

ECONOMIC DEVELOPMENT AUTHORITY

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, February 2 at 7:30 am

The public is invited to attend this meeting in person
Meetings are broadcast on CTC ch 8, Charter ch 181, YouTube, AppleTV, Roku, and
Amazon FireTV

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. Annual Meeting

A. President's Report

B. Review And Authorize Changes To The EDA Bylaws

Documents:

EDA By Laws Item.pdf
*Designation of City Administrator as Acting Executive Director
of EDA.pdf*

C. Elect Officers

Documents:

Annual Meeting.pdf

5. 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

Documents:

2023-01-05 EDA Meeting Minutes.pdf

B. Financial Report

Documents:

EDA Financial.pdf

C. Swanson Haskamp Consulting Report

Documents:

SHC Monthly Report January 2023.pdf

D. EDA Goals Update

Documents:

2023-2024 EDA Goals.pdf

6. Old Business

A. Consider Revised DDBC Shared Service Agreement

Documents:

DDBC Agreement.pdf

7. New Business

8. Staff Reports

Executive Director

HRA Director

9. Commissioner's Comments/Questions

10. Adjourn

MEMO



TO: EDA Members

FROM: Executive Director, Jennifer Bergman

DATE: February 2, 2023

RE: Review and Authorize Changes to the EDA By Laws

Staff reviewed the By Laws and has some recommended changes:

- 1) Article II - Officers
 - a. Section 1: The current By Laws identifies 5 officers: President, Vice-President, Secretary, Treasurer and Assistant Treasurer. Staff would recommend three officers – President, Vice-President and Secretary/Treasurer.
 - b. Section 4: Included the duties of the Secretary/Treasurer
 - c. Section 5: Identify the City Administrator as the Executive Director of the EDA. In 2003, the City Council adopted a resolution which designated the City Administrator as the Acting Executive Director of the EDA (see attached resolution)
 - d. Section 6: Changed the title from City Clerk/Treasurer to Finance Director.
 - e. Section 9: Amend the titles to be consistent with Section 1
 - f. Section 11: Cite the correct State Statute
- 2) Article III - Meetings
 - a. Section 1: Remains the same with the annual meeting in February
 - b. Section 2: Amend the By Laws to have regular meetings held at 4:00 p.m. on the 1st Thursday of each month
 - c. Section 5: Change the Order of Business to be consistent with the current Order of Business
 - d. Section 5: Change to the Standard Code of Parliamentary Procedure (Sturgis) to be consistent with the City Council.

Action Requested: Approve the amended By Laws as presented

**BYLAWS OF THE
ECONOMIC DEVELOPMENT AUTHORITY
OF BRAINERD, MINNESOTA**

ARTICLE I - THE AUTHORITY

Section 1. Name of Authority. The name of the Authority is the "Economic Development Authority of Brainerd, Minnesota."

Section 2. Seal of Authority. The seal of Authority shall be in the form of a circle and shall bear the name of the Authority and the date of its establishment.

Section 3. Office of Authority. The offices of the Authority are at City Hall in the City of Brainerd, State of Minnesota, or at such other place as the Authority may designate by resolution.

ARTICLE II OFFICERS

Section 1. Officers. The officers of the Authority are the President, Vice-president, and ~~Secretary/-~~ ~~Treasurer, -and Assistant Treasurer.~~

Section 2. President. At the annual meeting, the President shall submit to the Authority a report summarizing the activities and programs of the Authority for the past year and containing the President's recommendation for Authority activities for the ensuing year.

Section 3. Vice-President. The Vice-President shall perform the duties of the President on the absence or incapacity of the resignation or death of the President, the Vice-President shall perform such duties as are imposed on the President until such time as the Authority shall select a new President.

~~Section 3. Vice-President. The Vice-President shall perform the duties of the President on the absence or incapacity of the resignation or death of the President, the Vice-President shall perform such duties as are imposed on the President until such time as the Authority shall select a new President.~~

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Section 4. Secretary/-and-Treasurer. The ~~s~~Secretary/~~-and~~-Treasurer shall oversee the keeping of all minutes of the Board and shall oversee the maintenance of all records of the Authority. He or she shall be responsible for the oversight and recording and maintaining of accurate records of the meetings of the Board and of all official actions, official, financial and otherwise, taken by or on behalf of the Authority, perform the duties of a Secretary and Treasurer, respectively for the Authority.

Section 5. Executive Director. The ~~Brainerd City Economic Developer/City Planner~~City Administrator shall be the Executive Director of the Authority and shall have general supervision over the administration of its business and affairs, subject to the direction of the Authority. The ~~Administrator~~ Executive Director is charged with the management of the ~~E~~conomic ~~D~~evelopment ~~P~~rojects of the Authority.

Section 6. Other Administrative Officers. The Authority may designate an assistant to the Secretary who shall keep the records of the Authority, shall act as recorder of-the meetings of the Authority, and record all votes, and shall keep a record of the proceedings of the Authority in a journal

of proceedings to be kept for such purpose, and shall perform all duties incident to the office of Secretary. The Secretary shall keep in safe custody the seal of the Authority and shall have power to affix such seal to all contracts and instruments authorized to be executed by the Authority.

The Brainerd ~~City Clerk/Treasurer~~ Finance Director shall be the Assistant Treasurer of the Authority and shall have the care and custody of all funds of the Authority. He or she shall deposit the same in the name of the Authority in such bank or banks as the Authority may select. The Executive Director and the Secretary/Treasurer shall sign all orders and checks for the payment of money and shall pay out and disburse such monies under the direction of the Authority. Except as otherwise authorized by resolution of the Authority, all such orders and checks shall also be countersigned by the President.

