



Economic Development Advisory Committee
West Fargo City Hall, Riverside Room
Thursday, September 5th, 2024
8:00 -9:30 am

Voting Members

Eddie Sheeley Chair
Banking
Choice Financial
Nicole Steen-Dutton V.
Chair
Retail
Thunder Coffee
Jaysen Schock
Past Chair
Manufacturing
Cargill
Marshall McCullough
Service
Ohnstad Twichell
Paul Matthys
Utilities
Cass County Electric
Tom McDougall
Technology
High Point Networks
Nick Killoran
Small Business Owner
Great North Insurance
Jeffrey Volk
Const./ Engineering
Moore Engineering
Cairn Reisch
Member at Large
Marvin

Ex-Officio Members

Shannon Full
FMWF Chamber of
Joe Raso
GFMEDC
Levi Bachmeier
WFPS
Robert Wilson
Cass County

City Commissioners

Brad Olson
Amy Zundel

City Staff

Nick Lee
Senior Director of Admin.
Casey Sanders- Berglund
Economic Development
Aaron Nelson
Planning Director

The Economic Development Advisory Committee (EDAC) meets regularly on the first Thursday of every month to review incentive applications and other items pertaining to the Economic Development within the City of West Fargo. The committee provides recommendations to the City Commission for final review. All Committee meetings are open to the public and any Executive Sessions abide by North Dakota Century Code. The Committee reserves the right to hold special meetings at its discretion facilitate efficient development within the City of West Fargo.

AGENDA:

1. Call to order
2. Attendance roll call
3. Approval of last meetings minutes
4. Approve order of Agenda
5. Enterprise Grant Application -Markar DBA Sandy's Doughnuts - (Casey Sanders-Berglund)
6. Vacant seat (Industry Representation: Utilities)
-Consideration of applicant Chad Brousseau
7. Discussion of Draft Growth Area Master Plan (Aaron Nelson)
8. Non-Agenda Items
9. Adjournment

Future Meeting Dates (1st Thursdays of each month)

Thursday, October 3, 2024

Thursday, November 7, 2024

Thursday, December 5, 2024



**West Fargo Economic Development
Advisory Committee
Thursday, August 1, 2024
8 am**

The City of West Fargo Economic Development Advisory Committee met on Thursday, August 1st, 2024, at 8 am.

Voting Members Present: Eddie Sheeley (Chair), Nicole Steen-Dutton (Vice-Chair), Marshall McCullough, Tom McDougall, Jeffery Volk.

City Staff: Casey Sanders-Berglund (Economic Development Manager), Nick Lee (City Assessor) & Dan Hanson (Senior Director of Community Development)

Ex-Officio Members: Joe Raso & John Mahacheck (GFMEDC)

Commissioners: Brad Olson & Amy Zundel

Eddie called the meeting to order.

Marshall moved and Tom seconded to approve the minutes for June 6th, 2024 as presented. No opposition. Motion carried.

Jeff moved and Marshall seconded to approve the Order of Agenda. No opposition. Motion carried.

Casey Sanders-Berglund presented the enterprise grant for Optima Realty (Shoppes at Sheyenne). Jeff recommended approval of up to \$75,000 to applicant (maximum eligible). Tom seconded the motion of approval. No opposition. Eddie obtained. Motion carried.

Casey Sanders-Berglund introduced the Growth Initiative Fund request from the Greater Fargo Moorhead Economic Development Corporation (GFMEDC). Discussion centered around the data presented by the GFMEDC and return on investment to West Fargo businesses. Nicole recommends to approve the \$650,000 request. Jeff seconds the motion. No opposition. Motion carried.

Casey Sanders-Berglund offered a short review of the process and bi-laws around transitioning off the committee.

Marshall motioned and Jeff seconded to adjourn the meeting. No opposition. Meeting was adjourned.

Chair, Eddie Sheeley

STAFF REPORT

Sandy's Doughnuts / Markar LLP

313 Main Ave W, West Fargo ND 58078

Downtown Mixed Use Zone

Applicant: Markar LLP

Owner: Jeff Ostlund

Staff Contact: Economic Development
Casey Sanders

Economic Development Advisory Committee:

September 5, 2024

West Fargo Public School District:

N/A

Cass County Board of Commissioners:

