



AGENDA

Economic Development Commission Meeting **In-Person / Electronic Meeting**

**New Brighton City Hall; 803 Old Hwy 8 NW
Upper Level Conference Room / Zoom
May 4th, 2022 | 7:30 a.m.**

- **Attend the meeting in Person:** Members of the Economic Development Commission and members of the public may attend the meeting in person. Attendees are required to wear masks and comply with social distancing parameters regardless of vaccination status.
- **Watch the meeting electronically:** To observe the meeting electronically, visit [the City website](#) or tune into CTV Channel 8023 (CenturyLink) or Channel 16 (Comcast).
- **Join the meeting electronically:** Members of the Economic Development Commission may also attend the meeting remotely pursuant to MN Statutes 13D.021. If you would like to interact with our public officials or staff but are not comfortable or able to attend the meeting in person, you may join the meeting electronically. Visit: <https://us02web.zoom.us/j/89862402361?pwd=MWtPeIRNTGt2RmR2TktwSkM0R1VHdz09> (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*

- | | |
|---|---|
| <input type="checkbox"/> Chair Harry Carter | <input type="checkbox"/> Commissioner Anthony Pledger |
| <input type="checkbox"/> Commissioner Faycal Belkhous | <input type="checkbox"/> Commissioner Victoria Presek |
| <input type="checkbox"/> Commissioner Bob Benke | <input type="checkbox"/> Commissioner Jacqui Sauter |
| <input type="checkbox"/> Commissioner Mike Murlowski | <input type="checkbox"/> Commissioner Paul Zisla |
| <input type="checkbox"/> Commissioner Michele Norman | |

III. Approval of Agenda

IV. Approval of the March 2nd Minutes

V. Report from City Council Liaison

VI. Business Items

1. New commissioners introduction

* A quorum of the City Council may be present.

2. Overview of Business Outreach initiative and approval of second quarterly newsletter
3. Visioning Silver Lake Road study phase two updates
4. Adopt a 2022-2023 EDC work plan

VII. Adjournment



MINUTES
New Brighton Economic Development Commission
Regular Meeting – March 2, 2022
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 was a hybrid meeting.

II. Roll Call

Members Present: Chair Harry Carter, Commissioners Bob Benke, Bret Fyneweever, Mike Murlowski, Max Nundahl, Anthony Pledger, Jacqui Sauter and Paul Zisla

Members Absent: None

Also Present: Ben Gozola- Assistant Director of Community Assets & Development; Jill Cady- Community Assets & Development Tech; and Councilmember Pam Axberg

III. Approval of Agenda

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

A roll call vote was taken. Approved 8-0

IV. Approval of Minutes

Motion by Commissioner Benke, seconded by Commissioner Pledger to approve the minutes from the February 2, 2022 meeting.

A roll call vote was taken. Approved 8-0

V. Report from Council Liaison

Councilmember Axberg provided the EDC with an update from the City Council. She stated the Council was holding Commission interviews at this time. She was pleased to report there were several students that had applied and would be placed on Commissions. She noted the Council were still seeking volunteers interested in serving as there were still open seats. She reported the City Council would be holding a strategic planning session on Saturday, March 5. She indicated the Council has been discussing the City's rental inspections program for multi-family, duplexes

and single family homes and would continue to address this topic throughout the year. Further discussion ensued regarding the City's existing inspection program.

VI. Business Items

A. Business Outreach Update

Gozola stated last month, Commissioner Zisla agreed to reach out to North Metro Chamber of commerce to discuss event tourism in light of recent issues between local Businesses and the Ice Castles operation. Additionally, Commissioner Carter volunteered to contact the owner of Adagio's Pizza to learn more about the breakdown that occurred with their Ice Castles marketing operation. The Commission can discuss the results of these efforts, and also review outreach updates from Commissioner Sauter.

Discussion included:

- An update was provided from Commissioners Zisla regarding a conversation he had with Twin Cities Gateway.
- Commissioner Carter stated he did not have a report for the Commission at this meeting.

B. Year in Review/Remaining To Do Items/General Updates

Gozola reported the final EDC meeting of the year is traditionally a meeting for commission members to examine what was accomplished over the previous year, acknowledge what remains to be done, and plan for the year ahead. Following the business outreach discussion, staff presented the Commission with an overview of where we've been over the past year. It was noted the redevelopment of the US Bank and public art/wayfinding were significant topics of discussion.

