

AGENDA

Economic Development Commission Meeting **In-Person Meeting with Public Electronic Access**

New Brighton City Hall; 803 Old Hwy 8 NW
Upper Level Conference Room
February 2nd, 2022 | 7:30 a.m.

- **Attend the meeting in Person:** Members of the public may attend the meeting in person. Attendees required to wear masks and comply with social distancing parameters regardless of vaccination status.
- **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:** If you would like to interact with our public officials or staff but are not comfortable attending the meeting in person, you may join the meeting electronically. Visit: <https://us02web.zoom.us/j/89862402361?pwd=MWtPeIRNTGt2RmR2TktwSkMOR1VHdz09> (no app needed) or use your Zoom app to join by entering: Meeting ID: 898 6240 2361 and Passcode: 867530

I. Call to Order

II. Roll Call*

- | | |
|-------------------------------|--------------------------------|
| ▪ Chair Harry Carter | ▪ Commissioner Max Nundahl |
| ▪ Commissioner Bob Benke | ▪ Commissioner Anthony Pledger |
| ▪ Commissioner Bret Fynewever | ▪ Commissioner Jacqui Sauter |
| ▪ Commissioner Clint Kuipers | ▪ Commissioner Paul Zisla |
| ▪ Commissioner Mike Murlowski | |

III. Approval of Agenda

IV. Approval of Minutes

1. January 5th, 2022

V. Report from City Council Liaison

** A quorum of the City Council may be present.*

VI. Business Items

1. Updates from Open to Business
2. Taking Advantage of Local Events

VII. Adjournment





MINUTES
New Brighton Economic Development Commission
Regular Meeting – January 5, 2022
7:30 a.m.

I. Call to Order

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

II. Roll Call

Members Present.....Chair Harry Carter, Commissioners Bret Fynewever,
Mike Murlowski, Max Nundahl, Anthony Pledger
(arrived at 7:45), Jacqui Sauter, and Paul Zisla

Members Absent.....Commissioner Bob Benke

Also PresentBen Gozola – Assistant Director of Community Assets &
Development, Jill Cady – DCAD Technician, and
Councilmember Pam Axberg

III. Approval of Agenda

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

A roll call vote was taken. Approved 6-0

IV. Approval of Minutes

Motion by Commissioner Nundahl, seconded by Commissioner Zisla to approve the minutes from the November 3, 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 wished everyone a Happy New Year. She reported the City Council passed the 2022 budget at their December 7 meeting and held a worksession meeting on January 4. She noted the Council discussed how to allocate ARPA funds and was looking to prioritize one-time purchases at their most recent work session meeting.

VI. Business Items

A. Business Outreach Program Updates

1) Member Assignment Updates

DCAD Technician Jill noted the goal in 2021 was to have the EDC Commission members and staff reach out to all businesses in the City. She reported 17 businesses have responded to the City and five were interested in working with the City to expand their businesses. She questioned how the Commission wanted to move forward with and asked what the goals were for the business liaison program. She commented on how important it was to gather business email addresses.

Commissioner Sauter commented on the meetings she had with DK Mags and Pletschers Greenhouse. She reported both businesses were struggling with hiring employees at this time and hiring strategies were discussed with each business. She indicated DK Mags supported the City pursuing a “main street” look and feel along Old Highway 8. She stated both businesses were interested in a liaison program with the City.

Discussion included:

- Commissioner Zisla and Commissioner Sauter volunteered to locate email addresses for local businesses.
- The Commission recommended QR codes be included on all future correspondence with local business owners to assist with getting businesses registered with the City in a quick and efficient manner. Staff appreciated this recommendation.

2) Draft Newsletter Review

DCAD Tech Jill discussed the draft newsletter with the Commission and noted it would be sent out in January 2022.

Discussion included:

- The Commission requested the EDC members be added to the email newsletter list.

3) Ice Castles Postcard

DCAD Tech Jill reported the City sent postcards to 350 local business owners between Christmas and New Year's informing them the ice castles would be returning in January 2022.

Discussion included:

- The Commission requested the EDC members be added to the business mailing list.
- It was recommended a QR Code be included on the postcard to assist with getting businesses registered with the City in a quick and efficient manner. Staff appreciated this recommendation.
- The Commission suggested an email format of the postcard be forwarded to the Twin Cities North Chamber of Commerce for further advertisement of this event.

B. Public Art and Event Tourism Follow-Ups

DCAD Tech Jill reported during previous EDC meetings, commissioners have discussed public art initiatives in other cities and ways New Brighton could leverage art to create a sense of place within New Brighton. She explained staff was contacted by a local youth group that was interested in collaborating with the City to complete a street art project in July of 2022. She discussed the types of projects that could be completed at or around City Hall, the Community Center, or near Sunny Side Elementary or Irondale High Schools.

