

ECONOMIC DEVELOPMENT AUTHORITY

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, May 5th, 2022 @ 7:30am

The public is invited to attend this meeting in person.

Meeting is also streamed live on YouTube: www.youtube.com/CityOfBrainerdMN

1. Call To Order

2. Roll Call

___ K. Bevans ___ T. Bieser ___ M. Kirsch

___ M. O'Day ___ K. Yeager ___ G. Johnson ___ Vacant

3. Approval/Amendment Of Agenda

4. Consent Calendar

NOTICE TO PUBLIC - all matters listed are considered routine by the Commission and will all be enacted by one (1) motion. There will be no separate discussion of these items unless good cause is shown prior to the time the Commission votes on the motion to be ADOPTED BY ROLL CALL

A. Approval Of Minutes

Regular Meeting held April 7th, 2022

Documents:

2022-04-07 EDA Meeting Minutes.pdf

B. Financial Report

Documents:

EDA Financials.pdf

C. DDBC Report

Documents:

D. Swanson Haskamp Consulting Report

Documents:

SHC Monthly Report April 2022.pdf

E. Visit Brainerd Report

Documents:

Visit Brainerd Monthly Report Form_04_22.pdf

5. New Business

A. Discussion On Business Questions - BLAEDC

Documents:

BLAEDC BRE Questions Memo.pdf

6. Informational

7. Staff Reports

City Administrator

HRA Director

Documents:

Brainerd HRA Update Report 5-5-22.pdf

8. Commissioner's Comments/Questions

9. Adjourn

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY

Thursday, April 7th, 2022, 7:30 a.m.

City Hall Council Chambers

WebEx Teleconference Meeting

Pursuant to due call and notice thereof, President Johnson called the meeting of the Brainerd Economic Development Authority to order at 7:30 a.m.

Upon roll call Commissioners Kelly Bevans, Toni Bieser, Marie Kirsch, Mike O'Day, Kevin Yeager, and Gabe Johnson were noted as present. Also, present were City Administrator Bergman, Community Development Director Chanski, Finance Director Hillman, and Eric Charpentier, HRA Director.

Approval/Amendment of the Agenda- Approved

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE AGENDA.

Approval of Consent Calendar

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE CONSENT CALENDAR.

Commissioners Bevans, Bieser, Kirsch, O'Day, Yeager, and Johnson voted "aye". No commissioner voted "nay". The Chair declared the motion carried.

Old Business

Direction on Priority Properties for Marketing and Development

Development Director Chanski stated during the March meeting Swanson-Haskamp presented a list for discussion of properties to develop. Based on the Commission's discussion, direction was given to focus on properties.

Jennifer Haskamp, Swanson-Haskamp Consulting, reviewed the updated list. The priority properties are City owned properties including parking lots, industrial park and the newly acquired Robert's land, followed by the properties along 210 for development, finally the vacant lots.

Commission discussion took place.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO DIRECT STAFF TO FOLLOW THROUGH AS PRESENTED WITH THE TIER ONE DEVELOPMENT.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO DIRECT STAFF DUE TO THE HIGHWAY 210 RECONSTRUCTION TO ADD WASHINGTON STREET PROPERTIES TO TIER TWO DEVELOPMENT.

Commissioners Bevans, Bieser, Kirsch, O'Day, Yeager, and Johnson voted "aye". No commissioner voted "nay". The Chair declared the motion carried.

New Business

Discussion on State Hospital Property Acquisition

Community Development Director Chanski stated that in January staff spoke with the Minnesota Department of Health to discuss the unused parcels of the State Hospital property. The State is not looking to develop the land themselves. To acquire the property for development, the City can either purchase the land at market value or draft legislation to transfer the state-owned property to a local government. If legislation is drafted and the City sells the land, it must be sold at market value and all proceeds returned to the State. Staff recommends that the EDA submit a recommendation to the City Council to draft a bill transferring the undeveloped portions of the State Hospital Property to the City for marketing and development and engage its legislators to champion the bill through the State Legislature.

Commission discussion took place.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO DIRECT STAFF TO BEGIN THE PROCESS TO DRAFT LEGISLATION FOR ACQUISITION OF THE STATE HOSPITAL PROPERTY.

Consideration of Letter of Support for YMCA Funding

Community Development Director Chanski stated that the YMCA is requesting a letter of support for funding through 2023 Congressionally Directed Spending for the proposed childcare facility to be located at 703 Oak St.