Discussion included:

- Staff thanked Commissioner Sauter for all of her efforts to reach and connect with local businesses.

C. 2022/2023 Work Plan Visioning

Gozola stated the draft work plan (largely blank given this is the 1st draft) identifies potential topics of discussion for each meeting between April 2022 and March 2023. Proposed actions & outcomes are (or will be) identified for each meeting. Current entries follow the traditional schedule for tasks at various points in the year (training/orientation in April, Baker Tilly TIF training and current districts review, work plan setting in March, etc.). Traditional breaks in summer and over the holidays are reflected in the draft schedule. Keep in mind that staff and the commission always have the right to deviate from the generalized work plan as circumstances in the community dictate. The work plan is a guide and is not set in stone. Unlike other meetings during the year where staff leads the discussion, this meeting should largely be led by Commissioners. As a starting point, information is provided herein on each of the four economic development focal points reaffirmed by the Commission in recent years. Commissioners are encouraged to bring their own information with areas you'd like to focus on in the coming year. Council may ultimately add to or amend the draft work plan, but this is your opportunity to set the stage on what you would like to focus on in the coming year.

Discussion included:

- The Commission supported continued discussions on place making.
- Staff reported the EDC would be holding a joint meeting with PREC in July to discuss sense of place and public art.
- The Commission suggested housing and the success or impact of recent projects be further discussed.
- The Commission supported further discussions being held to better understand how to attract new and exciting economic opportunities (restaurants, entertainment options, festivals, etc.).
- The Commission supported John Connelly from the Chamber of Commerce coming in and speaking to the EDC.
- The Commission requested an update on Silver Lake Road be provided at a future meeting and the other mixed use nodes in the community.
- The Commission recommended an update on the New Brighton Exchange and a status on the current businesses be provided at a future meeting.
- Staff thanked the Commission for the feedback.

D. Recommendations for Chair & Vice Chair for 2022-2023

Gozola requested the Board elect a Chair and Vice Chair for 2022-2023.

Motion by Commissioner Zisla, seconded by Commissioner Pledger to recommend the City Council elect Harry Carter Chair of the EDC for 2022-2023.

A roll call vote was taken. Approved 8-0

Motion by Chair Carter, seconded by Commissioner Zisla to recommend the City Council elect Jacqui Sauter Vice Chair of the EDC for 2022-2023.

A roll call vote was taken. Approved 8-0

Motion by Chair Carter, seconded by Commissioner Zisla to direct staff to draft a Resolution of Appreciation for Commissioner Nundahl and Commissioner Fynewever thanking them for their service to the City of New Brighton.

A roll call vote was taken. Approved 8-0

VII. Adjourn

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

A roll call vote was taken. Approved 8-0

Meeting adjourned at 8:11 am

Respectfully submitted,

Jillian Cady
Community Assets and Development Technician

COMMISSION'S OVERARCHING FOCAL POINTS (as identified with Council on 3/18/15, and as last reaffirmed on 8/7/19)

- A. Business Retention & Expansion
- B. Housing Programs
- C. Place-making Initiatives (*i.e., Establishing a sense of place within the community*)
- D. Physical Redevelopment Opportunities (*New Brighton Exchange, New Brighton Elementary, etc.*)

IDENTIFIED TOPICS FOR DISCUSSION DURING 2022-2023

Items to examine any time:

1. Zoning code update/feedback
2. TIF educational session
3. More Event/Identity Tourism discussion (i.e. festivals, races, night markets etc.)
4. City's business outreach program and efforts
5. More meetings with business owners throughout the community/outings
6. New Housing initiatives and the impact they've had on the surrounding community
7. Continued work on entry monuments/sense of place

PROPOSED CALENDAR (SUBJECT TO CHANGE)

Meeting Date	Task/Project	Proposed Action/Outcome
April 6, 2022	<ul style="list-style-type: none"> EDC Member Orientation / Yearly Training Second Business Outreach Newsletter draft 	<ul style="list-style-type: none"> Commission meets all new members Commission understands their role in City Government Commission finalizes and adopts 2020/2021 work plan

