



## AGENDA

### Joint Meeting of the Parks, Recreation and Environmental Commission (PREC) and Economic Development Commission (EDC) **In-Person / Electronic Meeting**

**New Brighton City Hall; 803 Old Hwy 8 NW**

**Council Chambers**

**July 6, 2022 | 6:30 p.m.**

- **Attend the meeting in Person:** Members of the Parks, Recreation and Environmental Commission, 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 Parks, Recreation and Environmental Commission may attend the meeting remotely pursuant to MN Statutes 13D.021. If you need to interact with our officials or staff but are not comfortable attending the meeting in person, please click on the following link: <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 – PREC Chair Presiding

#### II. PREC Roll Call

- |   |   |
|---|---|
| <input type="checkbox"/> Chair Julia O'Rourke         | <input type="checkbox"/> Commissioner Kristen Hicks |
| <input type="checkbox"/> Vice Chair Michael Spooner   | <input type="checkbox"/> Commissioner Matt Johnson  |
| <input type="checkbox"/> Commissioner Ahmed Abdiwahed | <input type="checkbox"/> Commissioner Abe McEathron |
| <input type="checkbox"/> Commissioner Pauline Alfors  | <input type="checkbox"/> Commissioner Zoe Tenenbaum |
| <input type="checkbox"/> Commissioner Gary Banks      |   |
| <input type="checkbox"/> Commissioner Maren Hawkins   |   |

#### III. EDC Roll Call

- |  |   |
|--|---|
| <input type="checkbox"/> Chair Harry Carter          | <input type="checkbox"/> Commissioner Anthony Pledger |
| <input type="checkbox"/> Vice Chair Jacqui Sauter    | <input type="checkbox"/> Commissioner Victoria Prasek |
| <input type="checkbox"/> Commissioner Faycal Belkhou | <input type="checkbox"/> Commissioner Paul Zisla      |
| <input type="checkbox"/> Commissioner Mike Murlowski | <input type="checkbox"/> < vacant position >          |
| <input type="checkbox"/> Commissioner Michele Norman |   |

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



- IV. Approval of Agenda**
- V. Approval of the 6/1/22 PREC Minutes (PREC Members Voting)**
- VI. Approval of the 6/1/22 EDC Minutes (EDC Members Voting)**
- VII. Business Items**
  - A. Coordinated placemaking through monument & park signage**
  - B. Update on Parks Comprehensive Project Implementation**
- VIII. Announcements**
  - A. City Council Report** – Emily Dunsworth and Pam Axberg, City Councilmembers
  - B. Chair Updates** – Matt Johnson, PREC Chair and Harry Carter, EDC Chair
  - C. Department Happenings and Upcoming Events** – City Staff
- IX. Adjournment**





## MINUTES

### Parks, Recreation and Environmental Commission

June 1, 2022 City Hall

Council Chambers 6:30 p.m.

#### I. Call to Order

The hybrid meeting was called to order at 6:30 p.m. by Vice Chair Spooner

#### II. Roll Call:

Members Present .....Commissioners Gary Bank, Maren Hawkings, Kristin Hicks, Matt Johnson, Abe McEathron, Lara Sokol-Kraft, and Michael Spooner (attending remotely). Also present was Student Commissioner Zoey Tenenbaum.

Members Absent .....Commissioners Pauline Alfors and Julia O'Rourke

Also Present.....Director Jennifer Fink; Assistant Director Jason Hicks; and Council Member Emily Dunsworth

#### III. Approval of Agenda

Motion by Bank, seconded by McEathron to approve the agenda as presented. Motion carried 7-0.

#### IV. Approval of Minutes

Motion by Hicks, seconded by Sokol-Kraft to approve the April 6, 2022 minutes as presented. Motion carried 7-0.

#### V. Business Items

##### A. No Mow May Reviews – Jennifer Fink – Director of Parks and Recreation

Director Fink stated No Mow May is a conservation initiative first popularized by Plantlife, an organization based in the United Kingdom, but which is gaining traction across North America. The goal of No Mow May is to allow grass to grow unmown for the month of May, creating habitat and forage for early season pollinators. This is particularly important in urban areas where floral resources are often limited. The PREC Commission and Council authorized the



City to go forward with this initiative at their April 2022 meetings. She commented on the benefits of protecting pollinators and was pleased to report a total of 405 homes participated in No Mow May.

Discussion included:

- The Commission asked if staff hours were saved due to No Mow May. Director Fink explained she was uncertain if there was a savings in staff hours because staff still had to mow all ballfields.
- It was noted the City would carry this initiative forward to 2023 and staff was pleased with the positive feedback they had received from the public.
- The Commission recommended the City do more education regarding No Mow May in 2023.

**B. Strategic Priorities - Jennifer Fink – Director of Parks and Recreation**

Director Fink shared a document with the Commission that outlined the Strategic Priorities set by the Council for 2022, 2023 and 2024. She commented on how the priorities align with the PREC work plan.

Discussion included:

- Further discussion ensued regarding the City's work to address racial equity and inclusion.
- The future plans for the Silver Lake Road corridor were discussed.
- The work being completed in the City's parks in 2022 and 2023 was reviewed with the Commission.

**C. Update on the Buckthorn Removal Project at Creekview Park - Jennifer Fink – Director of Parks and Recreation**

Director Fink stated staff applied for a Minnesota Department of Agriculture Noxious Weed Grant. The City was awarded \$5,000 to use goats to remove buckthorn at Creekview Park. She explained goats were brought to Creekview Park from April 21 through May 26 to assist with clearing 10 acres of buckthorn. She thanked the public for their tremendous support of this project and noted the City would be pursuing this grant again in 2023.

Discussion included:

- Further discussion ensued regarding the need for buckthorn removal in other City parks.



**VI. Announcements**

**A. City Council Report – Council Member Emily Dunsworth**

Councilmember Dunsworth provided the Commission with an update from the City Council. She reported the farmers market began today and would be held every Wednesday from 3:00 p.m. to 7:00 p.m. She noted the farmers market was in need of volunteers to help with set up and take down. She explained the City Council welcomed Paddle North and Vandalay Industries to the community. She provided the group with an update on the plans for Stockyard Days, noting the Lions Club would now be hosting this event.

**B. PREC Chair Updates**

Vice Chair Spooner encouraged the public to take advantage of the great summer programming being offered by the City of New Brighton.

**C. Department Happenings and Upcoming Events – City Staff**

Director Fink stated the Chalk Walk would be held June 24 through June 26. She reported an intern recently started with the Parks and Recreation Department. She noted the summer programs were starting out strong. She explained the plans for Sunny Square Park were approved by the City Council. She stated staff has begun work on the 2023 budget.

**VII. Adjournment**

Motion by Bank, seconded by Johnson to adjourn the meeting at 7:35 p.m. Motion carried 7-0.

Respectfully submitted,

A handwritten signature in black ink that reads "Jennifer Fink". The signature is written in a cursive, flowing style.

Jennifer Fink  
Director of Parks and Recreation





**MINUTES**  
**New Brighton Economic Development Commission**  
**Regular Meeting – June 1, 2022**  
**7:30 a.m.**

**I. Call to Order**

Chair Carter called the meeting to order at 7:32 a.m.

**II. Roll Call**

Members Present.....Chair Harry Carter, Commissioners Faycal Belkhous, Bob Benke, Michele Norman, Anthony Pledger, Victoria Prasek, and Paul Zisla

Members Absent.....Commissioners Mike Murlowski and Jacqui Sauter

Also Present .....Ben Gozola – Assistant Director of Community Assets and Development and Councilmember Pam Axberg

**III. Approval of Agenda**

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

Approved 7-0.

**IV. Approval of Minutes**

Motion by Commissioner Prasek, seconded by Commissioner Zisla to approve the minutes from the May 4, 2022 meeting.

Approved 7-0



**V. Report from Council Liaison**

Councilmember Axberg provided the EDC with an update from the City Council. She stated at the last City Council meeting the Council approved the plans for Sunny Square Park. She noted the Council was also discussing lowering the residential speed limit to 25 miles per hour.

**VI. Business Items**

**A. Tax Increment Financing (TIF) Overview**

Gozola stated for the past 40+ years, the City of New Brighton has successfully utilized Tax Increment Financing as a mechanism to make improvements to areas of the community that otherwise would not be redeveloped. To date, thirty-five (35) different TIF districts have been established (22 of which have since decertified to the benefit of all taxing authorities). The City's TIF districts have been a major catalyst for change and reinvestment in the community. Staff reported a representative from Baker Tilly was in attendance and had background information on how Tax Increment Financing works so all members will understand this very valuable funding tool.

Mikaela Huot, Baker Tilly, commented further on how TIF benefits the City. She discussed the fundamentals of tax increment financing and provided a summary of the City's tax increment districts. The goals for TIF districts were described along with how TIF assists in increasing the City's tax capacity and market value. She discussed how TIF can be used to capture tax base growth resulting from new development. The various types of TIF Districts were reviewed and she commented further on the pooled TIF available within the City's TIF Districts.

Gozola commented further on how the City has been positively impacted by TIF.

Discussion included:

- Recent EDC projects (Midtown Village and the US Bank property) were discussed by staff.
- The success of the City's Redevelopment TIF Districts was reviewed.
- The Commission asked how many housing units were within the Midtown Village. Staff noted there were 204 senior units, 154 workforce units and 53 townhomes.
- The Commission discussed how traffic was increasing in the metro area due to the increase in development.
- The transformation that occurred on The New Brighton Exchange was discussed.



**B. 2022 TIF Management Plan Report Overview**

Mikaela Huot, Baker Tilly, provided the EDC with an overview on all of the City's active TIF districts, noting when each district would decertify.

Discussion included:

- The debt service for the City's TIF Districts was discussed.
- It was noted TIF District 32 was no fully built out. Staff indicated Block B remains available.

