



MINUTES
New Brighton Economic Development Commission
Regular Meeting – February 3, 2021
7:30 a.m.

I. Call to Order

Chair Carter called the meeting to order at 7:30 a.m. Due to the COVID-19 pandemic this meeting was held virtually.

II. Roll Call

Members Present.....Chair Harry Carter, Commissioners Bob Benke, Bret Fynewever, Clint Kuipers, Max Nundahl, Anthony Pledger, Jacqui Sauter, and Paul Zisla

Members Absent.....Commissioner Mike Murlowski

Also PresentBen Gozola-Assistant Director of Community Assets & Development, Jill Cady- DCAD Technician, Mayor Kari Niedfeldt-Thomas, and Councilmember Pam Axberg

III. Approval of Agenda

Motion by Commissioner Fynewever, seconded by Commissioner Zisla to approve the agenda as amended adding Item IVA to allow for introductory comments from Mayor Niedfeldt-Thomas.

A roll call vote was taken. Approved 8-0

IV. Approval of Minutes

Motion by Commissioner Zisla, seconded by Commissioner Pledger to approve the minutes from the January 6, 2021 meeting.

A roll call vote was taken. Approved 8-0

V. Introductory Comments from Mayor Kari Niedfeldt-Thomas

Mayor Niedfeldt-Thomas thanked the Commissioners for their dedicated service to the City over the past year. She explained the Council was discussing some growth opportunities and how to better support existing New Brighton businesses. She encouraged the EDC members to reach out to her with any ideas they may have. She described how strategic scorecards would be brought to the Commission in the future. She indicated the City would be creating an Inclusive Community Commission later this summer or fall after hiring a staff member that would head up inclusivity initiatives for the City of New Brighton. She commented the City was seeking student commissioners and encouraged those interested to contact City Hall for further information.

VI. Report from Council Liaison

Councilmember Axberg introduced herself to the EDC and stated she looked forward to serving as the Council liaison for the coming year.

VII. Business Items

A. Business Outreach Program Relaunch

Gozola stated in late 2020, DCAD hired an intern (Jillian “Jill” Cady) to assist with all manner of department issues, and her presence on our team has allowed us to once again restart the business outreach program originally conceived last year. Leading up to this meeting, Jill has taken on the task of creating a now up-to-date listing of all businesses in the community which will be shared with the EDC. The assembled list of businesses will be sent a letter from the City. The letter is an updated and revised version of the letter reviewed and approved by the EDC approximately one year ago. A final draft of this letter will be created following this meeting, and will be presented to the Mayor for final approval and use. Per direction of the Commission in 2020, the letter outlines the new “opt-in” program and explains how to participate.

Cady introduced herself to the EDC noting she had a degree in Environmental Science and has a minor in Urban Studies. She explained she would be working in the next couple of months to gather data on the businesses in New Brighton. She presented the EDC with a draft outline of the webpage that businesses will use to sign up so the City can get feedback on both information to gather and questions to ask.

Gozola explained as businesses sign up, staff will be cataloging their feedback and sharing this information with the EDC in the coming months. Feedback on what our businesses would like to get from this program should steer the direction of these efforts thereafter. Solutions and plans to address longer-term issues will become topics of discussion for the EDC and/or Council as may be appropriate. Once the list of participating businesses is populated, our intent is still to assign each individual business to an EDC or staff member for periodic interactions throughout the year. Each business will likely want a slightly different frequency of communication, so we’ll leave it to you and your assigned business(es) to determine the best fit. It will be

essential that you live up to promises made (if we say we'll call or stop by once per quarter, follow through). As part of this presentation, we will also update the EDC on the currently available COVID relief programs out there. Should question come your way, you'll hopefully be equipped to point businesses in the right direction. Staff requested feedback from the Commission prior to launching the program.

Discussion included:

- The Commission supported the proposed letter that would be sent to local businesses. One Commissioner suggested the letter be condensed and another Commission suggested there be a strong call out to the link in order to direct business owners to the "opt-in" information.
- The Commission recommended staff conduct a follow up phone call with each business owner after the letters are sent.
- The Commission appreciated the work on the City's website, the design and layout.
- Discussion ensued regarding the emails that would be generated from the website to the Commission members.
- Staff encouraged the Commission to forward any additional comments on the letter and website to staff this week.

B. TUV SUD Expansion Study

Gozola reported last week, the City Council approved a resolution in support of TÜV SÜD's pursuit of Job Creation Fund (JCF) dollars from the State of Minnesota which was the first necessary step to ensure a new multi-million dollar expansion of their facility which can or will occur later this year. Staff highlighted the anticipated timeline of this exciting new project.

Discussion included:

- The Commission thanked staff for the update.

VIII. Adjourn

Motion by Commissioner Benke, seconded by Commissioner Zisla to adjourn the meeting.

A roll call vote was taken. 8 Ayes, 0 Nays, Motion carried

Meeting adjourned at 8:23 am

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ben Gozola". The signature is fluid and cursive, with the first name "Ben" and last name "Gozola" clearly distinguishable.

Ben Gozola

Assistant Director of Community Assets and Development