N/A

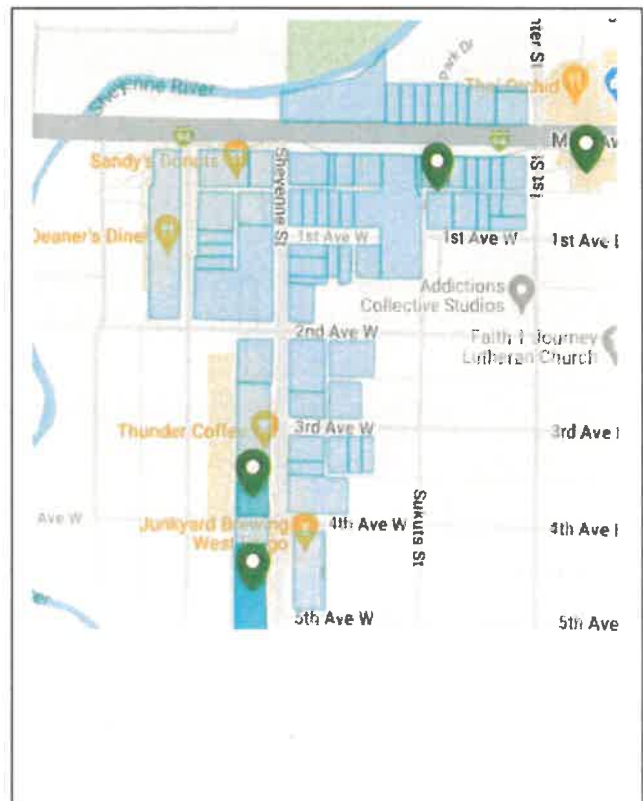
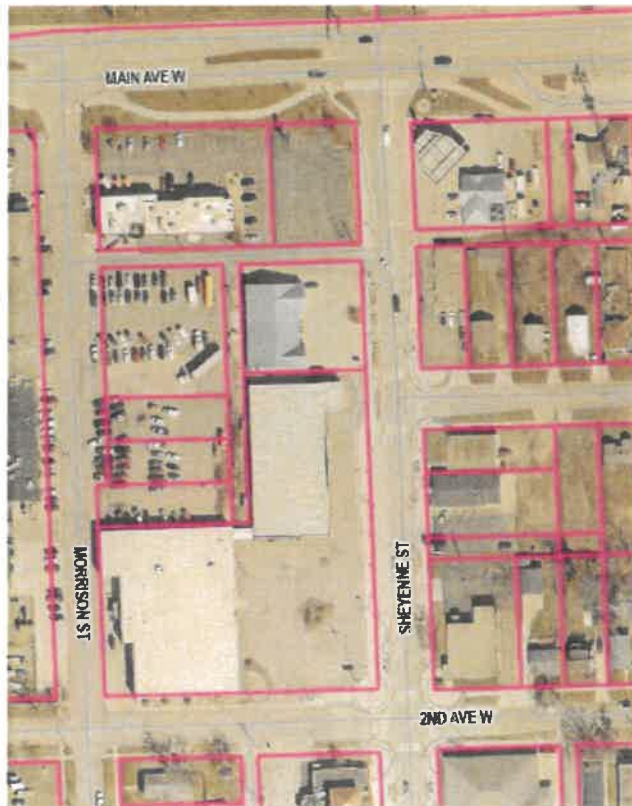
Public Hearing:

N/A

City Commission:

PURPOSE:

The applicant is proposing to use the funds from the enterprise grant to renovate their existing space. The applicant aims to complete work on the property to enhance the properties exterior and interior. Interior updates include painting, new cabinetry, and tile work. Exterior work includes work to be done on the entrance of the retail door, landscaping, parking lot surface, and electrical work done on the parking lot lighting. This remodel is one of the first step for the applicant as they have a vision for the future of this business that will extend beyond this location with the goal of expansion for the overall business scale.



STAFF REPORT

DISCUSSION AND OBSERVATIONS:

- Located in the (DMU) Downtown Mixed Used zone.
- Current location and ownership are looking to grow in the same space in which originated.
- This business has not received an enterprise grant in the past.
- The current taxes and assessments are current.

PROJECT ELIGIBILITY FOR DEVELOPMENT:

The project is located in a parcel that is zoned Downtown Mixed Use and is an urban renewal area in the City's General Plan for Urban Renewal and Urban Development. The project would advance the City's economic development goals by providing support to a locally owned small business owner in renovating this space to adjust to a space that allows for a more walkable and face to face traffic.

- Beautifying the area by improving exterior building facades
The exterior work to be completed on the entrance areas, landscaping, parking lights, and parking lot updates.
- Encouraging re-investment
The interior work to be completed is new cabinetry, painting, and tile work.
- Support community pride in the adjacent neighborhoods
- Create unique and distinct places

PUBLIC PARTICIPATION:

Public assistance for this project is proposed to consist of an enterprise grant of \$75,000 which is 50% of the total for the of the project which is bid out at over \$15,000. The funds would come from Economic Development Sales Tax.

