

THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY
OF THE CITY OF BROOKLYN PARK
FEBRUARY 18, 2020 REGULAR MEETING MINUTES

I. ORGANIZATIONAL BUSINESS:

1. CALL TO ORDER: Vice President Susan Pha at 7:00 p.m.

ROLL CALL PRESENT: Vice President Susan Pha, Treasurer Lisa Jacobson, EDA Secretary Tonja West-Hafner and Commissioners Mark Mata, Terry Parks, Wynfred Russell and Executive Director Kim Berggren
ABSENT/EXCUSED: President Jeff Lunde.

2. PUBLIC COMMENT AND RESPONSE:

2. A Response to Prior Public Comment: None.

2. B Public Comment: None.

3. APPROVAL OF AGENDA

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

II. STATUTORY BUSINESS:

4. CONSENT:

- 4.1 Consider Approving Meeting Minutes.

MOTION MATA, SECOND WEST-HAFNER TO APPROVE THE NOVEMBER 18, 2019 EDA MEETING MINUTES. MOTION PASSED UNANIMOUSLY.

5. PUBLIC HEARINGS:

- 5.1 None.

6. GENERAL ACTION ITEMS:

- 6.1 Consider Authorizing the Executive Director to Negotiate and Enter into an Option Agreement for the Purchase of North Hennepin Community College Surplus Land at 6900 85th Avenue North.

Erika Byrd, Development Project Coordinator introduced Jeff Williamson, Interim NHCC President to Commissioners.

MOTION RUSSELL, SECOND PHA, TO WAIVE THE READING AND ADOPT RESOLUTION #2020-2 AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND ENTER INTO AN OPTION AGREEMENT FOR THE PURCHASE OF NORTH HENNEPIN COMMUNITY COLLEGE SURPLUS LAND AT 6900 85TH AVENUE NORTH. MOTION PASSED UNANIMOUSLY.

- 6.2 Consider Authorizing Release of a Request for Proposals (RFP) for Development of a Citywide Wayfinding Plan.

MOTION PARKS, SECOND JACOBSON, TO WAIVE THE READING AND ADOPT RESOLUTION #2020-3 AUTHORIZING RELEASE OF A REQUEST FOR PROPOSALS (RFP) FOR DEVELOPMENT OF A CITYWIDE WAYFINDING PLAN. MOTION CARRIES (5 TO 2). COMMISSIONER MATA VOTED NO.

III. DISCUSSION:

7. DISCUSSION ITEMS

- 7.1 EDA 2019 Annual Report – Kim Berggren stated the annual summary report is something staff has gathered together sharing all of the actions of the EDA. We use it throughout the year to communicate to folks the role of the EDA in various capacities. I am going to go through a few highlights of the report and then would be happy to answer any questions that commissioners might have:

- The top 10 employers page is the place to look to find that data. Target, Caterpillar, North Hennepin Community College and HyVee are the top employers today. We are planning to get to 40,000 jobs by the year 2040. That is the planned goal in terms of how we talk about it related to the Met Council. We also have talked about an aspirational goal of getting to 50,000 jobs for the community.
- There is great data in the summary about the industrial growth of Brooklyn Park. We were able to find information that tells us the city is leasing an average of 400,000 more square feet of space than was vacated. This has been happening for each of the past five years. We are one of the top places where you are seeing industrial job growth and the development of facilities.
- We have also highlighted some of the big developments of the year: Christina's Day Care getting approved in the Village Creek area; Second Harvest moving forward and they are in the process of getting built out; the clubhouse renovations, the major improvements to that facility and the birth of the new restaurant, the Brooklyn; and also the Center for Innovation and the Arts project which also hit another milestone this last week when we kicked off the Advisory Council meeting for that project.
- Page seven we are highlighting some of the transportation projects that the EDA works to support: Highway 252 and the new interchange up at 101st Avenue North and Highway 169. Also, several groundbreaking.
- In your annual report you will noticed that we highlighted the EDA's strategic priorities and the efforts that were made to make progress in the Opportunity Zone and plan and promote investment in Village Creek. There were a lot of conversations about how we could activate the Opportunity Zone.
- The Summer Blossom program you only see once a year but just concluded its 20th year activating the garden community. The EDA has been running the programs for many years and is coordinated by Theresa Freund. We celebrated those enhancements to the community.

