



**New Brighton Equity Commission
Agenda
Upper Level | Conference Room
New Brighton City Hall 803 Old Hwy 8 NW, New Brighton , MN
5:00 PM December 18, 2025**

Members of the Equity Commission will attend the meeting in person unless eligible to attend remotely per MN Stat. 13D.02.

To participate in this meeting, members of the public may:

- **Attend the meeting in person.**
- **Watch the meeting electronically.** Tune into CTV Channel 8023 (CenturyLink) or Channel 16 (Comcast). To observe the meeting as a livestream or a webcast, visit NBMN.info/View-A-Meeting

I. Call to Order and Roll Call

Chair Kami Miller	Commissioner Carlos Herrera
Vice-Chair Cathy Forbes	Commissioner Michael Postle
Commissioner Kisten Thompson	Commissioner Melissa Spiess
Commissioner Ellen Weber	Commissioner Sophie Jung
Commissioner Liz Erstad-Hicks	

II. Approval of Agenda

III. Approval of Past Minutes

- a. November 20, 2025

IV. Business Items

- a. Review of New Communication Plan Draft

V. City Staff Update

VI. Chair Update

VII. City Council Update

VIII. Adjournment

- a. Next Meeting: January 15, 2026



MINUTES
New Brighton Equity Commission
Regular Meeting – November 20, 2025
6:30 p.m.

I. Call to Order

The meeting was called to order at 6:30 p.m.

II. Roll Call

Members Present: Commissioners Cathy Forbes, Liz Erstad-Hicks (attending remotely), Kami Miller, Michael Postle, Melissa Spiess, and Kisten Thompson.

Members Absent: Commissioners Carlos Herrera, Sophie Jung and Ellen Weber.

Also Present: DEI Coordinator Hue Schlieu and Parks and Recreation Director Jennifer Fink

III. Approval of Agenda

Motion by Commissioner Postle, seconded by Commissioner Thompson to approve the agenda as presented.

Approved 6-0

IV. Approval of Minutes

Motion by Commissioner Postle, seconded by Commissioner Thompson to approve the minutes from the October 16, 2025 meeting.

Approved 6-0

V. Business Items

A. Discussion on Parks and Recreation Scholarship Program & Childcare Limitations

Schlieu stated Equity Commissioners expressed an interest in the City having accessible scholarships and providing childcare as two strategies that would greatly benefit community members overall and increase participation in City programs and civic opportunities. She reported Parks and Recreation Director Jennifer Fink was in attendance to provide the Commission with additional information on the City’s scholarship program and child recreation programming.

Parks and Recreation Director Fink provided an overview of the Fun Fund, including who is eligible, how residents can access the funds, and the structure that supports it. She provided

context around the City's legal abilities and limitations around providing childcare. She discussed local opportunities currently available to community members interested in becoming childcare providers. She commented further on the support hours and programs available that were provided to New Brighton residents and asked if the Commissioners had any comments or questions.

Discussion included:

- The Commission appreciated the fact that the Parks and Recreation Department had the ability to get inclusion services through Reach for children with special needs.
- The Commission requested further information on how the Fun Fund was being utilized. Director Fink reviewed the amount of dollars that were allocated and used over the past several years.
- The Commission appreciated the numerous ways the Fun Fund could be replenished in order to support those in need.
- The Commission appreciated the fact 1:1 support was available for families that need adaptive or inclusive assistance.
- Director Fink was pleased to report the Parks and Recreation Department was launching a new youth adaptive bowling league.
- Further discussion ensued regarding a potential partnership between the City and REACH for childcare services.
- Director Fink commented on how she works to employ youth in the community and speaks to the benefits of a career in Parks and Recreation.
- Director Fink described the new translation program the City invested in and discussed how it will be used by staff.
- Director Fink discussed the investments the City was making in its parks.
- The Commission thanked Director Fink for her presentation.

B. Overview of Housing Policy Action Steps

Schlieu reported both the Council and Equity Commission are interested in the actualization of a Housing Policy. A Housing Study was completed in 2023 to understand current housing stock and identify strategies to preserve current housing units as well as increase housing stock to address growing housing needs. The Housing Policy will help City staff prioritize values, strategies, and action items in addition to getting clearer guidance on how to spend Local Affordable Housing Aid (LAHA) dollars that materialized from the State's implementation of the Metro Area Sales Tax, which is a dedicated sales tax in the seven-county metropolitan area to fund affordable housing projects. While the Economic Development Commission leads the efforts, they have requested input and perspective from Equity Commissioners at various stages throughout the policy creation process. She provided an overview of the project.

