



MINUTES
New Brighton Economic Development Commission
Regular Meeting – December 7, 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 Matthew Arndt (attending remotely), Faycal Belkhous (attending remotely), Michele Norman (attending remotely), Anthony Pledger (attending remotely), Jacqui Sauter and Paul Zisla

Members Absent.....Commissioner Victoria Prasek

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

III. Approval of Agenda

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

Approved 7-0

IV. Approval of Minutes

Motion by Commissioner Zisla, seconded by Commissioner Norman to approve the minutes from the September 7, 2022 meeting.

Approved 7-0

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

Approved 7-0

V. Report from Council Liaison

Councilmember Axberg provided the EDC with an update from the City Council. She reported the Council held a Truth in Taxation hearing on Tuesday, December 6. She explained the Council would be approving the 2023 budget and tax levy on Tuesday, December 13. She commented on how the City was redistricted and noted the new senators and representatives that would be representing New Brighton in the coming year.

VI. Business Items

1. Ice Castles 2023 Partnership Discussion

Gozola stated with Ice Castles will be 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. 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 dialogue 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.

Brady Murphy, Ice Castles representative, thanked the EDC for allowing him to attend this meeting. He explained he would be managing the Ice Castles event this year. He updated the EDC on what would be new this year, which included an ice bar and sled hill. He stated Ice Castles wants to continue to build on the event each year. He commented further on how Ice Castles wants to partner with the City of New Brighton.

Suzette Watson, Ice Castles representative, introduced herself to the EDC and noted she would be the assistant manager for the Ice Castles event this year. She discussed how the ice castle layout would be different each season in order to incentivize people to visit each and every year. She explained free tickets would be available for partnered organizations and these tickets could be used at the organizations discretion. She reported Ice Castles would like to work with the local schools in order to provide tickets to students through a reading program.

Discussion included:

- The timeline for the ice castle construction and number of weeks the castle would be in operation was reviewed.
- The group discussed how Ice Castles defined and viewed partnered organizations, along with the benefits that would be offered to these partners.
- The Commission requested further information regarding the plans for the ice bar.
- The Commission asked if the Ice Castles would be offering onsite food and drink this year. Mr. Murphy reported the Ice Castles would be bringing in food trucks from the Greater Minneapolis/St. Paul area.

- The Commission supported there being an economic benefit for local businesses and suggested local businesses be allowed to interact with visitors. Mr. Murphy stated he would have to look at what operations could take place and noted he would look into this further. He reported an indoor farmers market may be a great option for the community to invite local businesses to participate in.
- The Commission believed it would be important for the Ice Castles to communicate with local businesses.
- The bus shuttle services were discussed.
- The Commission requested Ice Castles post a map on their website of local bars and restaurants in New Brighton that were available to visitors.
- The Commission supported seeing all local restaurants benefiting from Ice Castles and not just one or two to be winners during this event.
- The Commission suggested a graphic and social media link be created for this years Ice Castle in order to create a unified promotional effort. Mr. Murphy stated he liked this idea and would investigate this further.
- The Commission supported Ice Castles working with the local schools on a reading program.
- The Commission suggested a postcard be sent to local business owners to make them aware of Ice Castles. Gozola reviewed the postcard that was used last year and noted staff was planning to send another postcard this year.
- The Commission recommended a link for the Ice Castles be placed on the City's website.
- The Commission encouraged the Ice Castle representatives to partner with the local Chamber of Commerce.

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

Gozola reported 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.

Carl Gillies commented on the grants the City received further and noted the Commission would now have to make decisions about what new banners would look like and when they should be used.

Discussion included:

- The Commission suggested a banner be considered to highlight Stockyard Days.
- The Commission supported the banners focusing on City history.

- The Commission supported the retired banners being auctioned off to residents.
- The Commission suggested the local schools and artists be invited to submit ideas for the new banners.
- Staff commented on the timeline for the banners, stating they would learn more in the coming month.
- It was noted the Commission would be discussing this topic further at the January EDC meeting.

VII. Adjourn

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

Approved 7-0

Meeting adjourned at 8:43 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