The Assistant Treasurer shall keep regular books of account showing Authority receipts and expenditures and shall render to the Authority, at each annual meeting (or as often as requested), an account of the Authority's financial transactions and also of the financial condition of the Authority.

Section 7. Combining Administrative Offices: Compensation. The compensation of the administrative personnel of the Authority other than the Executive Director and Assistant Treasurer shall be determined by the Authority. Any two or more administrative offices may be combined.

Section 8. Additional Duties. The officers of the Authority shall perform such other duties and functions as may from time to time be required by the Authority or the bylaws or rules and regulations of the Authority.

Section 9. Election or Appointment. The President, Vice-President, and Secretary/Treasurer ~~and Secretary~~ shall be elected at the annual meeting of the Authority from among the Commissioners of the Authority and shall hold office for one year or until their successors are elected and qualified.

Section 10. Vacancies. Should the office of President, Vice-President, or Secretary/Treasurer, ~~and secretary~~ become vacant, pursuant to Minnesota ~~s~~Statutes 351.02 or by other provisions of law, the Authority shall elect a successor from its membership at the next regular meeting, and such election shall be for the unexpired term of the office.

Section 11. Additional Personnel. The Authority may from time to time employ or contract for such personnel as it deems necessary to exercise its powers, duties and functions as prescribed by Minnesota Statutes, ~~Chapter 458C469.097~~, applicable thereto. ~~s~~Such personnel may be employees of the Authority, employees of other governmental organizations, or independent contractors. The selection and compensation of such personnel shall be determined by the Authority subject to the laws of the State of Minnesota.

ARTICLE III MEETINGS

Section 1. Annual Meeting. The annual meeting of the Authority shall be its first regular meeting in ~~February~~ February each year.

Section 2. Regular Meetings. Regular meetings of the Authority shall be held on the first Thursday of each month unless the same shall be held on the next preceding secular day. Until otherwise fixed by resolution of the Authority, regular meeting shall commence at 4:00 p.m. ~~p.m.~~

Section 3. Special Meetings. Special meetings of the Authority may be called by the President, or two members of the Authority for the purpose of transacting any business designated in the call. The call for a special meeting may be delivered at any time prior to the time of the proposed meeting to each member of the Authority or may be mailed to the business or home address of each member of the Authority at least three days prior to the date of such special meeting. At such special meeting no business shall be considered other than as designated in the call, but if all of the members of the Authority are present at a special meeting, any and all business may be transacted at such special meeting by unanimous vote. ~~Special Meetings. Special meetings of the Authority may be called by the President, or two members of the Authority for the purpose of transacting any business designated in the call. The call for a special meeting may be delivered at any time prior to the time of the proposed meeting to each member of the Authority or may be mailed to the business or home address of each member of the Authority at least two three days prior to the date of such special meeting. At such special meeting no business shall be considered other than as designated in the call, but if all of the members of the Authority are present at a special meeting, any and all business may be transacted at such special meeting by unanimous vote.~~

Section 4. Quorum. The powers of the Authority shall be vested in the Commissioners thereof in office from time to time. Four Commissioners shall constitute a quorum for the purpose of conducting its business and exercising its powers and for all other purposes, but a smaller number may adjourn from time to time until a quorum is obtained.

Section 5. Order of Business. At the regular meetings of the Authority the following shall be the order of business:

1. Call to Order
2. Roll call.
- 1-3. Approval/Amendment of the Agenda
- 2-4. Consent Calendar ~~Approval of minutes of the previous meeting.~~
- 3-5. Old Business ~~Reports of the Executive Director.~~
4. ~~Unfinished business.~~
- 5-6. New business.
7. Staff Reports
8. Commissioner's Comments/Questions
- 6-9. Adjournment.

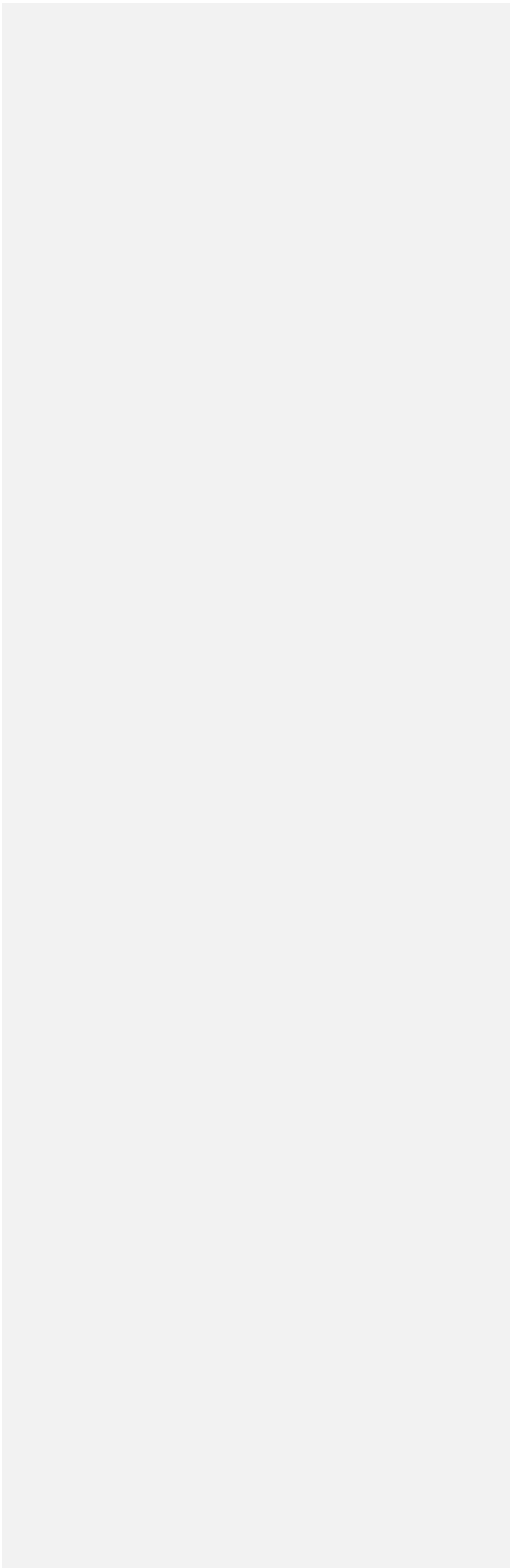
All resolutions shall be in writing and shall be copied in the journal of the proceedings of the Authority. The meeting will be conducted in accordance with the Standard Code of Parliamentary Procedure (Sturgis). ~~Roberts Rules of Order, Revised.~~

