

AGENDA

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

**New Brighton City Hall; 803 Old Hwy 8 NW
Upper Level Conference Room / Zoom
December 7th, 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/join the meeting electronically:** The nature of this site visit does not condone electric recording/broadcast.

I. Call to Order

II. Roll Call*

- | | |
|---|---|
| <input type="checkbox"/> Chair Harry Carter | <input type="checkbox"/> Commissioner Michele Norman |
| <input type="checkbox"/> Vice Chair Jacqui Sauter | <input type="checkbox"/> Commissioner Anthony Pledger |
| <input type="checkbox"/> Commissioner Matthew Arndt | <input type="checkbox"/> Commissioner Victoria Presek |
| <input type="checkbox"/> Commissioner Faycal Belkhous | <input type="checkbox"/> Commissioner Paul Zisla |
| <input type="checkbox"/> Commissioner Brian Krohn | |

III. Approval of Agenda

IV. Approval of the September 7th Minutes

1. September 7th Minutes
2. November 2nd Minutes

V. Report from City Council Liaison

VI. Business Items

1. Ice Castles 2023 Partnership Discussion

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

2. Ramsey County Critical Corridor Grant: Bringing a Sense of Place to New Brighton

VII. Adjournment



MINUTES
New Brighton Economic Development Commission
Regular Meeting – September 7, 2022
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 Faycal Belkhous, Michele Norman (attending remotely), Anthony Pledger (attending remotely), Victoria Prasek (attending remotely), and Jacqui Sauter (attending remotely)

Members Absent.....Commissioner Paul Zisla

Also PresentBen Gozola – Assistant Director of Community Assets and Development, Carl Gillies – DCAD Technician, and Councilmember Pam Axberg (attending remotely)

III. Approval of Agenda

Motion by Commissioner Sauter, seconded by Commissioner Pledger to approve the agenda as presented.

Approved 7-0

IV. Approval of Minutes

Motion by Commissioner Pledger, seconded by Commissioner Belkhous to approve the minutes from the July 6, 2022 meeting.

Approved 7-0

V. Report from Council Liaison

Councilmember Axberg provided the EDC with an update from the City Council. She stated the Council recently reviewed the results from the community survey. She noted this information would be coming to the EDC at a future meeting. She reported Council has been working to create a single family residential rental inspection program. She explained renovations had begun at Sunny Square Park. Lastly, she noted the Council was working on the 2023 budget and tax levy.

VI. Business Items

A. Vision Silver Lake Road 2040 Phase II Results and Final Steps

Gozola provided an update on the results of Vision Silver Lake Road 2040 Phase II and explained the next steps in the mixed use zoning development process. The history of the project was discussed with the Commission along with how the City worked to engage the community. He commented further on the future concept plans for the Rice Street and Mississippi Street node, the I-694 node and the St. Anthony/County Road E node. It was noted HKGi was currently preparing final visual concepts for each node illustrating what zoning may allow.

Discussion included:

- The Commission had concerns with there being more apartments along Silver Lake Road. Staff commented on how the area was guided for mixed use, which included residential and commercial uses.
- The affordable housing goals set by the Met Council for New Brighton were discussed.

B. Ramsey County Critical Corridors Grants

Gozola reported on August 31st, Ramsey County announced and opened three new critical corridor grants programs to support its goals throughout the County. These new pots of money are intended to be available on a yearly basis moving forward and will likely be offered at different times of the year starting in 2023, but it's a quick turn-around in 2022 during this initial offering. Applications are due by September 28th, so identifying targets for these funds is a top priority. The provided staff report outlines each program, what is and is not eligible, and ideas that DCAD staff have for potential applications. The EDC is asked to examine all three programs, and either endorse one or more ideas presented by staff, or identify other avenues you believe we should pursue. Once Council identifies our final priorities, staff will prepare the grant applications.

Discussion included:

- The Commission supported staff working to pursue more grant dollars. Staff noted he would be pursuing grants in all three categories.
- The Commission was interested in the City pursuing banners for the corridor to assist in creating a sense of place.
- The Commission thanked staff for the detailed report.

C. Business Outreach Updates

DCAD Technician Carl Gillies updated the Commissioners on the status of the outreach program, reviewed the current Business Visit Questionnaire and reviewed the recent City Newsletter. He reported he was working to create an updated email list for newsletter distribution.