Discussion included:

- Staff commented on the survey the Commission members could complete.
- Staff commented on the potential plans for a new City Hall Campus.
- Staff discussed the public/private partnership the City was pursuing for the Brightwood Hills Golf Course Clubhouse.
- Further discussion ensued regarding the pros and cons of Tax Increment Financing (TIF).
- The Commission discussed how TIF can be used to assist with developing affordable housing units.

VI. City Staff Update – Hue Schlieu, DEI Coordinator

Schlieu stated the Youth Communities Connectors were creating a New Brighton video and the Council had added more funding for this program. She noted the first week in March is being explored for the community Iftar dinner. She reported the City has donated \$20,000 to the Ralph Reeder food shelf. She indicated the City was also sponsoring a food and clothing drive. She explained the Asian Culture Celebration would be held on Thursday, December 18 from 6:00 p.m. to 8:00 p.m. She proposed holding the December Equity Commission meeting from 5:00 p.m. to 6:30 p.m. in order to allow Commissioners to attend this event.

Motion by Commissioner Thompson, seconded by Commissioner Speiss to hold the December Equity Commission meeting from 5:00 p.m. to 6:30 p.m.

Approved 6-0

VII. Chair Update – Kami Miller

Chair Miller had no update for the Commission.

VIII. City Council Update – Emily Dunsworth

There was no update from the City Council.

IX. Adjournment – Next Meeting: December 18, 2025

The meeting adjourned at 8:25 p.m.

Respectfully submitted,

Hue Schlieu
DEI Coordinator



Communication Plan

CITY OF NEW BRIGHTON

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Introduction ↘

❖ Communication Plan Vision:

New Brighton: A community where intentional communication fosters shared understanding and collaborative action between residents and the city, leading to a thriving future.

❖ Communication Plan Mission:

To connect, engage, and inform our community through clear, transparent, and inclusive communication, ensuring access to accurate information and valuable city resources.

❖ Communication Plan Purpose:

This Communication Plan serves as a roadmap for fostering transparency, engagement, and trust within the City of New Brighton through effective and inclusive communication. It guides the City's communication strategies and tactics, ensuring consistent messaging, promoting community engagement, and facilitating access to information and city services for all residents, businesses, and stakeholders. Aligned with the City's Mission and Strategic Priorities, this plan provides clear strategies and tools to address the diverse needs of our community. It is a resource for all city communications and should be regularly reviewed, updated, and proactively implemented to maintain open dialogue, encourage community participation, and strengthen connections within New Brighton.

City Values

- ❖ We choose **OPTIMISM** in how we show up each day, bringing positive energy, encouragement, a sense of fun, and a focus on solutions.
- ❖ We build strong **CONNECTIONS** by communicating openly, working collaboratively, and creating a space of trust, support, and inclusivity.
- ❖ We strive for **EXCELLENCE** by delivering high-quality work with flexibility, support for one another, and meaningful service to our community.
- ❖ We embrace **INNOVATION** by staying curious, adaptable, and growth-minded while balancing new ideas with practical solutions.



Guiding Principles ↘

Respect & Professional:

We communicate with respect, equity, and professionalism toward all residents, visitors, businesses, officials, and staff, recognizing the diverse experiences and perspectives within our community. By fostering a culture of mutual respect, we aim to create an environment where all individuals feel valued and heard in their interactions with the City.

Inclusive & Engaging:

We use a variety of communication tools and strategies to ensure every resident, regardless of age, background, or ability, has access to important information. We actively seek community feedback and input, fostering collaboration and ensuring all voices are considered in shaping policies and decisions that impact our city.

Promote City Services & Key Messages:

We highlight the City's services, resources, and key messages in ways that reflect New Brighton's values and goals while addressing the unique needs of our diverse community. By maintaining consistent, cohesive messaging, we strengthen trust and alignment with the City's mission among all stakeholders, including residents, businesses, and partners.