Section 6. Manner of Voting. The voting on all questions coming before the Authority shall be entered upon the minutes of such meeting. When a quorum is in attendance, action may be taken by the Authority upon a vote of the majority of the Commissioners.

ARTICLE IV - AMENDMENTS

Amendments to By-Laws. The bylaws of the Authority shall be amended only with the approval of at least five of the members of the Authority at a regular or special meeting.

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RESOLUTION NO. 07:03

RESOLUTION DESIGNATING THE CITY ADMINISTRATOR AS THE ACTING
EXECUTIVE DIRECTOR OF THE EDA AND AUTHORIZING THE ASSISTANT
TREASURER OF THE EDA TO EXECUTE DOCUMENTS ON BEHALF OF THE
EXECUTIVE DIRECTOR OR ACTING EXECUTIVE DIRECTOR

BE IT RESOLVED By the Economic Development Authority of the City of
Brainerd, Crow Wing County, Minnesota (Authority) as follows:

Section 1. Recitals.

1.01. The Executive Director of the Authority expects to be called to military leave
of several months duration.

1.02. The Authority, in order to fulfill its mandate from the City and to better
conduct its business and affairs on behalf of the citizenry of the City, desires to designate an
Acting Executive Director to serve in the capacity of the Executive Director during the
absences of the Executive Director.

1.03. The Authority desires to provide to the Assistant Treasurer the authority to
execute documents on behalf of the Executive Director or the Acting Executive Director.

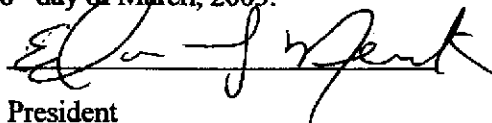
Section 2. Designation.

2.01. The Authority hereby designates the City Administrator as the Acting
Executive Director of the EDA, with rights, powers, and obligations co-extensive with
those of the Executive Director.

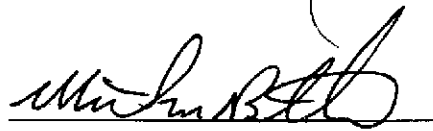
2.02. The Authority further authorizes and approves all actions that the City
Administrator undertook prior to the passage of this Resolution in his capacity as Acting
Executive Director of the Authority, including execution of the Subordination
Agreements.

2.03. The Authority authorizes the Assistant Treasurer to execute documents on
behalf of the Executive Director in the absence of both the Executive Director and the
Acting Executive Director.

Adopted this 18th day of March, 2003.


President

Attest:


Executive Director

MEMO



TO: EDA Members

FROM: Executive Director, Jennifer Bergman

DATE: February 2, 2023

RE: Conduct EDA Annual Meeting

According to the EDA's By Laws, the EDA shall hold its annual meeting at its first regular meeting in February. According to the current By Laws, "the President, Vice President, Treasurer and Secretary shall be elected at the annual meeting of the Authority from among the Commissioners of the Authority and shall hold office for one year or until their successors are elected..." (Section 9).

The Board may designate an assistant to the secretary who shall keep records and the Brainerd City Clerk/Treasurer shall be the Assistant Treasurer of the Authority (Section 6).

Assuming the EDA Board agrees to the changes in the By Laws, we would recommend appointing a President, Vice President and Secretary/Treasurer as well as appointing Toni Gage as the assistant to the Secretary.

Action Requested:

- 1) Appoint a President, Vice President and Secretary/Treasurer**
- 2) Designate Toni Gage as the assistant to the Secretary.**

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, January 5th, 2022, 7:30 a.m.
City Hall Council Chambers

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, Marie Kirsch, Mike O'Day, Kevin Yeager, and Gabe Johnson were noted as present. Commissioner Bieser was noted as absent. Also, present were Executive Director Bergman, Community Development Director Kramvik, Finance Director Hillman, HRA Director Charpentier, Jennifer Haskamp, Swanson-Haskamp Consulting, Brenda Billman-Arndt, DDBC, Mary Devine-Johnson, Visit Brainerd, and Tyler Glynn, BLAEDC.

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 TO APPROVE THE CONSENT CALENDAR.

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

New Business

Presentations by Consultants on 2022 Deliverables

Tyler Glynn, BLAEDC, gave an overview of the goals in the service agreement by BLAEDC for 2022 including Unified Fund management, business planning services, recruitment, marketing and promotion, and the business retention surveys.

Chair Johnson clarified with Mr. Glynn that BLAEDC was asking to be compensated at the same rate in 2023 as they were in 2022 and proposing to perform the same services.