Discussion included:

- Commissioner Sauter commented on the meetings she has held with local businesses and discussed how she was working to fill in missing contact data.
- The Commission discussed the benefit of connecting directly with local business owners.
- The Commission suggested the compiled list of emails be made public data in order to allow other organizations, such as Stockyard Days, to be able to contact local businesses.
- The Commission requested name badges or business cards in order to present this information to local businesses when they visit. Staff noted they would look into creating name badges for the EDC members.
- The Commission looked forward to speaking with the Twin Cities North Chamber of Commerce to see how they can coordinate efforts.
- The Commission suggested the Lions be invited to a future meeting as well to discuss how the EDC can partner with Stockyard Days.

VII. Adjourn

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

Approved 7-0

Meeting adjourned at 8:37 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



MINUTES
New Brighton Economic Development Commission
Regular Meeting – November 2, 2022
Hwy 8 Business Center; 475 Old Hwy 8 NW, New Brighton, MN
7:30 a.m.

I. Call to Order

Chair Carter called the meeting to order at 7:36 a.m. in front of the Hwy 8 Business Center; 475 Old Hwy 8 NW, New Brighton, MN.

II. Roll Call

Members Present.....Chair Harry Carter, Commissioners Matthew Arndt, Faycal Belkhous, Brian Krohn, Victoria Prasek, and Jacqui Sauter

Members Absent.....Commissioners Michele Norman, Anthony Pledger, and Paul Zisla

Also PresentBen Gozola—Assistant Director of Community Assets and Development, Carl Gillies—DCAD Technician, and Council member Pam Axberg

III. Approval of Agenda

Motion to approve the agenda of a tour of the Highway 8 Business Center was approved through unanimous consent.

IV. Approval of Minutes

Action on the September 7th minutes was tabled until the next regular meeting through unanimous consent.

V. Report from Council Liaison

Councilmember Axberg waived the opportunity to provide updates to allow the tour of the Highway 8 Business Center to begin.

VI. Business Items

1. Tour of Highway 8 Business Center

The Planning Commission toured the Highway 8 Business Center to see/experience the successful transformation of a previously abandoned building at 475 Old Highway 8 into a thriving multi-tenant business incubator.

VII. Adjourn

Meeting adjourned by unanimous consent following conclusion of the tour at 8:50 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ben Gozola", written in a cursive style.

Ben Gozola
Assistant Director of Community Assets and Development



Agenda Section:	VI
Item:	1
Report Date:	12/1/22
Commission Meeting Date:	12/7/22

REQUEST FOR COMMISSION CONSIDERATION

ITEM DESCRIPTION: Ice Castles 2023 Partnership Discussion
DEPARTMENT HEAD'S APPROVAL:
CITY MANAGER'S APPROVAL:
No comments to supplement this report ____ Comments attached ____

15.99 Deadline: None

Recommendations: Meet with Brady Murphy and Suzette Watson from Ice Castles to identify ways that local businesses can benefit from/partner with Ice Castles on win-win outcomes locally.

- History:**
- Ice Castles first moved to Long Lake Regional Park during the 2019-2020 winter season.
 - Because the 2020-21 season was lost to the COVID-19 pandemic, the upcoming season (2022-23) will be the event's 3rd full year in the City of New Brighton.

- Financial Impact:**
- Positive with potential.
 - Direct financial impact to the City is confined to the purchase of water which is needed to create the castles. Rent for the event space/land/parking goes to Ramsey County as the event is located within the Regional Park.
 - Indirect financial impacts can be harnessed from the increased regional traffic being brought to the City for this event. How to tap into this potential in ways that benefit both the City and Ice Castles is what we'd like the EDC to explore on December 7th.

Summary: With Ice Castles coming back into town this year, staff requested their local managers make time to meet with the EDC to educate us on how the event will operate this year, and how they envision Ice Castles and local businesses can benefit from one another over the winter months. In the past, local businesses have had both positive and negative experiences when trying to benefit from Ice Castles winter operation, and we'd like to avoid/mitigate against further negative outcomes moving forward.

