

ECONOMIC DEVELOPMENT AUTHORITY

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, April 6, 2023 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 ___ G. Johnson ___ M. Kirsch

___ M. O'Day ___ K. Yeager ___ 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

Documents:

2023-02-02 EDA Meeting Minutes.pdf
2023-03-09 EDA Meeting Minutes.pdf

B. Financial Report

Documents:

EDA Financials - February.pdf

C. DDBC Report

Documents:

DDBC Monthly Report Form March.pdf

D. Swanson Haskamp Consulting Report

Documents:

E. Visit Brainerd Report

Documents:

Visit Brainerd Report.pdf

5. Old Business

A. Approve Amendment To The Visit Brainerd Shared Services Agreement

Documents:

Visit Brainerd Agreement.pdf

B. Update On Consultant's Framework Progress

Documents:

Framework Progress.pdf

C. Update On Reallocation Of DEED Funds

Documents:

DEED Grants.pdf

6. New Business

A. Present Summary Of Business Retention Evaluation Interviews

Documents:

BLAEDC Report.pdf

B. Discussion On Westwood Mobile Home Park

Documents:

Westwood Mobile Home Park.pdf

7. Staff Reports

8. Commissioner's Comments/Questions

9. Adjourn

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, February 2nd, 2023, 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, Toni Bieser, Marie Kirsch, Mike O'Day, Kevin Yeager, and Gabe Johnson were noted as present. Also, present were Executive Director Bergman, Finance Director Hillman, and HRA Director Charpentier.

Approval/Amendment of the Agenda- Approved

MOVED AND SECONDED BY COMMISSIONERS YEAGER AND BEVANS, DULY CARRIED, TO APPROVE THE AGENDA.

Annual Meeting

President's Report

Chair Johnson gave his President's Report. He reported that the EDA started working with a number of new consultants and got into the Bitcoin business by selling land in the Industrial Park to a business.

Authorize Changes to Bylaws

Executive Director Bergman stated that proposed changes to the Bylaws are underlined and struck through. Staff did a deep dive to recommend changes to the bylaws based on how the EDA conducts business currently.

Commissioner Yeager questioned whether there is a tie-breaker mechanism in place if a vote is split.

Executive Director Bergman stated that per Sturgis Rules of Order, a tie vote is a no vote.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY TO APPROVE THE CHANGES TO THE BYLAWS.

Commissioner Bieser stated that if the meetings were to change to 4:00 p.m. she would be unable to attend.

Commission discussion took place.

MOVED AND SECONDED BY COMMISSIONERS BIESER AND O'DAY TO AMEND THE MOTION TO MAINTAIN 7:30 AM AS THE MEETING TIME OF THE EDA.

Commissioners Bieser, Bevans, Kirsch, O'Day, and Yeager voted "aye". Commissioner Johnson voted "nay"

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE CHANGES TO THE BYLAWS WITHOUT CHANGING THE TIME OF THE MEETINGS.

Elect Officers

Commissioner Bevans nominated Commissioner Yeager for President.

Commissioner Bevans nominated Commissioner Bieser for Vice President.

Commissioner Bevans nominated Commissioner Kirsch for Secretary.

MOVED AND SECONDED BY COMMISSIONER BEVANS AND O'DAY, DULY CARRIED, TO ELECT COMMISSIONER YEAGER AS PRESIDENT, COMMISSIONER BIESER AS VICE PRESIDENT, AND COMMISSIONER KIRSCH AS SECRETARY OF THE EDA.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND JOHNSON, DULY CARRIED, TO DESIGNATE TONI GAGE AS ASSISTANT TO THE SECRETARY.

Approval of Consent Calendar

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND BEVANS TO APPROVE THE CONSENT CALENDAR.

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

Old Business

Consider DDBC Revised Service Agreement

Executive Director Bergman stated that at the January meeting the EDA authorized funding DDBC in the amount of \$10,000 and directed the DDBC to return to the EDA with a revised scope. The agreement has been updated.

Commissioner Bieser asked whether the DDBC has appointed a coordinator.