Meeting Date	Task/Project	Proposed Action/Outcome
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May 4, 2022	<ul style="list-style-type: none"> • Adopt a work plan • Status updates on Vision Silver Lake Road plan • Follow-ups on engaging more local businesses 	<ul style="list-style-type: none"> • <i>Decide as a group next steps for Business Outreach Initiative and adopt a work plan for the coming term</i> • <i>Hear updates from Staff on the Vision Silver Lake RD 2040 project</i>
June 1, 2022	<ul style="list-style-type: none"> • TIF Overview with Baker Tilley • Baker Tilley 2022 TIF Management Plan/Report 	<ul style="list-style-type: none"> • <i>Refresher on TIF and latest developments</i> • <i>Commission understands current status of all active TIF districts</i>
July 6, 2022	<ul style="list-style-type: none"> • Joint Meeting with Parks Commission on Place making 	<ul style="list-style-type: none"> • <i>Align place making vision and approach between the two commissions</i>
August 3, 2022	Summer Break – no meeting unless deemed necessary (TBD)	
September 7, 2022	<ul style="list-style-type: none"> • Updates on Public Art Initiatives • Vote on street mural concepts • Possibly meet with EDC to discuss future art initiatives 	<ul style="list-style-type: none"> • <i>Business outreach around public art and any follow-ups from joint meeting</i>
October 5, 2022	<ul style="list-style-type: none"> • Field Trip to Old Highway 8 Business Center 	<ul style="list-style-type: none"> • <i>Tour the Old Highway 8 business center with Hillcrest Development Corp. and learn about the new businesses who have moved in</i>
November 2, 2022	<ul style="list-style-type: none"> • Guest speaker from Twin Cities North Chamber of Commerce 	<ul style="list-style-type: none"> • <i>Learn more about Twin Cities North and how we can apply those resources and lessons to growing New Brighton's business outreach initiatives</i>
December 7, 2022	Holiday Break – no meeting unless deemed necessary (TBD)	

Meeting Date	Task/Project	Proposed Action/Outcome
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January 4, 2023	<ul style="list-style-type: none"> • Open To Business 2022 Year-End Report • TBD 	<ul style="list-style-type: none"> • <i>Commission learns how successful Open to Business was in 2022</i>
February 1, 2023	<ul style="list-style-type: none"> • Follow up on most pertinent/active topic(s) from 2022 	<ul style="list-style-type: none"> • <i>Bringing item(s) to conclusion or ensuring progress is being made</i>
March 1, 2023	<ul style="list-style-type: none"> • Review of Year's Accomplishments & Outstanding To-do Items • 2023/2024 work plan visioning • Nominations for Chair/Vice Chair 	<ul style="list-style-type: none"> • <i>Commission and staff review accomplishments, and identify ways to improve moving forward</i> • <i>Commission provides direction on the coming year's tasks</i> • <i>Commission nominates its leadership for the coming year</i>

