

THE BROOKLYN PARK ECONOMIC DEVELOPMENT AUTHORITY
OF THE CITY OF BROOKLYN PARK
OCTOBER 21, 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, Treasurer Wynfred Russell and Commissioners Mark Mata (7:02 p.m.), 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 JACOBSON APPROVING THE AGENDA AS PRESENTED. MOTION PASSED UNANIMOUSLY.

II. STATUTORY BUSINESS:

4. CONSENT:

- 4.1 Consider Approving Meeting Minutes.

MOTION WEST-HAFNER, SECOND JACOBSON TO APPROVE THE JUNE 17, 2019, JULY 15, 2019 AND SEPTEMBER 23, 2019 EDA MEETING MINUTES. MOTION PASSED UNANIMOUSLY.

- 4.2 Consider Accepting 2019 Grants on Behalf of the Economic Development Authority.

MOTION WEST-HAFNER, SECOND JACOBSON TO WAIVE THE READING AND ADOPT RESOLUTION #2019-22 ACCEPTING 2019 GRANTS ON BEHALF OF THE ECONOMIC DEVELOPMENT AUTHORITY.

5. PUBLIC HEARINGS:

- 5.1 None.

6. GENERAL ACTION ITEMS:

- 6.1 Consider Authorizing the Use of Sewer Availability Charge and Water Access Charge Reduction Program Funds to Pay Outstand SAC and WAC Deferral Program Obligations for Blue Wolf Brewery and Little Learning Academy.

MOTION LUNDE, SECOND PHA TO WAIVE THE READING AND ADOPT RESOLUTION #2019-23 AUTHORIZING THE USE OF THE SEWER AVAILABILITY CHARGE (SAC) AND WATER ACCESS CHARGE (WAC) REDUCTION PROGRAM FUNDS TO PAY OUTSTANDING SAC AND WAC DEFERRAL PROGRAM OBLIGATIONS FOR BLUE WOLF BREWERY AND LITTLE LEARNING ACADEMY. MOTION CARRIES (6 TO 1). COMMISSIONER MATA VOTED NO.

- 6.2 Consider Selecting Ehlers' Associates as Municipal Finance Advisor Through the Year 2024 and Authorize EDA Officials to Enter into a Contract for Services.

MOTION JACOBSON, SECOND PARKS TO WAIVE THE READING AND ADOPT RESOLUTION #2019-24 SELECTING EHLERS ASSOCIATES AS MUNICIPAL FINANCE ADVISOR THROUGH THE YEAR 2024 AND AUTHORIZING EDA OFFICIALS TO ENTER INTO A CONTRACT FOR SERVICES. MOTION CARRIES (6 TO 1). COMMISSIONER RUSSELL VOTED NO.

- 6.3 Consider Continuing Legal Counsel with Kennedy & Graven Through Year End 2024 and Authorize EDA officials to Enter into a Contract for Services.

MOTION PARKS, SECOND WEST-HAFNER TO WAIVE THE READING AND ADOPT RESOLUTION #2019-25 CONTINUING LEGAL COUNSEL WITH KENNEDY & GRAVEN THROUGH YEAR END 2024 AND AUTHORIZE EDA OFFICIALS TO ENTER INTO A CONTRACT FOR SERVICES. MOTION PASSED UNANIMOUSLY.

- 6.4 Consider Appropriating Funds to Establish a Housing Resource to Support Tenants at Huntington Place and Direct the Executive Director to Enter into Related Agreements with Third Parties for the Administration of the Fund.

MOTION LUNDE, SECOND RUSSELL TO WAIVE THE READING AND ADOPT RESOLUTION #2019-___ APPROPRIATING FUNDS TO ESTABLISH A HOUSING RESOURCE TO SUPPORT TENANTS AT HUNTINGTON PLACE AND DIRECT THE EXECUTIVE DIRECTOR TO ENTER INTO RELATED AGREEMENTS WITH THIRD PARTIES FOR THE ADMINISTRATION OF THE FUND.

MOTION MATA, SECOND PARKS TO TABLE THIS ITEM TO A FUTURE EDA MEETING SO WE CAN GET MORE EXACT REASONS FROM DOMINIUM ON WHY TENANTS ARE BEING EVICTED. MOTION PASSED UNANIMOUSLY.

III. DISCUSSION:

7. DISCUSSION ITEMS

- 7.1 The 2020 EDA Budget Introduction Presentation - Kim Berggren. She reported that in August the EDA set the maximum EDA and HRA levies. In October, we will bring a budget introduction to commissioners; in November, staff will bring an action for approval of the budget; and in December the budget goes to City Council for final approval.

