

Chair:

- Jud Murchie

Commissioners:

- Ted Brausen
- Bobby Bonine
- Jessica Daniels
- Kyle Sorenson
- Kristine Poelzer
- Ihsan Isak
- Kayleigh Shrom

Council Liaison:

Councilmember Emily
Rousseau



**Arden Hills
Economic
Development
Commission Meeting
January 28, 2026**

1245 W. Highway 96
Arden Hills, MN 55112
651.792.7800
www.cityofardenhills.org

City Vision

A strong community that values our unique environment, our fiscal soundness,
and our tradition as a desirable city in which to live, work, and play.

Agenda

Regular Economic Development Commission Convenes 7:30 AM

Call to Order

1. APPROVAL OF THE AGENDA

2. APPROVAL OF MINUTES

- A. December 17, 2025

3. UNFINISHED AND NEW BUSINESS

- A. 2026 Meeting Schedule
- B. EDC Vice Chair
- C. 75th Anniversary Feedback Recap
- D. EDC Work Plan

4. COMMENTS AND REPORTS

- A. Report from the City Council
- B. Economic Development Commission Comments

5. ADJOURNMENT

A quorum of the City Council may be present at this meeting.

Meeting materials are available online at:
<http://www.cityofardenhills.org/agendacenter>



**CITY OF ARDEN HILLS, MINNESOTA
Special ECONOMIC DEVELOPMENT COMMISSION
DECEMBER 17, 2025
7:30 A.M. – ARDEN HILLS COMMUNITY ROOM**

CALL TO ORDER/ROLL CALL

Present: Chair Jud Murchie, Commissioners Ted Brausen, Julie Gronquist, Kristine Poelzer, Bobbie Bonine, Ihsan Isak, and Youth Commissioner Kayleigh Shrom

Absent: Commissioners Jess Daniels and Kyle Sorenson

Also Present: Senior Planner Elena Fransen, Community Development Director Jake Reilly, Council Liaison Emily Rousseau, Councilmember Tena Monson and Councilmember Brenda Holden

1. APPROVAL OF THE AGENDA

Chair Murchie called the meeting to order at 7:38

A motion was made by Commissioner Poelzer and seconded by Commissioner Brausen to approve the agenda as amended. Motion passed unanimously.

Commissioner Poelzer would like to add an update on Accessory Dwelling Units to the agenda.

2. APPROVAL OF MINUTES

A. November 5, 2025

A motion was made by Commissioner Brausen and seconded by Commissioner Gronquist to approve the November 5, 2025 minutes, as written. Motion passed unanimously.

3. UNFINISHED AND NEW BUSINESS

A. 75th Anniversary Update

Councilmember Holden outlined that the Arden Hills 75th Anniversary Celebration will be on Friday, July 17. It will be at Cummings Park; the Penny Carnival will be first. There will be a band for younger age groups. A car show will be held and another band will play later in the evening. The drone show will last about 15 minutes. Twin Cities North Chamber of Commerce will fund the drone show. Their logo will be shown during the display on the drones. She is seeking input on what we should charge for sponsors at the different levels.

Discussion ensued about the large corporations in Arden Hills and which ones may sponsor certain portions of the celebration.

Commissioner Brausen said we can put it out there and see what the reaction is.

Councilmember Monson said we don't have time to start high and lower it. It may be better to have smaller amounts available to sponsor some of the amenities like bounce houses.

Commissioner Gronquist thinks \$5,000 seems like a reasonable ask for the drone sponsor as long as there are smaller opportunities for the smaller businesses.

Commissioner Bonine said he has seen \$1,500 for petting zoo and a score board sponsorship is about \$5,000 for a season. He thinks it would be good to have other places where the company is mentioned.

Discussion ensued regarding who to contact at the big businesses. Staff may have some contact info.

Councilmember Monson said the big companies are hit up all the time. There may be restrictions in their policies.

Chair Murchie asked if volunteers are needed. He said some companies may be more likely to provide bodies. Maybe the employees volunteer and have T-shirts. He pointed out banks and financial institutions often have programs that encourage their employees to volunteer.