Clear, Transparent, & Proactive:

We deliver accurate, timely, and clear information to build trust, empower residents to make informed decisions, and ensure transparency in City actions. By proactively sharing the City's story and decisions, we reduce misinformation and promote a deeper understanding of local governance.

Responsible & Sustainable:

We carefully evaluate the costs and benefits of our communication efforts to ensure they are both efficient and impactful, responsibly managing public resources. By planning for long-term sustainability, we ensure the City's communications remain adaptable to future needs while staying true to our mission and community priorities.



Messaging Priorities

Incorporating Priorities

New Brighton has a number of qualities that make it a great community in which people want to live: great schools, outstanding parks, numerous annual events, active neighborhoods, convenient location, a safe community for all ages, and much more. Communicating key messages to residents, stakeholders, and potential residents is crucial to continue to inform and educate about our “hidden gem” of a city. The following Key Messages align with our Guiding Principles as we strive for excellence in all communications.

Key Messages

Vibrant Community

New Brighton offers a high quality of life, fostered by excellent city services, welcoming public spaces, and diverse housing options.

Thriving Environment

New Brighton is a desirable place for families and businesses, with safe neighborhoods, outstanding schools, and a convenient location.

Community Spirit

From Stockyard Days to the Farmers Market, our community events and partnerships strengthen our shared traditions and foster a strong sense of belonging.

Sound Financial Management

We are committed to responsible budgeting and efficient use of taxpayer dollars to maximize the value of city services.

Responsive Government

We value resident feedback and use it to shape city decisions, ensuring our policies and programs reflect the community's needs.

Inclusive & Welcoming

We celebrate our diverse community and are committed to ensuring everyone feels welcome, included, and valued.

Environmental Stewardship

New Brighton is dedicated to environmental stewardship, working to preserve our natural resources and create a greener future.

Open Communication

City personnel strive to keep residents informed and engaged through transparent and accessible communication channels.

Messaging Challenges



Current Challenges

The below challenges represent the most prominent barriers that are present in our communication tools and procedures. Effective communication practices and future focus on these challenge areas will help the City navigate these issues with greater alignment and efficiency.

Barriers to Reaching All Audiences

- Our current communication strategies primarily reach mainstream audiences and often miss residents who have limited interaction with government.
- The City has not consistently invested in multilingual communication, which limits our ability to connect with non-English speaking residents.
- Many communication channels require internet or cable access, creating barriers for households with limited connectivity.

Organizational Capacity and Resource Constraints

- Funding limitations and staffing levels restrict how often and how broadly we can communicate.
- Rapid changes across social media platforms require ongoing time, training, and adaptation to maintain effective outreach.

Limitations in Engagement and Message Reach

- While we can distribute information, we cannot ensure that intended audiences see, understand, or respond to it.
- Social media engagement can draw participation but may also expose the City to negative or misleading public comments.
- There is no dedicated local newspaper providing regular coverage, reducing our ability to reach residents through traditional media.

Internal Coordination and Strategic Messaging

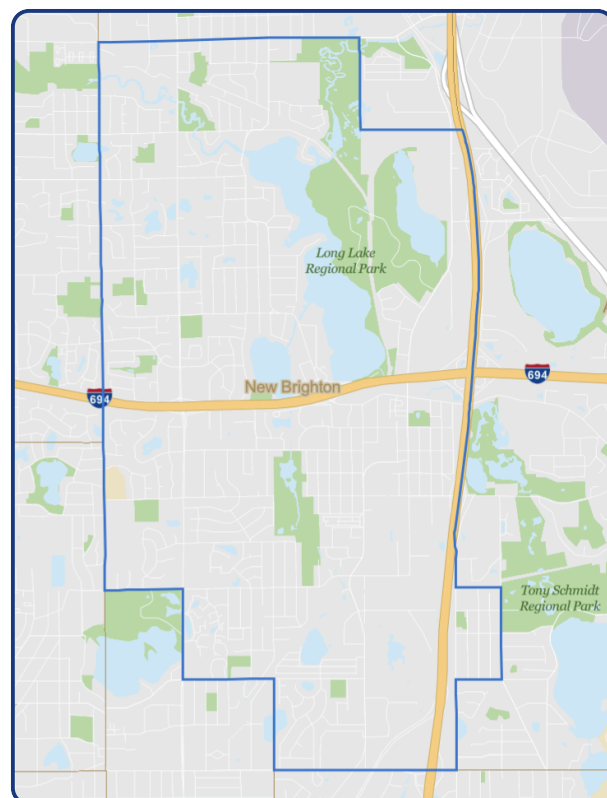
- Branding and messaging are not yet fully aligned across departments, which can dilute clarity and consistency.
- We need to be more proactive in communications planning. When we respond only after issues arise, we lose control of the narrative and key messages become less effective.