In commissioners' packets, we have offered the 2018 Annual Report to summarize some of the work that the EDA does. I would like to highlight some of the EDA's recent accomplishments:

- Creation of signature places;
- Housing programs and policies. Tonight's conversation is a testament to the EDA's focus on the situation with apartments and renters in our community;
- Focus on transportation (the 169/101st interchange project, supplemental funding that has gone to 252 planning and the BLRT planning).
- Finally, we always focus on business development and image in our community. We have had some recent initiatives move forward in that space.

As you recall staff provided the EDA/HRA Levy chart in August when commissioners adopted the preliminary levy. This document in your report tonight does show the levy amount for the EDA/HRA Levy at \$2.3 million for 2020. I will share that it is likely that when the city budget comes forward you will see some additional reductions in that space. The budget that is in front of you tonight doesn't represent those reductions. We will have you consider those reductions as part of the City Council approval.

The EDA's budget consists of four main types of spending:

- Staff time that contributes to the EDA's work and related expenses.
- Development costs, predevelopment and planning.
- Direct development costs, which you see often funded with TIF and tax abatement and sometimes the EDA does use its general fund to fund those investments.
- There has been a lot of focus over the years on neighborhood and housing programs to improve the stability in our community.

As you will recall in April the EDA indicated that you wanted to continue to do a lot of the work that you have been doing and:

- Put some attention to pursuing projects in the Opportunity Zones.
- Restaurant recruitment and marketing.
- NOAH preservation, the preservation of naturally occurring affordable housing.
- What we can get going in the Village Creek redevelopment area.
- Business incubator.

Over the year staff has put additional time and energy towards these projects and there is some additional funding that is being requested in 2020 to support that work. A high-level introduction to the 2020 EDA budget is listing some of the main strategic spending that we are projecting and some of this work is continued:

- Capital investments in Edinburgh. As you know when we did the major reinvestment of \$1.5 million, we talked about having a more systematic continued investment in the facility. We are programming \$50,000 from the EDA for 2020.
- Business Retention and Expansion Initiative continues to be a priority of the staff under the guidance of the EDA. We are budgeting for some spending in that space.
- Predevelopment activities is a placeholder so that when small opportunities come, we can get going on them and bring them to the EDA.

- For BrookLynk we are proposing \$80,000 in the budget.
- Branding is in the budget.
- Small business technical support services, which is up by \$10,000 with a recommendation by the EDA to continue to support small business work.
- The Home Energy Assistance program that has been operating for a while is in the budget.

Some of the new initiatives in the budget are:

- Utility burial on Brooklyn Boulevard that has already been approved by the commission. That is related to the county's current project.
- The Brooklyn Boulevard trail project is projected to be another \$1,000,000. As your recall, we did phase 1 and at that time the EDA indicated to hold off on the utility burial for cost effectiveness and consider burial during phase 2. We are hoping to advance that project next year along with some funding that will be requested from Hennepin County.
- Other transportation projects specifically Highway 252 there is some planning work that needs to get done that is being proposed to be split between the EDA and the City.
- Commissioners have approved the CURA research efforts and there is funding for that.
- The Center for Innovation and Arts joint powers agreement is a major initiative of the EDA in partnership with North Hennepin Community College and Metro State. We are proposing to advance that partnership in 2020 with a \$100,000 from each of the institutions. With a \$300,000 budget, we would move forward with hiring an executive director to lead the fund-raising effort for the collaborative. That would partner up with the request to the State for the first \$7,000,000 that is going forward in May. We are asking you to include that commitment in the budget.
- Also asking for commitment for increase funding for the Homeowner Revolving Loan Fund.
- Set aside some funds with the intention to plan for the development of the EDA owned former park and ride site, off Noble Avenue North and TH610.

We can certainly talk about any of those initiatives, if you have an interest in doing so. What isn't included in the budget because we didn't know how to scope the investment are three other things we are working on as staff under your direction:

- One of them is a program that would help with the beautification of multi-family properties. So, exterior enhancements similar to what we recently participated with Autumn Ridge, Brooks Landing and Brooks Garden around doing better landscaping in the community.
- We also know that there is interest in advancing a business incubator project.
- NOAH program, preservation of existing affordable housing. We have a large-scale investment that we are anticipating and hopefully have activity in that fund coming up.
- The EDA has also directed staff to look at a small-scale rental rehab program.

Those items are not in the budget, but we wanted to preview that they are still in the work plan for next year.

Staff would like to highlight that the EDA brings in a lot of grant resources. We have had success in doing that over the years. Most of the grant money recently is coming in for the BrookLynk Program. We have been very successful to secure grants for that program in partnership with Brooklyn Center.