Commissioner Benke indicated this would be his last meeting with the EDC.

Commissioner Zisla thanked Commissioner Benke for his tremendous public service to the City of New Brighton over the past 50 years.

Motion by Commissioner Zisla, seconded by Commissioner Pledger to recommend staff draft a Resolution of Appreciation for Bob Benke for his 50 years of service to the City of New Brighton.

Approved 7-0

**VII. Adjourn**

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

Approved 7-0

Meeting adjourned at 8:30 am

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





<b>Agenda Section:</b>	<b>VII</b>
<b>Item:</b>	<b>A</b>
<b>Report Date:</b>	<b>6/30/22</b>
<b>Commission Meeting Date:</b>	<b>7/6/22</b>

## REQUEST FOR COMMISISON CONSIDERATION

<b>ITEM DESCRIPTION:</b> Coordinated placemaking through monument & park signage
<b>DEPARTMENT HEAD'S APPROVAL:</b>
<b>CITY MANAGER'S APPROVAL:</b>
<b>No comments to supplement this report</b> ____ <b>Comments attached</b> ____

- Recommendations:**
- **PREC members and EDC members share and compare their visions for placemaking and City branding through signage (new park signs and new entry monuments)**
  - **Both bodies agree on a coordinated vision for new signage, and pass a recommendation on to Council for consideration and implementation**

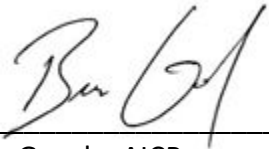
**Summary:** Following completion of the 2040 Comprehensive Plan in 2019, PREC and the EDC have undertaken separate but related efforts that have the potential to positively brand the City for decades to come. Approval of the Parks Master Plan and subsequent improvement projects will result in significant new park signage being erected throughout the community. Likewise, recommended monument signage and other efforts to create a “unique New Brighton sense of place” are being formulated to foster greater economic development in the community.

Stepping back and taking this opportunity to align the visions of PREC and the EDC will be invaluable to the goals of both Commissions, and will best inform Council on design decisions as they arise. Both bodies will learn at this joint meeting where the other commission is at with their efforts, and can share their ideas for improvements or additions to each body's placemaking efforts. The desired end result of this meeting is a unified approach to improvements such that citizens and visitors alike will always feel they're in New Brighton while in our City.

- Financial Impact:**
- **Significant on multiple levels.** On the direct side of things, signs are not cheap so they must be done right. Indirectly, having unified, well-designed signs that project a positive and unified community image can strengthen New Brighton's appeal as a top place in the metro to both live and operate a business, thereby attracting investment and improvements to the community for years to come.



- Attachments:**
- A) *EDC Monument Signage Materials Reviewed & Resulting Recommendations for Design Aspects*
  - B) *City Entry Points and Highest Impact Locations for Entry Monuments*
  - C) *PREC Initial Designs for Wayfinding Signs*
  - D) *PREC Initial Designs for NEW Park Identification Signs*
  - E) *What Makes a Great Place? Graphic from the Project for Public Spaces*

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*



# **EDC Monument Signage Materials Reviewed & Resulting Recommendations for Design Aspects**



# Monuments at Entry Points / Design Recommendations

Economic Development Commission

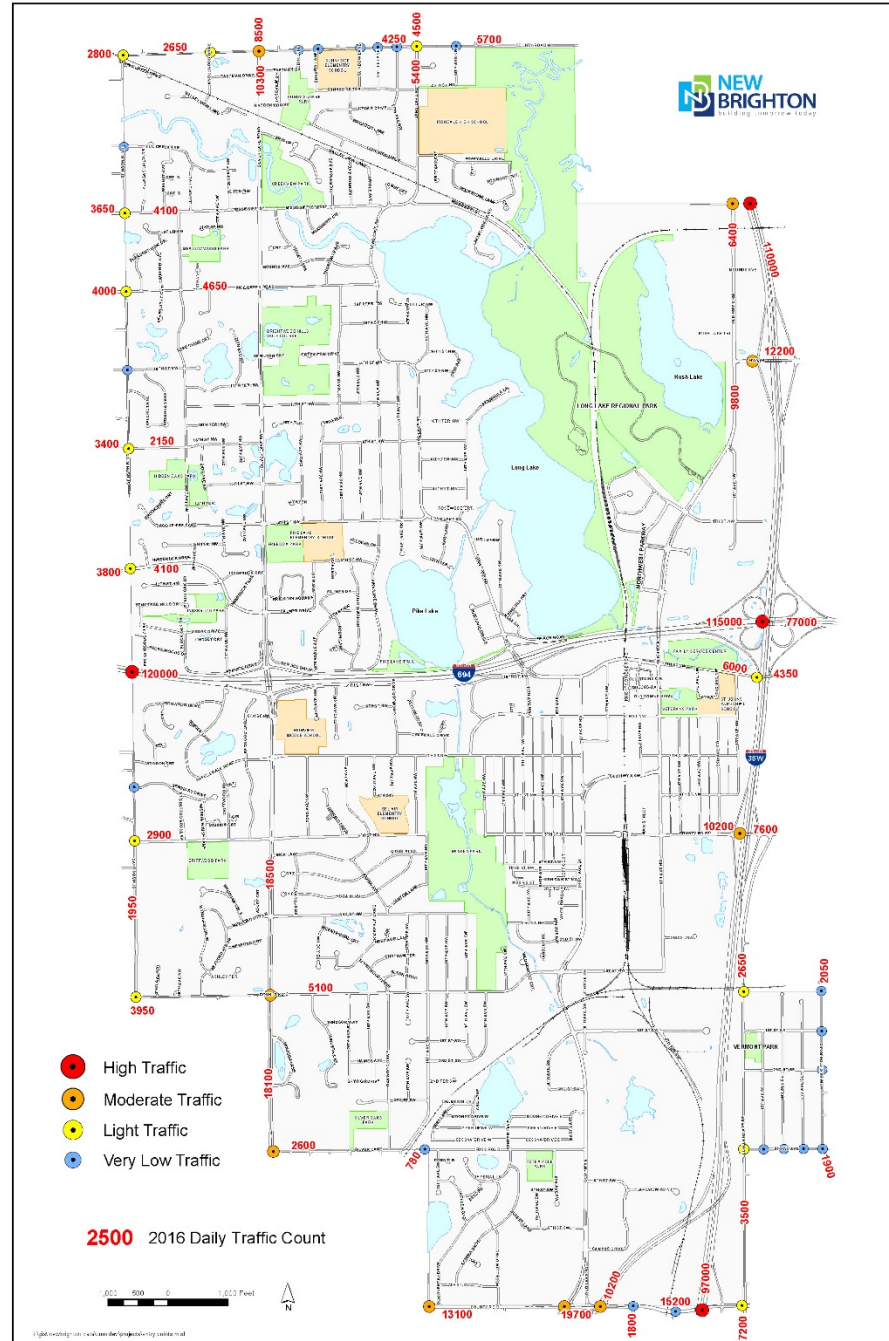
10/2/19







## City Entry Points



## Entry Monuments

≈ 20 entry points to the City north of I-694

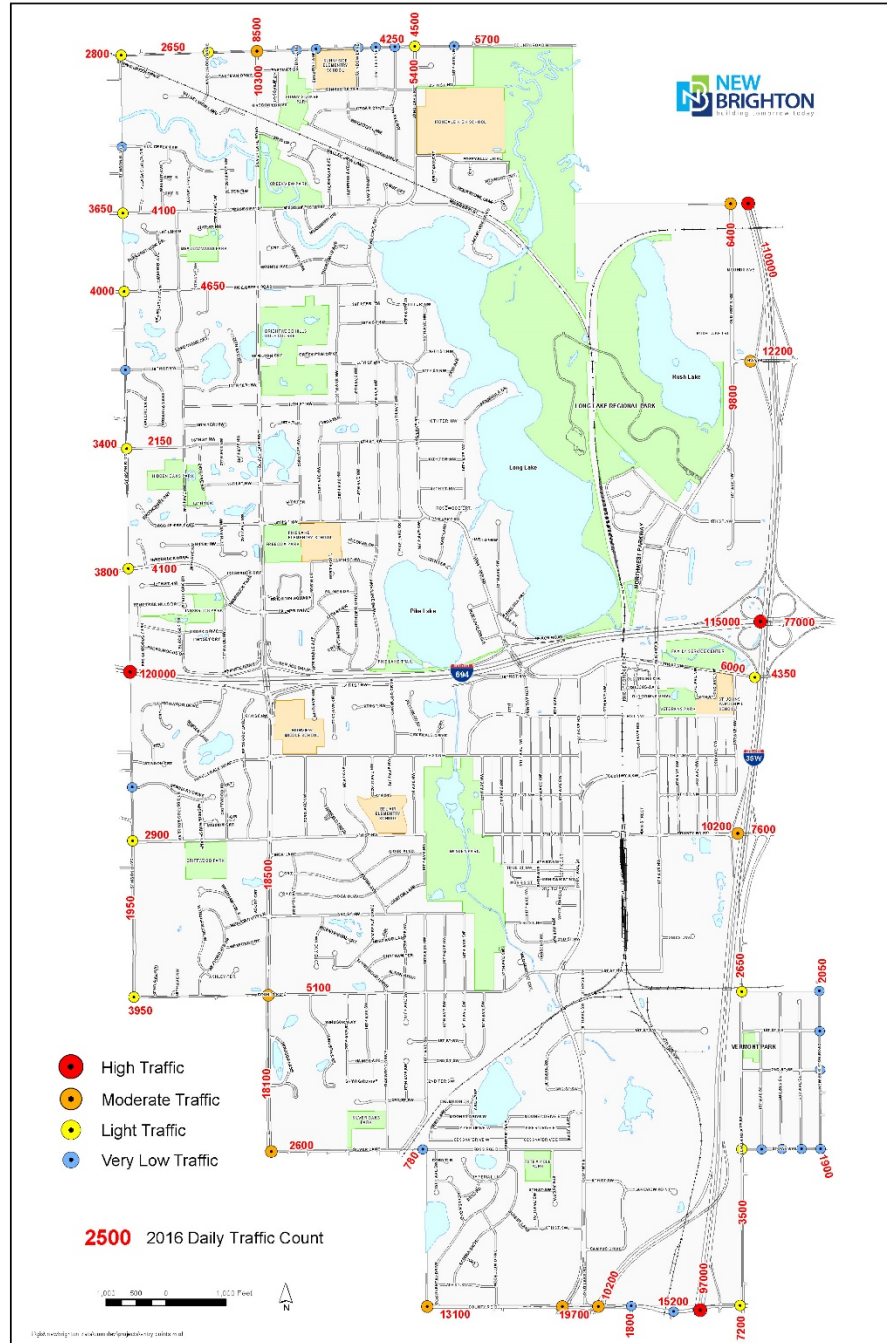
≈ 20 entry points to the City south of I-694