New Brighton Demographics

New Brighton is a community shaped by many generations of residents who have chosen to call this city home. Our population reflects a wide range of cultures, ages, and lived experiences, and this diversity strengthens every part of our community life. We are proud of our history and of the people who continue to build New Brighton into a welcoming and connected place for all. The below is information pulled from https://data.census.gov/profile/New_Brighton_city,_Minnesota?g=160XX00US2745430

Data from the U.S. Census Bureau Website



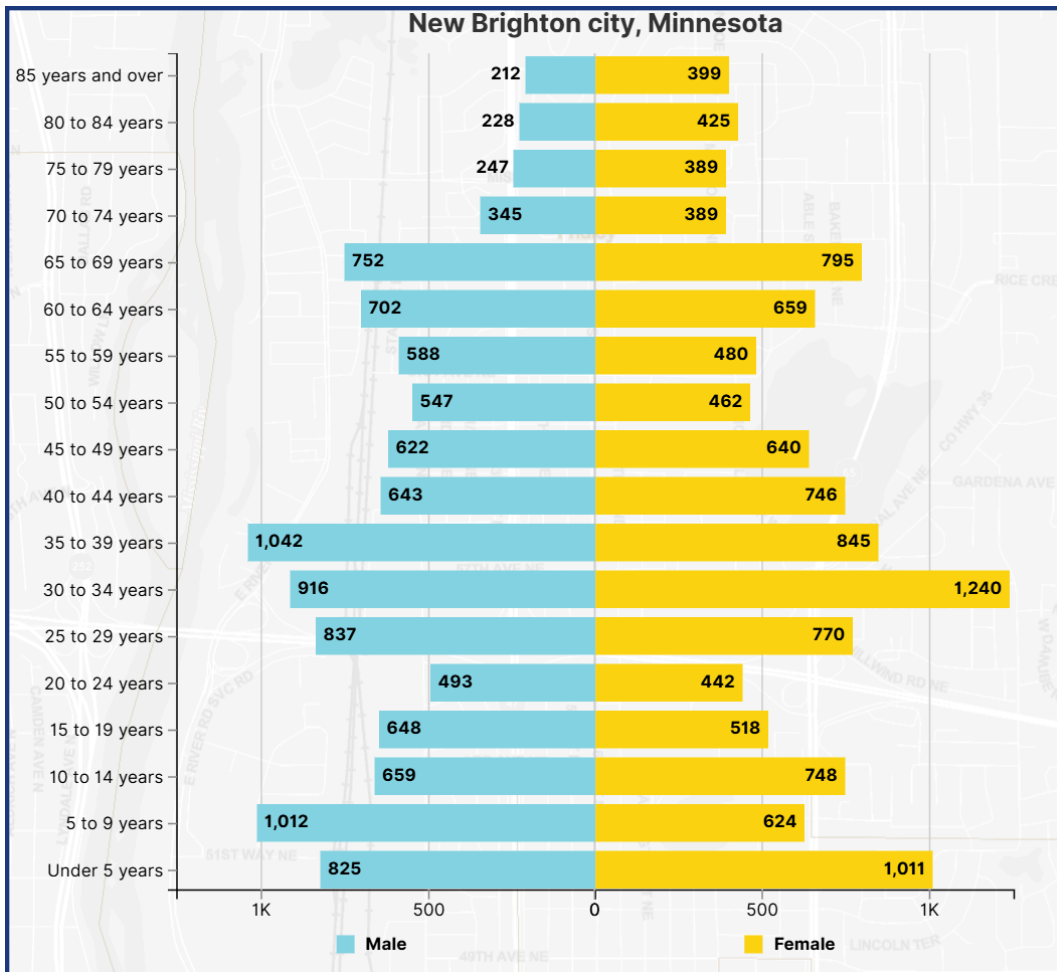
United States®
Census
Bureau

New Brighton Demographics



Population Total Estimate: 23,454

Population Pyramid: Population by Age and Sex



Languages Spoken at Home

English Only:	83.6%
Spanish:	5.1%
Other Indo-European:	2.5%
Asian & Pacific Islander:	4.2%
Other:	4.7%