- Page 8 is business vitality and there are some good talking points here, so I want you to notice those as you are out talking about Brooklyn Park. We are ranked fourth in the state for the number of manufacturing jobs and the city has added 1,500 in the last three years. We are tenth in the state for number of new jobs added since 2015. Third fastest job growth rate from 2015 to 2019. We are responsible for 10% of the absorption of industrial space. These are some very important indicators as we are talking about how we are doing in our business vitality.
- You will also see on this page we have highlighted some of the work that has been happening in the business incubators space, the recruitment and marketing of our restaurant community and the revamping of our business retention and expansion program. We have ramped up our businesses this past year and we will continue to focus on this going forward.
- Page 9 shows some additional work we have been doing in the business space. I would like to point out that our Business Forward Forum was the most well attended event that we have had in the eight years running it. We are definitely seeing participation grow in this space.
- In the Open to Business Program that we fund, in partnership with Metropolitan Consortium of Community Developers, we served 53 clients in that program. A notable point about that program is that it is serving 72% minority entrepreneurs.
- In the housing space, it is a notable accomplishment to have put out \$319,000 in rehabilitation loans. This was a result of the revamping that the EDA did this spring with the loan programs. Staff has run a series of workshops in the homeowners' space to help support homeownership in our community.
- There has been a lot of focus in rental housing and our biggest initiative right now and we are halfway through, is the establishment of the Center for Urban and Regional Affairs Study with the University of Minnesota to understand life as renters.
- You will see some of the other things that happened this year highlighted on page 12 including investments in the apartment communities Autumn Ridge, Brooks Landing, Brook Gardens and Huntington Place.
- We don't always talk about the other things that are happening. The EDA supports Brooklyn Avenues for Youth facility which is the shelter that provides safe housing for homeless youth or youth experiencing homelessness. This past year 104 young people in Brooklyn Park and surrounding communities were served at that facility that is owned by the EDA.
- Page 14 highlights the accomplishments of BrookLynk Program. The advisory board members are listed as well as the numbers and metrics we track around this program. Over 100 internships were coordinated, 233 participants in the alumni network, which is a focus area we want to build up to make sure participants in this program continue to go on and get access to careers. You will also see the demographic served with 93% youth of color and 80% qualify for free and reduced lunch, which is a metrics for understanding the income of the family.
- On Page 15 we highlighted the progress we have made around planning related to the light rail transit corridor, the Blue Line. As

you recall commissioners had input this past year on the branding effort along the corridor that was done in collaboration with the county and corridor cities. What is shown is the logo that emerged from that collaboration process and the name, Northwest Crossing. You will now see the use of that logo and terminology as we continue to celebrate and promote the corridor.

- On page 16 I would like to highlight some of the work that was done in the temporary plaza, which is adjacent to the North Hennepin Community College and the library. Shown are two images of art pieces that we will be seeing at that site this coming spring. They were created by local artists. An interactive tool has been created that will be able to promote development opportunities along the Northwest Crossing Corridor.

Vice President Susan Pha stated I would like to thank the staff for all the work they did this past year. I often forget how much we do until the annual report comes out. We have a lot to be proud of. Thank you to all the staff for implementing these different projects and work. As we look into what we want to do in 2020 as a priority it may these seem very ambitious for us to tackle a lot of new things as well. When I look over what we have accomplished in 2019 I know we can do anything we set our mind to.

7.2 Status Update – Kim Berggren highlighted the following:

- Christina's Child Care Center project has slowed down a little bit because the project is now accessing New Market Tax Credits, which is a program to bring additional financial support into the deal. It is only accessible to certain neighborhoods in the community. We are happy to see the banks are offering this strategy to help this business be successful long term. It has slowed down a bit but is still on track and we will see that moving forward.
- I also want to point out the Corridor Development Initiative workshops that are happening right now. Cindy Sherman our Planning Director and Sarah Abe from the Economic Development group are helping to coordinate and run that process on the EDA owned site. Please continue to attend those workshops if you are available to and promote them among your networks to make sure folks are aware. We have had pretty good attendance for the first one and we would like to keep that attendance up over the four workshops.
- Quick update on the Highway 169 / 101st Interchange project we are still finalizing the purchase agreement for the few parcels that are going to be purchased by the EDA. If you recall, we talked about the EDA taking ownership of the remnant parcels that could be used for development in the future. We are anticipating the EDA taking action on one of those parcels and we have two additional parcels that will be coming before the EDA this spring. I just wanted to keep that on your minds so that when that comes forward you will have the context for it. The good news about the interchange if you haven't heard of it already, the bids did come in lower than anticipated. The EDA has committed to funding the development gap for the interchange so that we will have a full funding package put together. The fact that the bids came in lower would reduce the amount of our contribution to the project.

- The CITA Project, Center for Innovation and the Arts had a great kickoff event for the advisory council last Friday. There was good participation from stakeholders in different categories representing all different types of stakeholder groups. We will continue convening that council on an every other month basis to help advocate for the project, fundraise and the third charge of that group is to help insure that as the project advances that the goals of equity and inclusion are being integrated into the project and planning and final design of the facility.
- Don't forget we have the 28th Annual Brooklyn Park Real Estate Forum this week. If you have an interest in attending, it will be this Thursday morning. The forum is marketed to people who are selling homes in Brooklyn Park. We have had great attendance in past years, and we are looking to continue that Thursday.
- BrookLynk

Commissioner Mark Mata asked if Christina's Day Care accessing New Market Tax Credits affect the city's portion of the property tax that would be received? Kim Berggren stated that the New Market Tax Credit does not impact the market value of the building so it should not have an impact on what the tax bill would be for that facility. It is a financing mechanism.

