



**MINUTES**  
**New Brighton Economic Development Commission**  
**Regular Meeting – October 6, 2021**  
**7:30 a.m.**

**I. Call to Order**

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

**II. Roll Call**

Members Present.....Chair Harry Carter, Commissioners Bob Benke, Mike Murlowski, Max Nundahl, Anthony Pledger, and Paul Zisla

Members Absent.....Commissioners Bret Fynewever and Jacqui Sauter

Also Present .....Ben Gozola – Assistant Director of Community Assets & Development, Jill Cady – DCAD Technician, Jennifer Fink-Parks and Recreation Director, and Councilmember Pam Axberg

**III. Approval of Agenda**

Motion by Commissioner Nundahl, seconded by Commissioner Benke to approve the agenda as presented.

Approved 7-0

**IV. Approval of Minutes**

Motion by Commissioner Carter, seconded by Commissioner Benke to approve the minutes from the August 4, 2021 meeting.

Approved 6-0

Motion by Commissioner Carter, seconded by Commissioner Benke to approve the minutes from the September 1, 2021 meeting.

Approved 6-0

**V. Report from Council Liaison**

Councilmember Axberg provided the EDC with an update from the City Council. She discussed the work the Council has been doing in order to create an Equity Statement and Equity Commission. She explained the City would be recruiting seven to nine Commissioners for this group at the end of this year and staff was conducting interviews in order to hire a DEI Coordinator.

Commissioner Benke discussed the 2020 census data noting the demographics in the community were changing. Councilmember Axberg explained the Council would be taking a deeper dive into the census information at a future meeting.

## **VI. Business Items**

### **A. Guest Speaker Kersten Elverum, Hopkins Director of Planning and Development - Public Art Initiatives**

Gozola stated Director Elverum will be talking to the commissioners about how the City of Hopkins incorporated more public art into their community, specifically Art Street and the Artery, and would be available to answer commissioner's questions on how New Brighton can learn from these examples.

Kersten Elverum, Hopkins Director of Planning and Development, introduced herself to the Commission and discussed the size and population of Hopkins. He discussed how art has impacted her community and described the partnerships that have been cultivated to help fund public art. She commented on how the art in the community assists in telling Hopkins' story and communicate values. She noted how public art supports creative people and businesses, while also encouraging investment in the community. She stated true public art is informed by the community and commented on how art pieces can be on loan for short periods of time to enhance the community.

Parks and Recreation Director Fink discussed the Friends of the Arts program in St. Louis Park.

Discussion included:

- The Commission asked how Hopkins pursued new art. Ms. Elverum explained staff reaches out to businesses with ideas and also requires a piece of public art with new developments.
- Further discussion ensued how The Artery and public art has been funded in St. Louis Park.
- The Commission described how the restaurants in the downtown area in Hopkins assists in drawing people to the community art.
- The Commission discussed how New Brighton would have to create a sense of place prior to pursuing public art.
- The Commission commended Hopkins on their great work to provide public art to the community.

### **B. Event Tourism Discussion with Director of Parks and Recreation Jennifer Fink**

Gozola reported this item would be addressed with Parks and Recreation Director Fink in November.

**C. US Bank Redevelopment TIF District 35 Follow-Up Examination**

Gozola reported on August 4 the EDC heard initial information regarding a request for TIF assistance to support redevelopment of the former US Bank site at 2299 Palmer Drive. Given information available at that time, both the EDC and staff felt that a TIF support package of \$3.9 million was appropriate for this project. He stated during August and September a preliminary PRD application was reviewed and establishment of TIF 35 was authorized by Council. TIF finalization was scheduled for October 12, 2021. Discussions focused on ways to leverage this project to generate not only support for affordable housing units on this site, but funding to preserve existing affordable housing elsewhere in the City OR to support additional affordable units in future new construction. Achieving that goal would require an amended approach to TIF District #35, and Council would like feedback from the EDC prior to heading down that road. It was noted TIF 35 as currently envisioned by the City Council would offer considerable funding and support for affordable units not only in this building, but also throughout the City over the life of the TIF District.

Michaela Huot discussed the proposed TIF package for the US Bank redevelopment project. She noted the developer was proposing 132 units with studio, one and two bedroom units. She explained 10% of the units would be affordable. She commented TIF was requested to assist with acquiring, demolishing and redeveloping the site. She provided the EDC with fundamental information regarding TIF and described how TIF dollars were pooled. She reported a pay-as-you-go note over 26 years would be used for this TIF District. It was noted the developer was trying to bring a high end multi-family housing product into the community.

Discussion included:

- The Commission asked why demolition was considered an extraordinary expense. Ms. Huot reported demolition was considered extraordinary compared to greenfield sites.
- A Commissioner expressed concern with the level of TIF being proposed given the fact demolition and underground parking should not be considered extraordinary expenditures.
- Further discussion ensued regarding how 14 units would have to be provided and maintained as affordable units.

Motion by Commissioner Zisla, seconded by Commissioner Murlowski to support the proposed TIF structure for TIF District #35.

Approved 6-0

**D. Current Project Updates**

Gozola reported this item would be addressed in November.

**VII. Adjourn**

Motion by Commissioner Benke, seconded by Chair Carter to adjourn the meeting.

6 Ayes, 0 Nays, Motion carried

Meeting adjourned at 8:57 am

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ben Gozola". The signature is stylized with a large, looped "B" and a cursive "G".

Ben Gozola

Assistant Director of Community Assets and Development