(cont.) Per Brady Murphy of Ice Castles, *"We have a few ideas on our end how we can engage with our partners in New Brighton not just this year, but years to come."* EDC members are asked to bring their own hopes and ideas to the meeting on how to best partner with Ice Castles, and be ready to have a dialog with the event's managers. Ideally the outcomes of this discussion will be agreeable and concrete ways both sides can work together for win-win outcomes.

- Attachments:**
- Previous year's local flyer
 - Background information from Ice Castles on the 2022-23 event

Ben Gozola, AICP
Assistant Director of Community Assets and Development

THE ICE CASTLES ARE RETURNING TO NEW BRIGHTON



City of New Brighton
803 Old Highway 8 NW
New Brighton, MN 55112



Happy Holidays, New Brighton Business Owners!

Staff is excited to inform you that New Brighton will once again be hosting the Ice Castles in Long Lake Regional Park. Weather permitting, the Ice Castles will open as early as New Year's Eve, and stay active until (likely) late February. If you're interested in working with a staff liaison from the Economic Development Commission, they would be happy to help individual businesses develop a plan to take advantage of increased traffic within the community thanks to this attraction. Please visit newbrightonmn.gov/business-outreach to be connected with a staff liaison and/or sign up for quarterly newsletters about upcoming events in the community and relevant funding opportunities.

If you have any questions about the opening of the Ice Castles or the business liaison program, please reach out to Jill Cady at Jillian.cady@newbrighonmn.gov



Agenda Section:	VI
Item:	2
Report Date:	12/1/22
Commission Meeting Date:	12/7/22

REQUEST FOR COMMISSION CONSIDERATION

ITEM DESCRIPTION: Bringing a Sense of Place to New Brighton, Banner Creation
DEPARTMENT HEAD'S APPROVAL:
CITY MANAGER'S APPROVAL:
No comments to supplement this report ____ Comments attached ____

15.99 Deadline: None

Recommendations: Staff updates regarding the Critical Corridor Grant for Banner Creation, ask questions and provide feedback/ direction on next steps.

- History:**
- For the past 18 months the EDC has discussed different techniques to bring a sense of place into New Brighton.
 - With the support of the EDC, New Brighton Staff applied for and received a Critical Corridors initiative Grant through Ramsey County specifically for place making.
 - The grant allows the EDC, with the support of the DEI Commission and DEI Coordinator, be involved in the process of banner design, selection, and creation of two (2) decorative/commemorative banners for the ninety-two (92) light poles that run along Old Highway 8 in front of City Hall and beyond. These new banners will supplement the City's existing banner inventory, and will aid in celebrating and creating interest to the Old Highway 8 corridor

Financial Impact: ▪ The grant provides over \$30K in support for the City's banner program.

- Summary:** This item will be broken down into 2 components:
1. Update the Commissioners on the grant parameters
 2. Discuss the next steps and timeline

- Attachments:**
- 1) *Grant Application*
 - 2) *Banner Location(s)*
 - 3) *Draft Banner Grant Timeline*

A handwritten signature in black ink, appearing to read 'Carl Gillies'.

Carl Gillies, DCAD Tech



RAMSEY COUNTY

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Critical Corridors - Commercial Corridor Initiative

Deadline: 9/28/2022

City of New Brighton Bringing a Sense of Place to New Brighton

Jump to: [Application Questions](#) [Corridor Information](#) [Documents](#)

\$ 32,600.00 Requested

Submitted: 9/28/2022 5:39:55 PM (Pacific)

Project Contact

Ben Gozola

ben.gozola@newbrightonmn.gov

Tel: 651.638.2059

Additional Contacts

Carl.Gillies@newbrightonmn.gov

City of New Brighton

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Telephone 651-638-2100

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City Manager

Devin Massopust

Devin.Massopust@newbrightonmn.gov

Application Questions [top](#)

Applicant Information

1. Project Name

Bringing a Sense of Place to New Brighton

2. Project Location/Address

Old Highway 8 NW

3. Planning Activity Type

- ☐ Business recruitment activities
- ☐ District-wide marketing, branding, and/or promotion initiatives
- ☐ District-wide planning and design
- ☒ Design and/or implementation of wayfinding, street furniture, or other public realm enhancements
- ☐ Building facade improvements
- ☐ Technical assistance for Commercial Corridor Initiatives or individual businesses (including but not limited to special service district or business association establishment; financial, legal, or tax-related services; merchandising, marketing, and social media assistance)
- ☐ Establishment of small business incubators

4. Provide a brief description of the commercial corridor activities proposed and how they address Commercial

Corridor Initiative Strategic and Selection priorities (see guidelines). If you are proposing more than one type of activity, please clearly address each activity.