Discussion included:

- The Commission suggested staff work with the art program at Irondale High School to come up with ideas for the street art.
- The Commission supported vertical art being pursued along with street art noting the vertical surface art may last longer.
- The Commission supported staff engaging with local artists, the public and PREC for the community art projects.
- The Commission supported the City pursuing street art with the youth group volunteers.

C. Silver Lake Road Mixed Use Planning Project Status Update

DCAD Tech Jill reported the City began outreach of the Silver Lake Road planning project in July 2021, and the initial community engagement portion of this project wrapped in late November 2021. Staff shared the results of the initial outreach, and discussed what comes next in this planning project. Staff updated the commission on the status of the Silver Lake Road mixed-use development project and shared the results from the recent visioning survey for consideration and discussion.

Discussion included:

- The Commission liked the direction this process was going and recommended staff follow up with the businesses in the nodes after this process was completed.

D. Review of Minnesota Economic Trend Articles (December 2021)

Assistant Director Gozola stated the Minnesota Department of Employment and Economic Development (DEED) releases quarterly articles relevant to this Commission's mission. Staff reported they would share the most relevant articles as they are released. Three articles are provided from DEED which examine current economic trends in Minnesota. It was noted these articles focus on the State's aging workforce, the impact of the pandemic on some of the State's top job providers, and a current look at the State's job vacancy rate.

Discussion included:

- The Commission thanked staff for forwarding these articles to the EDC members.

VII. Adjourn

Motion by Commissioner Nundahl, seconded by Commissioner Murlowski to adjourn the meeting.

A roll call vote was taken. Approved 7-0

Meeting adjourned at 8:28 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

Agenda Section:	VI
Item:	2
Report Date:	01/25/22
Commission Meeting Date:	02/02/22

REQUEST FOR COMMISISON CONSIDERATION

ITEM DESCRIPTION: Taking Advantage of Local Events
DEPARTMENT HEAD'S APPROVAL:
CITY MANAGER'S APPROVAL:
No comments to supplement this report ____ Comments attached ____

- Request from Council:**
- Discuss how we can better position businesses to benefit from local activities such as the Ice Castle and Stockyard days.
 - Develop a process for the City to follow in the future to help local businesses connect with and capitalize off of large local events.

- History:**
- Local businesses found success working with Ice Castles in 2020, but not all have seen the same willingness to partner with them this time around prompting this discussion. Part of the challenge for the City is how to set our businesses up to capitalize on increased traffic despite or in lieu of event support.

- Task Overview:**
- The EDC has spent several sessions in the past year discussing business outreach and event tourism, and Council would like the EDC to continue this work by having a discussion amongst members to identify and suggest ways to get ahead of events like Ice Castles and Stockyard Days.
 - Specifically, Council would like the Commission to share your thoughts on:
 1. What can the City can do to help our businesses take advantage of large events at Long Lake Park (Burma-Shave signs?, banners?, work to allow business to runs their own concessions in some other area? Etc).
 2. How much do you believe we should do (i.e. what is your take on the cost/benefit for these efforts)?
 3. If possible, develop a general template process for the City to follow in anticipation of large events to allow our businesses to capitalize off of traffic flow to the community.
 - This will be an open discussion format item, and is the first example of the direct work product that Council would like to see from commissioners representing Economic Development, Parks, and Public Safety.

Financial Impact: ▪ Important to our local businesses who could benefit from the increase in potential customers brought on by large events.

Summary: Discuss and start working towards establishing a process for the City to follow to help local businesses connect with and capitalize off of large local events.

Attachments: *none*

A handwritten signature in black ink, appearing to read 'Ben Gozola', written over a horizontal line.

Ben Gozola, AICP,
Assistant Director of Community Assets and Development



Agenda Section: VI
Item: 1
Report Date: 01/25/22
Commission Meeting Date: 02/02/22

REQUEST FOR COMMISISON CONSIDERATION

ITEM DESCRIPTION: Open to Business Updates
DEPARTMENT HEAD'S APPROVAL:
CITY MANAGER'S APPROVAL:
No comments to supplement this report ____ Comments attached ____

Recommendations: ▪ Listen to Ramsey County Business Advisor Noah Her and Economic Development Specialist Rick Howden give a yearend review of the Open Business Program in New Brighton.

History: ▪ Noah Her, the City's Open To Business representative, will be present on 2/2 to provide the EDC with an overview of their activities during 2021, discuss ways OTB has been helping businesses through the pandemic, and can answer any questions you have about the program moving forward. Note that no materials were provided by OTB for this packet, so the item will be a verbal update.

Financial Impact: ▪ Significant for new start ups looking to establish their businesses in New Brighton. Open to Business is the organization we direct new business owners to first to set them up for success.

Attachments: A) None

Ben Gozola, AICP,
Assistant Director of Community Assets and Development