



**ECONOMIC DEVELOPMENT
AUTHORITY MEETING MINUTES**
Richfield, Minnesota
Regular Meeting
February 17, 2026

1. CALL TO ORDER

President Vrieze Daniels called the meeting to order at 7:32 p.m. in the Council Chambers.

EDA Present: Erin Vrieze Daniels, President; Gordon Hanson; John Young; Mary Supple; and Sean Hayford Oleary.

Staff Present: Melissa Poehlman, Executive Director; Julie Urban, Assistant Community Development Director; Jan Youngquist, Economic Development Manager; and Michelle Friedrich, City Clerk.

2. ROLL CALL

Roll Call attendance was noted.

3. OPEN FORUM

President Vrieze Daniels gave instructions on how to participate in the open forum. No residents participated in the public comment opportunity.

4. APPROVAL OF THE AGENDA

MOTION: made by Hanson, seconded by Young to approve the agenda.

Motion carried: 5-0

5. APPROVAL OF MINUTES

MOTION: made by Supple, seconded by Hayford Oleary, to approve the Minutes of the Regular Economic Development Authority meeting of November 17, 2025.

Motion carried: 5-0

6. PRESENTATIONS

None.

7. CONSENT CALENDAR

None.

8. CONSIDERATION OF ITEMS, IF ANY, REMOVED FROM CONSENT CALENDAR

None.

9. PUBLIC HEARINGS

None.

10. RESOLUTIONS

None.

11. OTHER BUSINESS

- a. Consider approval of the Downtown Richfield Brand Identity & Style Guidelines and the Placemaking Playbook.

Economic Development Manager Youngquist presented the results of the Downtown Branding and Placemaking Strategy, funded by a grant through Hennepin County's business district initiative. Economic Development Manager Youngquist noted the key findings highlighted Richfield's convenient and centralized downtown location, natural amenities, diversity, and walkability, while also noting concerns about downtown identity, connectivity, and outdated and rundown commercial areas. She reviewed the strategy includes a flexible placemaking playbook with short- and long-term ideas that included branded wayfinding, ground graphics, parklets, murals, improved pedestrian connections, and potential Hub redevelopment to create community gathering spaces. Economic Development Manager Youngquist concluded the presentation noting the plan is intended as a guiding framework to encourage partnerships, funding, and implementation, with initial low-cost activations already planned to test concepts and build momentum.

EDA Commissioners praised the Downtown Richfield branding and placemaking work, noting its strong start and recognizing Council Member Hayford's early policy efforts. EDA Commissioners and staff discussed questions raised about implementing mobile coffee carts and the need for a food truck ordinance. Staff highlighted that implementation will be phased, starting with banners and

small activations this year, while seeking funding and coordinating with private property owners. EDA Commissioners noted the importance of engaging private partners and building momentum for long-term activation.

MOTION: made by Hayford O'leary, seconded by Hanson, to approve the Downtown Richfield Brand Identity & Style Guidelines, and the Placemaking Playbook.

Motion carried: 5-0

12. EXECUTIVE DIRECTOR'S REPORT

Executive Director Poehlman thanked President Vrieze Daniels for her service.

13. EDA DISCUSSION ITEMS

None.

14. APPROVAL OF CLAIMS

MOTION: made by Young, seconded by Supple, to approve claims.

<u>U.S. BANK</u>	<u>January 20, 2026</u>
EDA Check #23823-23843	\$15,580.76
TOTAL	\$15,580.76

<u>U.S. BANK</u>	<u>February 17, 2026</u>
EDA Check #23844-23866	\$63,435.50
TOTAL	\$63,435.50

Motion carried: 5-0

15. ADJOURNMENT

This meeting was adjourned by unanimous consent at 7:58 p.m.

Date Approved: March 16, 2026

Michelle R. Friedrich

Michelle Friedrich
City Clerk

Gordon Hanson

Gordon Hanson
Acting EDA President

Melissa Poehlman

Melissa Poehlman
Executive Director