



**MINUTES**  
**New Brighton Economic Development Commission**  
**Regular Meeting – November 3, 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, Bret Fynewever, Mike Murlowski, Max Nundahl (arrived at 7:42 a.m.), Anthony Pledger (attending via Zoom), Jacqui Sauter (joined the meeting via Zoom at 8:23 a.m.) and Paul Zisla

Members Absent: None

Also Present: Ben Gozola- Assistant Director of Community Assets & Development, Jennifer Fink-Director of Parks and Recreation, and Councilmember Pam Axberg

**III. Approval of Agenda**

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

A roll call vote was taken. Approved 6-0

**IV. Approval of Minutes**

Motion by Commissioner Fynewever, seconded by Commissioner Benke to approve the minutes from the October 6, 2021 meeting.

A roll call vote was taken. Approved 6-0

**V. Report from Council Liaison**

Councilmember Axberg provided the EDC with an update from the City Council. She thanked the Parks and Recreation Department for their efforts on the Pumpkin Walk noting this event was very well attended. She reported the Council met with CPY recently at a worksession meeting and discussed the great work they were doing in the community. She indicated another worksession meeting was spent with the Ramsey County Sheriff's Department discussing SWAT operations and the partnerships the New Brighton Public Safety Department has with Ramsey

County. She reported the Council has been addressing several Special Use Permit requests at recent City Council meetings. She explained the City was forming an Equity Commission and was taking applications at this time and noted appointments would be made in December.

## **VI. Business Items**

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

Fink discussed event tourism in New Brighton, along with the current limitations the City has when it comes to event tourism and suggested specific ways that the commission can support increased traffic and publicity to the City. She discussed the work being done to draw people to the community by Twin Cities Gateway. She commented on the events New Brighton sponsors currently, which included a Chalk Fest, a tails on the trails event, community bonfires, snow sculpture, ice castle, pumpkin walk, the Eagle's Nest, and farmers market.

Discussion included:

- The Commission encouraged the City to find ways to capitalize on the visitors that come into New Brighton for the ice castle and recommended a winter night market with food trucks be pursued. Staff explained this may be difficult to plan because the ice sculpture was weather dependent, but noted staff could work to expand the community bonfire events.
- The Commission suggested a cycling or Ironman competition be considered for New Brighton.
- Staff noted a concert series was being considered for Veteran's Park in 2022. The vision for Veterans Park and the Community Center was discussed with the Commission.
- A snow sculpture contest was discussed.
- Staff provided further information regarding the monument signs that would be pursued in the coming years.

### **B. Business Outreach Update from Commissioner Sauter**

Gozola reported staff would like to take an opportunity on to update the commission on our initial outreach efforts, feedback received to date, and share a first draft/template of the quarterly newsletter we intend to publish as part of this program.

Commissioner Sauter explained she met with Guardian Property Management, Wilson Wolf and Johnson Screens since the past EDC meeting. She discussed the information she gained from these businesses and learned what their challenges were in the community. She reported all three businesses were facing labor and supply shortages. She noted the City could help these businesses by posting their job openings. She indicated the businesses were also interested in being highlighted within a quarterly business newsletter.

Discussion included:

- The Commission supported sending out additional letters to businesses in the community and posting jobs within a newsletter.
- The benefit of compiling an email list for all local business owners was discussed.
- Further discussion ensued regarding how the Commission would continue to engage local business owners.

### **C. Zoning Code Update**

Gozola updated the commission on the progress being made on the zoning code and relayed what this means for businesses in New Brighton. The timeline for the project was discussed and it was noted staff was working on the zoning code update in house. Staff estimated the zoning code update would be completed by the end of 2022.

Discussion included:

- The Commission thanked staff for the update and for their efforts on this project.

### **VII. 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 8:59 am

Respectfully submitted,

Ben Gozola  
Assistant Director of Community Assets and Development