

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, July 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, Mike O'Day, and Gabe Johnson were noted as present. Commissioner Kirsch was noted as present at 7:31 a.m. Also, present were City Administrator Bergman, Community Development Director Kramvik, Finance Director Hillman, Eric Charpentier, HRA Director, and Tyler Glynn, BLAEDC.

Approval/Amendment of the Agenda- Approved

MOVED AND SECONDED BY COMMISSIONERS BIESER AND BEVANS, DULY CARRIED, TO APPROVE THE AGENDA WITH MOVING ITEM 6A BEFORE 5B.

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, and Johnson voted "aye". No commissioner voted "nay". The Chair declared the motion carried.

Old Business

Discussion of Commercial and Office Uses (Tier 1: Underutilized Parking Lots and Tier 2: Washington Street Corridor)

Jennifer Haskamp, Swanson-Haskamp Consulting, gave an overview of general commercial/ retail/ office market analysis and trends, current businesses & active commercial listings in the area, and opportunities for redevelopment downtown.

Commissioner Johnson stated that he appreciates this analysis, it is very valuable to continued growth.

Discussion on ARPA Funds for Matching Funds

Executive Director Bergman stated that Chair Johnson asked if the City Council would consider using a portion of the ARPA funds for Matching Funds for the DEED Main Street Revitalization Program. The City Council allocated \$80,000 from the ARPA funds and the HRA allocated \$20,000 for the DEED Main Street Revitalization Program for matching funds.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO AUTHORIZE \$80,000 FROM CITY ARPA FUNDS AND \$20,000 FROM THE HRA TO BE USED AS MATCHING FUNDS FOR THE DEED MAIN STREET REVITALIZATION PROGRAM.

Approval of Application for the DEED Mainstreet Revitalization Program

Tyler Glynn, BLAEDC, stated that the subcommittee has reviewed the application and additional changes have been requested and will be made prior to finalizing. The Initiative Foundation and DEED have not signed the agreement yet, so the application will not go live until the agreement is executed. The timeline established by the subcommittee will be modified based on the date the application opening.

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

New Business

Consider Funds for Marketing for the DEED Main Street Program

Executive Director Bergman stated that the EDA Subcommittee recommended that the City do additional marketing for the DEED Mainstreet Revitalization program, specifically that each property owner within the River to Rail Corridor be provided a direct mailer. The best option for this mailer is an "every door direct mail (EDDM)" as it is very expensive to purchase mailing lists. Quotes were obtained from three local businesses; Lakes Printing was chosen as the designer and produce the mailer.

Commission discussion took place.

Commissioner Kirsch asked that a question be added to the application to determine whether the mailer was a good option for advertising.

Commissioner Bieser asked about posters downtown for new businesses.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND BIESER, DULY CARRIED, TO AUTHORIZE STAFF TO WORK WITH LAKES PRINTING TO DEVELOP A MARKETING PIECE FOR THE DEED MAIN STREET REVITALIZATION PROGRAM IN AN AMOUNT NOT TO EXCEED \$2,500.

DDBC Quarterly Update

Rylie Weber, 612 Front St, Destination Downtown Business Coalition (DDBC) Coordinator, stated that the DDBC has been working on the podcast, four of the twelve episodes are out. The DDBC is also shifting focus to the promotional videos for downtown businesses. The Business After Hours gathering hosted by the DDBC was well attended and discussion has included the DEED Main Street Program along with other items.

Staff Reports

Executive Director Bergman stated that VCV has 180 days for their due diligence for the purchase of the Industrial Park Land and reached out to them to inquire about the status of items that need to be submitted to the EDA prior to closing. The 180 days is up on August 30, 2022. The first quarterly meeting of EDA Consultants will take place on July 13th, she hopes that the consultants can work together to coordinate services. She met with Dave Pueringer and Bruce Buxton to discuss opportunities with the properties downtown. Finally, the conflict-of-interest disclosure for DEED is in the packet, this needs to be filled out prior to decisions on funding.

HRA Director Charpentier clarified that the HRA dollars for the matching grant need to fall into MN Statute 469, due diligence will need to be met for redevelopment and revitalization, and the Board did put the stipulation for projects for applications of \$50,000 or less. There is a loan closing for the housing trust funds excited to get to the finish line on this. The HRA continues to work with developers for properties for redevelopment. Serene Pines, Brainerd Oaks, and Dalmar Estates continue to be developed by the developer they are thrilled with the number of houses.

Adjourn

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

The Authority adjourned at 8:28 a.m.


Secretary/Treasurer