Brenda Billman-Arndt, DDBC, gave an overview of the goals in the service agreement by Destination Downtown Brainerd Coalition for 2022. Unfortunately, the DDBC was not able to produce promotional videos for local businesses, provide classes for business owners as it was cost prohibitive, or coordinate a main street job fair as the downtown businesses did not see a need. The podcast, business owner events, and many community events held in 2022 were successful and they want to continue to build their events.

Commissioner O'Day clarified whether the membership fees would be a future option. He also commented that fundraising at events held downtown would be one way for the DDBC to become more self-sustaining.

Ms. Billman-Arndt stated that membership fees and buy in from businesses is something that they are looking at pursuing in 2023.

Chair Johnson clarified whether the DDBC is a member of Main Street America as the monthly reports and statements at the meeting are conflicting. He also clarified that all payments from the City were made as well as why there was an increase in the request for funds in 2023.

Ms. Billman-Arndt stated that the DDBC has been a member of Main Street America through RETHOS in June of 2022 but are exploring the affiliate status of Main Street America. She stated that all checks cleared and clarified that she believed resources were the main reason the goals were not achieved in 2022.

Jennifer Haskamp, Swanson-Haskamp Consulting (SHC), gave an overview of the goals in the service agreement by Swanson-Haskamp Consulting for 2022. She stated that many of the goals are the same in 2023 as they were in 2022 with refining the goals with the findings in 2022.

Chair Johnson requested that for the properties that are to be marketed that Swanson-Haskamp develop a one-page document that would be posted to a website so that those looking for properties would have information readily available to them.

Ms. Haskamp stated that the report shared previously in a meeting is created, but the City needs to determine where it would be hosted. SHC is requesting more funding in 2023 to be able to provide more services that was established with the goals and strategy session that was held in the fall.

Mary Devine-Johnson, Visit Brainerd, gave an overview of the goals in the service agreement by Visit Brainerd in 2022. She stated that the development of goals in 2022 for Visit Brainerd was that there was no one place to send entrepreneurs, business owners, residents, and visitors. She has proposed developing a website for 2023 and assisting with a marketing strategy.

Commission discussion took place on the how the Commission could proceed with hosting information.

Consider the 2023 Shared Services Agreements

Finance Director Hillman stated that if the EDA fully funds all of the agreements the EDA would have to use \$4,295 of the projected fund balance of approximately \$67,000.

Commissioner O'Day stated that BLAEDC, Visit Brainerd, and SHC have all worked toward their goals. He would like to see the DDBC become more independent rather than receiving more funding. The fund balance could be used for façade improvements.

Chair Johnson asked for clarification on whose funds the revolving loan funds are whether they were the City of Brainerd's or the EDA's.

Finance Director Hillman stated that the façade improvements could come from our revolving loan funds. Historically, the EDA makes the recommendations to the City Council for the use of the revolving loan funds. She stated that they are the City's funds.

Executive Director Bergman stated that in the first quarter the City would like to meet with BLAEDC to develop programs proposing to use the revolving loan funds.

Commissioner O'Day stated that taking a step back to review the agreement with DDBC would make him more comfortable.

Commissioner Bevans stated that he would be comfortable with entering into the agreement with the DDBC without the increase in funds.

Commissioner Yeager stated that in general he believes all of the consultants have presented to the EDA in the same tenor that they didn't accomplish everything they would have liked to in 2022 with the understanding that everything takes time. If the same conversations happen in 2023, he will review agreements with all of the consultants differently for 2024.

Commissioner Kirsch would be in favor of funding the DDBC at the reduced amount so that they could continue to expand on their proposal.

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND BEVANS, DULY CARRIED, TO AUTHORIZE THE CHAIR AND EXECUTIVE DIRECTOR TO ENTER INTO THE SHARED SERVICES AGREEMENTS WITH BLAEDC, SWANSON-HASKAMP, AND VISIT BRAINERD AT THE PROPOSED AMOUNTS FOR 2023.

Commissioner Bevans stated that the DDBC need an amount to start out 2023, he requested that the DDBC work on a stronger proposal and return to another meeting for more funding.

Commissioner Johnson stated that he will support the motion, he would like to see a more concrete proposal to fund fully.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO AUTHORIZE DDBC AT \$10,000 IN 2023.

Staff Reports

Executive Director Bergman stated that at the last quarterly meeting of the EDA consultants the consultants requested that the EDA appoint a liaison for the group. She outlined items for the next meeting.

Chair Johnson appointed Commissioner Bieser as the Liaison to the Consultant group.

Eric Charpentier, HRA Executive Director, stated that the City Council approved the pre-application for the Small Cities Development Program in Southeast Brainerd. The HRA put out a survey to the area owners and have received seven back so far. The HRA continues to work with the developer at the Thrifty White site.

Adjourn

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

The Authority adjourned at 8:57 a.m.