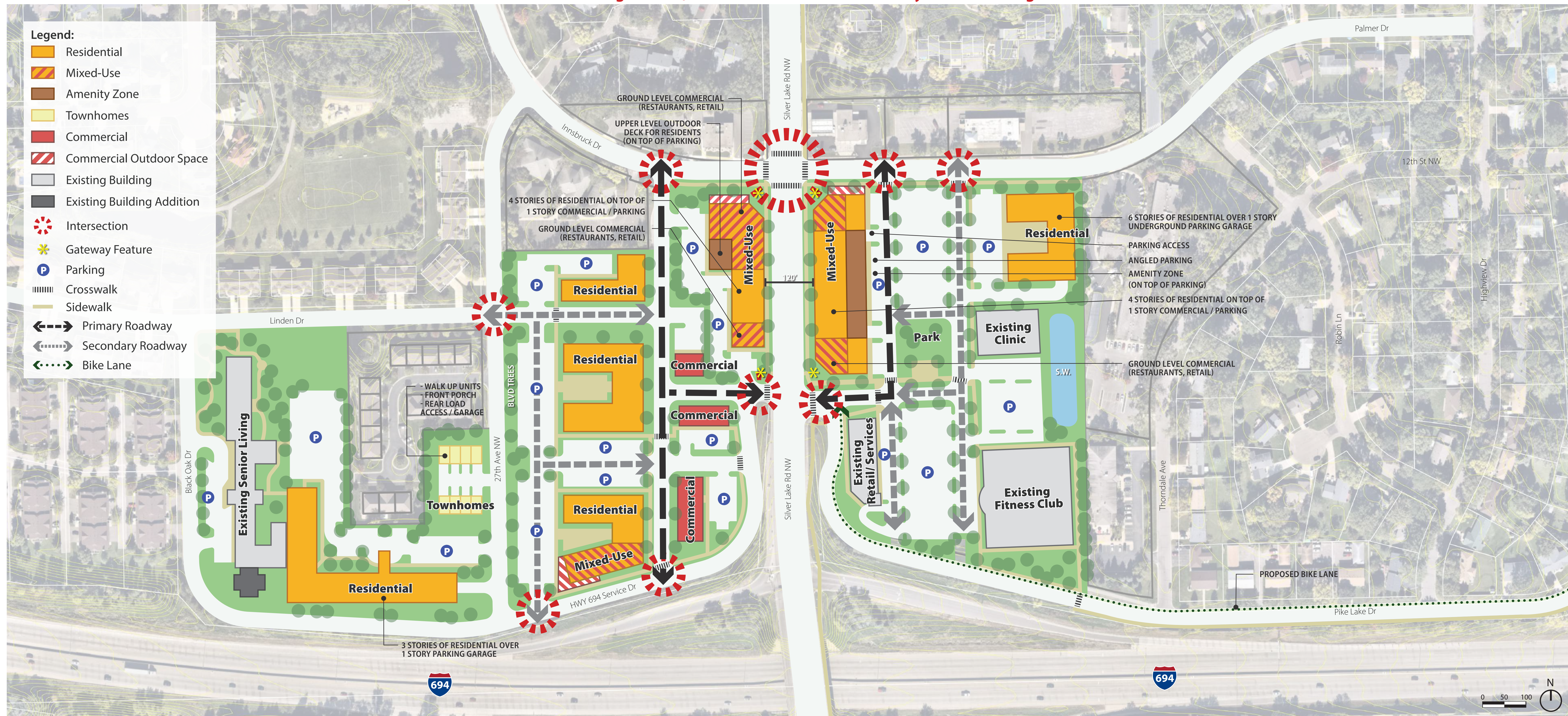
2022/2023 WORK PLAN BEGINS

April 5, 2023	<ul style="list-style-type: none"> • EDC Member Orientation / Yearly Training • Review final 2022/2023 work plan 	<ul style="list-style-type: none"> • <i>Commission meets all new members</i> • <i>Commission understands their role in City Government</i> • <i>Commission agrees upon target items for the coming year</i>
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CONCEPTS

SILVER LAKE RD & INTERSTATE 694

NOTICE: This illustrative concept is NOT a development plan and does NOT show desired changes to the built environment. Rather, this is simply a single representation of potential development following design aspects sought by the public during Phase I of the Vision Silver Lake Road 2040 study. Embodying initial public feedback in this manner allows us to elicit additional comments (to make sure we're on the right track) which in turn will allow the City to craft zoning standards for this new Mixed Use area.