Commissioner Poelzer said an Old National employee attended the Flaherty's business event. She said Transwestern is a very large employer with buildings everywhere.

Councilmember Holden said they are getting a list of the businesses as well as non-profits that the surrounding cities use. Councilmember or EDC Member can reach out to those businesses.

Commissioner Bonine said some businesses may prefer to just write a check. He said it feels good to know where the money is going. He said we should outline what the money is going toward. Smaller donors may donate if there are smaller amounts available.

Councilmember Holden said the bands are \$6,000 each, the drone show is \$20,000. This will all go toward the event.

Commissioner Brausen said getting the message out sooner rather than later will be key.

Discussion ensued that the Gateway funds can only be used for advertising the event and cannot be spent on supplies, attractions or activities.

Councilmember Monson said she thinks we need to reach \$20,000, not including the drone show. She said they are hoping there will be a beer garden.

Councilmember Holden said there is security required. We are getting up to around \$40,000. She said she doesn't think there is really a big need for volunteers.

Commissioner Poelzer asked if there will be a commemorative T-shirt that could list all of the sponsors on the back.

Councilmember Holden said there will be a poster for the sponsoring businesses to display. There will be signs that show sponsors, as well.

Commissioner Poelzer said the T-shirts can be giveaways or maybe they are for sale for a \$10 or \$20 with the anniversary logo. She thinks it is a revenue pull for small businesses. She visited smaller businesses for the October EDC event and she would be happy to reach out to businesses.

Commissioner Bonine said the sponsorship form shows a kid area. He asked what that is. He thinks the booth space seems light. He thinks the kids' activity area could ask for \$500 for the bounce house. If there is a table there maybe that's \$250.

Chair Murchie thought there could be a 5K walk the next day that could go from Cummings to Lindy's. That would bring walkers right past all of the businesses.

Councilmember Holden said she is interested in finding ways to get people to the business area.

Discussion ensued regarding how the booth space can be higher price because they'll be there all day. Most places are going to prefer to write a check vs. setting up a 10x10 booth.

Councilmember Monson would like to see this be a launching point for an annual event. She said the role of the EDC is to support this event. She said we can build our team that way.

Discussion ensued regarding how much is needed. Commissioners thought \$40,000 sounds like a small amount.

Commissioner Poelzer said we can go to the businesses and ask how much they would donate and what they would expect for that amount.

Commissioner Bonine said he thinks the band sponsor should be \$2,500. He said the form doesn't outline what each sponsor level gets the business. He said if we need \$40,000, we can back into what we need with smaller amounts.

Chair Murchie said the purpose of the EDC is to build connections in the business community. Having an Arden Hills walk the next day could help build a bridge with the business community and it helps people see what and where the businesses are.

Commissioner Bonine agrees we want something more sustainable for the businesses rather than just a logo.

Chair Murchie suggested an Arden Hills Business Day on the following day. We can do a business passport. That would help attract sponsors and would benefit the business.

Commissioner Bonine said there could be a passport that includes all participating businesses.

Commissioner Brausen said the sponsorship opportunities should be offered to Arden Hills businesses first.

Councilmember Monson said encouraging people to visit the businesses is a great idea. Is this swag, is it the passport? We want to do the advertising throughout the year.

Commissioner Poelzer said branding could be offered on various merchandise. Some people like a hat, some want T-shirts and sweatshirts. Most people don't have stock. They take orders and order the amount paid for so you don't have left overs. She thinks people would purchase items like that.

Senior Planner Fransen said there are a lot of great ideas. She said we can summarize the discussion and share the recommendations with the 75th Anniversary Committee. We want to engage businesses during the event and after.

Councilmember Monson thinks a 5K walk may be difficult, logistically. She said she would like EDC to help with outreach.

Discussion ensued regarding promoting bicycling to the event and having extra bike corrals.

Commissioner Poelzer said maybe we want to consider something special for only Arden Hills residents or Mounds View students.

Senior Planner Fransen will follow up with Parks and Recreation Manager Skalicky about the sponsor amounts discussed here. She will bring this back to the January EDC meeting.