Secretary/Treasurer

Financial Report for EDA

As of December 31, 2022

	Cash & Investments	Receivable Balance	Deferred Loans (as of 12/31/21) **	Awarded Grants
General Funds:				
EDA Fund - #295	\$ 82,291	\$ -	\$ -	\$ -
Total	\$ 82,291	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 50,017	\$ 19,812	\$ 428,144	\$ -
SE Brainerd - #215	49,889	-	230,716	-
NE Brainerd - #218	-	-	251,426	-
Willows Project - #209	-	-	12,500	-
Old Housing - #209	3,331	-	59,286	-
Local Income - #275	77,469	14,226	13,825	-
Total	\$ 180,706	\$ 34,037	\$ 995,897	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,417	-	-	-
Total	\$ 18,417	\$ 646,427	\$ -	\$ -
Grand Total	\$ 281,414	\$ 680,464	\$ 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	Balance
*** Assets ***		***** Preliminary - Subject to Change *****
295-0000-10100	CASH	82,290.85
295-0000-10700	DELINQUENT TAX RECEIVABLE	6,578.78
295-0000-15510	PREPAID OTHER	14.50
295-0000-16160	FA-LAND HELD FOR RESALE	488,252.22
Total Assets		577,136.35
*** Liabilities ***		
295-0000-20200	ACCOUNTS PAYABLE	10,458.33
295-0000-20600	DEPOSITS PAYABLE	7,407.00
295-0000-22200	DEFERRED REVENUE	488,252.22
295-0000-22210	DEFERRED TAXES RECEIVABLE	4,431.78
Total Liabilities		510,549.33
*** Fund Balance ***		
295-0000-28900	FUND BALANCE/EQUITY ACCT	68,771.70
Total Fund Balance		68,771.70
Beginning Fund Balance		68,771.70
Net of Revenues VS Expenditures		(2,184.68)
Ending Fund Balance		66,587.02
Total Liabilities And Fund Balance		577,136.35

PERIOD ENDING 12/31/2022

ACCOUNT DESCRIPTION	ACTIVITY FOR		YTD BALANCE	AVAILABLE	% BDGT USED
	2022 MONTH	12/31/2022	12/31/2022	BALANCE	
	AMENDED BUDGET	EASE (DECREASE)	ΔMAL (ABNORMAL)	ΔMAL (ABNORMAL)	
Fund 295 - EDA FUND					
Function: Unclassified					
Dept 0000					
TAXES & PENALTIES					
31010 CURRENT AD VALOREM	145,036.00	64,723.57	142,855.08	2,180.92	98.50
31020 DELINQUENT AD VALOREM	0.00	318.88	1,953.66	(1,953.66)	100.00
TAXES & PENALTIES	145,036.00	65,042.45	144,808.74	227.26	99.84
OTHER REVENUE					
36210 INTEREST INCOME	460.00	0.00	338.94	121.06	73.68
OTHER REVENUE	460.00	0.00	338.94	121.06	73.68
Net - Dept 0000					
	145,496.00	65,042.45	145,147.68	348.32	
Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
SERVICES					
43300 PROFESSIONAL SERVICES	140,500.00	22,076.66	140,571.96	(71.96)	100.05
43350 PRINTING/LEGAL PUBLICATION	0.00	0.00	74.71	(74.71)	100.00
43361 INS - GENERAL LIABILITY	150.00	0.00	87.33	62.67	58.22
43430 MISCELLANEOUS	0.00	0.00	1,248.36	(1,248.36)	100.00
43435 BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	0.00	100.00
SERVICES	146,000.00	22,076.66	147,332.36	(1,332.36)	100.91
Net - Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
	(146,000.00)	(22,076.66)	(147,332.36)	1,332.36	
Total - Function Unclassified					
	(504.00)	42,965.79	(2,184.68)	1,680.68	433.47
Fund 295 - EDA FUND:					
TOTAL REVENUES	145,496.00	65,042.45	145,147.68	348.32	99.76
TOTAL EXPENDITURES	146,000.00	22,076.66	147,332.36	(1,332.36)	100.91
NET OF REVENUES & EXPENDITURES	(504.00)	42,965.79	(2,184.68)	1,680.68	433.47

***** Preliminary - Subject to Change *****

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CHECK DISBURSEMENT REPORT FOR CITY OF BRAINERD
CHECK DATE FROM 12/01/2022 - 12/31/2022

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Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Grant	Project	Amount
Fund: 295 EDA FUND										
12/07/2022	BB	94650	NOV 2022	BRAINERD LAKES AR	PROFESSIONAL SERVICES	43300	6510			2,916.67
										2,916.67
12/07/2022	BB	94660	NOV 2022	DESTINATION DOWNT	PROFESSIONAL SERVICES	43300	6510			1,945.83
										1,945.83
12/07/2022	BB	94698	NOV 2022	SWANSON HASKAMP C	PROFESSIONAL SERVICES	43300	6510			2,568.33
										2,568.33
12/07/2022	BB	94701	NOV 2022	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510			2,937.50
										2,937.50
12/09/2022	BB	94713	171040	KENNEDY & GRAVEN	DEPOSITS PAYABLE	20600	0000			1,532.00
										1,532.00
12/30/2022	BB	94860	171831	KENNEDY & GRAVEN	DEPOSITS PAYABLE	20600	0000			225.00
										225.00
					Total for fund 295 EDA FUND					12,125.33
									<No Grant>	12,125.33

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JOURNAL REGISTER FOR CITY OF BRAINERD
JE #: 1455 to 1455
Posted and Unposted Journal Entries

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Journal Number GL Number	Date Description	JNL	Description	User	DR	CR
1455	12/31/2022	GJ	TO RECORD SERVICES TO EDA PER BUDGET	chillman		
POSTED BY chillman Approval Level: JE APPROVED						
295-6510-43300	PROFESSIONAL SERVICES				1,250.00	
295-0000-10100	CASH					1,250.00
101-0000-10100	CASH				1,250.00	
101-0000-34100	CHARGES FOR SERVICES					1,250.00
					2,500.00	2,500.00
			Total:		2,500.00	2,500.00

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report

Date: January 25, 2023
From: Jennifer Haskamp, SHC
RE: Activities performed December 25, 2022 through January 25, 2023

Overview of Monthly Activities:

After approval of the 2023 scope and contract SHC put together a preliminary work plan to be accomplished in the first quarter of the year. Our team plans to focus on Scope items (a) and (b) in the first quarter of the year and plan to discuss initial draft materials with the consultant team in February, with a presentation to follow at the EDA's regular meeting in April.