Tonight, is an opportunity for you review, ask questions and introduce it to you and staff will bring forward the full budget in November. Keep in mind that when you see it in November you will also have all the other schedules for each of the TIF districts that are still active as well as our revolving loan funds. We have outlined some of the key spending in those funds in your budget introduction memo.

The EDA does a lot of strategic work and just to highlight strategic work with the Avenues for Homeless Youth program. These are the numbers we reported in the annual report for 2018 of the number of youths that were served by that program. That represented a onetime strategic investment in building the facility. It is being operated by Avenues and the operating expenses are being paid by them. We do anticipate long term capital investments will need to be made by the EDA. Staff will be starting to look at those projections now that the facility has been around for a few years.

With that I am happy to answer any questions or provide any additional context.

President Jeff Lunde thanked staff for the revolving loan program for homeowners. Using the NOAH fund for small rentals I think it is a very fair point. Commissioner Wynfred Russell brought up originally that we should offer some assistance for people who are responsible owners of their rental. I think it is a good program that we could offer to be fair and not just to big businesses.

President Jeff Lunde stated I have a question on the CURA research. How clued in is CURA on conversations we have been having nonstop at the city. I haven't heard them talk about it and yet it seems like the city is going full forward on many levels trying to find information. It seems like a missed opportunity if they are not right in there with us. Kim Berggren responded we did have a meeting last week with several housing stakeholder groups and nonprofits around the current housing policies and programs that are under discussion. Huntington Place did end up being one of the most talked about topics in that meeting. Thankfully the folks from CURA could attend that meeting so they got a good opportunity to hear the current happenings. They are engaged in the conversation. Their research is action oriented, so it doesn't have to wait until the end to start being informative for the city in terms of decision making. The research structure is a formal structure so we won't be able to accelerate the research and it will be going on for the next year. They will try to provide real time recommendations as the research proceeds and stay up to date on what is happening.

President Jeff Lunde stated my concern with that is that when we talked about funding CURA it was to get to the tenants and avoid all the noise around the people that want to speak for the tenants. My hope for CURA was that they were going to talk to the people who live there with unfiltered direct access, researching, asking questions and gathering data. Not through the city filter, not through all the nonprofits but the people who live there and what they want. From talking to residents, I believe they have a viewpoint that is not being represented. Kim Berggren responded President Lunde that is exactly what is the design of the CURA research is tenant research in terms of tenant interviews. The bulk of their

time will be spent on tenant interviews. They do have a set up phase that includes engaging all the different stakeholders across the spectrum and making sure their research questions are well tuned. They are now in the early phase talking to the stakeholder groups and then they will dive into the tenant research and interviews.

President Jeff Lunde stated I do appreciate the CITA support, I support it. I think when people say they want something unique to bring people here to Brooklyn Park this is obviously one of those moments and opportunities where you get a chance to push for that. We have made it through the statewide college bonding process which is the first step before the ask. This gets us in line and allows us to make the case.

President Jeff Lunde asked when will the budget come back? Kim Berggren responded it will be brought back at the November EDA meeting. President Jeff Lunde asked if the Budget Advisory will see the budget before then? Kim Berggren responded she will check on the timing.

Commissioner Mark Mata stated the \$40,000 for a community planning process for the Noble Park & Ride that the EDA purchased, I would not support that. It should sell itself.

Commissioner Mark Mata stated regarding the \$133,500 for transportation projects including the Highway 252 design we don't own it. It's the state's road they should be putting money into design not us. Fifteen years ago, there was a lot of money spent to put that project together and it should be done. Everyone keeps pushing back the funding on that road. Other road projects go into the CIP and they get acknowledged from there. Looking at the bottom line these are two expenditures that I don't see why they are in the EDA budget or why we need them.

Commissioner Susan Pha stated she supports a lot of the budget items listed. I have a question on the \$40,000 for the community planning process for the EDA owned Park & Ride site. I would like to see what that is. This is one item I haven't heard a lot about and I would like to learn more.

Commissioner Susan Pha reported I really do like the idea of us investing the \$20,000 for small business assistance with MCCD even though that is a \$10,000 increase from what we previously spent. It is money well worth spending so that we can provide our small businesses some technical assistance in our city and for businesses that are thinking of coming to our city. One thing I would like for us to do is expand our network beyond MCCD, it is great that they are a partner organization. We should also have other organizations as well to make sure that we have a list of organizations that possible small businesses could go to. The reason I say that is because we have such a diverse community in our city. The African Development Center provides technical assistance as well for small businesses. The Hmong American Partnership for southeast Asian communities and the Latino Development Center as well. Some of these more cultural business assistance organizations can really cater to those that may not be English speakers, but they are super business savvy and they want to start a small business. They also have access to special funds and grants that help people of color and sometimes they are the only ones that have access to these grants. We should reach out to some of these resources to make sure we have a lot of resources for our small businesses here.

