

City of Brainerd
Economic Development Authority
Meeting Agenda

December 11, 2020
7:30am

In accordance with the requirements of Minn. Stat. Section 13D.021, Jennifer Bergman, the City Administrator, has determined that an in-person meeting is not practical or prudent because of a health pandemic declared under Chapter 12 of the Minnesota Statutes.

Members of the public may monitor the meeting via phone.

Meeting Number: 1-844-992-4726

Access Code: 146 922 7859

- | | |
|---|-------------------|
| I. Call to Order | |
| II. Roll Call | _____ K. Bevens |
| III. Approval/Amendment of Agenda | _____ W. Erickson |
| IV. Approval of Minutes from the October 8, 2020 regular meeting and November 17, 2020 special meeting. | _____ G. Johnson |
| V. Financial Report | _____ M. Kirsch |
| VI. Updates | _____ E. Menk |
| a. Executive Director | _____ M. O'Day |
| b. HRA | _____ J. Sinner |
| c. BLAEDC | |
| VII. Old Business | |
| a. 2021 Budget | |
| b. DDBC Funding Request | |
| VIII. New Business | |
| a. Set 2021 Meeting Dates and Meeting Time | |
| IX. Informational | |
| X. Commissioner's Comments/Questions | |
| XI. Adjournment | |

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY

Thursday, October 8, 2020 7:30 a.m.

City Hall Council Chambers

Pursuant to the call and notice thereof, President Sinner called the meeting of the Brainerd Economic Development Authority to order at 7:33 a.m.

Present were Commissioners Ed Menk, Jerry Sinner, Wayne Erickson, Michael O'Day, Marie Kirsch and Gabe Johnson. Kelly Bevans attended the meeting via WebEx teleconference. Also present were City Administrator Bergman, Finance Director Hillman, Tyler Glynn, BLAEDC executive director, Eric Charpentier, HRA director, and John Schommer, HRA rehab coordinator.

Due to Commissioner Bevans attending the meeting electronically, all motions will be voted on by a roll call vote for accuracy.

Approval/Amendment of the Agenda

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND ERICKSON TO APPROVE THE AGENDA AS PRESENTED.

Upon roll call, Commissioners Menk, Sinner, Erickson, O'Day, Kirsch, Bevans, and Johnson voted "aye". No member voted "nay". The Chair declared the motion carried.

Approval of Minutes

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND ERICKSON TO APPROVE THE MINUTES FROM THE AUGUST 6 AND SEPTEMBER 17, 2020 MEETINGS.

Upon roll call, Commissioners Menk, Sinner, Erickson, O'Day, Kirsch, Bevans, and Johnson voted "aye". No member voted "nay". The Chair declared the motion carried.

Welcome to Marie Kirsch

The Chair welcomed new member, Ms. Marie Kirsch, to the EDA. Ms. Kirsch is the owner of Knotty Pine Bakery in downtown Brainerd and is looking forward to being a part of the Commission.

Election of Vice-President

Community Development Director Chanski stated with the recent resignation of Vice-Chair, Yvette Campbell, a commission new member will need to be appointed to fulfill her term.

Commissioner Erickson nominated Michael O'Day to serve as Vice Chair for the remainder of the year.

Upon roll call, Commissioners Menk, Sinner, Erickson, O'Day, Kirsch, Bevans, and Johnson voted "aye". No member voted "nay". The Chair declared the motion carried.

Presentation – Destination Downtown Business Coalition

The Chair welcomed Brenda Billman-Arndt, owner of The Purple Fern and president of the Destination Downtown Business Coalition. She gave a review of the purpose and mission of the DDBC, the activities and events they have worked on as well as the schedule of events through 2020. She requested that the Commission keep their organization in mind when funding opportunities arise.

Commissioner Johnson asked Ms. Billman-Arndt what needs would the DDBC be looking for. Ms. Billman-Arndt stated funds to help with events, as these are strictly funded by donations. Commissioner Sinner suggested working with BLAEDC and the Chamber of Commerce.

Approval of Financial Report

Finance Director Hillman indicated the financial report has been provided and pointed out the \$113,500 that was released for business loans in May. She stated the intent is for the City to reimburse these funds with CARES Act dollars.

MOVED AND SECONDED BY COMMISSIONERS ERICKSON AND O'DAY TO APPROVE THE FINANCIAL REPORT AS PRESENTED.

