing Legislation

People working from home

Fiber Quality

6.

7.

8.

9.

10.

The Second Component of the discussion can talk about areas of focus and how we want to work on these or potential marketing efforts depending on the topic.

- **Business Retention and Expansion** – Maintaining a systematic visitation program with Wyoming's existing businesses, providing outstanding customer service and doing everything within our power to help our local companies succeed and grow.
 - BR&E is the number one source for economic activity and growth in a community
 - Up to 90% of community growth comes from existing companies
 - Very inexpensive
 - Most effective activity in creating new jobs
 - Excellent marketing opportunity when owners and manager of businesses share what a great community they reside in.

Strategies and Actions

The Labor study that was just completed will be extremely helpful this goal. We can continue to work with local schools and utilize manufacturing week to expose high school kids to the trades in the city. The EDA would like to try to expose more trades to students like electrical and plumbing. Construct America is a agency we may be able to work with. Contact land owners that don't have land actively for sale and make list of potential properties for development.

- **Skilled Workforce** – What can we do to grow our own skilled workforce locally by engaging high school students and educating them about opportunities provided at local tech colleges for training and education. Chisago HRA/EDA is working to complete a Labor study that will be shared with this group.
 - Businesses and especially manufacturers indicate a server shortage of skilled workers
 - Available skilled workforce is driving factor of a business's looking to expand or relocate

Strategies and Actions???

- **Business Attraction** – How do we gain a competitive advantage vs other communities of having our businesses expand here and new businesses locate hear.

Key Factors:

- Skilled workforce
- Available land
- Gap financing
- Attractive community
- Collaborative – (County, City, ECRDC, County HRA/EDA, business community)
- What type of businesses do we want to attract and where can we locate them

Strategies and Actions??

- **Downtown Redevelopment** – maintaining an attractive area as a part of community that reinforces that it is a great place to live
 - Downtowns can be a reflection of how the community sees itself
 - Typically independently owned businesses that keep profits in town
 - Do we have areas of priority or opportunities?

Strategies and Actions

- The EDA thought that the downtown had opportunities for redevelopment and store fronts or multifamily housing
- Potentially look at long term downtown redevelopment plan

The last 2 items of our work plan are the two items and should be discussed at the meeting on May 9, 2022.

- **Workforce Housing – How we develop and look for new opportunities**

- According to the Urban Land Institute (ULI), Workforce Housing is defined as housing affordable to households earning between 60 and 120 percent of area median income (AMI). Workforce housing targets middle-income workers which includes professions such as police officers, firefighters, teachers, health care workers, retail clerks, and the like. Households who need workforce housing may not always qualify for housing subsidized by the Low-Income Housing Tax Credit (LIHTC)
- Chisago County has developed a housing trust fund
- Affordable housing is essential to a flourishing business base, especially manufacturing

Strategies and Actions?

Marketing Efforts

- Work on updating EDA website to ensure good information
- More Social media presences and the continued use of constant contact
- Site selectors are utilizing city's web pages for information
- Community image and reputation matter
- Branding is important to set us apart

Strategies and Actions?