



MINUTES
New Brighton Economic Development Commission
Regular Meeting – February 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 meeting was hybrid allowing for remote participation.

II. Roll Call

Members Present.....Chair Harry Carter, Commissioners Bob Benke, Bret Fyneweaver, Max Nundahl, Anthony Pledger, and Paul Zisla

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

Also PresentBen Gozola- Assistant Director of Community Assets & Development & Jillian Cady- DCAD Technician

III. Approval of Agenda

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

A roll call vote was taken. Approved 6-0

IV. Approval of Minutes

Motion by Commissioner Benke, seconded by Commissioner Zisla to approve the minutes from the January 5, 2022 meeting.

A roll call vote was taken. Approved 6-0

V. Report from Council Liaison

There was no report from the City Council.

VI. Business Items

A. Updates from Open to Business

Gozola stated Noah Her, the City's Open To Business representative, was present to provide the EDC with an overview of their activities during 2021, to discuss ways OTB has been helping businesses through the pandemic, and to answer any questions the Commission may have about the program moving forward.

Noah Her, Open to Business representative, thanked the Commission for their time. He commented on the COVID relief grants that were offered in the first quarter of 2021 to local business. He stated in the second and third quarter he worked on the OTB referral network. He discussed how OTB helped businesses to pursue free money opportunities. He noted the outlook for 2022 was positive and more and more businesses return to normal. He explained he was looking forward to continuing to serve and returning to regular office hours in New Brighton.

Rick Howden, Ramsey County representative, introduced himself to the Commission and stated he was available to answer questions from the group.

Discussion included:

- It was noted OTB spent 66 hours providing direct assistance to eight different New Brighton businesses.
- The nature of the consulting work provided by OTB was further discussed.
- The County's efforts to assist businesses was described, along with the amount of CARES and DEED relief that was offered to local businesses.
- OTB client demographics were reviewed.
- The Commission was pleased with the services being provided by OTB to the City of New Brighton.

B. Taking Advantage of Local Events

Gozola reported the EDC has spent several sessions in the past year discussing business outreach and event tourism. He explained the Council would like the EDC to continue this work by having a discussion to identify and suggest ways to get ahead of events like Ice Castles and Stockyard Days. Specifically, Council would like the Commission to share their 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?).
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.

Discussion included:

- The Commission believed it was unfortunate that not all event sponsors want to work with the City or local businesses to coordinate efforts.
- The Commission discussed how the City could work to bridge the gap between sponsors and local businesses.
- The Commission believed it would also benefit local businesses to advocate and collaborate in order to draw patrons that are visiting the City for events.
- The Commission stated a “convention bureau” would typically coordinate these efforts.
- Commissioner Zisla agreed to speak with the North Metro Chamber of Commerce and Chair Carter agreed to speak to Adagio’s.

VII. Adjourn

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

A roll call vote was taken. Approved 6-0

Meeting adjourned at 8:14 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