RECOMMENDATIONS:

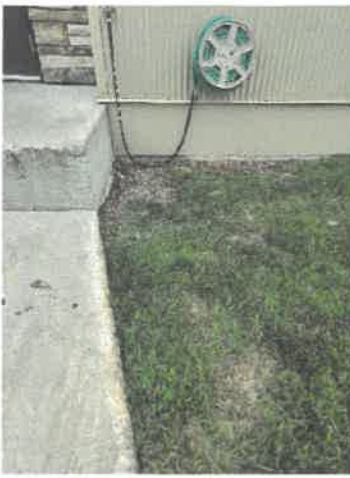
The proposed project meets the program goals by supporting a business in the downtown mixed used

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE RECOMMENDATION:

Economic Development Advisory Committee to review this project on September 5th, 2024.









DRAFT Growth Area Master Plan – Project Overview

Updated: August 12, 2024

Project Abstract:

This project will produce a Growth Area Master Plan to strategically guide the City's future development in an orderly and coordinated manner that is both fiscally sustainable and consistent with the community's vision for the future of West Fargo.

Purpose & Objectives:

The primary purpose of this project is to establish a strategic framework to guide the City's future growth and development decisions. To accomplish this, the following objectives are proposed:

- **Objective 1: To better understand future growth demand and the long-term fiscal implications of today's growth decisions. (Expand the knowledge base)**
 - To ensure new development is orderly, sustainable, and can adequately fund itself long-term.
 - To explore alternative options for the financing of growth.
 - To ensure development is sustainable long-term.
 - To understand likely future demand and growth scenarios.
 - To ensure the City is adequately prepared to fund and provide for future demands on expansion of City services and infrastructure.
- **Objective 2: To establish and map out a phased plan for the City's physical growth based on the City's Comprehensive Plan. (Flesh-out the vision)**
 - To guide the location and phasing of new development, annexation, extension of public services
 - To consolidate and distill existing plans and policies into one cohesive plan for growth (including such plans as West Fargo 2.0, Northwest Metro Transportation Plan, West 94 Transportation Plan, Metro Housing Study, CIP, utility master plans, School/Park facilities master plans, etc.)
 - To coordinate the location, phasing, and timing of interrelated capital improvements and expansion of City services.
- **Objective 3: To collaboratively manage growth decisions amongst dispersed stakeholder entities. (Improve the collaboration)**
 - To collect public input and ensure growth plans remain consistent with the will of the public.
 - To ensure the growth decisions of local governments (e.g., city, county, school district, park district, etc.) are coordinated with each other.
 - To ensure the City's growth decisions are coordinated with the area landowners, the development community, and other stakeholders.
 - To cultivate a collaborative approach to growth management across City departments and partner agencies/jurisdictions.
- **Objective 4: To develop the tools and action steps necessary for managing future growth. (Establish the tools)**
 - To develop the decision-making frameworks needed to guide development decisions.
 - To lay the groundwork for the modernization of development regulations that are consistent with the City's vision for growth & development.

Scope of
Work
Elements &
Plan Focus
Areas

- To aid in the implementation of the vision of the West Fargo 2.0 Comprehensive Plan through the identification of actionable steps and detailed recommendations.
- To help align the use of City programs, incentives, and funding to desirable outcomes in relation to the City's vision for growth and development.

- **Project Management**

- A. Consultant responsible for project management, outcomes, budget, and timeline.

- **Public & Stakeholder Participation**

- A. Public input & participation throughout the process
- B. Targeted engagement and participation of key stakeholders
- C. Use of Steering & Technical Committees
- D. Communication check-ins to the public and City leadership at project milestones throughout the project.

- **Plan Focus Areas:**

- A. Existing Conditions & Issue Assessment

- Review of Existing Plans & Studies
- Data Collection
- Capacity to accommodate future growth
- Stakeholder input on issues/needs/goals
- Summary of Community Vision and Core Concepts/Goals

- B. Growth Scenarios & Fiscal Impact Assessment

- Evaluation of various growth scenarios (including such variables as: growth locations, densities, land-uses, public infrastructure/service expansion, etc.)
- Special focus on options for the City-owned lagoon land
- Special focus on fiscal impacts (pros & cons) of various growth scenarios

- C. Decision-Making Framework

- Future Land-Use Maps and/or combination of similar policy maps (transects, contexts, nodes, etc.)
- Phased development/annexation/service extension plan, including public infrastructure and future public facilities maps and phasing plan
- Framework & maps for the strategic use of incentives and city-financing (e.g., tax incentive programs and special assessments)
- Framework for fiscal impact assessment of individual development proposals