Upon roll call, Commissioners Menk, Sinner, Erickson, O'Day, Kirsch, Bevans, and Johnson voted "aye". No member voted "nay". The Chair declared the motion carried.

Updates

Executive Director

City Administrator Bergman gave a brief update of the CARES Act Funding program and the amounts that have been allocated for grants from the County and City to small businesses and non-profits. She explained the marketing efforts that took place earlier this year and how it made a favorable impact on downtown businesses. She updated the Commission on the Children's Museum Task Force activity and the Lum Park Master Plan.

Commissioner Sinner stated he and Yvette Campbell are members of the Children's Museum Task Force and is asking if anyone is interested in taking over her role. Mr. Glynn volunteered his time to attend the meetings on the behalf of the EDA. Commissioner Johnson stated that is not a priority for BLAEDC at this point, as the economic development aspect for the museum does not take place until after it is constructed. Commissioner Erickson has volunteered to participate as a back-up in the event Commissioner Sinner cannot attend.

The Park Board has put out an RFP to get proposals to outsource the recreation program and they are also looking into an interim Public Works Department. City Administrator Bergman also explained there may be a work session scheduled in January between the City Council and EDA.

HRA

Mr. Schommer welcomed Mr. Eric Charpentier to his new position as the Executive Director of the HRA. Mr. Schommer indicated work continues on the Housing Trust Fund. They have been working with Minnesota Housing Partnership on the development of policies and procedures for the Technical Assistance Grant that the HRA was awarded. He explained rehab has been completed on one commercial and two owner occupied units. Mr. Schommer reviewed the northeast rehab projects and the activity for Brainerd Oaks, Serene Pines and Dal-Mar Estates.

BLAEDC Update

Mr. Glynn stated BLAEDC is working on implementing a new operating system which will help considerably on tracking how funds are spent in the community and explained the summary provided. He gave an update to the CARES Act funding, which to date have totaled 182 applications for small businesses in the amount of \$1,760,173 and 63 applications for non-profits in the amount of \$589,289. He stated these are preliminary amounts and they will change as more applications are submitted.

Community Development Director Chanski and City Administrator Bergman gave an update of the small business grants that were provided to area businesses and the documentation he has received from them so far. Commissioner Johnson suggested that the businesses may use rent and/or lease payments as documentation for the grant money received if needed.

Old Business

2021 Budget and Shared Services Agreements

Community Development Director Chanski gave a review of the preliminary EDA 2021 budget that was initially set at the maximum amount per state statute. He gave an update of the City of Brainerd shared services agreement with BLAEDC and the agreement with the EDA.

Finance Director Hillman stated Anderson Brothers submitted a \$10,000 deposit to pay for legal fees, which is shown on the balance sheet in the financial report provided. She indicated the \$4,000 shown on the EDA fund as Legal/Municipal Advisors should not be affected by the Anderson Brothers project.

Community Development Director Chanski stated the \$5,000 for strategic planning budgeted for 2020 has been moved to 2021 due to COVID.

MOVED AND SECONDED BY COMMISSIONERS ERICKSON AND MENK TO APPROVE A \$5,350 CONTRIBUTION TO THE INITIATIVE FOUNDATION.

Upon roll call, Commissioners Menk, Sinner, Erickson, O'Day, Kirsch, Bevans, and Johnson voted "aye". No member voted "nay". The Chair declared the motion carried.

Commissioner Kirsch indicated the DDBC could use monetary assistance with funding the events that the group organizes. Mr. Glynn stated he would like to meet with the coalition to discuss their needs and advertising services that BLAEDC could provide.

City Administrator Bergman stated at this time, staff is looking for direction from the EDA as how to proceed and will present a clearer budget at the next meeting. Finance Director Hillman said they need to check with legal counsel prior to allocating for a membership.

Commissioner Sinner explained there are several local businesses that need workers, and we need to come up with ideas for recruitment and marketing. City Administrator Bergman said she recently had a discussion with Visit Brainerd, and ideas were shared about creating a welcome packet for new residents.

Commission discussion took place.

Community Development Director Chanski asked the Commission if there are any changes or revisions to the shared services agreement between the City and BLAEDC. He said the draft is included in the packet for review. Commissioner Sinner suggested staff look through the agreement and provide any recommend changes at the next meeting.

New Business

None

Informational

Anderson Brothers Construction Update

Community Development Director Chanski said Anderson Brothers has been working with their legal counsel and have requested more time to prepare.