Commission discussion took place.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND YEAGER, DULY CARRIED, TO AUTHORIZE SIGNATURE ON THE LETTER OF SUPPORT FOR THE YMCA TO BE CONSIDERED FOR CONGRESSIONALLY DIRECTED SPENDING.

Informational

Staff Reports

Tyler Glynn, BLAEDC, stated that there is an update from MNDOT on 371B at 4:00 pm on April 26th. The DEED main street application for the River to Rail corridor was submitted with the mayor's support by the Initiative Foundation. The grant was a

two-time match of projects up to \$750,000 awarded. If the organization receives the full amount, \$1.5 million would be the match without the use of state or federal dollars. BLAEDC Annual Meeting May 19th at 7:30 am at The Woods. Finally, the recruitment program has met his annual goal, 7 positions for recruitment have been for Brainerd businesses.

Eric Charpentier, HRA Director, stated that on May 19th, the Brainerd HRA Board and the Crow Wing County HRA Boards will be doing strategic planning with the Big River Group to refocus organizational priorities. The developer purchased five lots in March and plans to purchase five more in May in Brainerd Oaks. Finally, the HRA is still working with a developer to in-fill tax forfeit lots in Brainerd to build single family homes on.

Community Development Director Chanski stated that the City Council accepted his resignation on April 4th. He is taking a position as City Administrator in Breezy Point.

Executive Director Bergman stated that the construction for 210 is being pushed off until 2026. She is very excited about the work Jennifer Haskamp is doing for the EDA. She has sent the information to a developer who is looking for property in Brainerd. The information is very easy to share out and understand. The redemption period for the Dixon Electric property has ended, the City has been asked to identify that land as non-conservation. Finally, she congratulated Mr. Chanski on his new position, and informed the EDA that City Engineer/ Public Works Director Sandy also put his resignation in.

Commissioner Comments/ Questions

Commissioner Yeager stated that he has had the pleasure of working with Mr. Chanski on several endeavors and thanked him for his time and effort for the City of Brainerd.

Commissioner Kirsch stated that the DDBC had their first business owner social, there was a lot of great conversation surrounding collaboration. The first podcast for DDBC will be around mental health.

Adjourn

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO ADJOURN THE EDA MEETING.

The Authority adjourned at 8:34 a.m.

Secretary/Treasurer

Financial Report for EDA

As of March 31, 2022

	<u>Cash & Investments</u>	<u>Receivable Balance</u>	<u>Deferred Loans (as of 12/31/21) **</u>	<u>Awarded Grants</u>
General Funds:				
EDA Fund - #295	\$ 67,364	\$ -	\$ -	\$ -
Total	\$ 67,364	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 51,030	\$ 21,507	\$ 428,144	\$ -
SE Brainerd - #215	56,429	-	230,716	-
NE Brainerd - #218	-	-	251,426	-
Willows Project - #209	-	-	12,500	-
Old Housing - #209	3,320	-	59,286	-
Local Income - #275	51,822	15,122	13,825	-
Total	\$ 162,602	\$ 36,629	\$ 995,897	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,359	-	-	-
Total	\$ 18,359	\$ 646,427	\$ -	\$ -
Grand Total	\$ 248,325	\$ 683,056	\$ 995,897	\$ -

** 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	PERIOD ENDED 03/31/2021	PERIOD ENDED 03/31/2022
*** Assets ***			
295-0000-10100	CASH	45,974.95	67,364.30
295-0000-10700	DELINQUENT TAX RECEIVABLE	7,917.80	6,578.78
295-0000-16160	FA-LAND HELD FOR RESALE	488,252.22	488,252.22
Total Assets		542,144.97	562,195.30
*** Liabilities ***			
295-0000-20600	DEPOSITS PAYABLE	0.00	7,828.50
295-0000-22200	DEFERRED REVENUE	488,252.22	488,252.22
295-0000-22210	DEFERRED TAXES RECEIVABLE	4,344.68	4,431.78
Total Liabilities		492,596.90	500,512.50
*** Fund Balance ***			
295-0000-28900	FUND BALANCE/EQUITY ACCT	53,498.12	53,498.12
Total Fund Balance		53,498.12	53,498.12
Beginning Fund Balance		53,498.12	53,498.12
Net of Revenues VS Expenditures - 2021			15,273.58
*2021 End FB/2022 Beg FB		68,771.70	
Net of Revenues VS Expenditures - Current Year		(3,950.05)	(7,088.90)
Ending Fund Balance		49,548.07	61,682.80
Total Liabilities And Fund Balance		542,144.97	562,195.30