2023 American Community Survey 5-Year Estimates

Income & Poverty

Families:	\$118,750
Married Families:	\$133,125
Nonfamily:	\$51,048
Poverty by Age	
Under 18:	16.2%
18 - 64 Years:	8.8%
65 Years and Older:	6.6%

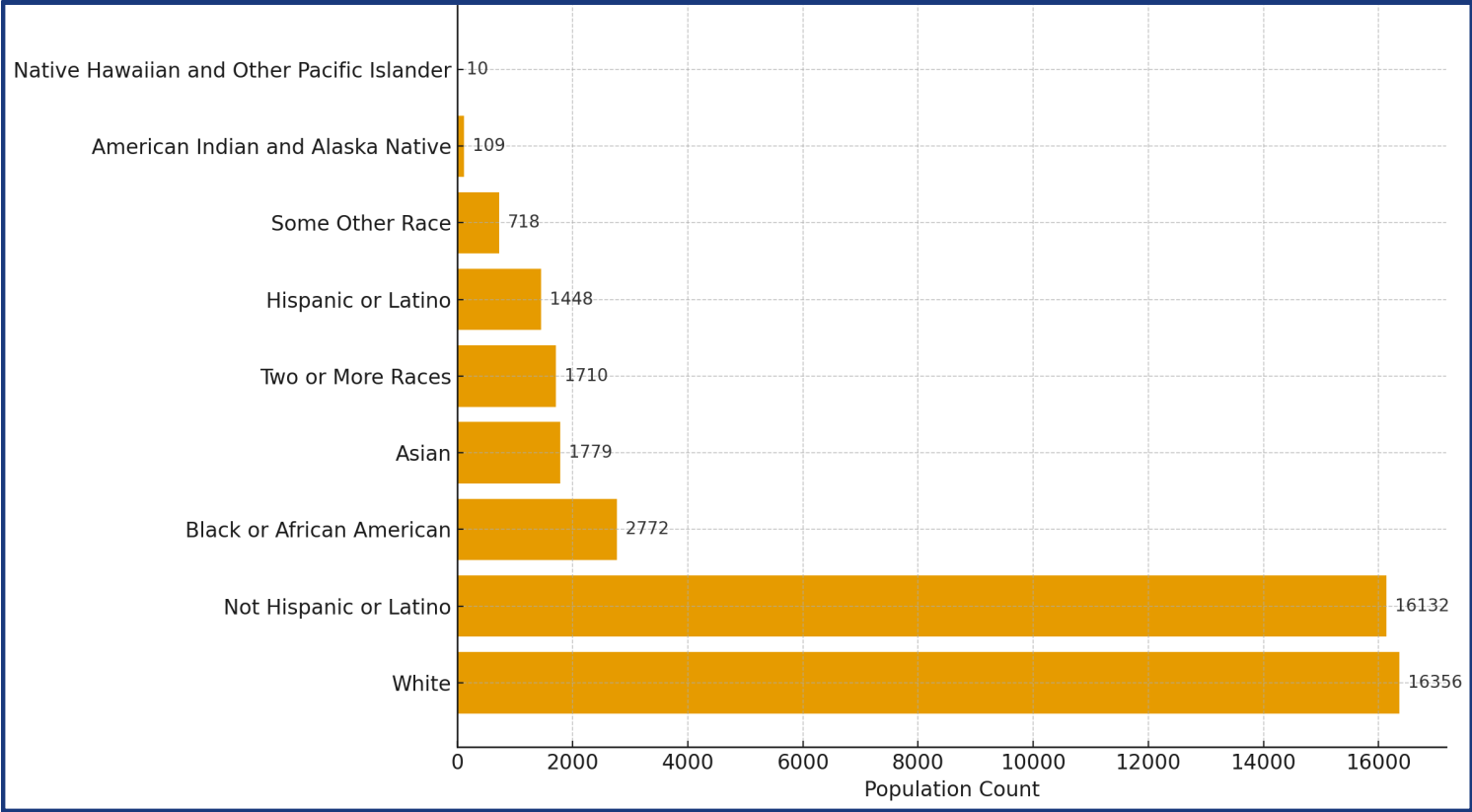


New Brighton Demographics



Race and Ethnicity

The below data is from the 2020 Decennial Census. Rather than a reflection of a total population, these numbers reflect the various races and ethnicities present in New Brighton, including those who fall under two or more races.



Current Communication Tools



Tools & Insights

The below discusses the various tools the City is currently implementing to communicate with residents. Along with a description of the tools themselves will be any insights and data we have on that tool.

City Newsletter

The City of New Brighton sends out a printed Newsletter three times annually to all residents in the area code 55112. Each edition is also made into a digital version, which is shared on the City's website and on Facebook. The estimate mailing number per edition was 16,700 as of 2025. Parks and Recreation have their own printed newsletter that these points apply to as well.

Responsible Staff

- Primarily created and maintained by the Communications Specialist/Deputy Clerk
- Content is sent by the Senior Leadership Team and other leadership to be edited and added to the newsletter

Tool Effective Reach

- Residents with a residential address (no P.O. boxes)
- Residents without internet access
- Residents with internet access (online version)

Benefits

- Unlike most of the City's communication tools, doesn't require internet access
- Reaches most resident households
- Visually appealing and engaging
- Excellent medium for photos and graphics

Challenges

- Limited page numbers to keep costs down and attention up
- Costs for printing and postage continue to climb each year
- Turnaround time can be extensive and must be planned in advance