Discussion ensued regarding how the drone show works. Will the logos be shown the whole time or will it just be flashed for a few seconds?

Commissioner Bonine said that should be clarified before we ask companies to sponsor.

Commissioner Poelzer asked if the band in the evening could be set up on the tennis courts where there could be a dance floor. It would be a cool thing.

Councilmember Monson said it may be good to have EDC members on the 75th committee. It could fast track some of these things. She asked commissioners to connect with Staff if they are interested.

B. EDC Work Plan

Senior Planner Fransen said the draft work plan is in the agenda packet. She said there are three buckets that were identified. She called out some specifics under each bucket. She said the list is long. Her goal is to pare it down a bit and prioritize the plan.

Senior Planner Fransen said a Standard Operating Procedure (SOP) can be established for some of these items. She said we can be in contact with the communications coordinator. The adopt a park program was identified as something the EDC can help with but it still falls under the PTRC.

Commissioner Bonine thinks the business license/registration process is priority. He said outreach to businesses is difficult when we don't have a system in place that gathers information. At minimum every business in the city should have to submit their information. We have a roster. Staff needs to manage that program. It is not about chasing the businesses down; it's reminding them about it.

Commissioner Poelzer agrees. She thinks the fees need to be clarified. The fees aren't welcoming. This looks like we're doing a money grab. Without a registration fee, we ask they just tell us they're here. She agrees we need to have a way to have everyone included.

Commissioner Gronquist said we have talked about the licensing fees but keep missing the window. We may need to start earlier to make any change.

Chair Murchie said individual sub committees may help keep things moving between meetings.

Council Liaison Rousseau said sometimes the Chair will come to City Council and share the work plan for approval. That discussion may give guidance on prioritization.

Chair Murchie said he thought there is a plan to bring it to Council.

Senior Planner Fransen outlined the draft work plan should be complete by March and the EDC can bring it to Council in April. The final work plan can be approved by June. She said drilling down what is NOT working will be important. The EDC can help with identifying and contacting businesses that aren't being reached.

Commissioner Bonine asked if the City is open to have it be a requirement. It has to be a Staff decision.

Community Development Director Reilly said that is an excellent point. How do we become an effective municipality with business participation? For the first time in a while, we are fully staffed. There is great intention but no follow-through.

Councilmember Monson said we also had strategic planning.

Community Development Director Reilly agreed this fits into the strategic plan by the buckets that Senior Planner Fransen created. We have to work through this first year. It may be 6 months into the year before we start working on it. He said possibly by the July meeting.

Commissioner Bonine said the work plan is empty. We have been blindly walking through this process. The City has to know who is in the buildings. If there is a consistent pattern with the landlords we need to have something that is enactable. He feels like the EDC is just waiting for their terms to end. There has to be a purpose.

Community Development Director Reilly said that is what we are looking at today.

Discussion ensued regarding who is responsible for compliance.

Council Liaison Rousseau said the EDC can bring those process failures to City Council.

Councilmember Monson said Council will support this. She isn't a fan of someone turning in a blank form to a business to have them complete it. She said she supports committee members bringing concrete info.

Council Liaison Rousseau said staff can't move forward without Council approval.

Commissioner Bonine said this is a big lift. Maybe EDC brings info forward. What holds this up is there are so many unknowns.

Senior Planner Fransen said there have been discussions regarding the process. She thought we can put together a better visual of the process and look for weak links and then suggest how it can be improved. We can talk about what is missing.

Commissioner Bonine understands EDC is just starting back up. This hasn't been a priority.

Chair Murchie said businesses don't understand what benefit they may get by registering. What is the value for the business? We can say its required. But if there were a benefit to the business it would feel more welcoming and help connect businesses to the City.

Councilmember Monson said newsletter features are difficult because it can be seen as the government supporting certain businesses.

Chair Murchie said there are different businesses. We could highlight certain businesses based on the season. He said you can highlight how each business may be able to help fulfill a need.

Commissioner Poelzer said it is hard to see business items take space in the newsletter. She envisions an insert. She thinks it needs to go to the residents as well as anyone who frequents the businesses. We can outline business details.