Commissioner Kirsch stated that the DDBC is working to establish committees and build volunteer base before moving forward with finding a new coordinator. The DDBC decreased their budget because they have taken out staff time as of now. They may come to the EDA again if there is a staff person appointed. She reviewed the changes to the scope of services that have changed since the previous agreement. The Here for Good Market will be held this year, but it most likely will not be a weekly event.

MOVED AND SECONDED BY COMMISSIONERS BIESER AND JOHNSON TO APPROVE THE REVISED 2023 SHARED SERVICES AGREEMENT WITH THE DDBC.

Upon roll call Commissioners Bieser, Bevans, Johnson, O'Day, and Yeager voted "aye". Member Kirsch abstained from voting due to being on the DDBC Board.

Staff Reports

Executive Director Bergman updated the Commission on the closing with VCV on the Industrial Park land, they are looking at the week of February 13th for closing. A community committee has met previously about Christmas lights downtown, BPU has potential funds available for use for some of the lights. The City Council has also discussed the potential of using ARPA funds for Christmas lights. The group met again to make recommendations for lights to the BPU Commission and the City Council. The committee and Staff will have to figure out a short-term solution for our current lights and a long term plan to upgrade poles that supply the power. Staff met with Country Manor, they will potentially start construction in 2024. Finally, she and Community Development Director Kramvik will be attending the Ehler's Conference, this is something that in the future she would suggest EDA members attend if they are able.

Eric Charpentier, HRA Executive Director, stated that Bremer will be holding a Business Banking Seminar to speak about the current state of the real estate market. Single family development has slowed due to the cost of development. Staff met with a new developer out of the Twin Ports, they are focused on developing 100 to 150 units for development. They are developing a list of potential sites. They also met with DW Jones to update their plan sketches. They will bring these plans to the Planning Commission for vetting and the HRA will work with them on a potential redevelopment TIF district.

Commissioner Johnson asked whether DW Jones was on track to get a shovel in the ground to fulfill their DEED requirements.

HRA Director Charpentier stated that he has been on a number of calls regarding DEED Mainstreet with DW Jones, they are well aware of the parameters of the funding.

Commissioner Reports

Commissioner Johnson stated that he spoke with Commissioner Bieser about her inability to serve as liaison to the consultant group. He volunteered to be the liaison if the Chair would like to appoint him.

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND BEVANS, DULY CARRIED, TO APPOINT COMMISSIONER JOHNSON AS LIAISON TO THE CONSULTANT GROUP.

Commissioner Kirsch would like to have a discussion about making goals of the EDA more measurable and meaningful.

Commissioner Bevans suggested that the EDA do a workshop.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO SCHEDULE AN EDA WORKSHOP FOR THURSDAY, MARCH 9TH AT 4:00 P.M.

Adjourn

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND JOHNSON, DULY CARRIED, TO ADJOURN THE MEETING.

The Authority adjourned at 8:05 a.m.

Secretary/Treasurer

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, March 9, 2023, 4:00 p.m.
City Hall Council Chambers

Pursuant to due call and notice thereof, President Yeager called the meeting of the Brainerd Economic Development Authority to order at 4:00 p.m.

Upon roll call Commissioners Toni Bieser, Gabe Johnson, Marie Kirsch, Mike O'Day, and Kevin Yeager, were noted as present. Commissioner Bevans was noted as present at 4:06 p.m. Consultants Brenda Billman-Arndt, Tyler Glynn, Mary Devine-Johnson, and Jennifer Swanson-Haskamp were noted as present. Also, present were Executive Director Bergman, Finance Director Hillman, Community Development Director Kramvik, HRA Director Charpentier, and Rehab Coordinator Schommer.

Approval/Amendment of the Agenda- Approved

MOVED AND SECONDED BY COMMISSIONERS KIRSCH AND O'DAY, DULY CARRIED, TO APPROVE THE AGENDA WITH MOVING NEW BUSINESS BEFORE OLD BUSINESS.

New Business

Define Downtown Area for DDBC Main Street Application

Community Development Director Kramvik gave an overview of the request from DDBC. He stated that designating the area of downtown does not exclude any businesses not within the boundaries from the benefits of the DDBC. It is a way to create data and statistical analysis required by RETHOS.

