

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, June 2, 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, Acting Community Development Director Kramvik, Finance Director Hillman, Eric Charpentier, HRA Director, John Schoemmer, HRA, and Tyler Glynn, BLAEDC.

Approval/Amendment of the Agenda- Approved

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND YEAGER, DULY CARRIED, TO APPROVE THE AGENDA WITH ADDING QUARTERLY PRESENTATION BY VISIT BRAINERD.

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

Discussion Business Retention Questions- BLAEDC

Executive Director Bergman reviewed the questionnaire.

Commissioner Bieser asked that the questionnaire include what the community or BLAEDC can do to resolve problems that they may have.

Commissioner Kirsch sent suggestions to Mr. Glynn, demographic information would be helpful so that if there are grant opportunities connecting business owners to funds more easily, succession planning, and other information for business owners to be categorized so that communication can be fluid.

Commissioner Yeager suggested "greatest obstacle to future growth" as a question for write in.

Review Draft Set of Tier 1 Materials- Swanson Haskamp

Jennifer Haskamp, Swanson-Haskamp Consulting, reviewed the report she submitted with the EDA. The report was divided into three sections: Socio-economic Demographics, Housing and Employment, and finally the Tier 1 Sites- Underutilized Parking Lots. She gave examples of how each tier 1 property could potentially build out under the proposed zoning code.

Commissioner Yeager stated that he is fascinated by the buildout examples. He asked about possible municipal incentives.

Ms. Haskamp stated that municipalities could use TIF, waiving of fees, grants, other programs, and tax abatement abilities as incentives.

Commissioner Bevans stated that having been in business for 30 years, you're in business to make money. A developer is going to have to take the leap, in order to prove all of the information provided becomes a reality.

Ms. Haskamp stated that future meetings will be focused on getting numbers to make these examples a reality and then reach out to developers with a viable opportunity.

New Business

Discussion on DEED Main Street Revitalization Program

Executive Director Bergman stated that the Initiative Foundation would like to have weighted investments and has asked that the EDA create guidelines on how it will establish this criterion. Staff would like to discuss these criteria and next steps with the EDA.

Don Hickman, Initiative Foundation, gave an overview of the DEED Mainstreet Revitalization Program parameters. The Initiative Foundation was granted just under \$4.5 million, the initial allocation to Brainerd is \$765,600. The Initiative Foundation has set aside \$2 million for gap lending to help a project move forward. He tasked the EDA with determining the criteria for granting money to projects. The Brainerd EDA will be the entity that does the ranking of projects. On October 1st, any city that has not allocated their grant money will have their dollars reallocated to other cities that can show DEED the need in our communities. The Initiative Foundation has assigned BLAEDC to administer the applications. He suggested that the EDA establish a subcommittee to rank the projects.

Chair Johnson set a Special Meeting of the EDA for Wednesday, June 8th at 5:00 p.m. in the City Council Chambers to discuss the EDA's criteria for the program.

Informational

Visit Brainerd Quarterly Report

Mary Devine-Johnson, Visit Brainerd, gave an update on Visit Brainerd's actions on behalf of the EDA. An advertising campaign is underway on the radio. A domain has been purchased for recruitment campaign.

Staff Reports

HRA Director Charpentier stated that the HRA board did do strategic planning and are underway with a plan. The HRA is working actively with the developer of Serene Pines and Del Mar and Crow Wing County to convey tax forfeited lots to the HRA.

Commissioner Comments/ Questions

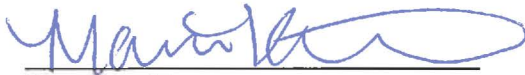
Commissioner O'Day stated that there are more projects than he originally thought of in the corridor as it encompasses highway 210.

Commissioner Kirsch stated that the DDBC Mainstreet Matters podcast is live. The Here for Good Market starts on June 7th.

Adjourn

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

The Authority adjourned at 9:03 a.m.



Secretary/Treasurer