Chair Murchie said the point is businesses need to see a benefit. How can we create that bridge? If the work plan makes sense to us, we can build out the proposal. That's the whole point.

Commissioner Brausen said a welcome package can be offered to new businesses.

Senior Planner Fransen said discussion on the licensing and registration will be in January.

C. 2026 Meeting Schedule

The next meeting will be on January 28, 2026. Staff has identified monthly meetings would be beneficial. She will incorporate the dates for the chamber meetings.

4. COMMENTS AND REPORTS

A. Report from the City Council

Council Liaison Rousseau said there will be two openings on the EDC. She said the Economic Development Authority (EDA) can help guide economic development. Council opened two spots to include two EDC members on the EDA. The Mayor will determine the selection process. She asked if there are any commissioners interested.

Chair Murchie and Commissioner Brausen said they would be interested.

Council Liaison Rousseau will touch base with the commissioners who aren't present. The Mayor will make his recommendation and the full council will approve.

B. Economic Development Commission Comments

Commissioner Poelzer would like to discuss Accessory Dwelling Units at a future meeting and how they relate to what the EDC does.

5. ADJOURNMENT

A motion was made by Commissioner Brausen seconded by Commissioner Gronquist to adjourn at 9:04. Motion passed unanimously

EDC AGENDA ITEM – 3A



MEMORANDUM

DATE: January 28, 2026
TO: Economic Development Commission Chair and Commission Members
FROM: Elena Fransen, AICP, Senior Planner
SUBJECT: EDC Meeting Frequency in 2026

Requested Action

The Economic Development Commission to consider the frequency of meetings in 2026 and moving from meeting on the 4th Wednesday of even months to the 4th Wednesday of every month.

Background

In 2025, the EDC met monthly except at the beginning of the year (January, March, May). Meetings became more frequent as the EDC prepared to hold an event with local businesses in October. The October 8 meeting was partially remote and allowed for two commissioners to join via Microsoft Teams.

The proposed monthly meeting dates for 2026 are as follows:

January 28
February 25
March 25
April 22
May 27
June 24
July 22
August 26
September 23
October 28

November 18 (moved from November 25 so as not to fall on the day before Thanksgiving)

December 16 (moved from December 23 so as not to fall on the day before Christmas Eve)

*December 16 is likely the date of the December Arden Hills/Shoreview Twin Cities North Chamber of Commerce business event as it is the third Wednesday of the month. Alternative options for a December EDC meeting are:

Wednesday, December 8
Tuesday, December 15
Thursday, December 17

Meeting dates may be subject to change depending on agenda topics, other EDC related events, EDC commissioner availability. In 2025, the EDC adopted a meeting policy that any additional meetings would require three weeks' notice to commission members.

Options

- Adopt the proposed meeting schedule
- Amend the proposed meeting schedule

Next Steps

Staff will take the recommendation from the EDC and update the meeting schedule.

EDC AGENDA ITEM – 3B



MEMORANDUM

DATE: January 28, 2026
TO: Economic Development Chair and Commission Members
FROM: Elena Fransen, AICP, Senior Planner
SUBJECT: EDC Vice-Chair

Requested Action

Staff is requesting the Economic Development Commission discuss Vice Chair appointment for 2026.

Background

The roles of Chair and Vice Chair for the Economic Development are appointed annually. The Chair facilitates the EDC meeting by working through the agenda and guiding Commission meetings. The Vice Chair is available to fill in if the Chair is absent. The Chair role is appointed by the City Council and the Vice Chair is selected by members of the Commission. The term length for both roles is one year.

At the January 12 City Council meeting, Jud Murchie was appointed to the role of Chair. Staff is asking the Economic Development Commission members to consider if they are interested in the Vice Chair role and would like to be considered for appointment for the 2026 term.

Next Steps

The EDC shall discuss selections for Vice Chair.

Attachment

N/A

EDC AGENDA ITEM – 3C



MEMORANDUM

DATE: January 28, 2026
TO: Economic Development Commission Chair and Commission Members
FROM: Elena Fransen, AICP, Senior Planner
SUBJECT: 75th Anniversary Feedback Update

Requested Action

Review compilation of EDC feedback about the 75th Anniversary Celebration sponsorship policy.