Brenda Billman-Arndt, DDBC, stated that the DDBC needs to define downtown in order to submit their application for RETHOS Mainstreet Affiliate Status. The reporting requires having a boundary set for the Downtown Business District. The DDBC is recommending including 8th Street in downtown as it is part of the main thoroughfare and has businesses along the corridor. She gave an outline of the reporting that the DDBC will track.

Commissioner Johnson asked what difference does including or not including areas make. Also, whether there was a benefit to being included or excluded from the defined boundaries.

Ms. Billman-Arndt stated that it really has to do with reporting. Being inside of or outside of the defined boundary will not affect the inclusion in events.

Commissioner Bieser clarified that for the application the downtown will include 8th Street but in practice will continue to include 9th Street and other areas.

Commissioner Kirsch stated that defining the boundary creates a metric for reporting. In the future, the DDBC may develop programs where those lying outside of the boundary would not qualify for grant opportunities or events. The DDBC can re-evaluate the boundaries of downtown annually. If there is opportunity in the future for funding, they could include other areas. This is a starting point. It is not a way to exclude businesses.

Mary Devine-Johnson, Visit Brainerd, stated that the recommendation from RETHOS is to have a small footprint for reporting purposes. The main initiative of RETHOS is preserving historic buildings, the denser portion of the downtown has many of these types of buildings. The DDBC has been focusing on the core 4 blocks of Downtown.

Commissioner Johnson asked for someone to say that they will be excluding businesses.

Ms. Devine-Johnson stated that yes, the DDBC would be excluding businesses. If there is future opportunity for funding, the boundary can be reconsidered annually. The intention is for this new boundary to be set for the next 2-3 years. Again, all businesses would still be included in programming and events.

Commissioner Bevans stated that this is a start. He would like to see Washington and other corridors included in the future. So much of the funding opportunities are for the downtown.

MOVED AND SECONDED BY COUNCIL MEMBERS BEVANS AND O'DAY, DULY CARRIED, TO INCLUDE 8TH STREET IN THE DOWNTOWN BOUNDARIES FOR DDBC.

Re-Evaluate the Tiers Recommended by Swanson-Haskamp

Jennifer Swanson-Haskamp, Swanson-Haskamp Consulting, gave an overview of the priorities to consider for 2023. She recommended prioritizing the Industrial Park lots and Wright Street as Tier 1 instead of the Parking Lots due to costs to develop as well as Thrifty White starting to develop. It would be a property to watch and learn from. Once a website is developed, these parking lots and the work done in 2022 will be housed there. It is her understanding that industrial park properties are not actively marketed. Tier 2 she recommended focusing on finding developers for the large privately owned properties that are currently listed on the market, these "Greenfield Sites" would be a way for the City to guide developers into mixed use neighborhoods. Tier 3 finally the under-utilized parking lots owned by the City currently.

Commissioner Bevans stated that the City's contract with the broker may have lapsed. He asked about the crypto mining operation that was potentially going to be in the Wright Street Extension. Finally, he asked about the under-utilized parking lots that were researched in 2022.

Ms. Haskamp stated that as far as she understands that the industrial park properties are not actively marketed on MNCAR (Minnesota Commercial Association of Real Estate/Realtors). Swanson-Haskamp will also reconvene reaching out to owners along the 210 corridor now that MnDOT has Municipal Consent, and the construction is getting closer it makes more sense to do it at this time as some businesses you may only have one opportunity to speak with them.

Commissioner Kirsch asked whether there would be overlap with housing and work on the 210 corridor.

Ms. Haskamp stated that the zoning does not permit the use for housing in the 210 corridor. There are other places that have been identified that would support housing better.

Commissioner Johnson questioned whether Swanson-Haskamp would be providing a marketing plan for identified properties that was a part of the 2022 agreement. Also, whether private property owners were engaged in 2022.

Ms. Haskamp stated that Swanson-Haskamp developed documentation and materials in 2022 for the targeted properties. Multiple private property owners were engaged. The marketing pieces for the three downtown properties are created, however, a website needs to be developed in order for them to have a place to live. The 2023 properties to be focused on would be much the same.

Commissioner Bevans asked for a refresher of the downtown parking lot properties at a future meeting. He also asked whether Swanson-Haskamp does property marketing and requested that the

issue of the lots not marketed in the industrial park needs to come to a regularly scheduled EDA meeting as well. He stated that the lots already owned by the City of Brainerd are a priority.

