



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