Activities by Scope Task:

SCOPE	TASK
a.	Create and maintain an inventory of under-utilized and/or undeveloped property.
	SHC Activities: - Draft database and map to identify City owned land, federally owned land, state owned land, county owned land, and HRA owned land using Crow Wing County's latest parcel dataset. - Inventory and map to be shared at the quarterly consultant meeting in February.
b.	Develop strategy for marketing and promotion for identified properties established in 2023 priority.
	SHC Activities: - Draft website in progress to house property-based materials and documents (e.g. interactive business inventory, priority sites once identified, potential active listings, etc.) - Will discuss with City Staff and other consultants in Q1 Consultant meeting.
c.	Establish relationship with developers on behalf of the EDA.
	SHC Activities: Identified properties that may be suitable for multi-family residential developer inquiry based on developer's identified metrics.
d.	Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.
	SHC Activities: Q1 2023 Consultant meeting is scheduled for first week in February.

e.	Lead/Participate in one (1) business roundtable. Topic to address growth (location/site/physical building) and future plans in Brainerd.
	SHC Activities: • Coordinating with BLAEDC to determine best time for session. Anticipated Q2 or Q3 date. • Draft questions to be submitted to EDA prior to session.
f.	Attend regular meetings of the EDA (minimum of four meetings.)
	SHC Activities: • SHC plans to attend the February meeting virtually, if applicable agenda items are present.

Brainerd EDA 2023-2024 Goals

Strategies/Action Steps	Status	Staff Member/Dept/Consultant
Develop and propose programs to address the needs identified from BLAEDC's BRE interviews	Scheduled a meeting with BLAEDC on ???	James and Jennifer
Use EDA funds to create programs in other locations similar to Destination Downtown	Will explore options after meeting with BLAEDC	James and Jennifer
Seek funding to support proposed programs		James and Jennifer
Conduct GIS assessment of under-utilized properties		Dylan
Identify possible uses for under-utilized properties		Dylan
Engage property owners to assess interest in participating in redevelopment program		SHC
Develop program for marketing identifies properties for redevelopment		SHC/Visit Brainerd
Prepare a list of all city-owned properties that are under-utilized		SHC
Prepare an inventory for all privately held and city-owned properties to market for infill		SHC/City
Develop a strategy on how to prepare an inventory of vacant property		SHC/City
Create an inventory of the City's underdeveloped industrial property with an assessment of each property's surrounding uses		SHC/City
Develop a list of non-industrial uses for the City's undeveloped industrial property that may be compatible with each properties surrounding uses		SHC/City
Expand residential properties (i.e. Wright Street extension)	Met with developer and recommended this parcel	All
Explore relocation of the James Street Mobile Home Park		City
Develop an overall matrix to be able to evaluate business needs and determine if goals are being met		BLAEDC
Complete Business Retention and Expansion (BRE) visits that involve interviews and information gathering		BLAEDC
Explore contract with another vendor to increase the number of business interviews conducted	Jennifer and James are getting a list of businesses that BLAEDC met with in 2022 and plan to meet with in 2023; we will identify an additional 10 businesses that we will meet with in 2023 and would like to have an EDA member join us	Jennifer, James, EDA Board Member
Summarize and evaluate the results of BLAEDC's BRC interviews to assess needs and categorize them	Will be meeting with BLAEDC on ?? To discuss	BLAEDC, Jennifer, James
Summarize information gathered from BRE visits	Will be meeting with BLAEDC on ?? To discuss	BLAEDC, Jennifer, James
Host roundtable business owner breakfasts		SHC/BLAEDC
Identify and engage strategic community partners	Consultant meeting scheduled for ?? This will be on the agenda	All consultants
Create a marketing strategy		Visit Brainerd
Promote identified properties to developers and buyers		Visit Brainerd/SHC
Create a cohesive and comprehensive marketing plan for the EDA which includes a slogan, branding and campaign		Visit Brainerd
Explore marketing opportunities for vacant store fronts		Visit Brainerd
Explore education campaigns which includes public signage		Visit Brainerd
Explore a partnership between DDBC and the City for a main street coordinator		DDBC

MEMO



TO: EDA Board of Commissioners

FROM: Executive Director, Jennifer Bergman
Community Development Director, James Kramvik

DATE: February 2, 2023

RE: Consider 2023 DDBC Shared Services Agreement

At the Special January 5th, 2023 EDA Board meeting, the Board authorized to enter into Shared Services Agreements with BLAEDC, Swanson Haskamp, and Visit Brainerd. The Board also authorized to fund DDBC in the amount of \$10,000 for 2023 and directed DDBC to return with a more detailed proposal. DDBC has provided a new proposal for 2023 in an attached document and City staff has amended the 2023 DDBC Shared Services Agreement to reflect the proposed Scope of Services. Listed below is a comparison from 2022 to 2023:

	2022	2023
BLAEDC	\$35,000	\$35,000
Swanson Haskamp	\$31,900	\$35,000
Visit Brainerd	\$35,000	\$40,000
DDBC	\$23,350	\$10,000
Total	\$125,500	\$120,000

Recommendation:

Authorize the Chair and Executive Director to enter into the Shared Services Agreement as presented with DDBC.