* Year Not Closed

04/27/2022 08:00 AM
 User: chillman
 DB: Brainerd

REVENUE AND EXPENDITURE REPORT FOR CITY OF BRAINERD

Page: 1/1

PERIOD ENDING 03/31/2022

ACCOUNT DESCRIPTION	ACTIVITY FOR		YTD BALANCE	AVAILABLE	% BDGT USED
	2022 MONTH	03/31/2022	03/31/2022	BALANCE	
	AMENDED BUDGET	EASE (DECREASE)	3MAL (ABNORMAL)	3MAL (ABNORMAL)	
Fund 295 - EDA FUND					
Function: Unclassified					
Dept 0000					
TAXES & PENALTIES					
31010 CURRENT AD VALOREM	145,036.00	0.00	2,087.46	142,948.54	1.44
31020 DELINQUENT AD VALOREM	0.00	0.00	59.54	(59.54)	100.00
TAXES & PENALTIES	145,036.00	0.00	2,147.00	142,889.00	1.48
OTHER REVENUE					
36210 INTEREST INCOME	460.00	0.00	0.00	460.00	0.00
OTHER REVENUE	460.00	0.00	0.00	460.00	0.00
Net - Dept 0000	145,496.00	0.00	2,147.00	143,349.00	
Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
SERVICES					
43300 PROFESSIONAL SERVICES	139,996.00	1,312.00	3,812.00	136,184.00	2.72
43350 PRINTING/LEGAL PUBLICATION	0.00	59.07	59.07	(59.07)	100.00
43361 INS - GENERAL LIABILITY	150.00	0.00	14.83	135.17	9.89
43435 BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	0.00	100.00
SERVICES	145,496.00	1,371.07	9,235.90	136,260.10	6.35
Net - Dept 6510 - ECONOMIC DEVELOPMENT AUTH	(145,496.00)	(1,371.07)	(9,235.90)	(136,260.10)	
Total - Function Unclassified	0.00	(1,371.07)	(7,088.90)	7,088.90	100.00
Fund 295 - EDA FUND:					
TOTAL REVENUES	145,496.00	0.00	2,147.00	143,349.00	1.48
TOTAL EXPENDITURES	145,496.00	1,371.07	9,235.90	136,260.10	6.35
NET OF REVENUES & EXPENDITURES	0.00	(1,371.07)	(7,088.90)	7,088.90	100.00

04/27/2022 07:57 AM

User: chillman

DB: Brainerd

INVOICE REGISTER REPORT FOR CITY OF BRAINERD

EXP CHECK RUN DATES 03/01/2022 - 03/31/2022

BOTH JOURNALIZED AND UNJOURNALIZED

BOTH OPEN AND PAID

Page: 1/1

Inv Num Inv Ref#	Vendor Description GL Distribution	Inv Date Entered By	Due Date	Inv Amt	Amt Due	Status	Jrnlized Post Date
---------------------	--	------------------------	----------	---------	---------	--------	-----------------------

Vendor 0078 - BRAINERD LAKES:

50

70416

BRAINERD LAKES AREA DEV C

12/31/2021

03/23/2022

30,000.00

0.00

Paid

Y

2021 2ND HALF FUNDING

pziemer

12/31/2021

295-6510-43300

PROFESSIONAL SERVICES

30,000.00

Total for vendor 0078 - BRAINERD LAKES:

30,000.00

0.00

Vendor 0071 - FORUM COMMUNICA:

MP3161230222/CD

70491

FORUM COMMUNICATIONS COMPANY

02/28/2022

03/23/2022

59.07

0.00

Paid

Y

NOH - EDA MEETING

pziemer

03/23/2022

295-6510-43350

PRINTING/LEGAL PUBLICATION

59.07

Total for vendor 0071 - FORUM COMMUNICA:

59.07

0.00

of Invoices: 2 # Due: 0

Totals:

30,059.07

0.00

of Credit Memos: 0 # Due: 0

Totals:

0.00

0.00

Net of Invoices and Credit Memos:

30,059.07

0.00

--- TOTALS BY GL DISTRIBUTION ---

295-6510-43300

PROFESSIONAL SERVICES

30,000.00

295-6510-43350

PRINTING/LEGAL PUBLICATION

59.07

--- TOTALS BY FUND ---

295 - EDA FUND

30,059.07

0.00

--- TOTALS BY DEPT/ACTIVITY ---

6510 - ECONOMIC DEVELOPMENT AUTH

30,059.07

0.00

04/27/2022 08:06 AM
User: chillman
DB: Brainerd

JOURNAL REGISTER FOR CITY OF BRAINERD
Post Dates: 03/01/2022 to 03/31/2022
Posted and Unposted Journal Entries