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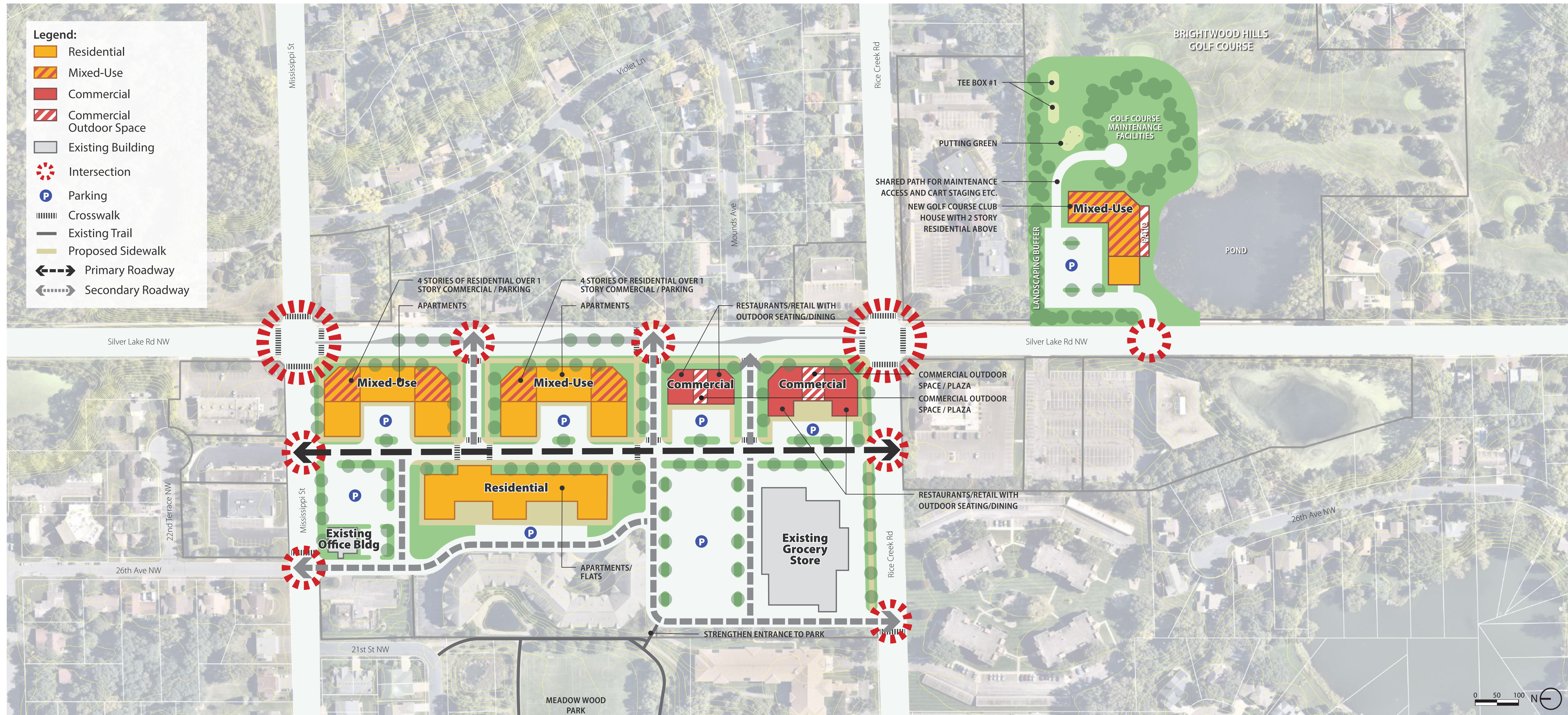




CONCEPTS

SILVER LAKE RD & RICE CREEK RD / MISSISSIPPI ST

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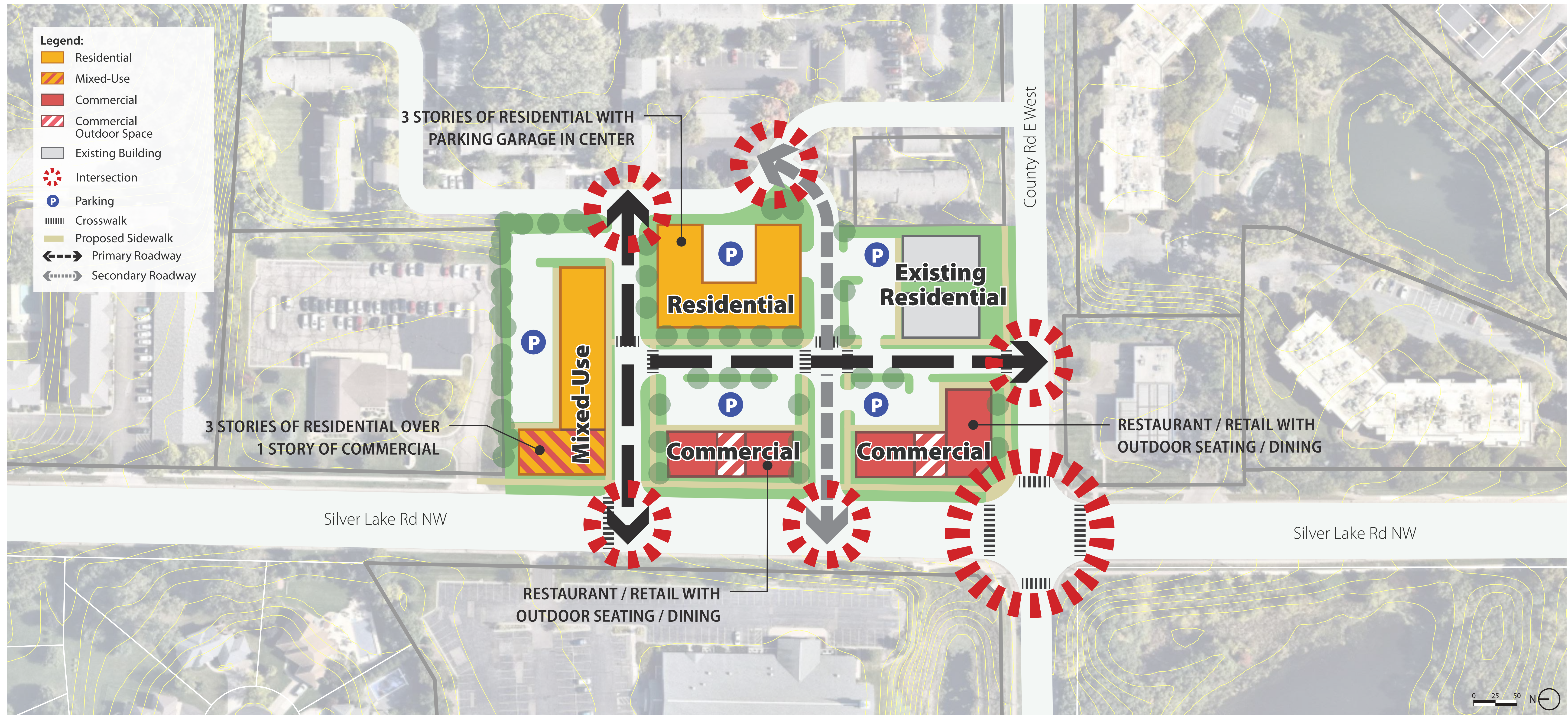