Background

At the December 17, 2026 EDC meeting, Council Members Monson and Holden asked the EDC for feedback on the sponsorship policy for the 75th Anniversary Celebration. The Council Members sought feedback on the sponsorship tier levels and how best to involve local businesses in the event.

Discussion ensued with several suggestions and staff shared that they would work on consolidating the feedback to share back to the EDC before passing along to the 75th Anniversary Committee.

Discussion

Staff reviewed meeting notes and minutes and came up with the following notes:

Sponsorship levels –

- Increase the booth space level to \$250
- Increase the Kid's Activity level to \$500
- Increase the Band level to \$2,500
- Include the number of sponsorships available at each tier.

Connecting to businesses

- Produce a poster that business sponsors can display within Arden Hills locations.
- Create a T-shirt that can include sponsor information on the back, could also be a source of revenue. Individuals could preorder the T-shirt before the order is placed to manage costs.
- Coordinate with businesses to encourage event attendees to shop in Arden Hills the weekend of the event, possibly with a business passport that businesses could stamp.

Other suggestions

Committee could work with nonprofit organization to provide bike corrals at the event to encourage attendees to bike.

Consider a fun run/walk the weekend of the event to encourage participants to explore Arden Hills areas with stops near business areas.

Next Steps

Staff will make updates based on the EDC discussion and verify the final draft with a designated EDC member. Once the final draft is solidified, staff will share the feedback with staff liaison for the 75th Anniversary Committee.

Attachments

None

EDC AGENDA ITEM – 3D



MEMORANDUM

DATE: January 28, 2026

TO: Economic Development Commission Chair and Commission Members

FROM: Elena Fransen, AICP, Senior Planner

SUBJECT: EDC Work Plan: Business License and Registration process

Requested Action

Revisit the Business License and Registration process and continue the discussion about work plan ideas for the EDC.

Background

The City Council's Strategic Plan includes the adopting of an Economic Development Commission work plan. In 2026, the City Council is tentatively scheduled to review the work plan at an April 2026 work session and adopt the work plan at a City Council meeting in June 2026.

Next steps for preparing the work plan include prioritizing the goals and themes, identifying resource needs from City staff and members of the EDC, budget requests, and standard operating procedure needs. Metrics and a timeline must also be established.

At the December EDC meeting, the work plan discussion focused on the business license and registration process. Several commissioners agreed that this process of gathering information about local businesses is an EDC priority and is critical to the EDC fulfilling its responsibilities to connect businesses to the city. Members of the EDC identified in past conversations about the business license and registration process that there is room for improvement to make the process more transparent and welcoming to encourage business participation.

Discussion

Staff asks the EDC to review the business license and registration process outline with the following considerations:

Process

- Are there steps where the process could be more transparent?
- Are there steps where the process could be more welcoming?
- How could EDC member involvement improve the process?

- Would it be helpful to create any new handouts or documents to aid in the process?

The EDC should also consider how the business license and registration process relates to the draft work plan and discuss the following topics:

Duties and goals

- Are these reflective of the EDC mission?
- Is there anything missing the EDC would like to consider?

Ranking/Organizing of duties and goals

- Based on level of importance to the EDC mission
- Based on the available resources required of staff and members of the EDC
- Based on new budget needs (to be identified)
- Based on need to identify and create a standard operating procedure

Next Steps

Staff will review the EDC suggestions and revise a drafted SOP for the business license and registration process. Following internal review, the EDC will review the revisions at a later meeting. The EDC will continue developing the work plan according to the timeline below, subject to potential changes. Below is a tentative timeline for the EDC work plan.