MnDOT restricts signage types along Interstates (standard green)





## City Entry Points



# Entry Monuments

## GOALS:

ID most important locations for entry monuments

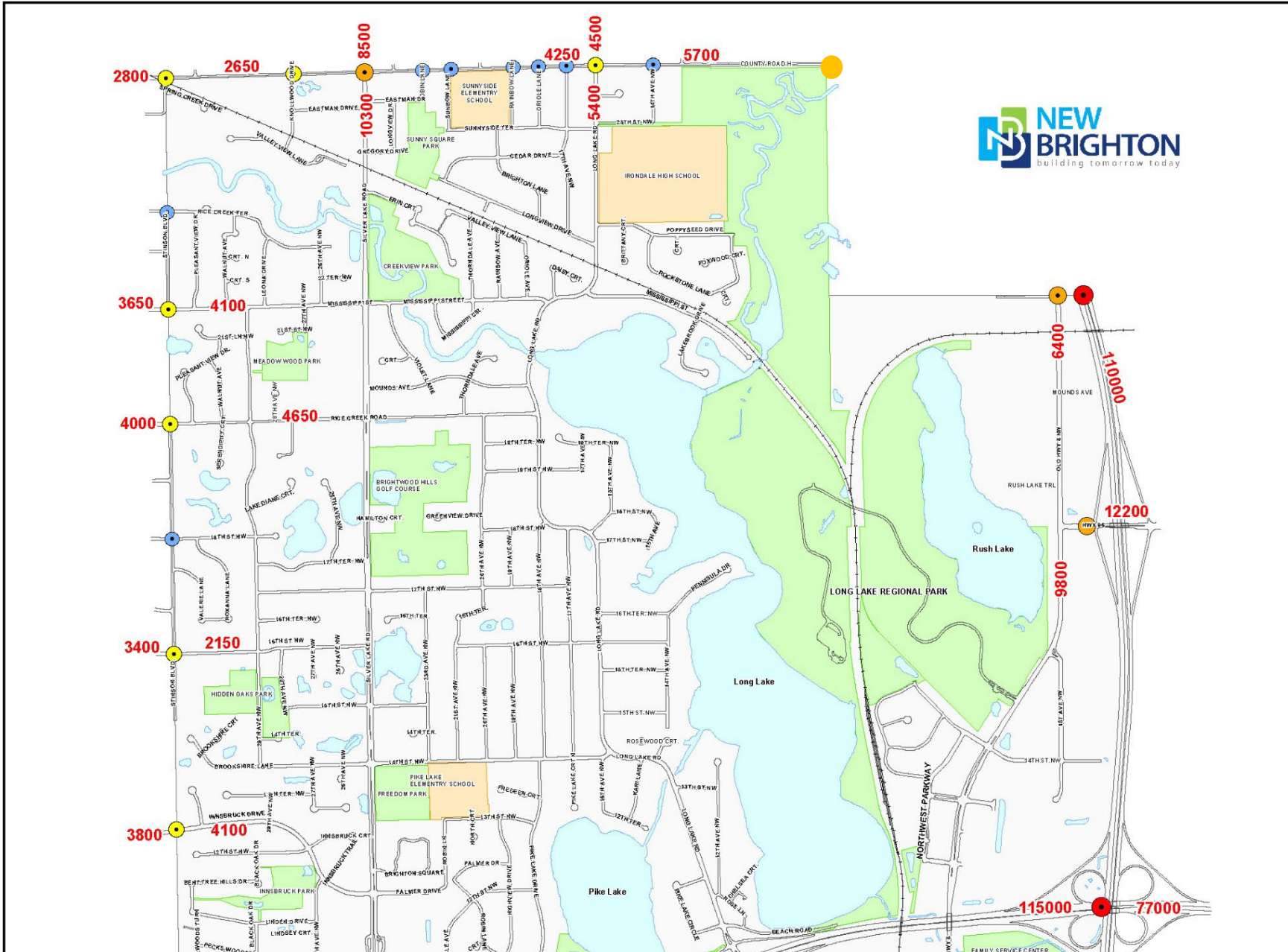
ID type(s) of monuments to be used  
(One style only? Simple/Deluxe model depending on location? More than 2 types?)

Rank identified intersections for entry monuments in order of importance





# City Entry Points



## Northern Half

- High Traffic
- Moderate Traffic
- Light Traffic
- Very Low Traffic

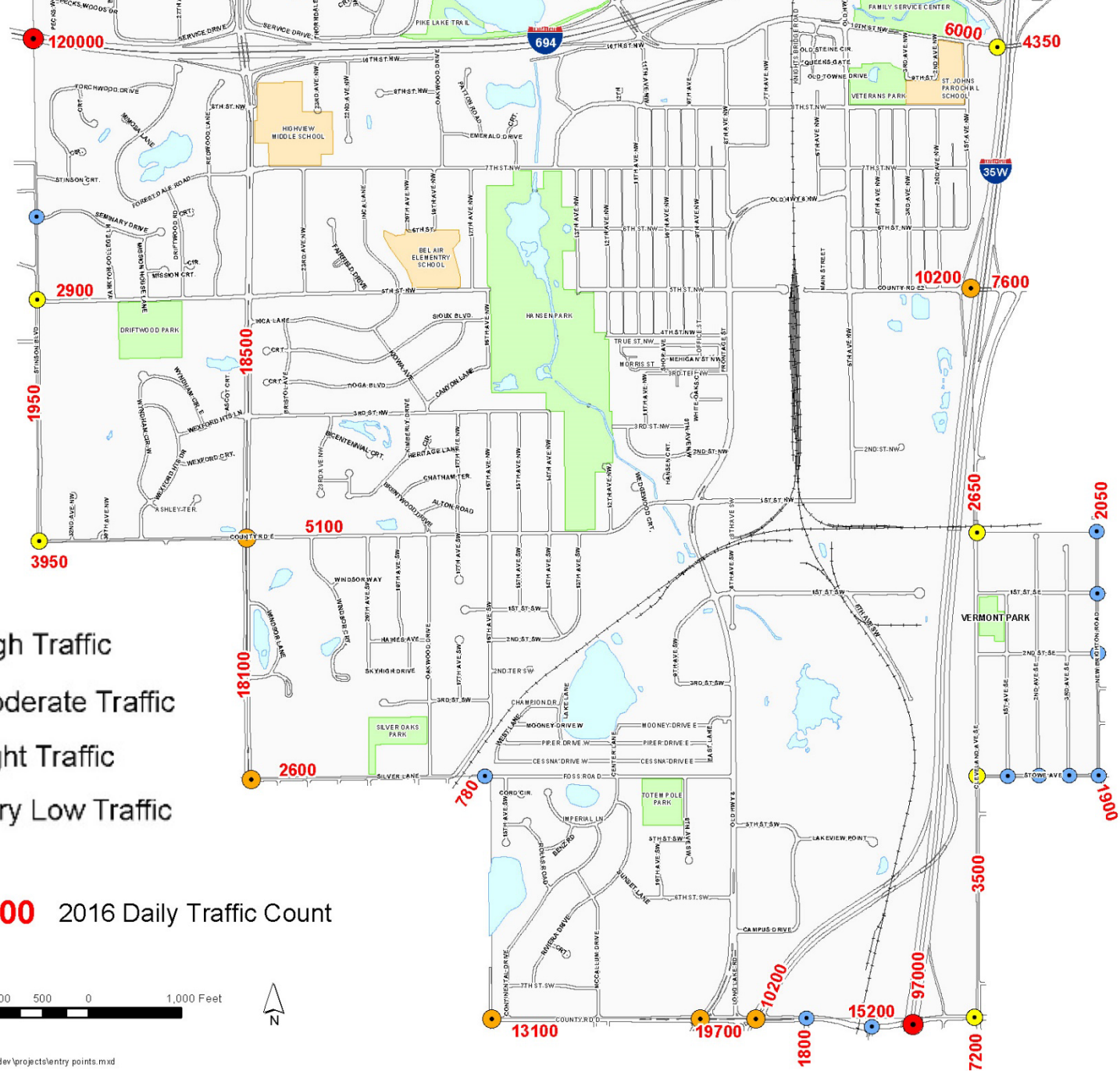




-  High Traffic
-  Moderate Traffic
-  Light Traffic
-  Very Low Traffic

2500 2016 Daily Traffic Count

1,000 500 0 1,000 Feet



## Southern Half





# Monument Signs



SIGNS BY BENCHMARK  
Changing the way you look at signs.