CONCEPTS

SILVER LAKE RD & COUNTY RD E WEST

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SILVER LAKE RD & COUNTY RD E WEST

NOTICE: This illustrative concept is NOT a development plan and does NOT show desired changes to the built environment. Rather, this is simply a single representation of potential development following design aspects sought by the public during Phase I of the Vision Silver Lake Road 2040 study. Embodying initial public feedback in this manner allows us to elicit additional comments (to make sure we're on the right track) which in turn will allow the City to craft zoning standards for this new Mixed Use area.





Re: VISION SILVER LAKE ROAD 2040 (PHASE II)

Dear Landowner, Business Owner, or Resident within a Mixed Use Area,

Last fall, the City launched Phase I of a three-part planning process to examine three areas along Silver Lake Road which are guided for mixed use development in the coming decades. Through this initial public outreach, the City was able to spread the word about this new land use designation, and we solicited feedback as to what people want to see in these areas should redevelopment occur. A summary of all initial feedback from Phase I can be viewed on-line in the following location:

<https://bit.ly/PhaseOneSummary>

Using everything that was heard during the initial round of public input, the consultants leading Vision Silver Lake Road 2040 have now prepared illustrative concept plans for each mixed use area to elicit additional comments and feedback from the Community. **The illustrative concepts created for the Vision Silver Lake Road 2040 project are NOT development plans and they do NOT show desired changes to the built environment.** Each concept is simply a single representation of potential development incorporating design aspects sought by the public during Phase I of the study. Illustrating initial public feedback in this manner allows us to elicit additional comments (to make sure we're on the right track) which in turn will allow the City to craft proper zoning standards for the new mixed use areas.

You are receiving this letter as you either own land within a mixed use area, run a business within a mixed use area, or you live in one of the new mixed use districts. The City wishes to ensure that that you have an avenue to answer any questions you may have leading up to the launch of Phase II, and to **confirm with you in advance that the City is NOT advocating for any specific changes within these areas.** Just as is the case today, absolutely nothing will change to your residence, building, business or land until the landowner decides to initiate some form of change. Our planning project will simply ensure that when such decisions are made, the proper regulations are in place to result in development which meets the expectations of the Community.

Attached you will find the concept plan intended to elicit comments for your mixed use area. Should you have any comments about this concept or have any questions as to the intent of this concept, please reach out any time and I'd be happy to take your call: Ben Gozola (651-638-2059). Alternatively, you may email me at ben.gozola@newbrightonmn.gov, and I will get back to you as soon as possible.

Thank you for your participation in New Brighton's planning efforts, and we look forward to hearing from you during Phase II of Vision Silver Lake Road 2040!

Sincerely,

A handwritten signature in black ink, appearing to read 'Ben Gozola'.

Ben Gozola, AICP
Assistant Director of Community Assets & Development



Agenda Section:	VI
Item:	1
Report Date:	4/28/22
Commission Meeting Date:	5/4/22

REQUEST FOR COMMISSION CONSIDERATION

ITEM DESCRIPTION: New and current commissioners introduce themselves and what their interest is in the economic development of New Brighton.
DEPARTMENT HEAD'S APPROVAL:
CITY MANAGER'S APPROVAL:
No comments to supplement this report ____ Comments attached ____

15.99 Deadline: None

Recommendations: With so many new commissioners coming on board and the start of a new term, we think it's important to introduce ourselves and what each commissioner individually hopes to accomplish by being a part of this commission. As well as, reiterate the collective goals that City Council has for the EDC.