Commissioner O'Day stated he agrees with Commissioner Bevans. The large greenfield spaces are a priority as they could potentially produce more housing and will take more time to develop.

Chair Yeager stated that "priority" usually means you are looking for those projects with the least amount of resistance. He asked whether prioritizing underutilized parking lots along Highway 210 would be an achievable project with the least amount of resistance.

Ms. Haskamp stated that there are huge opportunities in the Industrial Park and Wright Street extension based on the current market. She is not suggesting that the EDA lose the information that was gathered on the downtown parking lots as there is great information there. Instead of bringing that piece further, due to the market, bring that information to a website to be housed. If there is interested parties later on, that work could be developed further.

Commissioner Bieser asked whether there would be a cost associated with Ms. Haskamp's brokerage marketing properties.

Ms. Haskamp stated that she would have to return to another meeting with a proposal for services. There are ways to negotiate fees. She would like to make sure that there is not a broker already working on these properties. The consultants have talked about how business is done on the internet. Ms. Haskamp stated that they have developed a website as framework for the properties.

Executive Director Bergman stated that in November of 2019 the EDA recommended to Council to list the lots for one dollar an acre for four years. The lots are not listed on the MLS, they were previously listed with Close Converse. However, the agreement with Close Converse was not renewed in 2018.

Commissioner Bevans reminded the consultant to include Highway 210 "red dot" properties in priorities now that there is municipal consent.

Old Business

Discussion on Framework

Community Development Director Kramvik stated that staff is presenting two documents to the EDA as a part of a request from the consultants. This will allow consultants to collaborate on the achievement of goals. Staff recommends amending the shared services agreement with Visit Brainerd to include creation of a cohesive and comprehensive marketing plan and exploring education campaigns which includes public signage.

Mary Devine-Johnson, Visit Brainerd, stated that she recommends amending the shared services removing the assisting with the marketing strategy and replacing it with creation of branding. This would allow the consultants to begin work on contributing to a website for the EDA. The cost of the agreement would not change.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO DIRECT STAFF TO BRING THE PROPOSED CHANGES TO THE VISIT BRAINERD SHARED SERVICES AGREEMENT TO THE NEXT MEETING OF THE EDA.

Community Development Director Kramvik stated that staff is looking for clarity public signage. The goal setting that the EDA worked on during Fall of 2022. This may be something that Visit Brainerd would have to add to their shared services agreement as well.

Commissioner Bieser stated that digital signage is more important than physical signage. The way that properties are clustered is limiting the exposure to physical signage.

Commissioner Kirsch questioned whether this would include way-finding signage. She had previously mentioned signage as a tool for navigating downtown and parks.

Chair Yeager stated that he appreciates the internet, however, he has pursued a path due to seeing physical signage. There is a general consensus for the need for signage, he believes that the signage would be secondary to the branding. It is premature to pursue this until branding is complete.

Community Development Director Kramvik gave an overview of the metrics document presented to the EDA.

Commission discussion took place.

Commissioner Kirsch stated that this will be a great tool for public understanding and recruiting more commissioners onto the EDA. She stated that a piece missing would have organizational goals, however, this would not have to be public facing. The tool will also help to measure and track successes of the EDA. Baseline numbers for these metrics would have to be determined.

Discussion on DEED Mainstreet Revitalization Grant Program

Community Development Director Kramvik gave an overview of the progress that the City and BLAEDC have made in distributing funds for the DEED Mainstreet Grant Program.

Tyler Glynn, BLAEDC, gave an overview of the document provided. Of the 33 projects that were allocated monies, 19 of them have gone to DEED for financing. BLAEDC has been working with the organizations that have not completed their applications. He recommended that the subcommittee meet again to reallocate funding that has not been accepted. The projects need to be accepted by November 1st and have 36 months to complete their projects from that time, the deadline is looming.

Commissioner Johnson asked whether Mr. Glynn felt that DW Jones would be able to break ground and complete their project before the deadline.

Eric Charpentier, HRA Director, stated that he has had multiple meetings with them and they are fully aware of the deadline. They are getting their dollars lined up. They may need to find out if there is flexibility on the deadlines.