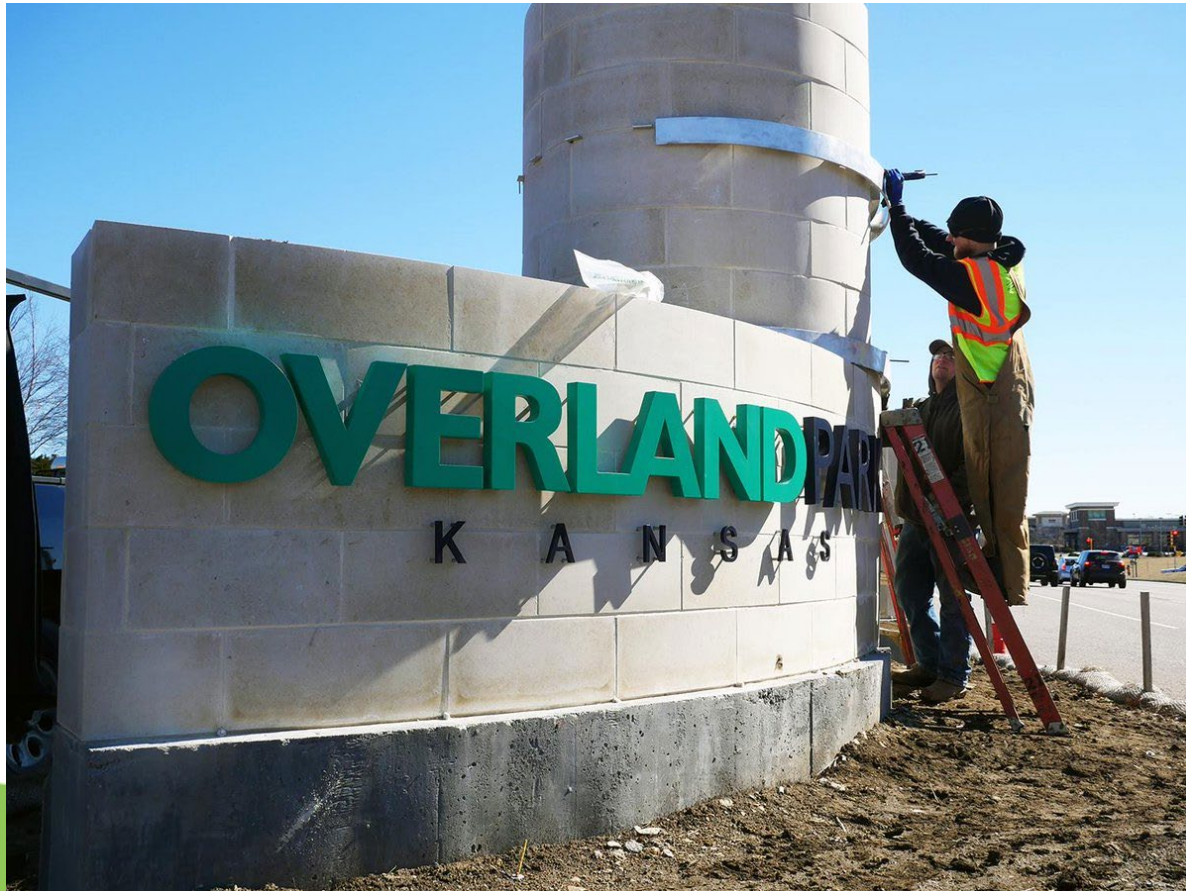
## Interesting Design



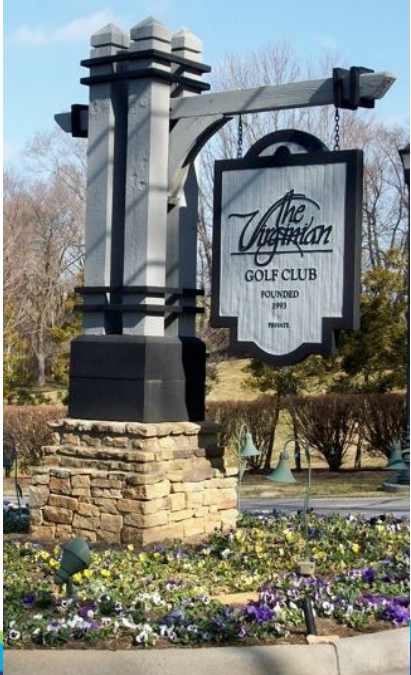
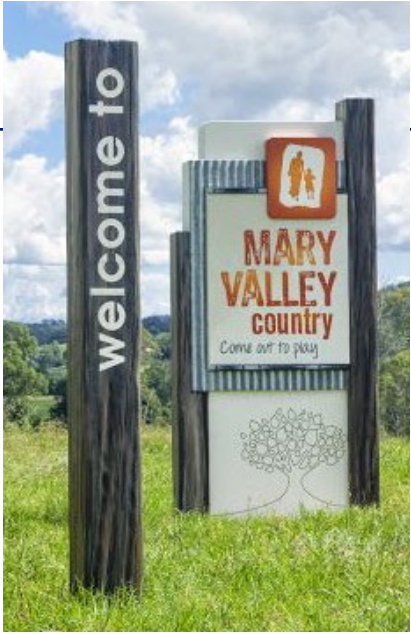