Commissioner Tonja West-Hafner stated I would also like to say thank you to staff for raising the budget for homeowner rehab revolving fund. I think that is important to me. I agree that I am not sure we need to spend a whole lot of time in planning the Park & Ride spot. I think that if you put that out in a RFP it would get a lot of developers bringing some ideas there.

Commissioner Tonja West-Hafner stated we have talked a lot about the Business Incubator. You said that that isn't included in the 2020 budget and I believe we may have something coming forward soon. I am looking for potentially some kind of 101 so that everyone is on the same page when we are talking about a business incubator and what does that mean to everyone.

President Jeff Lunde added I was wondering if there might be a proposal or idea about how the EDA can be better stewards of EDA owned land. We own a lot of property around the city and when I have resident calls and complaints about long grass etc. I believe them. When residents see that the city or EDA lets grass grow and doesn't follow the rules. We have a lot of small businesses that take care of lawn care in the city. Kim Berggren responded that we do contract out the EDA owned land for maintenance. We did have a snafu at the former MNDOT site. That is an acknowledge oversight on the management of that contract. We are now back up to speed. Anytime commissioners see maintenance issues or have concerns on our properties please let us know immediately. We do ask our Code Enforcement to keep an eye on those properties as well. We do want to honor that we want to be the best stewards and used as an example of how the land should be maintained.

Kim Berggren commented on the planning process for the EDA owned land. The \$40,000 would be used for an extensive community planning process to get a clear vision on what that site would like. Staff has heard competing ideas from multiple stakeholders on what they would like to see that land developed as and also the market realities. There is a process that you might be aware of that we have used in the past that is called corridor development initiative where it is a four- workshop series with the neighborhood. Staff thought it would be a good fit for this site given the fact that there are a lot of neighbors interested in what happens here and there is no clear direction from the EDA. If you would rather start with a more basic conversation of the EDA, we can do that as well. Staff could bring back a more concrete proposal for this dollar amount, if you would like to know more what that would look like.

Commissioner Lisa Jacobson stated I do believe we should engage the community. That neighborhood came forward to point out what should have been obvious to all of us on what was happening and not happening on that land. However, I do question the \$40,000 to do a four-part workshop series. I believe that is a lot of money.

Commissioner Lisa Jacobson said I would like to know more about Open to Business. What are we getting as a city and who are the people who are using that service? If we are going to increase the budget by \$10,000 what is the reason behind that. Is it because it is so well utilized? I went there one day and I was the only person. I would like to know more about it before I would approve an increase in that line item. Kim Berggren responded that there is data for 2018 on page five of the annual report. That will give you a sense of who they are serving. We know that Brooklyn Park residents take advantage of that program. We can bring back additional information because it sounds like there are some additional ideas about how we might want to think about that service.

7.2 Status Update – Kim Berggren highlighted the following:

- There was a grand opening at Urbana Place Senior Living and there will be a groundbreaking this Wednesday, October 23rd at noon for the apartment phase, Urbana Court Apartments.
- Second Harvest Heartland hosted a great event launching their volunteer center. Several commissioners were able to attend to celebrate the facility. Staff continues to support that work collaborating with the State on the administration of their bond funds. This does take a lot of staff time and attorney hours behind the scenes to support them.
- Rolls and Bowls is a new restaurant that opened. Please try the restaurant out. They are closed on Tuesdays.
- Another fun item to highlight is the 93rd Avenue businesses community, Northcross Business Park and 610 Business Park partnered with each other to hold their first ever Food Truck Wednesday. This event came out of the conversations that the EDA has been leading and Commissioner Lisa Jacobson had around celebrating food trucks and making space for them as part of our ecosystem here. Takeda coordinated and hosted the event for themselves and their neighbors. This was exciting way to see the community get out and enjoy a great day this summer. Staff will continue to promote those types of activities with our food trucks.
- There continues to be activity related to the BLRT Corridor. I was on a call today with Met Council and Hennepin County staff who are looking for a date in November to coordinate a tour with the Speaker of the House, Chair of the Met Council and other local leaders. So, all the elected leaders along the corridor are being invited to attend this tour so watch for those invitations, if they can identify a date in November.
- Beyond the rails work is advancing, that is the planning efforts along the corridor. There is several of them including the plaza that you see a photo of, the plaza by the library and the future performing arts center. The plaza is under construction now and we have been working with Park and Recreation and others to program it for next year.

