



**New Brighton City Council/Economic Development Commission/Planning
Commission**

Work Session Agenda

New Brighton City Council Chambers

ELECTRONIC MEETING

May 4, 2021

5:00 PM

Due to COVID-19 and pursuant to Minnesota Statutes Section 13D.021, the City Council meeting is taking place virtually via Zoom and at New Brighton City Hall in the Council Chambers. Some members of the Council may be present at the meeting and others may attend electronically.


- **Watch the meeting electronically:** To observe the meeting electronically, visit www.newbrightonmn.gov or tune into CTV Channel 8023 (CenturyLink) or Channel 16 (Comcast).
- **Join the meeting electronically:** Due to the limitations of our meeting software, we kindly ask that you join the meeting electronically only if you need to interact with our elected officials or staff. To join the meeting electronically using your browser (no app required), visit: <https://us02web.zoom.us/j/82894429548?pwd=cmxkcThpRlhGOGZMUnB1cG1sTFIxZz09> or use your Zoom app to join by entering: Meeting ID: 828 9442 9548 and Passcode: 765458.
- **Attend the meeting in Person:** Members of the public may attend the meeting in person but will be required to wear masks and comply with social distancing parameters as determined by the City.

1. Urban Land Institute Presentation: Navigating Your Competitive Future



Report Number:	1
Report Date:	4/29/2021
Council Meeting Date:	5/4/2021

REQUEST FOR COUNCIL CONSIDERATION

ITEM DESCRIPTION: Minnesota Urban Land Institute presents Navigating Your Competitive Future	
DEPARTMENT HEAD'S APPROVAL:	
CITY MANAGER'S APPROVAL:	
No comments to supplement this report 	Comments attached ____

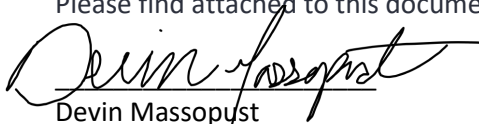
Recommendation: Participate in panel discussion with Economic Development Commission, Planning Commission and real estate experts.

Explanation:

The Minnesota Urban Land Institute is partnering with the City of New Brighton for the first time to host their Navigate Your Competitive Future workshop. This meeting will also include our Commissioners from the Economic Development Commission and Planning Commission. As noted from the Urban Land Institute:

Navigating your Competitive Future is designed to foster a meaningful dialogue across the public and private sectors to strengthen a mutual understanding of today's economic reality, market preferences and demographic shifts. Public officials will better understand the importance of effective partnerships and learn strategies to position your community to be competitive and resilient, and to attract the best quality development particularly in these uncertain and evolving economic times.

Please find attached to this document the biographies of the panel and a flyer for the program.


Devin Massopust
City Manager

Attachments:

- Panel Biographies
- Flyer

NAVIGATING YOUR COMPETITIVE FUTURE PANELIST BIOS



CITY OF NEW BRIGHTON

May 4, 2021

SARAH HARRIS

EXEC VP, STRATEGY PARTNERSHIPS AND PRODUCTION

AEON



Sarah joined Aeon in 2020. Prior to Aeon, she provided leadership in a variety of organizations, most recently as Managing Director of the University of Minnesota Foundation Real Estate Advisors. Sarah started her real estate career with the Eberhardt Company, launched the Minneapolis Downtown Improvement District, and has served many community organizations as a board member, including as Board Chair of the Minneapolis Parks Foundation, Ordway Center for Performing Arts, and ULI Minnesota.

JOHNNY OPARA

MANAGING DIRECTOR/MARKET LEADER

JO COMPANIES



Johnny Opara founded JO Companies in 2009 which is a Black-owned, mission driven real estate development company specializing in developing affordable housing. JO Companies is currently working on an affordable housing project in St. Paul called the Hollows and has previously been part of a development partnership with Newport Midwest, a Minnesota affordable housing development company, a subsidiary of Newport Partners, placing over \$1 billion in housing tax credit equity investments to institutional investors in over 172 multifamily developments. Previously, Johnny's career in Corporate America was driven by high personal expectations. Having achieved recognition by Executive Leaders as a Top 5-10% Sale's Professional in securing and maintaining high sales and million-dollar revenue quotas within strong industries representing major corporations. Johnny is a licensed real estate agent and specializes in creating generational wealth for first-time home buyers. Johnny is a member of the Urban Land Institute and belongs to the ULI MN Housing Product Council. He is also a board member of the Rice and Larpenteur Alliance. Johnny graduated from Augsburg College with a B.A. in Business Administration and majored in Management.

ARI PARRITZ

MANAGING PRINCIPAL

AFTON PARK



Ari Parritz is the Managing Principal of Afton Park, a multifamily real estate development company based in the Twin Cities. In this capacity Ari is currently leading mixed use and multifamily projects for Reuter Walton Development and Vermilion Development in and around the Twin Cities. Ari received his BA in Public Policy from the University of Michigan and his MBA from the Kellogg School of Management at Northwestern University.

BILL RICHARDS

DIRECTOR - REAL ESTATE DEVELOPMENT ADVISORY SERVICES WAKEFIELD

CUSHMAN &



Bill Richards joined Cushman & Wakefield in 2019 as Director of Real Estate Development Advisory Services. He specializes in development consulting, redevelopment, master planning, risk management, dispositions, adaptive reuse and workouts.

Bill developed a broad foundation in real estate business investment management and operations while working for multiple firms and family offices specializing in development and long-term investment.

Bill has been an avid sailboat racer for over 25 years. He has raced more than 6,000 offshore miles with multiple regatta and offshore race wins and podium finishes.



Navigating Your Competitive Future

PRESENTED BY **ULI MINNESOTA**

Build Local Capacity

Navigating Your Competitive Future ("NCF") is an interactive workshop with policy leaders and volunteer real estate professionals to focus on the current challenges of development and redevelopment.

Never before has it been more critical for decision makers to understand the range of factors influencing their City's economic future, from the COVID-19 precautions, long-term need for economic recovery, and the growing call to address entrenched inequalities.

NCF is designed to foster a meaningful dialogue across the public and private sectors to strengthen a mutual understanding of today's economic reality, market preferences and demographic shifts. Public officials will better understand the importance of effective partnerships and learn strategies to position your community to be competitive and resilient, and to attract the best quality development particularly in these uncertain and evolving economic times.

We are now offering one hour virtual sessions and provide general or topic specific sessions. Topics include:

1. Housing: An Economic Imperative
2. The Sharing Economy: Impact on the Built Environment
3. Resiliency: Future of Public Infrastructure
4. Post Pandemic Impact on the Future of Development



NCF DETAILS



**1 HOUR
VIRTUAL SESSION**



**3-4 INDUSTRY
EXPERTS**



FREE OF CHARGE

NCF Sessions are offered free of charge as a result of the generous funding support:



LET AN NCF HELP BUILD YOUR CAPACITY

CONTACT US AT **612-670-8147** | **CATHY.BENNETT@ULI.ORG** | **MINNESOTA.ULI.ORG**