## Wall Designs







Pillar Designs

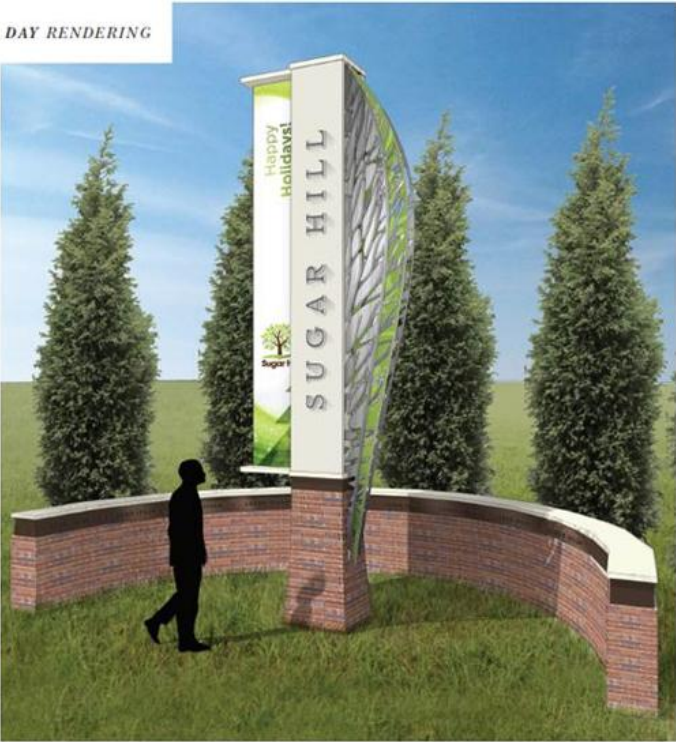




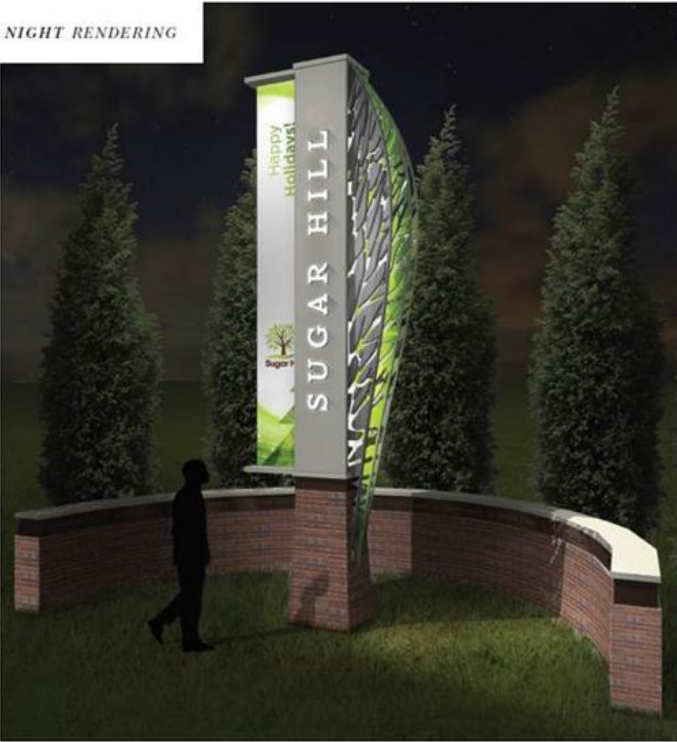


Incorporated Lighting

DAY RENDERING



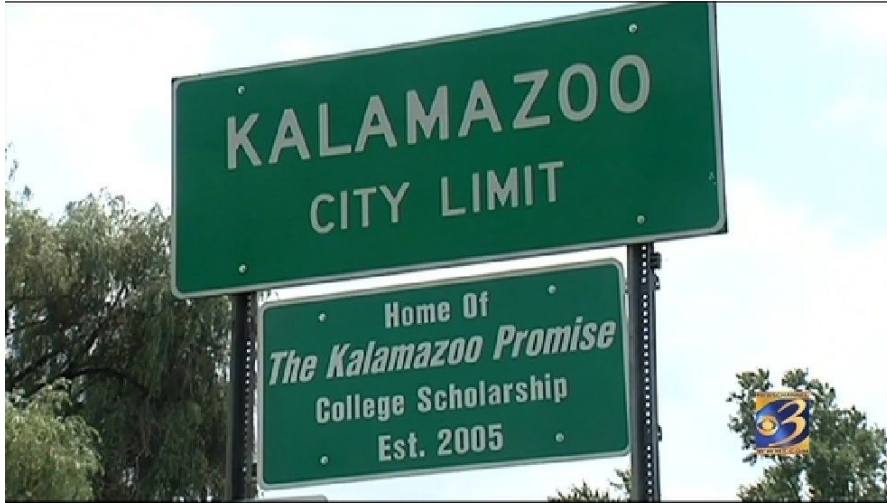
NIGHT RENDERING







## Simple Designs

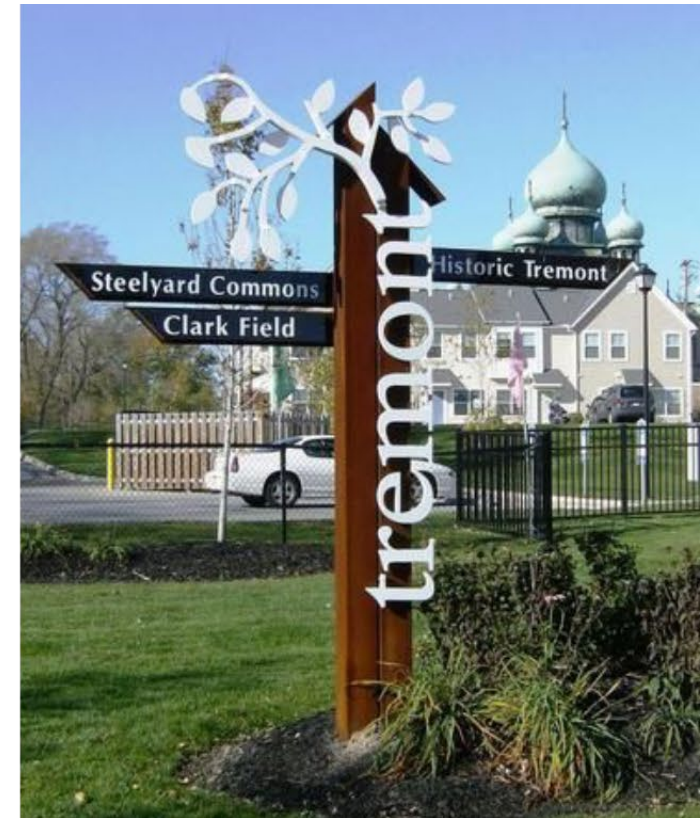




# Status Update on Gateways & Monument Signs

EDC Discussion

9-2-20







## *Entry Monuments Updates/Revisit*



**Gateway & monument signs reviewed on Oct 2, 2019...feedback included:**

- **Nicer simple sign design recommended**
- **Move away from standard metal sign posts towards decorative poles**
- **Pick one or two major entry points for bigger monuments...no more grave stones!**





## *Entry Monuments Updates/Revisit*



- Repurpose existing smaller signs
- Track branding process that comes out of the Master Parks Plan
- Stick to the City Name and Logo (no extras like “green step city”)
- Electronic Dynamic signs at strategic locations





## *Entry Monuments Updates/Revisit*



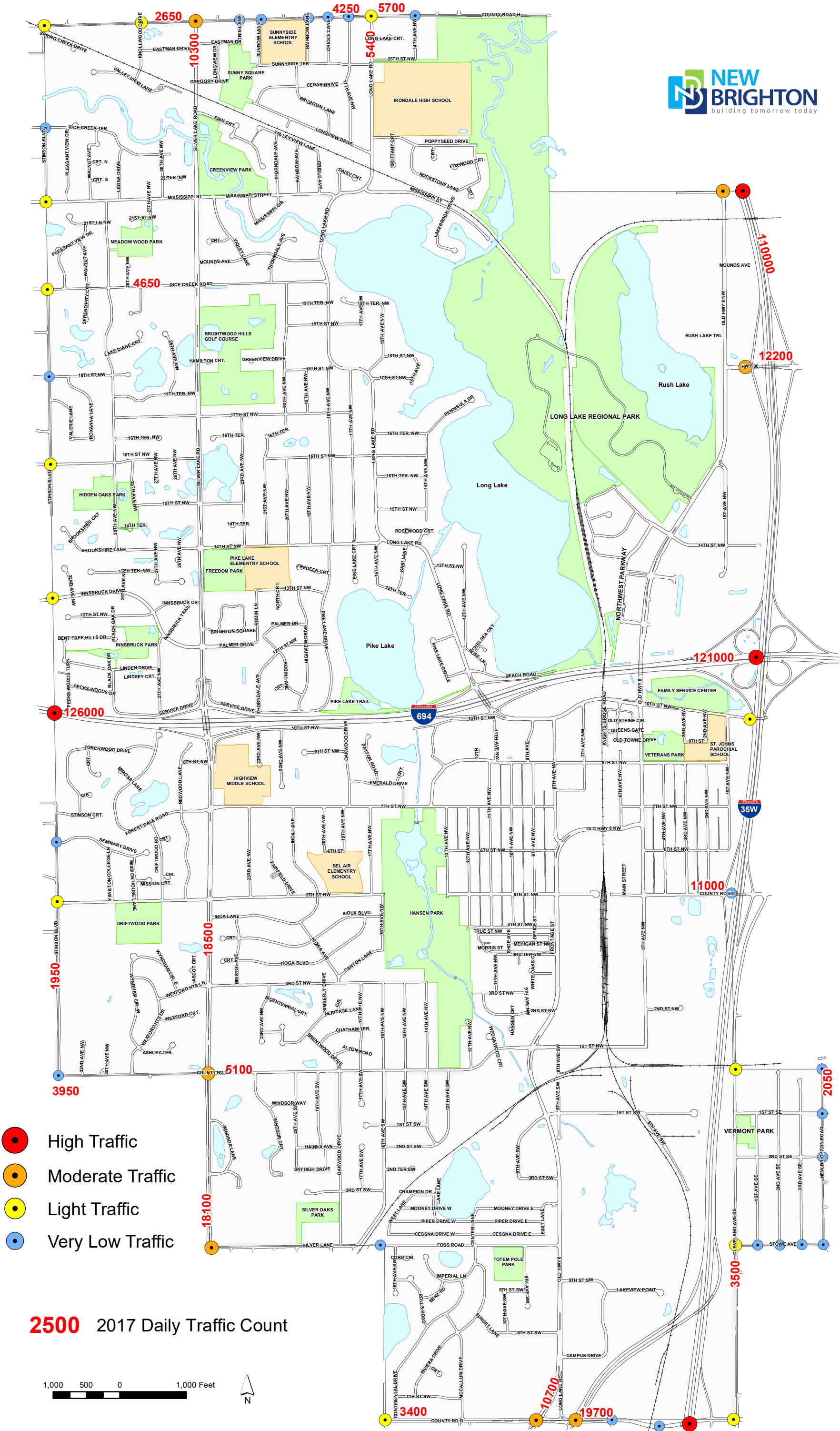
- Consider light pole banners at some major entry points
- Consider future directional signage to major destinations (i.e. community center)



## **City Entry Points and Highest Impact Locations for Entry Monuments**



# City Entry Points

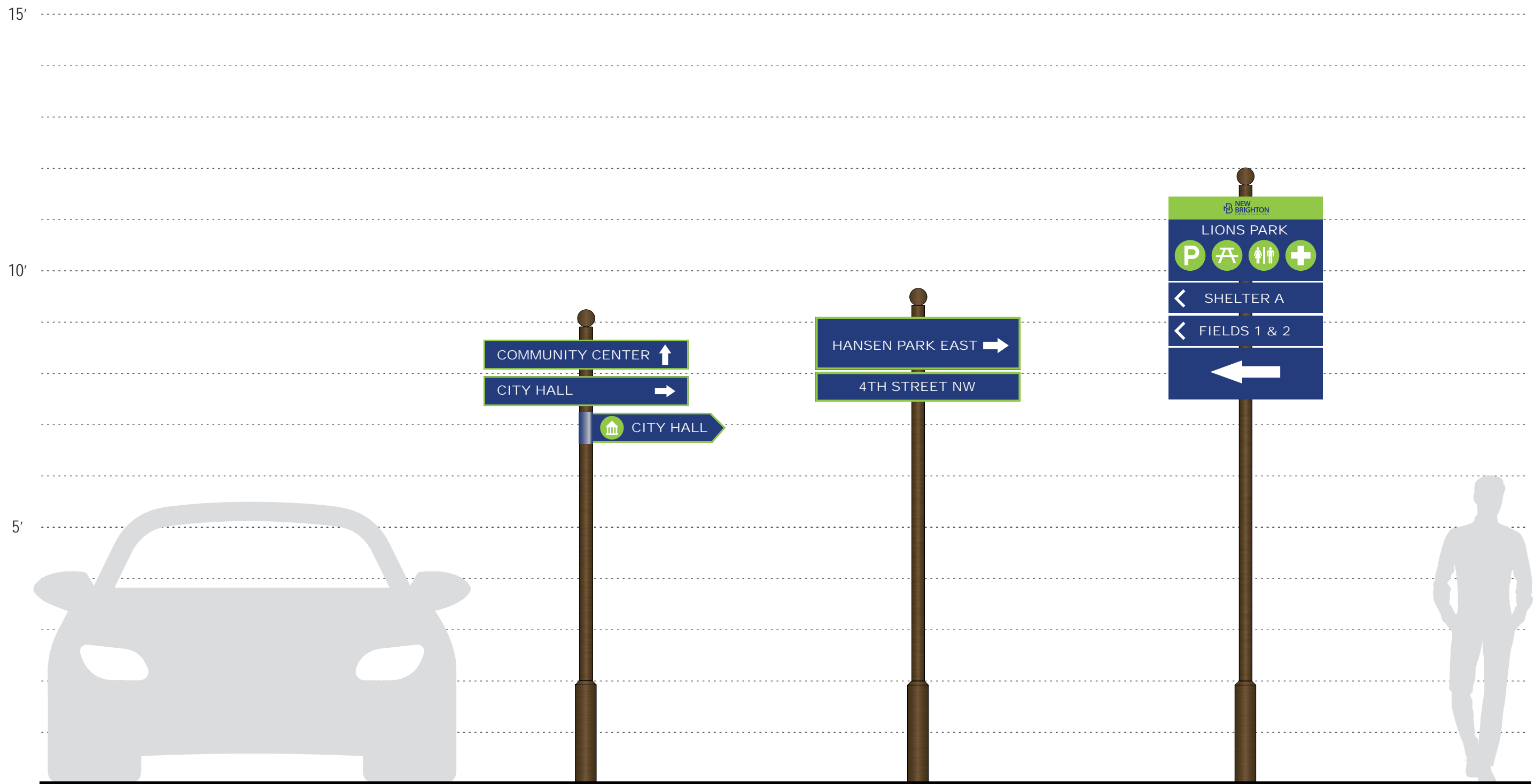




# **PREC Initial Designs for Wayfinding Signs**

*Prepared by WSB as a Component of the Master Park Planning Services Commissioned by the City Council*