Zoning Code Update

Community Development Director Chanski announced a firm has been hired to complete a zoning code update. He explained that Swanson Haskamp Consulting will be requesting to meet with the EDA early next year.

Comments/Questions

Commissioner Johnson welcomed HRA Director Eric Charpentier to his new position.

Adjournment

The Authority adjourned at 8:52 a.m.

Wayne Erickson, Secretary/Treasurer

EDA October 8, 2020

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY

Tuesday, November 17, 2020 7:30 a.m.

WebEx Teleconference Special Meeting

Official Minutes

Pursuant to the call and notice thereof, President Sinner called the meeting of the Brainerd Economic Development Authority to order at 7:33 a.m.

Roll Call

Present were Commissioners Ed Menk, Jerry Sinner, Wayne Erickson, Michael O'Day, Marie Kirsch, and Gabe Johnson. Commissioner Kelly Bevans was noted as absent. Also present were City Administrator Bergman, Finance Director Hillman, Tyler Glynn, BLAEDC executive director, Eric Charpentier, HRA director, and John Schommer, HRA rehab coordinator.

Approval/Amendment of the Agenda

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND JOHNSON TO APPROVE THE AGENDA AS PRESENTED.

Upon roll call, Commissioners Menk, Sinner, Erickson, O'Day, Kirsch, and Johnson voted "aye". No member voted "nay". The Chair declared the motion carried.

2021 Budget Discussion

Community Development Director Chanski started off the discussion by reviewing the City Council's decision on the 2021 levy. He gave a brief explanation of the 2021 requested budget and the revisions to discuss. He indicated there has been a funding request has been submitted by the Destination Downtown Business Coalition to assist in funding a part time Downtown Coordinator.

City Administrator Bergman explained the 2021 recommended changes to the professional services line items with the City of Brainerd and BLAEDC and ideas to increase the economic incentives line item.

Discussion took place on the EDA fund balance and questions answered.

Mr. Tyler Glynn expressed concerns with the reduced funding to BLAEDC and the idea of working with the City on more economic initiatives. He stated the original amount of \$78,500 was included in their budget, and along with reduced income due to COVID, it will be difficult to recoup. Commissioner Menk stated he would like the original motion approved from October 2019 to fund the \$78,500 for 2021 to remain with no reductions to BLAEDC.

MOVED AND SECONDED BY COMMISSIONERS MENK AND SINNER TO HOLD THE CURRENT 2021 BUDGET AND NOT CONTINUE WITH THE PROPOSED 2021 BUDGET AND MOVE \$30,000 FROM THE FUND BALANCE TO THE ECONOMIC INITIATIVES FUND.

Upon roll call, Commissioners Menk and Sinner voted “aye”. Commissioners Erickson, O’Day, Kirsch, and Johnson voted “nay”. The Chair declared the motion failed.

Commissioner Menk suggested this agenda item to be reconvened at the December meeting to give additional time for review.

Adjournment

The Authority adjourned at 8:10 a.m.

Wayne Erickson, Secretary/Treasurer

Financial Report for EDA

As o November 30, 2020

	Cash & Investments	Receivable Balance	Deferred Loans (as of 12/31/19) **	Awarded Grants
General Funds:				
EDA Fund - #295	\$ 38,743	\$ -	\$ -	\$ -
Total	\$ 38,743	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 18,457	\$ 24,714	\$ 600,617	\$ -
SE Brainerd - #215	38,036	-	358,377	-
NE Brainerd - #218	(219)	-	81,462	638,338
Willows Project - #209	-	-	99,650	-
Old Housing - #209	3,270	-	59,286	-
Local Income - #275	49,219	16,666	17,775	-
Total	\$ 108,762	\$ 41,381	\$ 1,217,167	\$ 638,338
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,188	-	-	-
Total	\$ 18,188	\$ 646,427	\$ -	\$ -
Grand Total	\$ 165,693	\$ 687,808	\$ 1,217,167	\$ 638,338

** Portion of the loan that is forgivable with the passage of time

^^^ The Receivable Balance **DOES** include the \$646,427 borrowed to pay for the industrial park land.