Legislative History: None

Financial Impact: None

Summary: The Economic development commission advises the Council on matters concerning industrial and commercial development for the city. Duties of this commission include:

- (1) Assist with and provide insight on developing, compiling, coordinating, and publicizing information on matters concerning industrial and commercial development. Provide advice and assist with the collection of data and information pertinent to the economic wellbeing of the City.
- (2) Assist in the preparation and implementation of plans and strategies for business retention.
- (3) Cooperate with and coordinate activities with New Brighton business organizations.

Attachments: None

Jill Cady

Jill Cady

Community Assets and Development Technician



Agenda Section:	VI
Item:	2
Report Date:	4/28/22
Commission Meeting Date:	5/4/22

REQUEST FOR COMMISSION CONSIDERATION

ITEM DESCRIPTION:	Status of the EDC's Business Outreach initiative and decisions on next steps.
DEPARTMENT HEAD'S APPROVAL:	
CITY MANAGER'S APPROVAL:	
No comments to supplement this report	Comments attached

15.99 Deadline: None

Recommendations: The EDC will discuss a new strategy for engaging more businesses throughout the community and identify volunteers for direct outreach. Additionally, commissioners are advised to brainstorm what types of information they think would be valuable to include in the next Business outreach newsletter.

Legislative History: None

Financial Impact: None

Summary: In the past year the EDC has prioritized cultivating a more open line of communication between staff/commissioners and local businesses. Part of this attempt was creating a business outreach page on the New Brighton website with names and pictures of the current commissioners. This webpage features a sign-up form for any interested businesses owners to receive a quarterly newsletter about relevant business news/city updates; also an opportunity to meet directly with EDC representative Jacqui Sauter to discuss how New Brighton can help business owners reach their goals.

Since the initial outreach push in October of 2021, we have only received twenty business owners who have indicated an interest in receiving the newsletter and eight who requested to meet directly with a city representative. In light of this, we'd like to bring this topic back to the commission to discuss our new course of action and how we can engage more businesses in a second wave of outreach. Commissioner Sauter has graciously offered to call businesses individually to gain contact information, gauge interest in receiving a newsletter, and potentially working directly with a commissioner from the EDC to accomplish their business goals.

Attachments: Second quarterly newsletter

Jill Cady

Jill Cady

Community Assets and Development Technician

BUSINESS SPOTLIGHT

Corporate Art Force

Every quarter the city would like to highlight a different business in our community. If you're interested in highlighting your business in our newsletter please contact [Jill Cady](#) with a picture and short blurb about your company. This quarter we're spotlighting Art Force located off County Road D West.

From Inspiration to Installation our Mission is to be the Premier Provider of Artwork Services.

We have distributed and managed over 50,000 pieces of artwork in 44 states to help businesses and organizations achieve their objectives through artwork and visual solutions. We work with healthcare, multi-tenant housing, corporations, and businesses and organizations of all sizes.



600 County Rd D West STE 15

WHAT'S NEW IN NEW BRIGHTON?

Welcome to Our New EDC Commissioners!

A warm welcome to our three new Economic Development, EDC, commissioners: Faycal Belkhous, Michele Norman, and Victoria Prasek. They will join our five returning commissioners, listed on the next page, to help advise the City Council on matters concerning industrial and commercial development for the city.

If you have any concerns for our Economic Development Commission or would like to work directly with one of our commissioners on your business concerns please [fill out this survey](#) and a member of our staff/commission will reach out to you!

Upcoming Meetings

May 4, 2022

Economic Development
Committee Meeting 7:30 AM

May 10, 2022

City Council Meeting
6:30 PM

May 17, 2022

Planning Commission Meeting
6:30 PM



Reimagining Silver Lake Road

As Spring rolls around we are continuing to reimagine what the three nodes along Silver Lake Road (picture seen on the right) could look like given a zoning code rewrite and local businesses input. We are working with consultant HKGI to create models of what these mixed use zones might look like. We hope to get ample feedback from residents and business owners alike on what types of specifications they'd like to see in the upcoming zoning code rewrite.

You can check [the project website](#) for the latest updates and to take the second round of community engagement surveys (expected to come out early May).



