



MINUTES
New Brighton Economic Development Commission
Regular Meeting – May 4, 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 (arrived at 7:40 a.m.), Bob Benke, Mike Murlowski, Michele Norman, Anthony Pledger, Victoria Prasek, Jacqui Sauter and Paul Zisla

Members Absent.....None

Also PresentBen Gozola – Assistant Director of Community Assets and Development, Jill Cady – DCAD Technician and Councilmember Pam Axberg

III. Approval of Agenda

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

Approved 8-0

IV. Approval of Minutes

Motion by Commissioner Zisla, seconded by Commissioner Norman to approve the minutes from the March 2, 2022 meeting.

Approved 8-0

V. Report from Council Liaison

Councilmember Axberg provided the EDC with an update from the City Council. She encouraged residents to participate in No Mow May, which encourages awareness around pollinators. She reported more than 300 residents were already participating. She explained goats were brought in to Creek View Park to assist with buckthorn removal. She stated work has already begun on the 2023 budget.

VI. Business Items

A. New Commission Member Introduction

Gozola introduced the newly appointed EDC members Faycal Belkhous, Victoria Prasek and Michele Norman to the Commission. The existing members of the EDC introduced themselves to the new members.

Chair Carter welcomed the new members to the EDC.

B. Overview of Business Outreach Initiative

- **Business Outreach Website**
- **Overview of Business Outreach Spreadsheet**
- **Approval of Next Outreach Newsletter**

Cady stated 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.

Cady explained 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.

Discussion included:

- The Commission asked that the EDC members be added to the email list.
- Staff commented further on how they were working to collect business email addresses and better contact information for local businesses. Several commission members volunteered to contact businesses in order to get updated contact info. It

was recommended the information that is gathered from the businesses be entered into the City's website.

- Discuss ensued regarding the usability of the City's website and staff noted the City's web provider would be changing.
- The Commission suggested a QR code be created to assist with directing businesses to the form on the City's website. Gozola supported this recommendation and stated business cards could be printed with a QR code for the EDC.
- Staff requested Commissioner Sauter to send her talking point sheet to staff and noted this would be sent to all members to use on their business visits.

C. Visioning Silver Lake Road Study Phase Two Updates

Cady reported 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 updated the EDC on steps being taken to launch Phase II, and explained how the remainder of the study will play out.

Discussion included:

- Staff noted the outreach that has been conducted to date has been very well received.
- The messaging from the City for this project was reviewed with the EDC.
- The Commission encouraged staff to get the message out that this was a potential plan for the future in order to make people comfortable with the plans for the corridor.
- The redevelopment of the US Bank site was discussed.
- The Commission suggested staff differentiate between the feedback being gathered from residents versus businesses.

D. Public Art Next Steps

The Commission did not discuss this item.

E. Adopt a 2022-2023 EDC Work Plan

Cady stated on the March 2nd EDC meeting Commissioners discussed topics and potential guest speakers that they'd be interested in hearing more about during the coming year. Based on these requests staff created a draft work plan proposal. It was noted a joint meeting

with PTRC would be held on July 6. Staff reviewed the 2022-2023 work plan in further detail with the Commission and requested comments or questions.

Discussion included:

- The Commission suggested short term events and further placemaking be considered as topics for future meetings. It was believed further efforts should be made to encourage residents to remain within the community to spend their dollars for economic development purposes. Staff noted they would look to add event tourism in to a future meeting.

Motion by Commissioner Prasek, seconded by Commissioner Sauter to approve the 2022-2023 EDC Work Plan, adding event tourism to a future meeting.

Approved 9-0

VII. Adjourn

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

Approved 9-0

Meeting adjourned at 8:40 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