Fund 295 EDA FUND

GL Number	Description	Balance
*** Assets ***		
295-0000-10100	CASH	38,742.71
295-0000-10700	DELINQUENT TAX RECEIVABLE	7,330.90
295-0000-16160	FA-LAND HELD FOR RESALE	488,252.22
Total Assets		534,325.83
*** Liabilities ***		
295-0000-20600	DEPOSITS PAYABLE	4,130.75
295-0000-22200	DEFERRED REVENUE	488,252.22
295-0000-22210	DEFERRED TAXES RECEIVABLE	5,521.89
Total Liabilities		497,904.86
*** Fund Balance ***		
295-0000-28900	FUND BALANCE/EQUITY ACCT	39,602.39
Total Fund Balance		39,602.39
Beginning Fund Balance		39,602.39
Net of Revenues VS Expenditures		(3,181.42)
Ending Fund Balance		36,420.97
Total Liabilities And Fund Balance		534,325.83

REVENUE AND EXPENDITURE REPORT FOR CITY OF BRAINERD

PERIOD ENDING 11/30/2020

		2020	ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT
GL NUMBER	DESCRIPTION	AMENDED BUDGET	MONTH 11/30/2020 INCREASE (DECREASE)	11/30/2020 NORMAL (ABNORMAL)	BALANCE NORMAL (ABNORMAL)	USED
Fund 295 - EDA FUND						
Dept 0000						
Account Type: Revenue						
TAXES & PENALTIES						
295-0000-31010	CURRENT AD VALOREM	127,817.00	0.00	69,305.56	58,511.44	54.22
295-0000-31020	DELINQUENT AD VALOREM	0.00	0.00	2,026.06	(2,026.06)	100.00
TAXES & PENALTIES		127,817.00	0.00	71,331.62	56,485.38	55.81
OTHER REVENUE						
295-0000-36210	INTEREST INCOME	250.00	0.00	342.29	(92.29)	136.92
OTHER REVENUE		250.00	0.00	342.29	(92.29)	136.92
Total Revenue:		128,067.00	0.00	71,673.91	56,393.09	55.97
Account Type: Transfers-In						
OTHER FINANCING SOURCES						
295-0000-39200	TRANSFERS IN	0.00	(113,500.00)	0.00	0.00	0.00
OTHER FINANCING SOURCES		0.00	(113,500.00)	0.00	0.00	0.00
Total Transfers-In:		0.00	(113,500.00)	0.00	0.00	0.00
Net - Dept 0000		128,067.00	(113,500.00)	71,673.91	56,393.09	
Dept 6510 - ECONOMIC DEVELOPMENT AUTH						
Account Type: Expenditure						
SERVICES						
295-6510-43300	PROFESSIONAL SERVICES	116,000.00	2,708.33	69,341.66	46,658.34	59.78
295-6510-43361	INS - GENERAL LIABILITY	100.00	34.75	163.67	(63.67)	163.67
295-6510-43430	MISCELLANEOUS	5,500.00	0.00	0.00	5,500.00	0.00
295-6510-43435	BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	0.00	100.00
SERVICES		126,950.00	2,743.08	74,855.33	52,094.67	58.96
Total Expenditure:		126,950.00	2,743.08	74,855.33	52,094.67	58.96
Net - Dept 6510 - ECONOMIC DEVELOPMENT AUTH		(126,950.00)	(2,743.08)	(74,855.33)	(52,094.67)	
Fund 295 - EDA FUND:						
TOTAL REVENUES		128,067.00	(113,500.00)	71,673.91	56,393.09	55.97
TOTAL EXPENDITURES		126,950.00	2,743.08	74,855.33	52,094.67	58.96
NET OF REVENUES & EXPENDITURES		1,117.00	(116,243.08)	(3,181.42)	4,298.42	284.82

To: EDA Board Members
From: John Schommer, Rehab Coordinator
Date: December 7, 2020
Re: Brainerd HRA Update

Housing Trust Fund

The policies and documentation for the Housing Trust Fund continue to be refined through work with the Minnesota Housing Partnership. The agency also recently met with a developer regarding a potential housing project in Brainerd that could potentially utilize HTF dollars. More details will be available as this potential project comes into focus. The agency continues to meet with members throughout the county to inform local units of government and those interested in housing about the trust fund and its availability throughout the entire county.

Rehab

The NE Brainerd SCDP grant has rehab completed on one commercial unit and two owner occupied units. We have two owner occupied units and one duplex unit in construction and work is substantially complete on nine mixed use units. We are working on contracts for a single family rental rehab and have a triplex in the work write-up phase. There is one single family project bidding and one application is in the verification process.