- There's not a way for residents to opt in/out of receiving it
- One-way communication
- Residents with P.O. Boxes do not receive it
- Some communities such as group homes and nursing homes do not get enough or (even any) copies
- No automatic translation. While the City has some bilingual employees, there are no translators on staff. The City also does not currently have a contract for translation services.



Current Communication Tools



City Website

The primary online source for communicating with residents is the City website at www.NewBrighton.mn.gov which is hosted by CivicPlus. Anyone with internet access can visit the website as well as use the web chat function to ask questions and get quick answers.

Responsible Staff

- Back-end processed and management are run by the IT department
- Each department is responsible for their own pages on the website

Tool Effective Reach

- Residents, visitors, business owners, and anyone else with internet access

Benefits

- Content easily customized, changed, and updated quickly
- Imbedded communication tools:
 - Email blasts (NotifyMe)
 - Web Chat
 - News Flash
 - Emergency Alert banners
- Open access - no account is needed to visit the website
- Excellent medium for photos and graphics

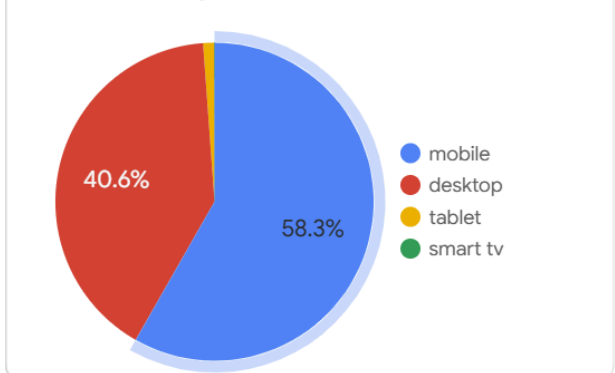
Challenges

- Continuous cost to host a website
- Some outdated information can show up in searches
- People tend to only visit the website when they are looking for specific information
- The website developer / host sometimes change features and functionality requiring staff to stay on top of these changes to ensure residents can access information
- The website developer has not designed the website to meet website accessibility standards. Staff must work to ensure it remains accessible.
- While the City has some bilingual employees, there are no translators on staff. The City also does not have a contract for translation services.