Timeline (tentative)

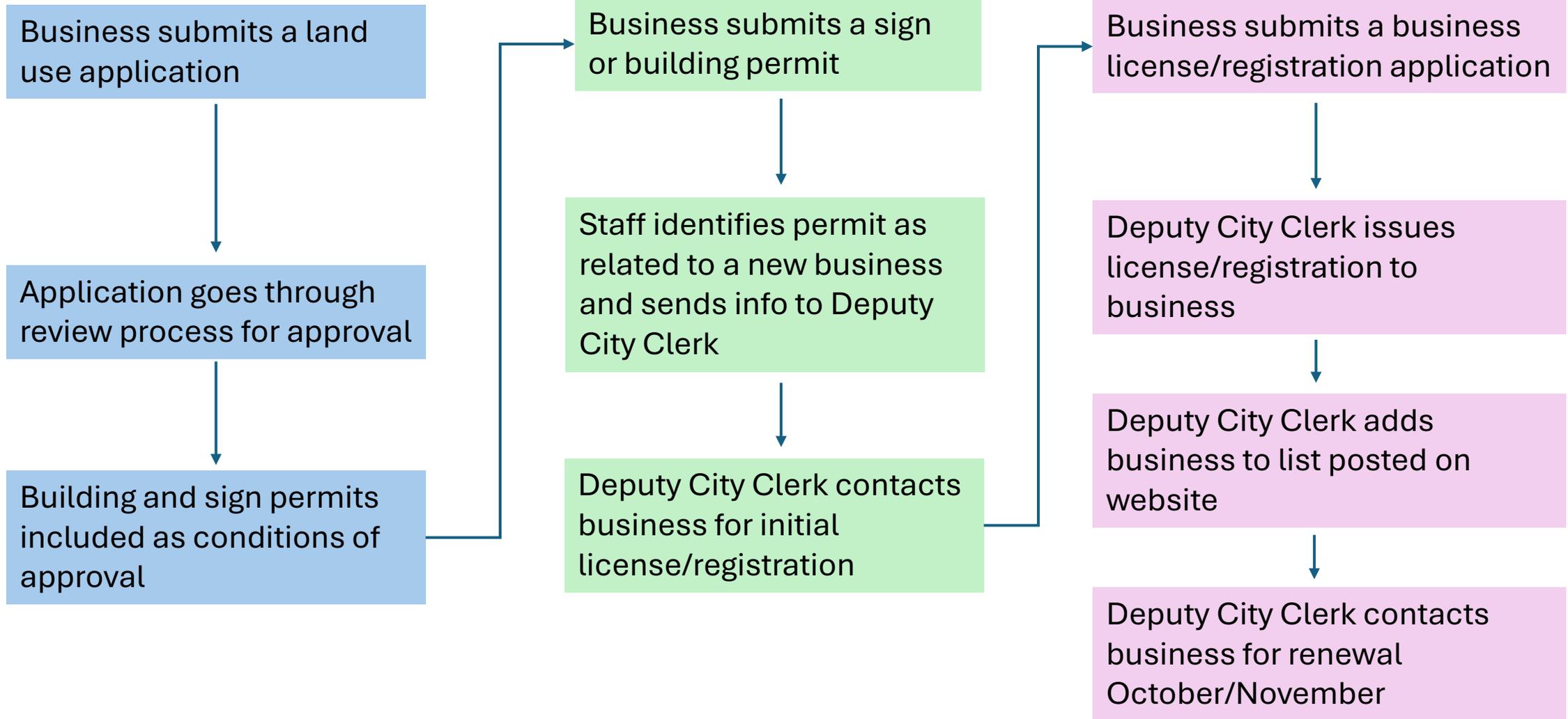
Meeting	Proposed Tasks	Tasks
January EDC Meeting	Review draft work plan; coordinate next steps for drafting SOPs	Review business license/registration
February EDC Meeting	Review draft SOPs for prioritized items	
March EDC Meeting	EDC confirms draft to be shared with the City Council	
April CC Work Session	EDC and City Council discuss draft EDC Work Plan	
April EDC Meeting	EDC reviews Council feedback about the Work Plan	
May EDC Meeting	EDC review updated Work Plan for consideration at Council	
June CC Meeting	City Council adopts EDC Work Plan	