Old Highway 8 Renovations Continue

Last fall the city wrapped the first part of renovations on Old Highway 8. This renovation included a 4-to-3 lane conversion, installation of a traffic signal, and four way stop between 5th Ave and 5th St NW.

The City held a public information meeting at the New Brighton Community center about the next round of renovations. They will likely hold another this fall. This second round of renovations will take place between 5th street NW and County Road D to address: access changes, drainage needs, signal discussions, and rail road sidewalk structural needs. If you have any questions or comments about this renovation please reach out to Engineering Supervisor Dustin Lind at Dustin.Lind@newbrightonmn.gov.

City Wide Sustainability Efforts

This spring the City of New Brighton completed all five steps of [Minnesota's Green Step Cities](#) program. This program is a voluntary challenge that helps cities reach their sustainability and quality-of-life goals. Some of the sustainability goals and projects that the city has undertaken this year include signing a deal to install 50+ electric vehicle chargers into the city, switching 100% of our street lights to LED, addressing invasive species, and continuing to make New Brighton more biking friendly.



Funding Opportunities

- [Open to Business Small Business Loan Program](#)
- [Small Business Association Covid-19 Relief Options](#)
 - [NDC small](#)

Economic Development Commission

- [Bob Benke](#)
- [Faycal Belkhous](#)
- [Harry Carter](#)
- [Michele Norman](#)
- [Anthony Pledger](#)
- [Victoria Presek](#)
- [Jacqui Sauter](#)
- [Paul Zisla](#)

Let Us Help You!

Are you thinking about expanding? Moving? Hiring? The City is in contact with people every day who are looking to sell property, rent space, or relocate their family to the City, and we may be in a position to help you make a connection that could otherwise be missed. We'd love to have the opportunity to participate in your success, and will happily forward prospects your way – just let us know your needs so we can work on your behalf.

If your business is interested in being partnered with one of the commissioners to help your business reach its goals please [click here](#) to sign up for our new business liaison program.



newbrightonmn.gov



Agenda Section:	VI
Item:	3
Report Date:	4/28/22
Commission Meeting Date:	5/4/22

REQUEST FOR COMMISSION CONSIDERATION

ITEM DESCRIPTION:	Staff will give an overview on the Vision Silver Lake Road 2040 project.
DEPARTMENT HEAD'S APPROVAL:	
CITY MANAGER'S APPROVAL:	
No comments to supplement this report	Comments attached

15.99 Deadline: None

Recommendations: Commissioners will listen to updates on the Vision Silver Lake Road 2040 project

Legislative History: None

Financial Impact: None

Summary: The City of New Brighton's [Comprehensive Plan](#), adopted in 2019, identified three of the City's existing commercial nodes along Silver Lake Road as potential areas of improvement. Per this new plan, all three of these areas are now eligible to be redeveloped with a mix of residential, commercial, office, and civic uses. The Silver Lake Road Mixed-Use Planning project will provide the City with needed input to form the zoning districts that will govern these areas.

This project has three parts and we are currently in the process of starting part II where we will share the concept plans, interactive maps, and survey that HKGI created based on preliminary feedback from residents in part I. Staff will update the EDC on steps being taken to launch Phase II, and explain how the remainder of the study will play out.

- Attachments:**
- HKGI Concept Plans
 - Outreach letter that was sent out to all business owners within the three nodes

Jillian Cady

Jill Cady

Community Assets and Development Technician



Agenda Section:	VI
Item:	4
Report Date:	4/28/22
Commission Meeting Date:	5/4/22

REQUEST FOR COMMISSION CONSIDERATION

ITEM DESCRIPTION:	Adopt a 2022-2023 work plan
DEPARTMENT HEAD'S APPROVAL:	
CITY MANAGER'S APPROVAL:	
No comments to supplement this report	Comments attached

15.99 Deadline: None

Recommendations: Commissioners will look through the proposed 2022-2023 work plan that was created based on the interests/priorities discussed at the March 2nd meeting and make adjustments as needed.

Legislative History: None

Financial Impact: None

Summary: On the March 2nd EDC meeting commissioners discussed topics and potential guest speakers that they'd be interested in hearing more about during this coming term. Based on these requests DCAD Technician, Jill Cady, created a draft proposal for EDC commissioners to give feedback on.

Attachments: ▪ Final 2022-2023 Work plan

Jill Cady
Community Assets and Development Technician