Brainerd Oaks/Serene Pines/Dalmar Estates

Development	Total	# Sold to Developer	# Sold to End Buyer	For Sale	In Construction
Brainerd Oaks	81*	47	44	8	8
Serene Pines	23	14	12	2	2
Dalmar Estates	7	1	1	0	0

*Originally 83 lots, 2 have been merged/combined into a single parcel



Location	# Grants	Total Amount Approved
Baxter	70	\$ 674,419.00
Brainerd	80	\$ 753,756.45
Breezy Point	5	\$ 50,000.00
Crosby	14	\$ 140,000.00
Crosslake	33	\$ 308,500.00
Crow Wing County	18	\$ 178,000.00
Dagget Brook Township	1	\$ 10,000.00
Deerwood	10	\$ 89,887.76
Emily	5	\$ 44,775.00
Fort Ripley	1	\$ 10,000.00
Garrison	9	\$ 87,000.00
Ironton	1	\$ 10,000.00
Jenkins	3	\$ 30,000.00
Lake Shore	1	\$ 10,000.00
Merrifield	4	\$ 40,000.00
Nisswa	28	\$ 271,801.14
Oak Lawn Township	1	\$ 10,000.00
Pequot	25	\$ 229,383.95
Unorganized	1	\$ 10,000.00
	310	\$ 2,957,523.30

- Of the 18 approved grants for Crow Wing County, all of those businesses have a physical address listing of Brainerd. I know they are not in the city limits, but they have a Brainerd address. We moved them to Crow Wing County per the request of the Mayor and City Administrator.

Quote from a Brainerd grant recipient:

Good morning Tyler,

I just wanted to take a second and say THANK YOU to you and everyone involved for the grant.

Gestures at times like now are extremely valuable, well-received and in addition, it now allows me to not only recover some losses from covid but, It will now allow me to give my guys working for me Christmas bonuses that I didn't expect to be able to do. Both of these coworkers are valuable assets to me and to my business, both have families as well. Both also have felt the weight from Covid(and the closures) so I just wanted to let you know how appreciated it really is and how well-timed it was.

Thank you! All the best to you.

Branden Noetzel

MEMO



TO: EDA Board of Commissioners

FROM: David Chanski, Community Development Director

DATE: December 11, 2020

RE: 2021 Budget Discussion Cont.

During the EDA's meeting on October 8, the EDA began the formal discussion regarding its 2021 budget. There was extensive discussion regarding the budgeting of funds for economic initiatives. Specifically, most of the discussion was around how much to budget for economic initiatives, what such a line item should be called, and what would be considered as eligible expenses.

On November 17, the EDA met in a special meeting to further discuss its budget. Staff had reevaluated the EDA budget and discussed various options internally as well with BLAEDC. Two separate possible budgets were proposed. The first was budget of \$126,000 as presented to the EDA on October 8. The second was a budget of \$136,000 drafted by staff, included a few significant changes through reduction of both the City and BLAEDC funding as well as the creation of an Economic Incentives line item.

After lengthy discussion, the EDA came to the consensus that they wanted to contemplate the budget further and directed staff to develop additional budget options. Attached to this memo is a revised EDA budget spreadsheet with 5 budget options. The options are:

- Option A: Duplicate of 2020 Budget
- Option B: City funding reduced to \$30,000 and BLAEDC funding reduced to \$60,000; creation of an Economic Initiatives line item; use of \$1,811 of Fund Balance
- Option C: City and BLAEDC funding reduced by 10% over 2020; creation of an Economic Initiatives line item; use of \$11,711 of Fund Balance
- Option D: City and BLAEDC funding reduced by 15% over 2020; creation of an Economic Initiatives line item; use of \$6,161 of Fund Balance
- Option E: City and BLAEDC funded at 2020 levels; creation of an Economic Initiatives line item; use of \$22,811 of Fund Balance

Staff estimates that the EDA will have approximately \$45,000 in Fund Balance as of January 1, 2021

Staff requests that the EDA formally set their 2021 Budget during their December 11 meeting.

