

THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY
OF THE CITY OF BROOKLYN PARK
MAY 20, 2019 REGULAR MEETING MINUTES

I. ORGANIZATIONAL BUSINESS:

1. CALL TO ORDER: President Jeff Lunde at 7:00 p.m.

ROLL CALL PRESENT: President Jeff Lunde, Vice President Lisa Jacobson (7:40 pm) and Treasurer Wynfred Russell, Commissioners Mark Mata, Terry Parks, Susan Pha and Tonja West-Hafner, Executive Director Kim Berggren and EDA Secretary Theresa Freund
ABSENT/EXCUSED: None.

2. PUBLIC COMMENT AND RESPONSE:

2. A Response to Prior Public Comment: None.

2. B Public Comment: None.

3. APPROVAL OF AGENDA

MOTION WEST-HAFNER, SECOND PARKS APPROVING THE AGENDA AS PRESENTED. MOTION PASSED UNANIMOUSLY.

II. STATUTORY BUSINESS:

4. CONSENT:

4.1 None.

5. PUBLIC HEARINGS:

5.1 None.

6. GENERAL ACTION ITEMS:

- 6.1 Consider Approving Restructuring of a \$1,200,000 Multi-Family Housing Rehabilitation Loan for Sherman Associates, Inc. for the Autumn Ridge Apartments Project.

MOTION LUNDE, SECOND MATA TO WAIVE THE READING AND ADOPT RESOLUTION #2019-9 APPROVING A RESTRUCTURING OF A \$1,200,000 MULTI-FAMILY HOUSING REHABILITATION LOAN FOR SHERMAN ASSOCIATES, INC. FOR THE AUTUMN RIDGE APARTMENTS PROJECT. MOTION PASSED UNANIMOUSLY.

MOTION MATA, SECOND PHA TO AMEND MAIN MOTION TO INCREASE INTEREST RATE ON THE LOAN FROM 4% TO 5%. MOTION FAILED (2 TO 4). COMMISSIONERS LUNDE, PARKS, RUSSELL AND WEST-HAFNER VOTED NO.

- 6.2 Consider Authorizing Acceptance of a Grant and Execution of Agreement with Hennepin County for Transit-Oriented Development Program Grant Funding.

MOTION WEST-HAFNER, SECOND JACOBSON TO WAIVE THE READING AND ADOPT RESOLUTION #2019-10 AUTHORIZING RECEIPT OF A HENNEPIN COUNTY TRANSIT-ORIENTED DEVELOPMENT (TOD) GRANT AND EXECUTION OF AGREEMENT TO DEVELOP A TEMPORARY PLAZA PARK ON THE NORTHEAST CORNER OF 85TH AVENUE AND WEST BROADWAY. MOTION CARRIES (6 TO 1). COMMISSIONER MATA VOTED NO.

III. DISCUSSION:

7. DISCUSSION ITEMS

- 7.1 BrookLynk Update – Breanne Rothstein stated we are almost halfway through 2019 and we are just getting started with our program year. We thought this would be a great time to come and provide the EDA an update as we move into budget season.

As you know BrookLynk is a youth employment program directed by the cities of Brooklyn Center and Brooklyn Park with a mission to coordinate partnerships that prepare employers to engage the next generation of workers and to connect young people in the Brooklyns facing barriers to employment.

The BrookLynk Advisory Board just met two weeks ago and had a retreat to talk about the past five years of this program and where they want to see it go in the next few years. This was a really rewarding time where not only the board was present but also alumni. Luis Salado-Herrera and Jocelyn McQuirter were able to get ten alumni to this board retreat. There was really great conversation talking about and envisioning the future. They had some great ideas about how to make some small tweaks. You may be seeing some small tweaks to the mission statement as well as the strategic focus in 2020 and 2021 coming up.

The BrookLynk program is really about partnerships and has several components. Our youth and employer outreach is really the most important component of this because the crux of the program is about youth training, employer training and intern placements. We rely very heavily on our referral networks for both employer recruitment as well as youth recruitment.

The Get Ready training is the first part of the youth's experience with BrookLynk. We held two this year with one in March and the other in April. We also have an employer training coming up next Wednesday that has been increasingly an important part of BrookLynk's work.