Placemaking is an essential part of our community to create a vibrant and welcoming environment. New Brighton would like to create a sense of place, bring in tourism, and new businesses to the area by installing banners to highlight downtown New Brighton along old highway 8 NW. The banners will serve to enhance community identity and pride. The new banners would complement the city's existing banners that are placed on streetlights and existing hardware to celebrate the various festivals and activities throughout the year. They will improve the sense of place along this major corridor in New Brighton.

The banners will bring cohesion to the city and support our business districts, amenities, and landmarks, while improving our sense of place and help differentiate us from the surrounding communities. In doing so we hope this aids in business retention and can be more inclusive by selecting banners/ art work that reflects our Black, Latinx, Asian, and Indigenous citizens.

Application Questions

5. Why were these activities selected? If available, summarize or attach any market data, research or stakeholder engagement that supports these types of activities.

The City of New Brighton has an Economic Development Commission (EDC). This commission advises the City Council on matters concerning industrial and commercial development for the city. The Commission meets once a month and plays an important role in reviewing and making recommendations to the City Council on matters of public policy. For the past 18 months the majority of the EDC efforts have been focused on placemaking.

The Commission considered an assortment of materials on public art and wayfinding, and provided recommendations to the City pursue moving forward. Over the next several meetings the council reviewed and learned about other cities successful programs. Part of the education process was learning about "We-Making", how arts and culture unite people to work toward community well-being. In early 2022 the commission focused on what can the City can do to help our businesses take advantage of large events at Long Lake Park. It has been decided by the EDC the inclusion of banners would aid in the creation of a sense of place for the city. While public art in and of themselves do not drive revenues, they can and do make for a place where people and businesses want to be and therefore drive value indirectly. The commission would like to create a sense of place by installing banners along downtown New Brighton. The banners will serve to enhance community identity and pride.

6. Describe the corridor, including the number and types of businesses. What makes this area a commercial corridor, and why is it a priority?

Old Highway 8 is a major corridor in New Brighton. It is home to 92 businesses, our City Hall, the City Community Center, the Public Safety office, and a regional park. It has almost double the amount of businesses along it then our next major corridor, Silver Lake Road. The businesses are a mix of retail, industrial, and service industries.

The priority for Old Highway 8 NW is determined by our local business leaders through our Economic Development Commission and their recommendation to our City Council. It has been their focus to bring a project such as this to the citizens of New Brighton.

7. Is this project part of a larger commercial corridor revitalization strategy? Are there other public investments or actions currently underway or planned in this commercial corridor? Please describe overall any efforts to strengthen the economic and cultural viability of the commercial corridor and surrounding area.

Old Highway 8 NW will be undergoing reconstruction starting this winter which will include major renovations and "road diet." It is being converted from a 4-lane to a 3-lane roadway, the pavement will be rehabilitated, and construction of a multi-use trail will occur to provide pedestrian and bike connectivity throughout the corridor. The proposed improvements are intended to update the corridor to reflect current traffic volumes and implement the recommendation of Ramsey County's 4-to-3 Lane Conversion Study. This grant to support the production of banners for the corridor will be the finishing touch on an already grand project!

8. How were businesses in the project area engaged in the development of this proposal? Include any letters of support.

This project is the brainchild of our local businesses. Had it not been for our EDC commission, we would not be seeking this grant. For the better part of a year, the EDC has discussed ways to create a sense of place in New Brighton, and the potential for a public art project like this was something they had to pursue.

9. How will businesses be engaged in implementation of the project?

Our Economic Development Commission, which is comprised of our local business leaders, will be involved in the process of banner design, selection, and creation. We will work them to ensure their vision is reflected in this project.

10. Describe how the proposed activities reflect the priorities of Ramsey County's Economic Competitiveness and

Inclusion Plan.