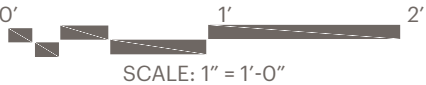
ROADWAY  
DIRECTIONAL

ROADWAY  
DIRECTIONAL WITH  
STREET NAME

ROADWAY MULTI-PANEL

# New Brighton - Park Vehicular Wayfinding Sign Concept

NEW BRIGHTON, MINNESOTA  
MAY 2022 | WSB PROJECT NUMBER: 019273-000







KIOSK

LARGE PEDESTRIAN  
DIRECTIONAL /  
INFORMATION SIGNAGE

PEDESTRIAN  
DIRECTIONAL  
SIGNAGE

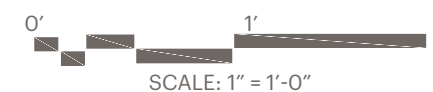
INTERPRETIVE /  
WAYFINDING  
PANEL

WAYFINDING  
TOTEM

## New Brighton - Park Pedestrian Wayfinding Sign Concept

NEW BRIGHTON, MINNESOTA

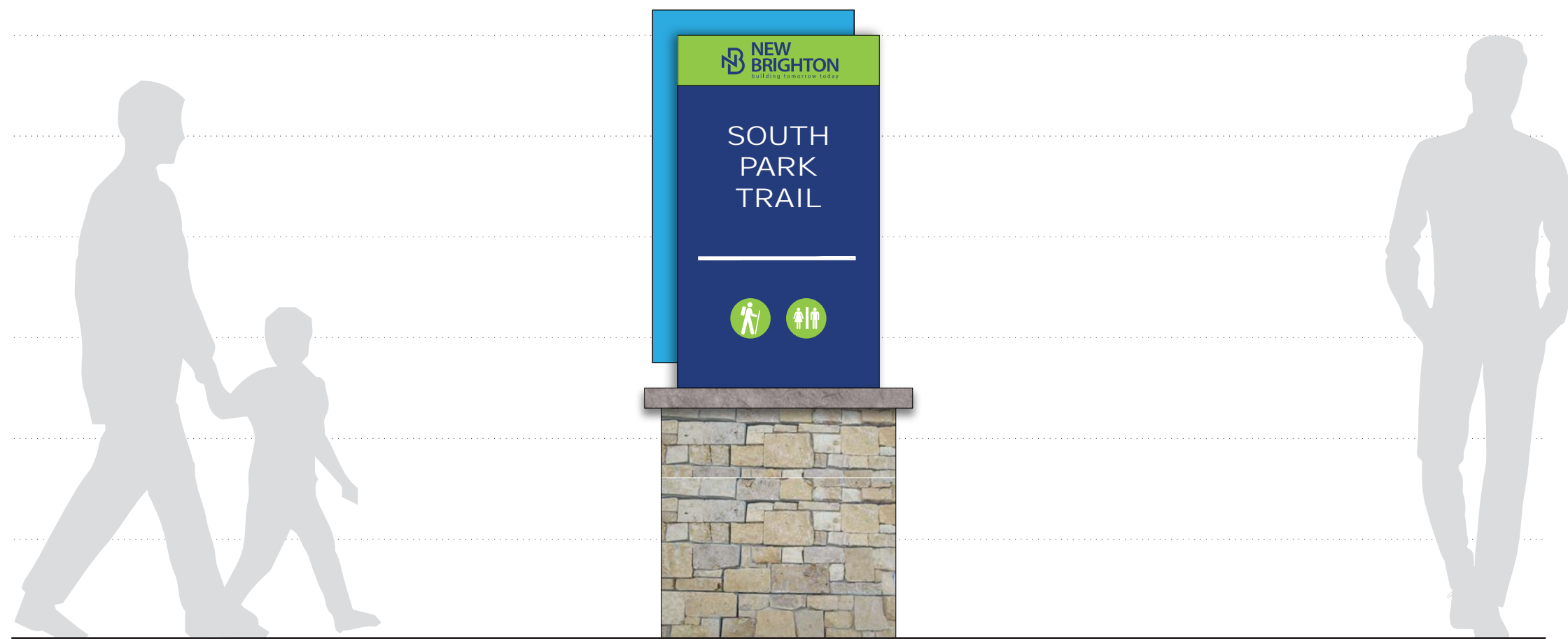
MAY 2022 | WSB PROJECT NUMBER: 019273-000





10'

5'



MONUMENT

## New Brighton - Park Monument Wayfinding Sign Concept

NEW BRIGHTON, MINNESOTA

MAY 2022 | WSB PROJECT NUMBER: 019273-000





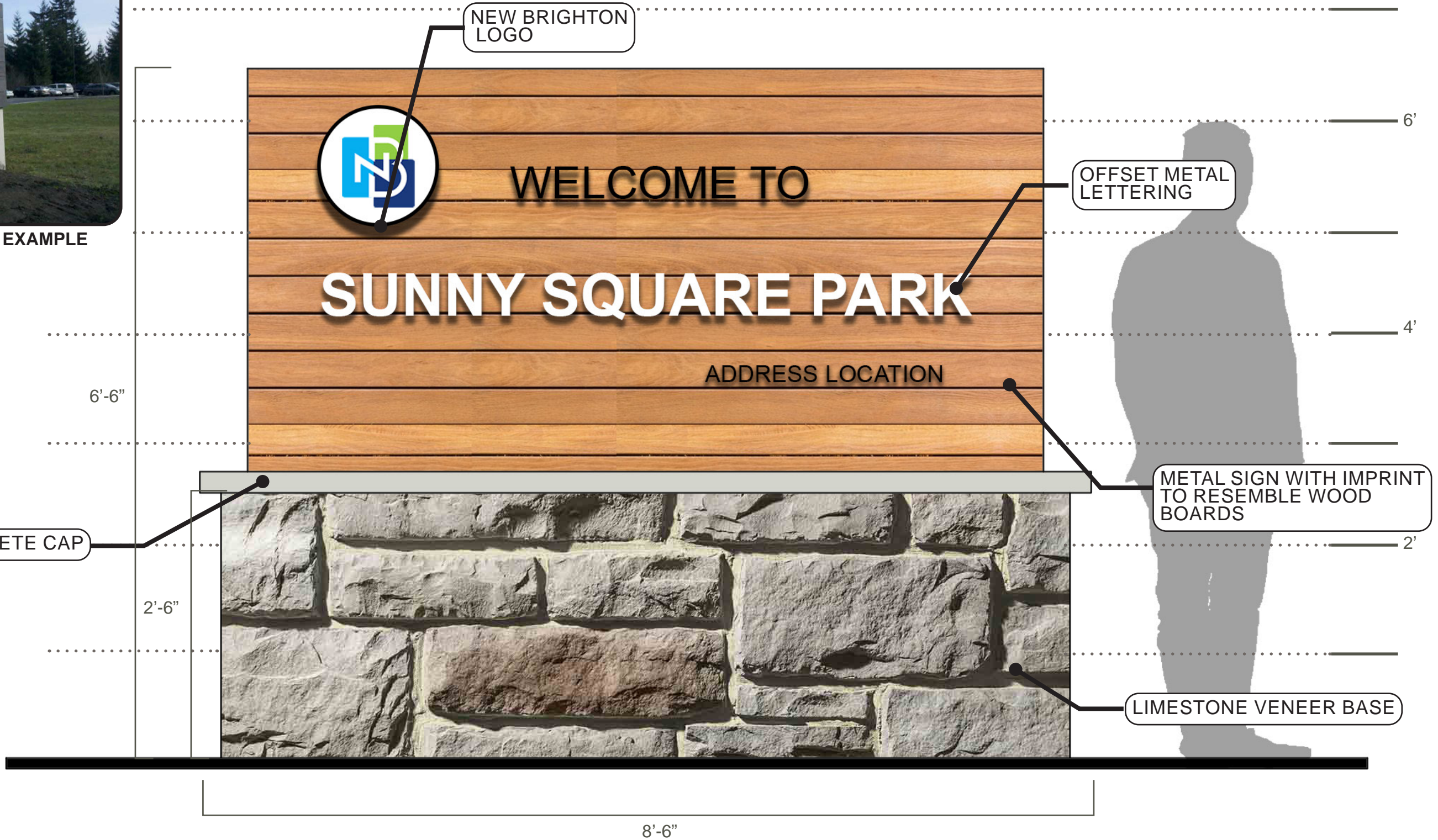
# **PREC Initial Designs for NEW Park Identification Signs**

*Prepared by WSB as a Component of the Master Park Planning Services Commissioned by the City Council*