- D. Action Plan & Next Steps

- Recommendations for Growth & Development Regulations
- Development Financing & Incentives
 - Fiscal impact assessment for development proposals
 - Calibration of incentive programs to meet specified goals
 - Alternatives for development financing (alternatives to traditional special assessments)
- Cross-Jurisdictional Coordination Steps
- Lagoon Property Strategy

	• Plan Development A. Drafting and refinement of plan documents & digital content ▪ Executive summary, growth management master plan, recommendations, action plan/12-month implementation guide ▪ Digital/web materials for project website • Approval & Adoption Process A. Presentations to City boards & commissions B. Resolution of Adoption as addendum to WF 2.0 Comp Plan, as per NDCC §40-48-10 • Plan Implementation A. 12-month implementation action plan ▪ Focused on the immediate action steps upon plan adoption ▪ Consensus/approval of next steps built into the plan ▪ Detailed outline of Prioritization, Roles/Responsibilities, & Resource needs B. Implementation kick-off and hand-off meetings ▪ Consultant-lead hand-off meeting(s) with City leadership to catalyze implementation of recommendations.
Study Area	Primary Focus: Periphery of the City's corporate limits and the exclusive extraterritorial jurisdiction of the City of West Fargo, within the FM Diversion alignment. With special focus on City's lagoon property. Secondary Focus: Area of exclusive extraterritorial jurisdiction of the City of West Fargo, outside of the FM Diversion alignment, and extraterritorial area of joint-jurisdiction of the City of West Fargo, within the FM Diversion alignment.
Anticipated Timeline:	• Q3 2024 – Project scoping and initiation approval ○ August 13, 2024 – P&Z Introduction & Discussion ○ September 3, 2024 – CC Introduction & Discussion ○ September 5, 2024 – EDAC Introduction & Discussion ○ September 10, 2024 – P&Z Recommendation for project approval and to issue RFP ○ September 16, 2024 – CC Project approval and approval to issue RFP • Q4 2024 – Publication of request for proposals (RFP) • Q1 2025 – Consultant selection & contracting • Q2 2025 – Project kick-off & consultant-lead planning process • Q2 2026 – Project completion
Issues:	• The FM Area Diversion channel creates both opportunities and limitations on future growth areas. Given the massive \$3-billion public investment to flood protect this area, there is a need to responsibly protect this public investment through well-reasoned land-use and development policy. • Lack of direction or consensus on the future use of the lagoons property. • Lack of tools to sufficiently evaluate and assess proposed development projects in terms of fiscal impacts to the City budget and long-term sustainability.

- Coordination gaps between City and partner agencies on future development-related decisions (e.g., location & timing of new schools in relation to future land-use and utility services; coordination of services between Cass Rural Water & the City).
- Lack of sufficient growth management guidance within the Comprehensive Plan (no future land-use component to WF 2.0 Plan and the Plan's growth map is insufficiently detailed).
- Sanitary sewer capacity issues are limiting growth potential:
 - The sanitary sewer system is at capacity south of the interstate.
 - City-wide sanitary sewer capacity is restricted due to costs to send sewage to Fargo.
 - Need for redundant lift station to reduce risk of city-wide sewage backup & for future capacity of the system.
- Little to no preservation strategy for future public right-of-way and facility needs. (E.g., trail corridors, schools, street connectivity, utility lines, parks & open space.)
- Current and future demand for rural development within the City's future growth area. Existing rural residential developments present challenges and impediments to orderly urban growth as the City expands into these areas.
- Landowners/developers unable to anticipate how the City is likely to respond to future development proposals. Such uncertainty increases development risk, resulting in increased costs to develop, which contributes to such things as overall housing costs.
- The likely timing of future growth demand is not well understood.
- Existing infrastructure needs & costs exceed available funding sources. There is a need to ensure future growth maximizes efficiencies of public infrastructure.
- Increasing pressure on City to allow rural residential development within the City's future growth area. There is a need to establish policy direction regarding if/when/where rural type development is appropriate.
- Need to review development fees and funding options—determine if/how development should/can pay for itself.
- Need to identify how walkable mixed use urban nodes identified in the Comp Plan are planned for and developed differently than other "typical" areas.
- Misaligned housing goals at the city vs regional level in terms of need for more housing vs desire to increase ratio of jobs/businesses to housing.

Feedback &
Questions:

Please contact the West Fargo Planning Department with any feedback or input you would like to share as staff works to further develop and refine the project details and proposed focus areas.

West Fargo Planning Department
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