Page: 1/1

Journal Number GL Number	Date Description	JNL	Description	User	DR	CR
1147	03/31/2022	GJ	TO RECORD SERVICES TO EDA PER BUDGET	chillman		
Approval Level: JE APPROVED						
295-6510-43300	PROFESSIONAL SERVICES				1,250.00	
					1,250.00	0.00
			Total:		1,250.00	0.00

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Destination Downtown Business Coalition

Report Date: 4/27/22

1. Coordinate a main street job fair where job seekers can pick-up employment applications, apply on-site for job opportunities, and have on-site interviews with participating employers.

Update from **3/28/22**: DDBC Org Committee has discusses potential dates and locations. We have discussed having a fair both in early spring for summer hiring, and early fall for holiday hiring. The Org committee has also had discussions of how to roll out the job fair program to make it the most beneficial to downtown businesses.

Working on adding a “Job Openings” tab for the downtownbrainerd.org website to be available prior to the job fair(s) so prospective employees can pre-apply for positions prior to interviewing.

2. Produce and distribute promotional videos featuring local business owners monthly.

Update: The DDBC org committee has begun discussing topics for their “Why Downtown Brainerd” video series (working title). The DDBC will begin by distributing a business owners spotlight form to downtown business owners to gather more information regarding their history with Downtown Brainerd, their reason behind opening their own business here and why they love downtown. The DDBC will then use that information to set up guided on camera interviews and release the videos through social media and potentially other outlets.

3. Conduct 4 classes designed to provide instruction in areas of business operations unique to small and start-up businesses.

Update from **3/28/22**: Planning on 4 classes- one class per quarter-2 morning classes and two evening classes. The following topics have been identified for each session:

1. Mindset & Balance (June)
2. Marketing (September)
3. Human Resources (November)
4. Financial Planning (January 2023)

We are looking at coordinating the topics with the podcast series and are hoping to have the instructors for the classes join us as guest/experts for the podcasts.

-
- 4. Develop a podcast and publish 12 episodes designed to educate small businesses and further build the Brainerd business brand that Brainerd is a great city to own and operate a business in.**

Update: There are now recorded 4 episodes of Mainstreet Matters on the topic of mental health and fitness as pertaining to small and micro business owners. The episodes are currently being edited with a scheduled release date of early May 2022.

Currently, we are working on setting up separate social media accounts for the Mainstreet Matters podcast to engage with listeners and drive conversations on the topics of the podcast.

-
- 5. Coordinate 4 business owners socials.**

Update: The DDBC hosted the first Business Owner Social (B.O.S. Event) of 2022 on Wednesday, 3/26/22. There were over 20 Downtown Brainerd business owners in attendance.

We are planning the second social for the third Wednesday of June, location to be determined.

-
- 6. Apply for and obtain membership in the Main Street America program through the National Main Street Center on behalf of the EDA and the City of Brainerd**

Update **3/28/22**: DDBC has secured a Main St America membership. The organization committee is looking at upcoming conferences to attend, as we continue to work towards Main Street Certification for Brainerd.

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- 7. Other Misc. Updates**
-

**City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Swanson Haskamp Consulting**

Report Date: April 23, 2022

1. Develop and implement marketing, advertising, and communications plan for identified properties within the corporate limits of the City of Brainerd.

Update:

- Working on site analysis, with preliminary market research for Tier 1 properties.
- Performing residential market analysis and research to determine product type and sit conditions for next step (fit test) for City-owned properties.
- Preparing comparative analysis for industrial land/parcels.

2. Promote property with the corporate limits of the City of Brainerd for commercial development/redevelopment and residential development.

Update:

3. Solicit developers on behalf of the EDA.

Update:

4. Engage identified private property owners on behalf of the EDA who have property prioritized for redevelopment.

Update:

- Researching and preparing list of property owners of Tier 2 properties.

5. Develop partnerships with local real estate agents and professionals.

Update:

6. Other Misc. Updates

Update:

- Worked with Administrator to identify contact for Crisp & Green restaurants. Press release from Crisp & Green identified Brainerd Lakes Area as target market.
-

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Visit Brainerd

Report Date: 4/25/2022

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- 1. Develop and implement an advertising campaign focused on recruiting workers to find employment with business located within the corporate limits of the City of Brainerd.**

Update: (No update). Landing page in DRAFT and communicating with local staffing organizations to help populate it.