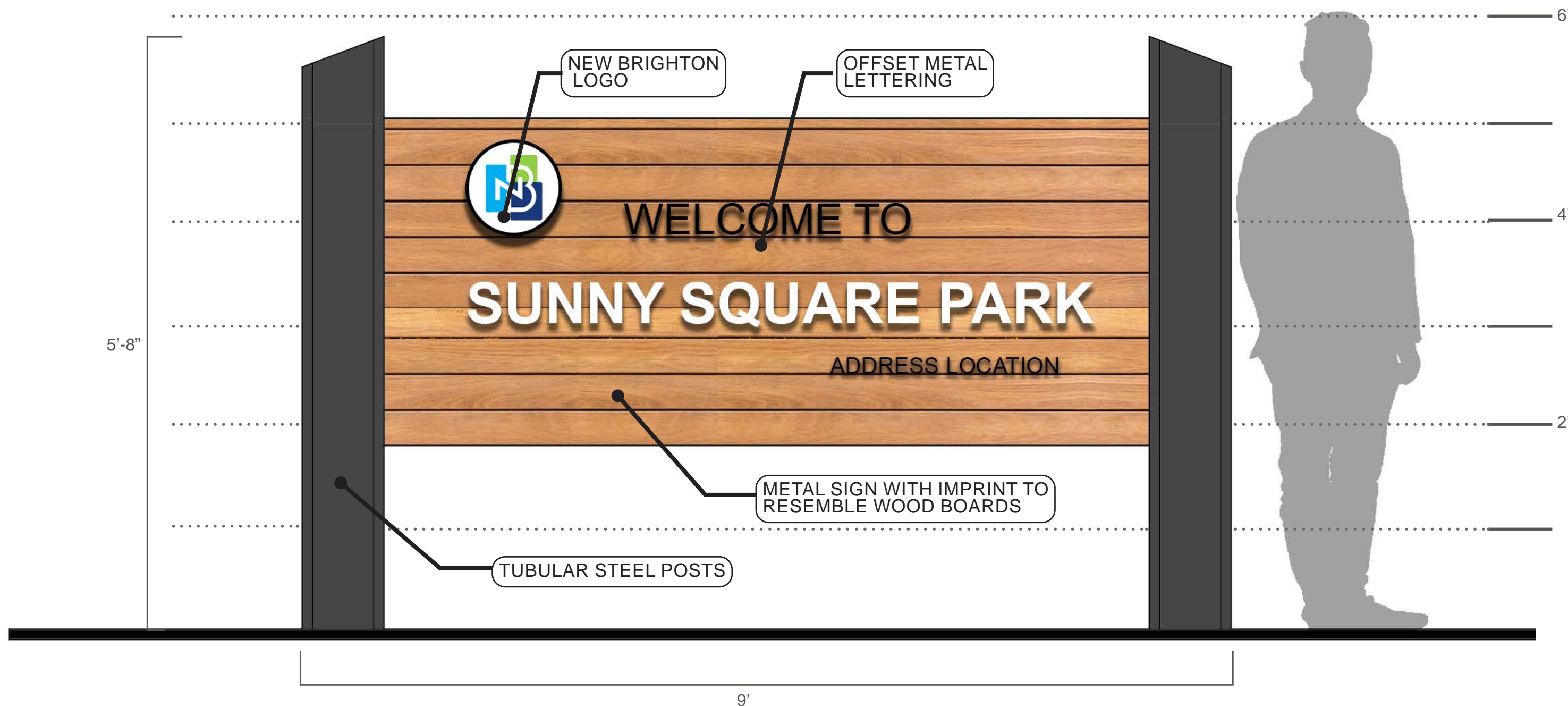
METAL WITH WOOD PATTERN EXAMPLE



# New Brighton - Park Monument Sign Concept 1 : Large Monument Sign

New Brighton, Minnesota  
February 14, 2022 | WSB Project number: 019273-000

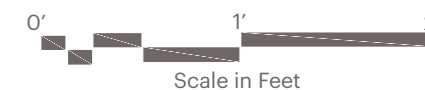




## New Brighton - Park Monument Sign Concept 2 : Standard Monument Sign

New Brighton, Minnesota

February 14, 2022 | WSB Project number: 019273-000



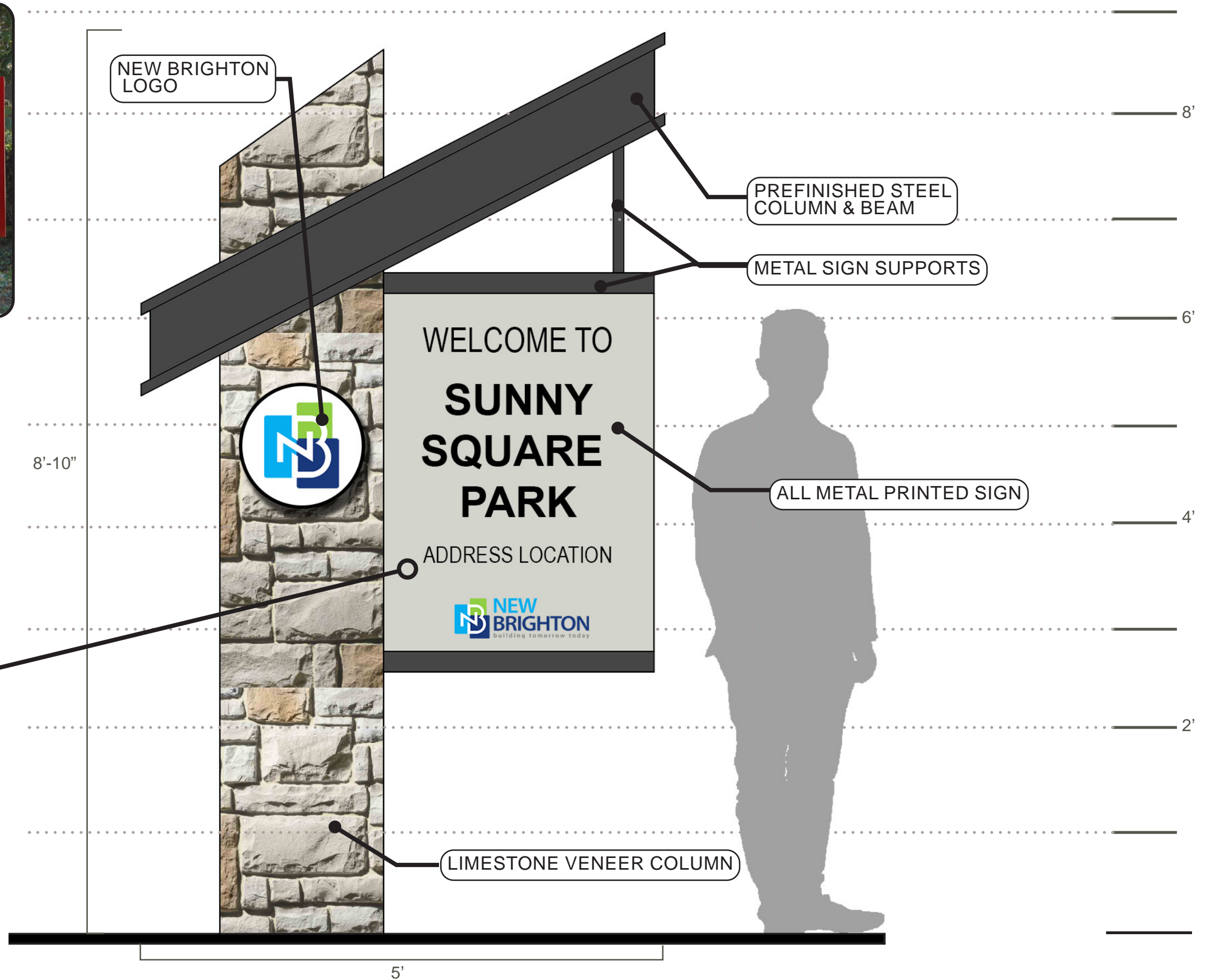




METAL SIGN EXAMPLE



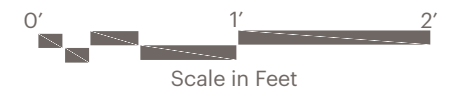
COLOR SIGN OPTION



## New Brighton - Park Monument Sign Concept 3

New Brighton, Minnesota

February 14, 2022 | WSB Project number: 019273-000



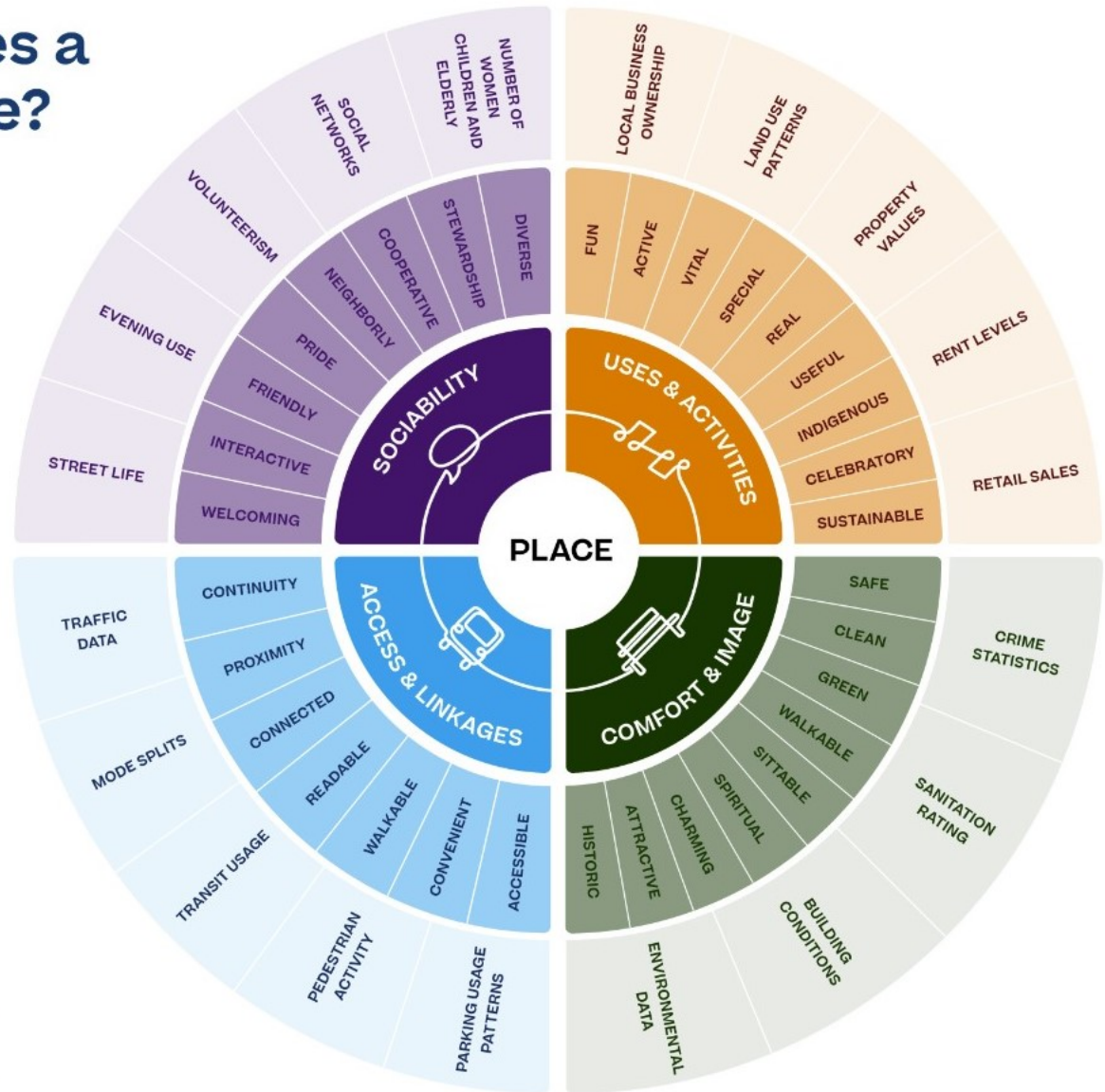


# What Makes a Great Place?

*Graphic from the Project for Public Spaces to help communities evaluate places.*



# What Makes a Great Place?



**Project  
for Public  
Spaces**

The Place Diagram is one of the tools Project for Public Spaces has developed to help communities evaluate places. The inner ring represents a place's key attributes, the middle ring its intangible qualities, and the outer ring its measurable data.





Agenda Section: VII
Item: B
Report Date: 6/30/22
Commission Meeting Date: 7/6/22

## REQUEST FOR COMMISISON CONSIDERATION

ITEM DESCRIPTION: Update on Parks Comprehensive Plan Project Implementation
DEPARTMENT HEAD'S APPROVAL:
CITY MANAGER'S APPROVAL:
No comments to supplement this report ____ Comments attached ____

- Recommendations:**
- Learn about the current status of park upgrades per the Parks Master Plan, and what's yet to occur in the coming months and years.
  - Consider how implementation of placemaking efforts discussed earlier should integrate into these upcoming projects, and/or how these projects should springboard related placemaking efforts elsewhere in the City.
  - Make recommendations for staff and Council liaisons to pass on to Council.

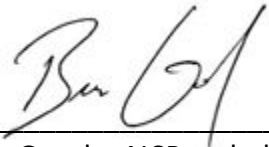
- History:**
- Parks Master Plan completed and approved for implementation in 2020.
  - In late 2021, the City Council authorized funding for the upgrade and renovation of five (5) parks throughout the City to implement the recommendations of the Parks Master Plan.

**Summary:** Parks Director Fink will share a brief update on the status of the City's current and future parks projects for the benefit of both PREC and the EDC.

- Financial Impact:**
- Continued rehabilitation of City parks following the Park Master Plan will have a lasting economic impact on the Community by helping to make New Brighton a primary destination within the metro to live and work.

**Attachments:** A) *Presentation Slides*



A handwritten signature in black ink, appearing to read "Ben Gozola", positioned above a horizontal line.

Ben Gozola, AICP on behalf of Jennifer Fink, Parks Director  
*Assistant Director of Community Assets and Development*





# Parks Comprehensive Plan Update

Jennifer Fink, Director and Candace Amberg, WSB





# Background

- In 2018, Council authorized the City to work with WSB (Consultant) to create a Parks Comprehensive Plan.
  - Direct outcome from the 2040 City Comprehensive Plan
  - First one since 2006. (Ideally updated every ten years)
- Plan was approved and adopted by council in late 2020
- Council approved \$10 million in abatement bond funding in July of 2021
  - Three years to use the \$10 million
  - Identified six target parks
- Council approves the City CIP plan each December that shows the use of these funds and other City internal funding sources.
- Project Costs in the approved plan were from 2019.
  - Calculated 3% increase per year to account for planned implementation timelines