SHARED SERVICES AGREEMENT

This agreement is entered into this ____ day of _____, 2023; between Brainerd Restoration (dba Destination Downtown Business Coalition), a non-profit organization, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

WHEREAS, the EDA issued a Request for Proposals (RFP) for economic development consulting services; and

WHEREAS, the EDA has selected the Destination Downtown Business Coalition (DDBC) to work with downtown Brainerd and Highway 210 business owners and property owners within City of Brainerd corporate limits to develop and implement a robust main street program.

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

On behalf of the EDA, the Destination Downtown Business Coalition will provide the following services, consistent with State law and the directives of the EDA:

- a. Produce and distribute 12 promotional videos featuring local business owners, funding for producing videos is from 2022 received payments;
- b. Host 4 business owner networking events;
- c. Apply for Mainstreet America Affiliate Membership;
- d. Organize and host kickoff meeting with Mainstreet America/Rethos staff;
- e. Attend educational events and classes to support the Mainstreet Program;
- f. Support Mainstreet events with advertising materials; and,
- g. Participate in quarterly roundtable discussion with City of Brainerd staff and all other consultants providing services to the EDA.

II. Compensation

In consideration for the services rendered by the City, the EDA shall compensate the Destination Downtown Business Coalition \$10,000 annually, to be paid in monthly installments on the 15th of each month beginning February 2, 2023.

Monthly reports demonstrating execution of each service identified in the Scope of Services shall be delivered to the EDA by the 25th of each month prior to payments being made. Monthly reports shall be delivered in the format provided by the EDA.

III. Term

The term of this agreement shall be for a period of one year commencing on the 2nd day of February 2023 and terminating on the 31st day of December 2023 and may be extended in one-year increments through mutual agreement by the EDA and the Destination Downtown Business Coalition. The EDA shall determine whether to extend this contract no later than December 15 of the contract year. Either party may terminate this agreement for any reason prior to the listed expiration date upon 30-day advance written notice. In the event either party terminates this agreement before its expiration any fees owed

to the Destination Downtown Business Coalition will be prorated through the last day of the 30-day termination period.

IV. Indemnification

To the fullest extent permitted by law, the Destination Downtown Business Coalition agrees to defend, indemnify and hold harmless the EDA, and its employees, officials, and agents from and against all claims, actions, damages, losses and expenses, including reasonable attorney fees, arising out of the Destination Downtown Business Coalition's negligence or the Destination Downtown Business Coalition's failure to perform its obligations under this Agreement.

V. Compliance with Laws

The EDA and the Destination Downtown Business Coalition shall abide by all Federal, State or local laws, statutes, ordinances, rules and regulations now in effect, or hereafter adopted, pertaining to this Agreement or the subject matter of this Agreement. This Agreement shall be governed by and construed in accordance with the substantive and procedural laws of the State of Minnesota without giving effect to the principles of conflict of laws. All proceedings related to this Agreement shall be venued in the County of Crow Wing, State of Minnesota.

VI. Independent Contractor Status

The Destination Downtown Business Coalition is an independent Contractor and nothing herein contained shall be construed to create the relationship of an employer and employee between EDA and Destination Downtown Business Coalition employees. The Destination Downtown Business Coalition shall at all times be free to exercise initiative, judgment and discretion as to how to best perform or provide services. The Destination Downtown Business Coalition also acknowledges and agrees that no withholding or deduction for State or Federal income taxes, FICA, FUTA, or otherwise, will be made from the payments due the Destination Downtown Business Coalition and that it is the Destination Downtown Business Coalition's sole obligation to comply with applicable provisions of all Federal and State tax laws.

VII. Authorized Representative

Notification required to be provided pursuant to this Agreement shall be provided to the following named persons and addresses unless otherwise stated in this Agreement or in a modification of this Agreement.

Destination Downtown Business Coalition

President
Brenda Billman-Arndt
P.O. Box 1216
Brainerd, MN 56401

Brainerd EDA

Chair
Gabe Johnson
501 Laurel Street
Brainerd, MN 56401

VIII. Severability

The provisions of this Agreement shall be deemed severable. If any part of this

Agreement is rendered void, invalid, or unenforceable such rendering shall not affect the validity and enforceability of the remainder of this Agreement unless the part or parts which are void, invalid or otherwise unenforceable shall substantially impair the value of the entire Agreement with respect to either party.

IX. Modifications

The EDA and the Destination Downtown Business Coalition hereby acknowledge that they have read this Agreement and affirmatively states and represents that they understand its contents. Further, that the above constitutes the entire agreement by and between the EDA and the Destination Downtown Business Coalition and is binding up on themselves, their heirs, assigns and successors in interest and any alterations, variations, modifications or waivers of the provisions of this Agreement shall only be valid when they have been reduced to writing and signed by the authorized representatives of the EDA and the Destination Downtown Business Coalition.

Approved this the ____ day of _____ 2023.

Brainerd Economic Development Authority

Destination Downtown Business Coalition

By: _____

GABE JOHNSON, CHAIR

By: _____

MIKE ANGLAND,
PRESIDENT, BRAINERD RESTORATION



Memo

To: EDA Board of Commissioners

From: DDBC Board of Directors

Date: January 20, 2023

Re: Revised FY2023 Scope of Services Agreement

Please find attached a list of the Scope of Service items DDBC is proposing for FY2023. This list includes a detailed summary, including specific project information and budget and deliverable details, for each item. In response to the feedback we received from the EDA at the January 2023 meeting, DDBC has made adjustments to our proposed budget as follows:

- Removed the \$10,200 funding request for the Promotional Videos service item. We plan to carry over the funds from the previous year to complete this item from our FY2022 Service Agreement in FY2023.
- Adjusted down the amount of staff time for proposed projects to account for volunteer time replacing staff time on projects while we search for a new Downtown Coordinator. This further reduced our funding request by \$4,475.