In addition to the training and internships we also run a job board for local jobs here in the Brooklyns as well as hosting an annual job fair. Of course, you are most familiar with the piece of the program where we match youth with an internship. This year we have over twenty different employers involved in BrookLynk.

The final piece of the program is about alumni engagement and network. Being in the fifth year of the program we now have alumni who are graduating from high school and getting closer to graduating college. As we move forward that is one of the strategic focuses that was the result of the board retreat and because there were so many alumni there it stands to reason, to continue support and engagement with alumni.

BrookLynk serves the underrepresented population of the community with access to jobs and education. BrookLynk students represent over twenty different cultural backgrounds. We do ask for their ethnicity and we get a much broader response than just the census responses. It is really a rich culturally diverse program with 96% are students of color, 78% are low income and 66% are first or second-generation immigrants.

In terms of the impact we have had since 2015, four program years:

- We have leveraged over \$750,000 in wages paid by the employers and earned by the youth interns.
- 900 plus youth completed pre-employment training, which is the Get Ready Training.
- More than 400 internships have been coordinated.
- Currently we have over 200 alumni in our network that we use as volunteers and work with to continue to market the program. We are drawing on them as resources to educate the next cohorts of participants.

We have applied for two grants and were successful:

- DEED provided a Youth Support Services Grant for the program for two years, 2018-2019.
- Hennepin County is providing the Minnesota Youth Program Grant for 2019-2020.

We can leverage additional funds through both the state as well as the county to fund this work.

So far, this year 220 youth have completed pre-employment training and 116 internships are being coordinated right now with more than 20 employers.

Every year we conduct a thorough program evaluation. That helps us understand the impact that we are having with BrookLynk and get future funding through grants and foundations. Some of the things we track: 100% of those who responded to the survey graduated from high school, 93% went to college and 74% are active in the labor force (as of the summer of 2018).

So far in 2019 we have completed our Great Ready! Work readiness training program and the job fair held in March and April. We are just about to send the matches of our interns both to the employers and the interns. We are doing our employer training on Wednesday. We were able to secure three more employers in 2019. Last year we had 104 internships this year 117. There were 100 students attending the job fair this year. We received positive feedback from the employers on the job fair and there was quite a bit of hiring on the spot.

This week we are placing our interns. Next week we have the supervisor training. We have applied for another DEED grant, called Youth at Work for another two-year funding cycle. We are optimistic and have had a lot of success with applying and receiving grants for BrookLynk. We see that as our funding strategy for BrookLynk. This year we enhanced internship support by adding a Job Coach position who will be providing an extra level of hands for the weekly check-in we do with all the interns and employers. Orientation is scheduled in June. We have our four-day long intern readiness boot camp that the staff puts on. There will be several alumni events and a yearend celebration. Commissioners are encouraged to attend as an observer or get involved in volunteering and this is a great way to see the impacts first hand.

Commissioner Susan Pha thanked staff for all the work they are doing for BrookLynk. I am glad we are reapplying for the Youth at Work grant this year. Minnesota has an equity grant they are looking at allocating \$3.8 million for Youth at Work this year. I believe previously we have received this grant and I'm hoping we will ask for more money say around \$200,000. The City of St. Paul received over \$200,000 for their Youth at Work program. We have done such an excellent job here at the city with our BrookLynk program that I really think we could get more funding.

Breanne Rothstein stated this will be our first time applying for the Youth at Work grant through DEED and we did ask for over \$200,000 for two years. We have received DEED grant funding in the past and we currently are finishing up the Support Services grant, which is a broad grant that includes a lot more than just youth training and development. We were successful in getting that grant and we will look at that one again this year as well. The application for that grant will come up in June. From Hennepin County, we received \$100,000 a year for two years for Minnesota Youth Program, which is DEED pass through money and the county administers it. We are right in the middle of the first year for reimbursement of that grant and then we will have another year with \$100,000. Also in the past, there was a DEED Equity grant and I believe that was for \$50,000. We are working with DEED and county staff to figure out the best way to fund BrookLynk. We know that this is a state priority and that the funding opportunities are out there. Foundations have shifted their priorities to work force development training and we are evaluating those shifts as well. In conclusion, the employer resources are the most valuable and sustainable.