-
- 2. Develop and implement an advertising campaign focused on recruiting entrepreneurs, developers, investors, and the like to start a business within the corporate limits of the City of Brainerd.**

Update: (No updated). Sample ads attached but very ROUGH drafts. How do you feel about the url www.brainerd.works? I like it from the perspectives of tying many of these initiatives together, the various meanings and play on the word “works” in relation to economic development, positive messaging about working with the city, that there are jobs available, etc.

-
- 3. Develop and implement an advertising campaign focused on recruiting existing businesses outside of Brainerd to relocate to areas within the corporate limits of the City of Brainerd.**

Update: On hold per EDA.

-
- 4. Develop and implement a summer advertising campaign designed to draw locals, seasonal/second homeowners, and visitors to shop at businesses located within the corporate limits of the City of Brainerd.**

Update: In progress; waiting for a billboard vendor to get back to me with availability and costs; waiting for a final proposal from Hubbard Radio; ROUGH cost estimate is attached.

-
- 5. Develop and implement a winter advertising campaign designed to draw locals, seasonal/second homeowners, and visitors to shop at businesses located within the corporate limits of the City of Brainerd.**

Update: On hold until Fall 2022.

6. Other Misc. Updates

Nothing to report.



BRAINERD, MN HAS WORK FOR YOU

- Hundreds of Jobs
- Excellent Quality of Life
- Affordable Housing

www.brainerd.works



BRAINERD, MN HAS WORK FOR YOU

- Hundreds of Jobs
- Excellent Quality of Life
- Affordable Housing

www.brainerd.works



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www.brainerd.works

<u>Vendor</u>	<u>Cost</u>	<u>Notes</u>
Brainerd Dispatch	\$2,000.00	2 col. X 4" color ad running 12x in the print edition, E-edition + SEO boost and website ad
Hubbard Radio	\$5,000.00	Radio ads on KBLB, KLIZ, KUAL, WJJY; XXX ads per station and XXX total
Lakeland PTV	\$500.00	"Newcomers" special; 65 spots; no charge for production
Lamar Billboards		
MPR	\$2,500.00	Radio ads on MPR Brainerd stations (KBPN and KBPR); 692 spots total
Range Printing	\$1,000.00	1/4 page in Jun/Jul edition of Lake Country Journal magazine
Spectrum Reach	\$2,500.00	45,000 Streaming TV spots + :30 commercial production
Contract Total	\$13,500.00	
Visit Brainerd	\$1,500.00	Contract administration fee

MEMO



TO: EDA Members

FROM: Executive Director, Jennifer Bergman

DATE: April 29, 2022

RE: Discussion on BRE Form Used by BLAEDC for Business Visits

BLAEDC has provided the Business Retention and Expansion Survey they use when they make their business visits. The EDA asked to review the questions BLAEDC asks when they make their business visits. Tyler Glynn has asked EDA members to review the document and suggest any changes EDA members would like.

No Action; Discussion Item

To: EDA Board of Commissioners
From: Eric Charpentier, Executive Director
Date: May 5th, 2022
Re: Brainerd HRA Update

General Agency Update

The CWC HRA will be holding a public hearing on the sale of the final tax forfeited lot in Serene Pins on May 10th at their regular board meeting. This will be the final step along with a subsequent vote by the HRA to finalize the sale of this lot to Level Contracting LLC. The developer does have plans on building on this lot in 2022 if the resolution is passed for the sale.

In April I attended a 3-day Executive Director's training through the Minnesota Chapter of the National Association of Housing and Redevelopment Officials (NAHRO) in the Twin Cities. This conference was attended by 40 other Executive Directors from around the state and region. The timing of this training was very helpful as we move into goal setting and strategic planning with both our Brainerd agency as well as the Crow Wing County agency, later on in May.

Rehab

We continue to work with a few homeowners in various parts of the City of Brainerd to help with improvements to their home through the MHFA program and the Crow Wing County Housing Trust Fund.

Brainerd Oaks/Serene Pines/Dalmar Estates

Development	Total	# Sold to Developer	# Sold to End Buyer	For Sale	In Construction
Brainerd Oaks	81*	64	57	0	5
Serene Pines	23	16	16	0	0
Dalmar Estates	7	3	1	0	2

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