These changes reduce our overall budget for FY2023 from \$24,675 to \$10,000. As the amount the EDA allocated to DDBC at the January meeting (\$10,000) matches our current proposed budget, we are not requesting additional funds at this time. We would need to revise the budget at such time as we have hired a new staff person to fill the Downtown Coordinator role, and would plan to present a separate funding request to the EDA should that need arise.

DDBC looks forward to our continued work with EDA and helping meet its objectives to enhance economic vitality for the City of Brainerd.

DDBC FY23 SCOPE OF SERVICES AND PROPOSED PROJECTS

SERVICE ITEM (FROM SERVICE AGREEMENT CONTRACT)	PROJECT TIMELINE SCOPE	ASSOCIATED COSTS	TOTAL FUNDING REQUEST	NOTES	ASSOCIATED DELIVERABLE(S)
Produce promotional videos featuring local business owners.	Promotional Videos <i>FY2023 Monthly</i> Produce and distribute 12 promotional videos featuring local business owners.	Contract with production company; social media ads; website hosting; staff time.	\$0 <i>Carry over funding from FY22.</i>	FY22 Deliverable - requesting carry over to complete in FY23.	Video Files
Host 4 business owner networking events.	Business Owners Social/Roundtable Breakfasts <i>FY2023 Quarterly</i> Coordinate quarterly networking events for Downtown Business owners; collect information on business owners' needs and what they need to take the next step in their business development.	Venue/Food/Beverage; Advertising; Materials/Supplies.	\$3,000	Completed in FY22; requesting funds to continue service in FY23.	Event summary/report of findings.
Main Street Programming	Mainstreet America Affiliate Membership <i>Submit application by end of FY23-Q2.</i> Apply for and obtain affiliate membership in the Main Street America program on behalf of the EDA and the City of Brainerd.	Membership Fee	\$500	Basic membership status achieved in FY22; in FY23, DDBC would be applying for the next higher membership tier (Affiliate) to increase access to resources and grant funding opportunities.	Affiliate Membership Status
	Organize/Host Kickoff Meeting with Main Street America/Rethos Staff <i>FY2023 - Q3 or Q4.</i> A half day kickoff meeting will be scheduled with Main Street America/Rethos staff to meet with Downtown Business Owners, DDBC Board Members, City Staff/EDA, and other stakeholders to talk about opportunities and next steps for the Main Street Program in Brainerd.	Venue/Food/Beverage; Advertising; Materials/Supplies.	\$1,650		Report/Meeting Summary
	Attend Educational Events/Classes to Support a Main Street Program <i>FY23 Ongoing.</i> Attend Main Street America Institute's "Advanced Principles" Series to gain tools and access resources for supporting and maintaining a main street program.	Registration fees	\$1,750	Five classes total; classes are online.	Report/summary of key outcomes and action steps identified through attending the class.

DDBC FY23 SCOPE OF SERVICES AND PROPOSED PROJECTS

SERVICE ITEM (FROM SERVICE AGREEMENT CONTRACT)	PROJECT TIMELINE SCOPE	ASSOCIATED COSTS	TOTAL FUNDING REQUEST	NOTES	ASSOCIATED DELIVERABLE(S)
	Main Street Events <i>FY23 Approx. Quarterly</i> <i>Support main street events that promote</i> <i>Downtown Brainerd Businesses and</i> <i>shopping in the downtown district.</i>	Advertising, materials/supplies.	\$3,100	Proposed events include Spring Cleanup Day; Here For Good Market Day; Spooktacular; Hometown Holidays/Annual Window Walk.	Event summary/report of findings.
Participate in quarterly roundtable discussions with City of Brainerd staff and all other consultants providing services to the EDA.					Attendance; Monthly reports.
TOTAL			\$10,000		

EDA Fund

	2021		2022	2023	
	Budget	Actual	Amended Budget	Proposed Budget	Difference
Revenues					
Taxes & Penalties					
31010 Current Ad Volorem **	133,789	132,443	145,036	152,861	7,825
31020 Delinquent Current Ad Volorem	-	1,436	-	-	-
	133,789	133,878	145,036	152,861	7,825
Other Revenue					
34102 Developer Application Fee	-	-	-	-	-
36210 Interest Income	400	490	460	460	-
39200 Sale of Land	-	-	-	-	-
	400	490	460	460	-
TOTAL REVENUE	134,189	134,368	145,496	153,321	7,825
Services					
-3300 Professional Services					
City	30,000	30,000	15,000	17,000	2,000
BLAEDC	60,000	60,000	35,000	35,000	-
Legal/Municipal Advisors	5,000	2,264	-	-	-
Visit Brainerd	-	-	35,250	40,000	4,750
Swanson Haskamp	-	-	31,900	35,000	3,100
DDBC	-	-	23,350	10,000	(13,350)
-3361 Ins. General Lib	150	97	150	91	(59)
-3430 Miscellaneous ^*^	5,500	6,307	-	10,880	10,880
-3434 Economic Initiatives	30,000	15,000	-	-	-
-3435 Memberships *	5,350	5,350	5,350	5,350	-
	136,000	119,018	146,000	153,321	7,321
-7720 Transfers Out	-	-	-	-	-
TOTAL EXPENDITURES	136,000	119,018	146,000	153,321	7,321
NET REVENUE OVER EXPEND.	(1,811)	15,351	(504)	-	504
Fund Balance		68,772	(877)		
Projected			67,895		

** Max allowed by state statute

* Initiative Foundation

Miscellaneous ^*^

Undesignated

500

10,380

10,880