EDA Fund

	2019			2021	2021	2021	2021	2021
	Budget	Actual	2020	Budget	Budget	Budget	Budget	Budget
			Budget	Option A	Option B	Option C	Option D	Option E
Revenues								
Taxes & Penalties								
31010 Current Ad Volorem **	124,351	122,178	127,817	133,789	133,789	133,789	133,789	133,789
31020 Delinquent Current Ad Volorem	-	1,598	-	-	-	-	-	-
	124,351	123,776	127,817	133,789	133,789	133,789	133,789	133,789
Other Revenue								
36210 Interest Income	100	643	250	400	400	400	400	400
39200 Sale of Land	-	-	-	-	-	-	-	-
	100	643	250	400	400	400	400	400
TOTAL REVENUE	124,451	124,419	128,067	134,189	134,189	134,189	134,189	134,189
Expenditures								
Personnel Services ^								
-1101 Salary	28,066	24,502	-	-	-	-	-	-
-1121 PERA	2,105	1,543	-	-	-	-	-	-
-1122 FICA	1,740	1,343	-	-	-	-	-	-
-1123 Medicare	407	314	-	-	-	-	-	-
-1131 Health Ins	4,892	4,195	-	-	-	-	-	-
-1133 Life Ins	48	4	-	-	-	-	-	-
-1134 LTD	47	5	-	-	-	-	-	-
	37,305	31,905	-	-	-	-	-	-
Services								
-3300 Professional Services	-	-	-	-	-	-	-	-
City	-	-	32,500	32,500	30,000	29,250	27,625	32,500
BLAEDC	78,500	78,500	78,500	78,500	60,000	70,650	66,725	78,500
Legal/Municipal Advisors	-	2,871	5,000	5,000	5,000	5,000	5,000	5,000
-3350 Legal Publ	-	-	-	-	-	-	-	-
-3361 Ins. General Lib	125	138	100	150	150	150	150	150
-3430 Miscellaneous	500	40	500	500	500	500	500	500
Strategic Planning								
Marketing			5,000	5,000	5,000	5,000	5,000	5,000
Training/Events/Conferences								
-3434 Economic Initiatives	-	-	-		30,000	30,000	30,000	30,000
-3435 Memberships *	5,350	5,350	5,350	5,350	5,350	5,350	5,350	5,350
	84,475	86,899	126,950	127,000	136,000	145,900	140,350	157,000
-7720 Transfers Out	-	-	-	-	-	-	-	-
TOTAL EXPENDITURES	121,780	118,804	126,950	127,000	136,000	145,900	140,350	157,000
NET REVENUE OVER EXPEND.	2,671	5,615	1,117	7,189	(1,811)	(11,711)	(6,161)	(22,811)
Fund Balance		39,602						

** Max allowed by state statute

* Initiative Foundation

MEMO



TO: EDA Board of Commissioners

FROM: David Chanski, Community Development Director

DATE: December 11, 2020

RE: DDBC Funding Request

The Destination Downtown Brainerd Coalition (DDBC) has submitted a funding request to the EDA for assistance in funding a part-time Downtown Coordinator. This request was included in the November 17 special EDA meeting packet. However, the EDA was of consensus that any funding request would be considered after the 2021 EDA budget was adopted.

Upon adoption of the EDA's 2021 budget, the funding request from the DDBC including a 2021 budget and Downtown Coordinator job description has been included for consideration by the EDA.

November 5, 2020

City of Brainerd EDA
501 Laurel Street
Brainerd, MN 56401

To Brainerd EDA Commissioners:

On behalf of the Destination Downtown Brainerd Coalition (DDBC), I would like to thank you for letting me introduce our organization at your last meeting. I hope you found the information presented, and the work we are doing, to be of value to downtown Brainerd businesses, residents, and visitors. It is our goal to make Downtown Brainerd a vibrant and vital cultural and economic hub for the central lakes region.

I would like to give you some updates on where we are headed, and to provide you with the budget we have put together for 2021 (enclosed). We have put a considerable amount of time into planning and executing events, marketing, talking to local businesses and communicating with business owners. As stated in the meeting, this is all done with volunteers. We are at a point where we need to hire a Downtown Coordinator (job description enclosed) to organize and grow what we have started. We are in the process of applying for non-profit status to allow us to hire this staff person, who will be able to assist DDBC in growing the number and scope of downtown events and activities, and helping downtown businesses prosper with effectively executed marketing and advertising.

To make this a reality we are asking for a grant from the EDA in the amount of \$15,000. This will allow us to hire a part-time coordinator, put money towards activities and events, and positively promote and market downtown Brainerd. With this in place, we will continue to draw in quality businesses, expand on beautification efforts, provide more educational opportunities for existing downtown businesses, and support a downtown community that cares.

Thank you for your time and consideration. Together we can re-develop downtown Brainerd and make it a vibrant downtown for all.