Commissioner Mark Mata stated North Hennepin Community College is coming to the city and asking to use our staff and knowledge to be the developer of their property. This would be a good opportunity to negotiate with them to provide a couple of two-year scholarships for BrookLynk or Avenues youth. Kim Berggren responded we do a lot to partner with the college in the spaces you are talking about. It is challenging when we try to take things from different buckets and put them into one space. Given that we are working with the centralized state college on the option agreement, North Hennepin Community College doesn't have a lot of ability to influence what that looks like because it is at the state level.

- 7.3 Housing Update – Erika Byrd, Development Project Coordinator stated she would like to highlight the study being done by Center for Urban and Regional Affairs (CURA) at the University of Minnesota. The Advisory Council has met four times. The Council has met to establish shared values, share data information, fine scope and get feedback on research questions. They also developed collaboratively a purpose statement, which I will share. The purpose statement is “The Brooklyn Park Housing Advisory Council aims to ensure that all residents who rent are engaged, informed and have equitable access to stable and dignified housing.”

The next phase is to identify and recruit participants and conduct interviews and focus groups. Several questions are being asked with attention to the knowledge of both renters and landlords that they have around rights and responsibilities, safety and stability of households. We will be doing research over the next few months on that. The council will convene in the spring to get a status update on how that is all going and to provide some additional feedback. I will also want to note that we attached a rolling list of all policies, programs and projects on the housing update. I am happy to take any questions on the CURA Study or any of the projects or programs.

Vice President Susan Pha stated Commissioner Tonja West-Hafner and I had the opportunity to be part of the Brooklyn Park Housing and Advisory Council. It was great to see so many people in our community and stakeholders coming together to come up with solutions, questions and thoughts as a community around our housing issues and how we can address them. I would like to thank the people who took the time to be part of the Advisory Council and to meet.

Commissioner Tonja West-Hafner stated I really felt that it was such a nice mix of residents/tenants. That was one of the things that stuck out to me when we were coming up with the vision and the guidance of trying to bring everything together on what the scope was going to look like as far as the study goes. Surprisingly we all kind of had the same idea and I think that no matter who you were in the room everyone wanted to get to the same place. I kept hearing how nice it was to all come together and it was really heartening to be part of it.

IV. WORK SESSION: Commissioners took a recess at 8:01 pm and reconvened at 8:06 pm. Present: Vice President Susan Pha, Treasurer Lisa Jacobson, Secretary Tonja West-Hafner and Commissioners Mark Mata, Terry Park and Wynfred Russell. Executive Director Kim Berggren and Economic Development & Housing Director Breanne Rothstein were present. Absent/Excused: President Jeff Lunde. This portion of the meeting was not televised nor videotaped but was open to the public.

8. WORK SESSION ITEMS:

8.1 Discuss Proposed Multi-Family Reinvestment Programs – Kim Berggren stated there are two proposed reinvestment programs for rental communities that staff would like to talk to you about tonight. The first is a program that commissioners have been asking for which is the small rental program. The second is a program that would help continue to do some of the work that we have already been doing in some of the apartment communities related to exterior improvements. Staff is looking for your feedback on the proposed criteria for eligibility, guidelines, terms and conditions that we are proposing and any other things you want us to be doing.

Following discussion with staff commissioners provided their feedback and directed staff to draft the relevant guidelines for the proposed programs and present them for consideration at a future EDA meeting.

8.2 Discuss 2020 EDA Strategic Priorities - Kim Berggren stated this is a broad conversation around what the EDA would like to see for strategic priorities in 2020.

The EDA can celebrate the 2019 strategic work that has been completed, some will be ongoing. They will also be shown in our annual report:

- Restaurant week.
- NOAH Program gave out a \$5 million loan.
- Revamped our housing program. Over \$300,000 was accessed by the community.

Strategic work continuing from last spring into 2020:

- The Business Incubator.
- Village Creek development opportunities. We are continuing to talk and listen to developers about the Regent Avenue site. Continuing to focus on the Welcome site and the Villas project.

Last year we only talked about new priorities. We are continuing the BLRT advocacy work and Beyond the Rails planning effort and we are also working on the Center for the Innovation of the Arts. These are two big strategic priorities of the EDA.

We wanted to list out the other things that staff believe will be on their work plan for this year and get feedback from commissioners on which ones are the most important for you. These are listed out in your packet and we have also given you a ranking handout that is like what you did last year. At the end of this conversation I would invite you to rank your priorities and give us your handout back. We can summarize your rankings and give them to you at our next meeting or we can bring you back.

Commissioners looked over the list and commented on what jumps out to them, what they care most about, what is missing and what is not a priority. At the end of the conversation Kim Berggren stated from what I heard tonight we will come back and have another conversation on this topic.

V. ADJOURNMENT:

Meeting adjourned at 9:34 p.m.