Staff Reports

Executive Director Bergman stated that the City successfully closed with VCV on February 28th, the City has been paid and they officially own the two industrial park lots. She and Community Development Director Kramvik met with VCV to talk about their development.

Eric Charpentier, HRA Executive Director, stated that they continue to field development in the City of Brainerd.

Commissioner Reports

Commissioner Bevans stated that he receives a weekly update on events in the City, he appreciates this service by Visit Brainerd.

Commissioner O'Day stated that he attended strategic planning with the school board. He has encouraged them to reach out to the EDA and may have parcels that they are looking forward to getting rid of.

Adjourn

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND JOHNSON, DULY CARRIED, TO ADJOURN THE MEETING.

The Authority adjourned at 5:37 p.m.

Secretary/Treasurer

Financial Report for EDA

As of February 28, 2023

	<u>Cash & Investments</u>	<u>Receivable Balance</u>	<u>Deferred Loans (as of 12/31/22) **</u>	<u>Awarded Grants</u>
General Funds:				
EDA Fund - #295	\$ 62,098	\$ -	\$ -	\$ -
Total	\$ 62,098	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 50,847	\$ 19,108	\$ 359,515	\$ -
SE Brainerd - #215	49,889	-	149,924	-
NE Brainerd - #218	-	-	223,090	-
Willows Project - #209	-	-	47,286	-
Old Housing - #209	3,331	-	-	-
Local Income - #275	77,742	14,024	11,850	-
Total	\$ 181,808	\$ 33,132	\$ 791,666	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,417	-	-	-
Total	\$ 18,417	\$ 646,427	\$ -	\$ -
Grand Total	\$ 262,323	\$ 679,559	\$ 791,666	\$ -

** 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	62,097.55
295-0000-10700	DELINQUENT TAX RECEIVABLE	6,467.34
295-0000-15510	PREPAID OTHER	14.50
295-0000-16160	FA-LAND HELD FOR RESALE	460,396.74
Total Assets		528,976.13
*** Liabilities ***		
295-0000-20600	DEPOSITS PAYABLE	5,144.50
295-0000-22200	DEFERRED REVENUE	460,396.74
295-0000-22210	DEFERRED TAXES RECEIVABLE	4,202.29
Total Liabilities		469,743.53
*** Fund Balance ***		
295-0000-28900	FUND BALANCE/EQUITY ACCT	68,771.70
Total Fund Balance		68,771.70
Beginning Fund Balance - 2022		68,771.70
Net of Revenues VS Expenditures - 2022		195.87
*2022 End FB/2023 Beg FB		68,967.57
Net of Revenues VS Expenditures - Current Year		(9,734.97)
Ending Fund Balance		59,232.60
Total Liabilities And Fund Balance		528,976.13