Respectfully submitted,

Brenda Billman-Arndt
President, Destination Downtown Brainerd Coalition
Owner, Purple Fern Bath Company

Enclosures (2)

Job Description - Destination Downtown Brainerd Coordinator

Brainerd, MN

Position Title: Destination Downtown Brainerd Coordinator

Salary: \$20,800 a year (Part-Time Position, 20 hours/week)

Reports To: Destination Downtown Brainerd Coalition (DDBC) Board of Directors

Supervises: Interns, Volunteers, and Consultants obtained by the DDBC under the direction from the DDBC Board.

Position Summary:

This position works with the DDBC Board of Directors to develop and implement strategies to fulfill the program's mission and vision statements and the goals and objectives as outlined in the DDBC strategic plan. This position works closely with local businesses, property owners, city management, city council, local community members, economic development agencies, and volunteers to support the revitalization and preservation of Downtown Brainerd. This position will serve as the principal, on-site person responsible for these activities, partnerships and volunteers as well as representing the organization and community in these efforts.

Duties & Responsibilities:

Administrative

- Attend DDBC Board Meetings and Brainerd City Council Meetings, and other meetings as directed.
- Assist with writing of content for publications, including monthly newsletter.
- Assist in maintenance and management of online communications and social media, including DDBC website, Facebook, and Instagram pages.
- Assist with distribution of marketing and member materials.
- Creates and presents to the Board annual budgets that reflect the programs and goals of the organization and assures financial strength of the DDBC;
- Assures proper administration of the DDBC financial activities; maintains appropriate data, records and financial controls; communicates and coordinates, as appropriate, with the Board regarding financial matters;

Marketing & Events

- Assist in development, planning and implementation of DDBC events and activities, including but not limited to Halloween Spooktacular (October), Small Business Saturday (November), Hometown Holidays (December), Summer Farmers Market (May-September), First Fridays (Monthly Event), Annual Meeting (January).
- Develop and coordinate special downtown promotion events that increase foot traffic for businesses in Downtown Brainerd (e.g., advertising campaigns, punchcard promotions).

Member/Volunteer Recruitment & Management and Fundraising

- Work closely with the Organization Committee to develop and implement a continual membership recruitment effort.
- Manage and recruit volunteers as required and assist the volunteers and committees with the implementation of work plans.
- Regularly assesses the needs and interests of the membership and develops/delivers services according to those needs and interests; Provides leadership to ensure there is a compelling value proposition for current and prospective members.
- Plan, coordinate and execute fundraising strategies and campaigns; obtain sponsorships to support DDBC activities and events.

Public Relations

- Develop and coordinate on-going public awareness and education programs to communicate the mission and activities of the DDBC. May be asked to do speaking engagements, interviews, and presentations to foster an understanding of DDBC goals and objectives under the direction and with the approval of the Board of Directors.
- Assist in the coordination and planning and implementation of program marketing, including press releases, press conferences, event promotions, radio interviews, print advertising, and social media marketing.
- Collaborates with the Board and Organization Committee to identify and manage the DDBC's relationships with and advocacy efforts before local, state and federal government bodies to achieve desired outcomes.

Desired Skills & Abilities:

- Innovative and able to form strategic relationships with a diverse pool of businesses and members;
- Exceptional strategic thinking and problem solving skills, including demonstrated ability to anticipate and plan for the future and realign priorities quickly when dealing with unanticipated events;

- Proficient in the use of technology, including but not limited to Microsoft Office products, social media platforms, customer relationship management databases, and basic accounting systems;
- Demonstrated fundraising experience with events, campaigns and grant writing;
- Excellent communicator, oral and written; persuasive, passionate and able to present successfully to groups;
- Strong interpersonal and communication skills;
- Relentless positive energy and professionalism.

Requirements:

Bachelor's degree from an accredited college or university in public relations, marketing, communication, tourism, hospitality, public administration, computer science or a related field, such as social sciences or psychology OR related experiences which will yield the required knowledge, skills, and abilities. Demonstrated proficiency with computer software applications, website management and social media application management a must; Non-profit experience preferred.

Normal Work Hours:

Work hours (20 hours per week) are flexible, with the ability and willingness to work evenings/nights, holidays and/or weekends for special events and meetings as required.

Closing date for Applications:

Position will be Open Until Filled, with an initial review of applications XX/XX/XX. Applications can be found at XXXXX. Resumes without a completed application will not be considered.