The more we can leverage employer relationships who pay our interns and is a unique part of this program, the more sustainable that revenue will be.

Commissioner Lisa Jacobson stated I would like to thank you for all you do for BrookLynk and the team that has put so much into it to make it what it is today. Working in a space with youth for many years, one of the things we don't necessarily see in the statics is the opportunities that the youth are provided to see life through a different lens. When they get to walk through the doors of Boston Scientific for example they meet people who spend their careers at Boston Scientific and seeing life through their eyes, seeing what it can look like to show up to work every day on time and early and the benefit you may get from doing that over time. For many youths that is new concepts and is equally important.

7.2 Status Update – Kim Berggren highlighted the following:

- Blanks USA has just satisfied the loan that BPDC gave them several years ago. This is an example of one of the strategies the EDA has been using over the years. The EDA originally funded the BPDC revolving funds available to businesses that are needing access to financing. Commissioners are encouraged to let businesses know about the BPDC.
- MGK is a new company moving to Brooklyn Park. They are bringing with them many jobs.
- Protolabs held a grand opening and 20-year celebration last week at their new Brooklyn Park facility. The company is bringing 225 jobs to the facility and plans on adding 120 more over the next three years.
- Staff has been working with Nexus, which is a nonprofit who is looking at worker ownership as a strategy for equitable economic development. This is an emerging conversation we are talking about and there are examples employee ownership in Brooklyn Park. Diversified Plastics was recently converted. There are great examples of how ownership can really help a company stabilize and stay and give wealth building opportunities to the people that work at the company. Staff will continue to work with Nexus and we hopefully be able to introduce that concept to our local businesses.
- The Center for Economic Inclusion hosted a Powering Inclusion Summit a few weeks ago and they released some indicators on economic inclusion for the region. Staff provided the link to the indicators if commissioners are interested in looking at that. This will also inform some of the work that we are doing as we look at the work we outlined in the economic development chapter of the comp plan and starting to advance some of the work.
- Breanne Rothstein presented at the Northwest Minneapolis Tourism luncheon. They have been a partner for a long time and they understand and appreciate the need to do more to market restaurants in Brooklyn Park. That is an exciting partnership right now.

Commissioner Susan Pha attend the Powering Inclusion Summit for her work and was happy to see Kim Berggren and Luis Salado-Herrera there.

Commissioner Mark Mata stated I have given Kim Berggren a laundry list of items for the Clubhouse and the restaurant operations there. They are overlooking that we have a golf course that is connected to right where the restaurant is and we are getting some lost vision. I am getting a lot of phone calls and complaints. I am requesting that the Pro Shop, which is owned by the city have comment cards that the city can look at. As opposed to comment cards at the restaurant, which are looked at under the restaurant operation side. There were some issues at Mother's Day brunch where the golfers outside were not able to come into the restaurant. Kim Berggren stated that staff will look at the list and give you an update. I would encourage commissioners to give staff feedback you hear as we start this new partnership with D'Amico and encourage folks to contact city staff with any questions or concerns.

Commissioner Tonja West-Hafner stated the feedback I have heard is about the 3% wellness fee and then the other one I hear consistently is the pricing equal to the portions. I agree we should make sure that the comments are coming back to the city since it is our restaurant. All the changes in the building is amazing, it doesn't look like the same place and I am very happy about that but we want people to go there.

President Jeff Lunde stated I would like to know when the fee was started. Was it after the City of Minneapolis changed the rules to force everyone in that city to do it? If a business is going to cover it, then charge more and not have the fee listed.

Commissioner Lisa Jacobson informed commissioners that I have given a lot of feedback to Brad Tullberg and they have made changes so they are listening. I would get that information in as soon as you can. I would like to think of this project as a marathon and not a sprint. We can't get it right from day one. I don't think any business can, no restaurant can for certain. That is why they don't hold grand openings for a while after they open. We knew we were going to pay more and we wanted a nicer place but how much more are we comfortable with. I think they will get it right it is going to take time and feedback. I know it is a concern.