* Year Not Closed

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REVENUE AND EXPENDITURE REPORT FOR CITY OF BRAINERD

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PERIOD ENDING 02/28/2023

ACCOUNT DESCRIPTION	ACTIVITY FOR		YTD BALANCE	AVAILABLE	% BDGT USED
	2023 MONTH	02/28/2023	02/28/2023	BALANCE	
	AMENDED BUDGET	EASE (DECREASE)	NAL (ABNORMAL)	NAL (ABNORMAL)	
Fund 295 - EDA FUND					
Revenues					
Function: Unclassified					
Dept 0000					
TAXES & PENALTIES					
31010 CURRENT AD VALOREM	152,861.00	0.00	2,149.33	150,711.67	1.41
31020 DELINQUENT AD VALOREM	0.00	0.00	115.72	(115.72)	100.00
TAXES & PENALTIES	152,861.00	0.00	2,265.05	150,595.95	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
OTHER FINANCING SOURCES					
39101 SALE OF ASSETS	0.00	227,815.00	227,815.00	(227,815.00)	100.00
OTHER FINANCING SOURCES	0.00	227,815.00	227,815.00	(227,815.00)	100.00
Total Dept 0000	153,321.00	227,815.00	230,080.05	(76,759.05)	150.06
Total - Function Unclassified	153,321.00	227,815.00	230,080.05	(76,759.05)	150.06
TOTAL REVENUES	153,321.00	227,815.00	230,080.05	(76,759.05)	150.06
Expenditures					
Function: Unclassified					
Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
SERVICES					
43300 PROFESSIONAL SERVICES	137,000.00	10,583.35	12,000.02	124,999.98	8.76
43361 INS - GENERAL LIABILITY	91.00	0.00	0.00	91.00	0.00
43430 MISCELLANEOUS	10,880.00	0.00	0.00	10,880.00	0.00
43435 BOOKS/PAMPHLETS/DUES	5,350.00	0.00	0.00	5,350.00	0.00
SERVICES	153,321.00	10,583.35	12,000.02	141,320.98	7.83
Total Dept 6510 - ECONOMIC DEVELOPMENT AUTH	153,321.00	10,583.35	12,000.02	141,320.98	7.83
Dept 9300 - TRANSFERS OUT					
OTHER FINANCING USES					
47720 TRANSFERS OUT	0.00	227,815.00	227,815.00	(227,815.00)	100.00
OTHER FINANCING USES	0.00	227,815.00	227,815.00	(227,815.00)	100.00
Total Dept 9300 - TRANSFERS OUT	0.00	227,815.00	227,815.00	(227,815.00)	100.00
Total - Function Unclassified	153,321.00	238,398.35	239,815.02	(86,494.02)	156.41
TOTAL EXPENDITURES	153,321.00	238,398.35	239,815.02	(86,494.02)	156.41
Fund 295 - EDA FUND:					
TOTAL REVENUES	153,321.00	227,815.00	230,080.05	(76,759.05)	150.06
TOTAL EXPENDITURES	153,321.00	238,398.35	239,815.02	(86,494.02)	156.41
NET OF REVENUES & EXPENDITURES	0.00	(10,583.35)	(9,734.97)	9,734.97	100.00

CHECK DATE FROM 02/01/2023 - 02/28/2023

Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Grant	Project	Amount
Fund: 295 EDA FUND										
02/08/2023	BB	95121	JAN 2023	BRAINERD LAKES AR	PROFESSIONAL SERVICES	43300	6510			2,916.67
02/08/2023	BB	95183	JAN 2023	SWANSON HASKAMP C	PROFESSIONAL SERVICES	43300	6510			2,916.67
02/08/2023	BB	95191	JAN 2023	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510			2,916.67
										3,333.34
Total for fund 295 EDA FUND										9,166.68
										<No Grant>
										9,166.68

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JOURNAL REGISTER FOR CITY OF BRAINERD
Post Dates: 02/01/2023 to 02/28/2023
Posted and Unposted Journal Entries

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Journal Number GL Number	Date Description	JNL	Description	User	DR	CR
1558	02/28/2023	GJ	TO RECORD SERVICES TO EDA PER BUDGET	chillman		
POSTED BY chillman	Approval Level: JE APPROVED					
295-6510-43300	PROFESSIONAL SERVICES			1,416.67		
295-0000-10100	CASH					1,416.67
101-0000-10100	CASH			1,416.67		
101-0000-34100	CHARGES FOR SERVICES					1,416.67
				2,833.34		2,833.34
1559	02/28/2023	GJ	TO ADJUST LAND HELD FOR RESALE TO ACT	chillman		
POSTED BY chillman	Approval Level: JE APPROVED					
295-0000-22200	DEFERRED REVENUE			27,855.48		
295-0000-16160	FA-LAND HELD FOR RESALE					27,855.48
				27,855.48		27,855.48
1560	02/28/2023	GJ	TRNFR VCV SALE PROCEEDS TO GENERAL FUND	chillman		
POSTED BY chillman	Approval Level: JE APPROVED					
295-9300-47720	TRANSFERS OUT			227,815.00		
295-0000-10100	CASH					227,815.00
101-0000-10100	CASH			227,815.00		
101-0000-39200	TRANSFERS IN					227,815.00
				455,630.00		455,630.00
				486,318.82		486,318.82
			Total:			

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

Report Date: March 29th, 2023

1. Produce promotional videos featuring local business owners.

Update: No update.

2. Host 4 business owner networking events.

Update: Started planning the next event for April 26th.