Background Check required.

DESTINATION DOWNTOWN BRAINERD COALITION IS AN EQUAL OPPORTUNITY EMPLOYER

Destination Downtown Brainerd Coalition

Budget Worksheet

Date 10/22/2020

		2021					
	Startup	Total	% Total	Assumptions	\$ Rate	#'s	Source
Beginning Cash Balance	\$ 2,500	(\$500)			\$ 125	30	Business
Cash Inflows - REVENUE:					\$ 50	50	Individual
Membership Dues	-	6,250	10.3%		\$ 500	5	Sponsorships 1
Sponsorships	-	10,500	17.2%		\$ 1,000	2	Sponsorships 2
Farmers Market Vendor Fee	-	4,200	6.9%		\$ 3,000	2	Sponsorships 3
Grants	-	35,000	57.4%	\$15K HRA/\$15K EDA/\$5K IF			
Donation	-	-	0.0%		\$ 20	15	FM Vendor/14 Wks
Fundraising	-	5,000	8.2%	Street Dinner			
Other - Cash	-	-	0.0%				
Total Cash Inflows	\$0	\$60,950	100.0%				
Available Cash Balance	\$2,500	\$60,450					
Cash Outflows - EXPENSE:							
COGS/Inventory	-	-	0.0%				
Advertising & Promotion	-	3,850	6.3%				
Credit Card Fees	-	-	0.0%				
Current Events	-	5,450	8.9%				
Future Events		\$ 8,500	13.9%				
Insurance	-	500	0.8%				
Meetings (Annual)	-	500	0.8%				
Music Subscription	-	360	0.6%				
Office/Postage	Equip 1,500	500	0.8%				
Outside Services	-	-	0.0%				
Payroll - Coordinator	-	20,800	34.1%	Part-time@20 hours per week	\$ 20.00	1040	
Payroll - Intern	-	-	0.0%	Part-time@15 hours per week	\$ -	0	
Payroll Taxes	15%	3,120	5.1%	FICA/WC/FUTA/SUTA			
Professional Fees	-	-	0.0%				
Real Estate Taxes	-	-	0.0%				
Rent/Office Space	-	3,000	4.9%				
Repairs & Maintenance	-	-	0.0%				
Subscriptions & Dues	-	-	0.0%				
Supplies	-	-	0.0%				
Taxes & Licenses	-	-	0.0%				
Telephone/Internet	-	1,200	2.0%				
Utilities	-	-	0.0%				
Website	1,500	200	0.3%				
Subtotal	3,000	47,980	78.7%				
Other Cash Out Flows - EXPENSE:							
Capital Purchases	-	-	0.0%				
Loan Payments P & I	-	-	0.0%				
Other:	-	-	0.0%				
Other:	-	-	0.0%				
Subtotal	\$0	\$0	0.0%				
Total Cash Outflows - EXPENSE	\$3,000	\$47,980	78.7%				
NET = REVENUE - EXPENSE	(\$500)	\$12,470					
Ending Cash Balance	\$2,000	\$11,970					
Restricted Marketing Account	\$ 2,414						

Advertising:

Social Media	\$ 600	
Radio	\$ 1,000	
Print	\$ 1,500	
Marketing Materials/Printing	\$ 750	\$ 3,850

Current Events:

Farmers Market	\$ 2,700	
Spooktacular	\$ 500	
Small Business Saturday	\$ 1,500	
Window Walk	\$ 750	\$ 5,450

Future Events:

Summer Sunday's	\$ 3,000	
First Friday's	\$ 5,500	
Other??	0	\$ 8,500

MEMO



TO: EDA Board of Commissioners

FROM: David Chanski, Community Development Director

DATE: December 11, 2020

RE: 2021 Meeting Dates and Meeting Times

For the last two year plus years, the EDA has meet on a bi-monthly basis on the first Thursday after the first City Council meeting at 7:30am. This is a schedule that has been set by the EDA as the EDA Bylaws do not set formal meeting dates and times.

2020 was a crazy year for everyone due to the COVID-19 pandemic. As a result of the pandemic and other unanticipated events, the EDA's meetings were somewhat sporadic regarding the frequency of EDA meetings, on what days the EDA met, and at what time EDA meetings were held.

Staff recommends that the EDA consider adopting a set meeting schedule with meeting times (examples: first Thursday of each month at 7:30am or the first Thursday of February, April, June, August, October, and December at 7:30am) in perpetuity.