7.3 Housing Update – Erika Byrd highlighted the following:

- We held a conversation that was facilitated by a consultant with apartment managers and owners in Brooklyn Park on the eviction study. There is a summary of those results in your packet. As a follow-up, we are reaching out to owners and managers about some information they said they were wanting to share with us to check against the eviction study. We will be sharing the results with other community engagement to test the thinking on what we hear from each community as we go. The next step is for staff to meet with CURA and Dr. Lewis to talk about a proposal to do some tenant research in Brooklyn Park. This meeting will be held this week to see if we can move forward with that. We have a couple of meetings scheduled in June with housing organizations and community service providers to talk about housing stability in Brooklyn Park and evictions.

- Last week the city council passed a Fair Housing Policy with an amendment that we bring it back within three months. Staff is working to create some materials to address questions and concerns and you will see an update and discussion around that either at the City Council or the EDA within the next three months.
- For the tenant protection and notice our project facilitator is working on a draft and will be sharing a discussion with the Human Rights Commission in June.
- The strategic plan for affordable apartments is an item that came out the strategic work sessions that this body had over the last several months. Staff is working to put together a high-level program framework both on naturally occurring affordable housing preservation and rehab and a program that would fund creation of new affordable housing. Staff wants to provide that framework to you next month at the EDA meeting for some feedback before we move on to flushing out that program more.

President Jeff Lunde stated that there are some nonprofits that are working with the people that are living in apartments in the city that would be interested in being part of the discussion on affordable apartments. Erika Byrd asked President Lunde to share the information on the nonprofits with her or Kim Berggren. Staff would be more than happy to make that connection and have a discussion.

- 7.4 2019 Restaurant Initiative Update – Breanne Rothstein stated per strategic direction several months back we are looking at a renewed restaurant initiative as part of the EDA's work for 2019. We laid out a memo in your packet and that goes to everything we are currently doing and some of the new things we are doing.

Daniela Lorenz and I are working in coordination with other staff on active recruitment of businesses: getting connected with restaurant professional associations and real estate groups; meeting people who are interested in expanding or currently running restaurants and interested in Brooklyn Park; working with communications on an enhanced marketing campaign; sharing out things on social media as well as other publications that the city issues; highlighting some of the programs that we have offered; and we have a variety of different financial programs for restaurants.

In terms of some of the mid and long initiatives we are planning to do a business survey as well as an enhanced business retention and expansion program. This will include visiting the restaurants and asking them how things are going, what they could use for assistance and if they are interested in expansion. As Kim Berggren mentioned we have a partnership with Minneapolis Tourism and they have rejuvenated interest in the Brooklyn's and providing marketing services. We will be developing partnerships with all their new staff and they are very active in social media. We are looking at highlighting some restaurant success stories, potentially a restaurant for the month campaign. We are looking at hosting a food truck event or support a food truck event this summer.

President Jeff Lunde stated that Champlin Park High School, Park Center High School and Osseo Learning School youth all want to become better connected to restaurants and retail, especially restaurants and opportunities to talk about jobs locally. The successful launch of a restaurant in Brooklyn Park seems to be dependent upon finding employees. Also, I spoke to Design Ready Controls and they would like an initiative for food trucks. They have talked to Tesla, Wurth Adams, Takeda and all the businesses right around there and they would like the city to host a food truck in the commons area. Most of the manufacturing companies get a half hour for lunch so for them to walk out their doors and over to a food truck say once a week would be great.

Commissioner Lisa Jacobson reported we did have a meeting with Jason Newby and food truck owners and talked specifically about that. We talked about piloting that this summer and, allowing some set times for food trucks to be there. There may need be an ordinance change. Kim Berggren responded that the food truck conversation has taken off this spring. We will have a couple of strategies deployed this summer and use it as a pilot to see if we want to bring ordinance changes forward this fall to the council. One of the challenges right now is you can't have food trucks on public streets so we are going to use special event permitting to pilot it and we will keep commissioners updated.

IV. WORK SESSION:

8. WORK SESSION ITEMS

8.1 None.

V. ADJOURNMENT

Meeting adjourned at 8:37 p.m.

Respectfully Submitted
EDA Secretary Theresa Freund