Kim Berggren reported that Jennifer Jordan is going to give a presentation on some of the branding and marketing effort that is underway. This work is being funded by a grant we received several years ago from the federal government, the FTA and cities all contributed to the thinking on how to use these resources. This is one of the efforts that is part of that to think about how we can market the northwest corridor to attract investment and make it be more well-known and improve the image of the corridor. Jen Jordan is going to share some thoughts and ask for feedback from you on that work.

Jennifer Jordan, Senior Project Manager working on LRT on your behalf. I will do a quick highlight on where we are at with the Bottineau Corridor marketing and branding project. It has been underway all summer and Neka Creative is the consultant that was contracted from Hennepin County to do this work. They have had a lot of good input from Brooklyn Park residents and it has been very fruitful for us in terms of what we are getting out of it as a corridor city. Right before you are some of the objectives around the corridor being able to put a place to our corridor for people outside of this area and giving it a sense of you know when you are in it.

This has been the focus of it all along. While it is focused on the Bottineau LRT corridor, they are focusing on making sure that it could be versatile for the corridor no matter what and just putting it on the map.

Neka Creative has spent time engaging the community around this. They have been to several community events over the summer along the different corridor cities. They had an extensive marketing and brand workshop with the majority of folks were from Brooklyn Park. That was a positive.

Commissioners have the full packet of the steering committee which shows how the whole branding component was reached. I am going to just touch on a few pieces of it. Overall the brand character for this corridor is the fearless explorer, there is a lot of things to find and explore in this corridor. The vision is that it is grounded in today but focuses on the future and what is possible. That it is open to new ideas and experiences. We have a diverse corridor with diverse populations. It is curious with having different cultures and people are curious about exploring them.

The big reveal was six brand identifications that were identified by Neka Creative. With these six, if you look in your packet, is a lot of extensive context and background that explains how they got here. What I am looking for from commissioners today is to look at these brand directions and give me direct feedback offline about what you think speaks to you.

1. The Discovery Belt, opportunity is yours.
2. The Global Gateway, opening up to more.
3. Culture Crossing, cross over to wow.
4. The Bottineau Corridor, explore more.
5. Three components to this brand direction has been identified: Hennepin Northwest, expand your backyard. Global Northwest, expand your backyard. Northwest Gateway, expand your backyard.
6. The Prosperity Belt, a hop, skip & stop away. Or The Prosperity Gateway, a hop, skip & stop away.

I wanted to highlight this marketing and branding work to you. You can think about it but feel free to reach out directly to me to let me know what speaks to you. We are hoping to get this work wrapped up by the end of the year. We will then be able to start seeing this put into place in terms of logo, color using the preferred tagline. With that I am happy to stand for any questions you may have.

President Jeff Lunde stated I think you said that if we have feedback to provide that to you. Jennifer Jordan replied yes.

- 7.3 Housing Update – Erika Byrd stated we use this memo to share information with you, the community and stakeholders on housing issues and policies. A few items that I would like to highlight:
- The CURA Study – to address a few of your points earlier, President Lunde I think both staff and CURA do realize that there is an urgency to this work. There is a certain process with institutional review board needed for the tenants interviews themselves. What the researchers are doing now over the next few weeks is meeting with a wide variety of stakeholders, i.e. people from the Police Department, Recreation and Parks, Community Development, landlords and if there are tenant leaders, they will try to loop those folks in. They will establish the groundwork, context and then form

an advisory council that can help them walk through thoughtfully the goals of the research specifically.

- The Tenant Notification Ordinance second reading will be on October 28th, a week from now at the City Council.
- Brooks Landing and Brooks Gardens construction work is underway. There is a lot of engagement work happening particularly around stormwater management and landscaping that is happening. There are a few photos in the memo. I know that there is a lot of excitement among tenants that they can be involved in some improvements there.
- Autumn Ridge stormwater retrofit project is ongoing. The project received a Met Council grant for \$74,000 to do more work there and raingardens.
- On October 24 at Zanewood the Community Engagement Division is hosting the Brooklyn Park Community Assembly. The event is focused on Brooklyn Park tenants and Community Development staff, other staff members and project partners will be there. We will be talking about community assets, tenant voice and get some feedback.

IV. WORK SESSION:

8. WORK SESSION ITEMS

8.1 None.

V. ADJOURNMENT

Meeting adjourned at 9:06 p.m.

Respectfully Submitted
EDA Secretary Theresa Freund