Attachments

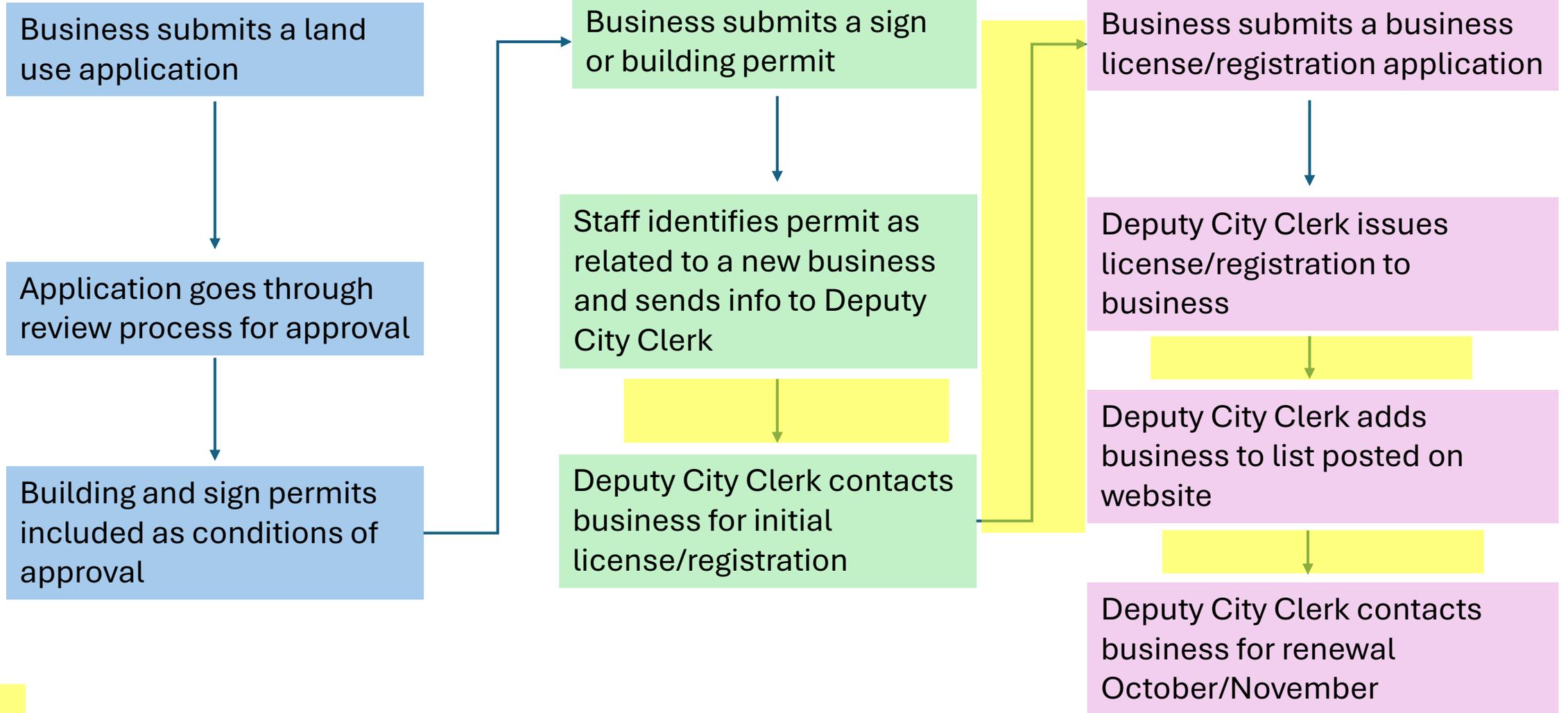
- A – Business License and Registration Process
- B – Draft EDC Work Plan for discussion
- C – Work Plan Ranking sheet

Attachment A

New Business moves into Arden Hills



New Business locates in Arden Hills



Possible EDC action?

New Business locates in Arden Hills



Possible EDC action?

Staff identifies permit as related to a new business and sends info to Deputy City Clerk



Deputy City Clerk contacts business for initial license/registration

Possible EDC action?

Deputy City Clerk contacts
business for initial
license/registration



Business submits a business
license/registration application

Possible EDC action?