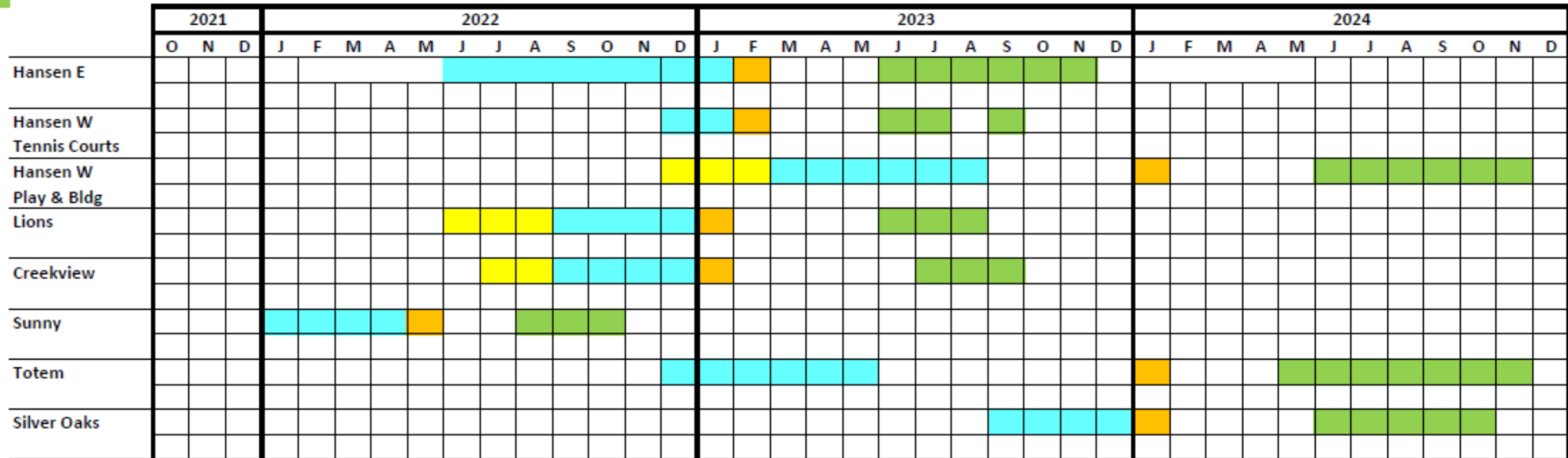
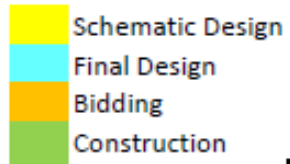
## Current Status – Some things have shifted...

- Currently working on Sunny Square Park
- In design phase for Lions Park Splash Pad and Hansen Park East (plus tennis courts on Hansen West)
- Finally received the grant documents for Hansen Park, so that project can move forward. (Pending Watershed District modeling numbers being accepted)





## A Different View





# Outreach and Engagement

- WSB has created a website for our use to keep the public connected
  - <https://wsb.mysocialpinpoint.com/nbparks>
  - Shows the multiple projects, asks engagement questions, asks for feedback, shares timelines
- In particular, the Lions Park splash pad is getting the most attention
- Plans include mailings to the Sunny Square Neighborhood and Lions Park neighborhoods as well




## What have we seen so far?

- Sunny Square is the only project that we have seen numbers on so far
- Those numbers are higher than we hoped, but manageable
  - Anything with petroleum products has seen a significant increase
  - Product availability is difficult
    - Playgrounds for example, one company can't deliver until February
  - Krause Anderson utilized their database of vendors that fit into the Minority/Women Owned Business category to solicit bids.
    - Seven main bid packages were issued. At this time, one of those seven is set to be awarded to a business from that outreach effort.



## What does this all mean?

- Overall we know that the numbers for these projects were created in 2019, pre-pandemic.
  - Based on high level information. We now have better additional information (testing, soil samples, etc.)
  - Key component of the funding is \$1.4 million in Community Reinvestment funds derived from ARPA
  - There is an expiration date on the \$10 million
  - We did receive an additional bond proceeds because of the excellent bond climate at the time. Those funds are to be used for park improvement projects as well. (\$244,000 is available)
- 



# What are the options moving forward?

- Awaiting word on the Totem Pole grant (\$300,000)
  - At this time, we feel that we have other projects that would fit criteria as well as move forward with other parks. So if we do not get this one – we have others that we can submit.
- Delay implementation
  - The \$10 million has a timeframe to it, but the additional internal funding mechanisms do not have the same “strings.” So how can we adjust the implementation to allow for us to bridge any potential funding gaps?
- Work by Others!
  - Fancy way of saying – what work can we do ourselves?
  - In particular, there isn’t a fully developed master plan for Creekview Park. Can we work with WSB to have that plan be as friendly as possible to our staff accomplishing a majority of that work?
- Re-evaluate future projects
  - In particular, projects that don’t have a master plan, or that are further down the road, may have other options available to us, to make changes that don’t impact the design intent.
  - Also key to remember that things change quickly. There may be another opportunity/trend that we would like to take advantage of that would be beneficial or less expensive.



## Key Takeaways

- Important to keep moving forward (projects will not get less expensive – but we can hope that the volatility will lessen)
- Make sure that we are fulfilling the needs of the community (do it right so that we aren't feeling like we missed an opportunity)
- Council updates and check-in's will continue, to keep council in the loop regarding funding and project status
  - PREC Commission and Council help choose which “levers” get pulled