Top Pages

Page path	Views	% Views	Active users
/308/Eagles-Nest-Indoor-Playground	91,412	12.8%	54,381
/289/License-Bureau	56,683	8.0%	29,608
/ (homepage)	53,688	7.5%	30,126
/FAQ.aspx	45,457	6.4%	38,186
/290/Passports	37,281	5.2%	21,720
/Search	34,878	4.9%	10,864
/297/Parks-Recreation	34,050	4.8%	18,095
/341/Golf	26,384	3.7%	14,259
/306/Community-Center	21,879	3.1%	13,045

Device Category



Current Communication Tools

To Add still:

- Facebook and other social media tools with analytics
- Accessibility guidelines for staff
- ? What else?

Next: NB Branding Guide



Brand guidelines

Contents

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NEW BRIGHTON

New Brighton is an excellent place to live, work and play. As such, the City Council felt that a refreshed brand and tagline, with the promise of tomorrow, built on the work of today, was important. City staff and residents should know and value that all are welcome here, and with the city's wide variety of activities, services, and facilities, the city has something for everyone. Residents enjoy the choices in housing, transportation, the community gathering nodes and the expanded City Center, as well as excellent parks and schools. New Brighton's commitment to a vision has made it possible to become the unique and desirable place it is today.

www.newbrightonmn.gov

City Hall Address: 803 Old Highway 8 NW, New Brighton, MN 55112

Phone: 651-638-2100





Secondary logos



Logo variations



Logo variations





Exclusion zones

Always allow a minimum space around the logo.



Minimum width

The logo minimum width is 90px or 32mm.



Maximum width

There is no maximum size defined for this logo.

Myriad Pro

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="?:><

Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Bold

**Semiotics aesthetic freegan pour-over jianbing. Artisan
blog retro neutra.**

Brand guidelines

Color palette

Primary



HEX 18397b

R24 G57 B123

C100 M89 Y23 K8



HEX 04adee

R4 G173 B238

C70 M15 Y0 K0



HEX 91ce44

R145 G206 B68

C47 M0 Y95 K0

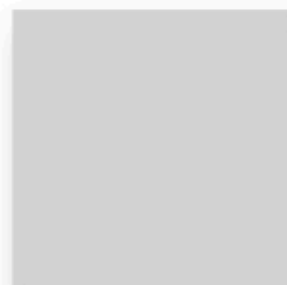
Secondary



HEX 999999

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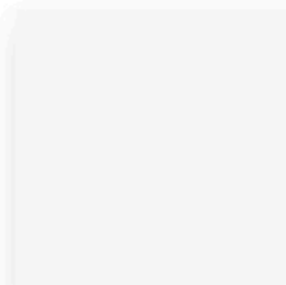
C43 M35 Y35 K1



HEX D2D2D2

R210 G210 B210

C17 M13 Y13 K0



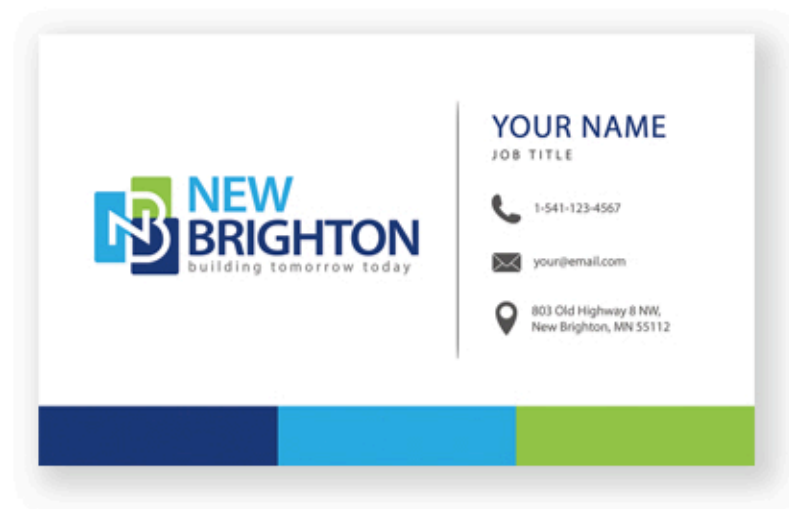
HEX F8F8F8

R248 G248 B248

C2 M1 Y1 K0



Front Business Card



Back Business Card

Brand guidelines

Brand application



Formal Letterhead



Casual Letterhead

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.