Deputy City Clerk issues
license/registration to
business



Deputy City Clerk adds
business to list posted on
website

Possible EDC action?

Deputy City Clerk adds
business to list posted on
website



Deputy City Clerk contacts
business for renewal
October/November

Possible EDC action?

Deputy City Clerk contacts
business for renewal
October/November



Economic Development Commission (EDC)

2026-2027 Work Plan (Draft)

EDC Purpose and Mission

The mission of the Arden Hills Economic Development Commission is to build lasting connections with and support for the local business community to foster a thriving local economy and to advise the City Council and Economic Development Authority on economic development, redevelopment, and related community development issues.

Main Duties

- ❖ Create intentional spaces for Arden Hills business community to connect
- ❖ Support City business engagement operations
- ❖ Increase awareness of Arden Hills as a distinct destination for patrons and businesses

Meetings

- Fourth Wednesday of the month at 7:30 a.m.

2026-2027 Goals

Connection: Create intentional spaces for Arden Hills business community to connect

- Newsletter – Feature Arden Hills businesses in X issues of the Arden Hills Notes Newsletter
- Social Events – Coordinate X social events for businesses
- Knowledge sharing events – Coordinate X knowledge sharing events for businesses

City Engagement: Support City business engagement operations

- Adopt a Park – Promote the program with businesses with the goal to see X parks adopted each _____.
- Sponsorships – Identify what can be sponsored by business owners and promote the program with businesses with the goal to see X new business sponsors each year
- Business License/Registration – Partner with the City Clerk to facilitate the continued participation of at least X% of Arden Hills businesses year over year
- New Businesses – Partner with the City Clerk to contact new businesses about the City's license/registration processes and other resources or processes relevant to new businesses
- Zoning Code Updates – Support engagement and feedback from business community on draft code

Arden Hills as a place: Increase awareness of Arden Hills as a distinct destination for patrons and businesses

- 75th Anniversary Event – Promote the event and encourage business participation through sponsorship with the goal to recruit X sponsors
- Gateway Signage – Develop recommendations for gateway signage within City

- City emblem – Explore program to engage local businesses and increase physical representation of City

2026 Timeline (tentative)

January EDC Meeting	Review updated draft work plan; coordinate next steps for drafting SOPs
February EDC Meeting	Review drafted SOPs for prioritized items
March EDC Meeting	EDC confirms draft to be shared with the City Council
April CC Work Session	EDC and City Council discuss draft EDC Work Plan
April EDC Meeting	EDC reviews Council feedback about the Work Plan
May EDC Meeting	EDC reviews updated Work Plan with Council feedback incorporated
June CC Meeting	City Council adopts EDC Work Plan

Draft EDC work plan (December 2025)

Duties	Tasks	Importance to EDC mission	Staff/EDC resources	Relationship to other initiatives	Budget (Y/N)	SOP (Y/N)
Connection: Create intentional spaces for Arden Hills business community to connect	<u>Newsletter</u> – Feature Arden Hills businesses in issues of the Arden Hills Notes Newsletter					
	<u>Social Events</u> – Coordinate social events for businesses					
	<u>Knowledge sharing events</u> – Coordinate knowledge sharing events for businesses					
City Engagement: Support City business engagement operations	<u>Adopt a Park</u> – Promote the program with businesses					
	<u>Business License/Registration</u> – Partner with the City Clerk to facilitate the continued participation of Arden Hills businesses year over year					
	<u>New Businesses</u> – Partner with the City Clerk to contact new businesses about City license/registration processes and other applicable applications relevant to new businesses					
	<u>Zoning Code Updates</u> – Support engagement and feedback from business community on draft code					
Arden Hills as a place: Increase awareness of Arden Hills as a distinct destination for patrons and businesses	<u>75th Anniversary Event</u> – Promote the event and encourage business participation through sponsorship					
	<u>Gateway Signage</u> – Develop recommendations for gateway signage within City					
	<u>City Emblem</u> – Explore program to engage local businesses and increase physical representation of City					

Economic Development Commission Work Plan