We are committed to work with the City of New Brighton's Diversity Equity and Inclusion Director and our Equity Commission to ensure inclusion with this project. Potential ideas for inclusiveness include but are not limited to selecting a minority owned business for design or manufacturing of the banners, designing one or more of the banners entire run to showcase a minority celebration such as Black History Monty in New Brighton, etc.

11. Why is this proposal not feasible without Ramsey County funds?

The City's development of the New Brighton Exchange and Midtown Village areas, while both extremely successful, significantly depleted the City's available community development funds making projects like this all but impossible from a financial stand point for the foreseeable future.

12. List the individuals who will perform the activities proposed in this project. Note whether they are staff members, consultants, or others. Include a brief description of their experience achieving similar outcomes to what is proposed in this project. If a consultant will be procured, describe how they will be chosen and business/community role in the selection process.

The Department of Community Assets & Development will be responsible for coordinating and working with the EDC and the City's Equity Commission for the duration of the project. The City has produced banners in the past following a similar scope.

13. Describe project characteristics, if any, that will enhance pedestrian access, safety and walkability in the district.

If not applicable, please respond "N/A".

Banners and public art, in general, enhance the pedestrian experience through the visual enhancement of otherwise ordinary light fixtures. More inviting corridors attract people and businesses which build upon one another over time.

While the banners sought through this request will not in and by themselves lead to immediate walkability, they will provide one piece of the larger community puzzle we are trying to put together in the City of New Brighton.

Corridor Information [top](#)

Project Information

Commercial Corridor Name	Check if the City considers this a formal Commercial Corridor	Total number of businesses in the corridor	Number of small businesses (<20 FTE)	Number of minority- and women-owned businesses	Types of businesses	Number of property owners in the corridor	Estimated number of jobs (FTEs) in the corridor
	<input checked="" type="checkbox"/>	92	73	Unknown	Retail, Commercial, Industrial, Service	160	1,700

Documents [top](#)

Documents Requested *

Ramsey County Critical Corridors Attachment Template

[download template](#)

Map of proposed project area

Letters of support from city and affected business owners

[download template](#)

Required? Attached Documents *



[Ramsey County Critical Corridors](#)



[Project Area Map](#)

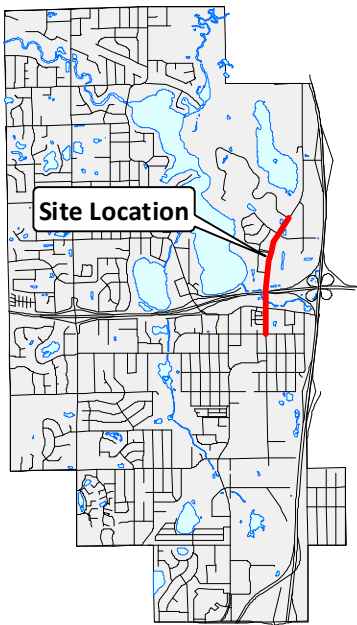


[City Resolution](#)

[Letter of Support](#)

* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 418619



Location within the City of New Brighton

SITE IDENTIFICATION MAP

Streetlights With Banners

In the coming weeks, the City will learn more about the parameters of our new grant and whether there are any applicable deadlines our work plan must incorporate. In the meantime, staff offers the following rough draft approach for project completion. The EDC is asked for your thoughts and feedback this general time line.

January—Design Brainstorming

- I. Review the City's existing banner themes & décor
- II. EDC brainstorms design ideas, themes, styles, dates of use, etc
- III. Equity Commission brainstorms design ideas, themes, styles, dates of use, etc
- IV. Council takes input from both Commissions and identifies the final general concepts to be implemented on the new banners
- V. Local artists and print shop providers notified of the available work

February—Provider Identification / Draft Design Creation

- I. Potential artists identified, and final provider selected (process TBD)
- II. Rough designs created following Council's guidance on general concepts
- III. Rough designs presented to Council at a Work Session meeting to identify final direction for banners

March—Final Designs Created

- I. Final Design creation by selected artist

April—Design Finalization / Production Details

- I. Work with the Artist / designer/ printer on final design
- II. Choose final material for banners
- III. Authorize production once all details are in place

May—Production

- I. Review Sample Prints prior to final printing run
- II. Give approval for final printing

June—Grant Close

- I. Close out grant with Ramsey County following all proper procedures.