3. Main Street Programming

- a. Mainstreet America Affiliate Membership**
- b. Organize/Host Kickoff Meeting with Main Street America/Rethos Staff**
- c. Attend Educational Events/Classes to Support a Main Street Program**
- d. Main Street Events**

Update:

- a. Put together options for the Main Street boundary area. Attended special EDA meeting to discuss boundaries that are required for the application.
 - b. No update.
 - c. Exploring options for upcoming classes/workshops.
 - d. Planning stages of summer market. Completed LUCKY clover scavenger hunt.
-

4. Participate in quarterly consultant meetings.

Update: No update.

5. Other Misc. Updates.

Update: No update.

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report

Date: March 29, 2023
From: Jennifer Haskamp, SHC
RE: Activities performed February 28, 2023 through March 29, 2023

Overview of Monthly Activities:

The month kicked off with SHC attending the special EDA meeting to discuss priorities for 2023. Through the course of the discussion the EDA determined that establishing a plan for the industrial park area (Thiesse Rd) and the Wright Extension properties would take priority in the first two quarters of the year, and a third study area would be identified in the 2nd half of 2023. After the meeting SHC continued to work with staff on the preparation of a property website where property information can be listed and worked through several other tasks as identified in the work scope below.

Activities by Scope Task:

SCOPE	TASK
a.	Create and maintain an inventory of under-utilized and/or undeveloped property.
	SHC Activities: - Follow-up meeting with staff scheduled for 3/31 to discuss a draft set of metrics so that a uniform definition of underutilized and/or undeveloped property is applied to the analysis. - Draft metrics identified for discussion to support preliminary mapping efforts.
b.	Develop strategy for marketing and promotion for identified properties established in 2023 priority.
	SHC Activities: - Draft website prepared, scheduled for discussion and comment by staff at 3/31 meeting. - Coordinating and discussing how and where the website will be housed in the interim until a full EDA website is launched in the 2nd half of 2023 or early 2024.
c.	Establish relationship with developers on behalf of the EDA.
	SHC Activities:
d.	Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.
	SHC Activities:

	• Next meeting in April/May, date TBD
e.	Lead/Participate in one (1) business roundtable. Topic to address growth (location/site/physical building) and future plans in Brainerd.
	SHC Activities: • Potential date in June – consider distributing questionnaire prior to session • Coordinating with BLAEDC
f.	Attend regular meetings of the EDA (minimum of four meetings.)
	SHC Activities: • SHC attended (in-person) the March 9, 2023 meeting.

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

Report Date: 3/29/2023

a. Develop website.

Update: I developed a preliminary site map for a website and met with a subconsultant to discuss cost and timeline.

b. Assist with creating a marketing strategy.

Update: A revision to my 2023 contract was approved at the special meeting held March 9, so I will wait until the revised contract is approved at the April meeting before proceeding.

c. 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: Nothing to report currently.

d. 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: Nothing to report currently.

e. 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: Nothing to report currently.

f. Participate in quarterly roundtable discussions with City of Brainerd staff and all other consultants providing services to the EDA

Update: Nothing to report currently.

-
- g. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.**

Update: Nothing to report currently.

MEMO



TO: EDA Board of Commissioners

FROM: Community Development Director, James Kramvik

DATE: April 6th, 2023

RE: Approve Amendment to the Visit Brainerd Shared Services Agreement

At the March 9th special EDA meeting City Staff presented a framework guide that separated goals and action steps into quarters and assigned consultants for completion of each objective. Before the special meeting, City Staff met with Visit Brainerd to discuss their shared services agreement contract with the EDA. The framework assigned Visit Brainerd to the creation of a branding package including a slogan and logo. A branding package was part of the marketing objectives of the EDA for 2023. However, the scope of services agreed upon by Visit Brainerd did not include this action step. Visit Brainerd recommended at the last EDA meeting that “assist with creating a marketing strategy” could be replaced with “develop a branding package including an EDA logo and slogan”. This proposed change would not include any additional costs to the EDA.

Changes to the original agreement are highlighted in yellow on the amended shared services agreement contract.

Recommendation

Staff recommends approval of the amended shared services agreement with Visit Brainerd.

AMENDED SHARED SERVICES AGREEMENT

This **amended** agreement is entered into this ____ day of _____, **2023**; between Visit Brainerd, Inc., 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 Visit Brainerd to develop and implement marketing, advertising, and communications plans that promote the City of Brainerd as the ideal place to live, work, start or relocate a business, and shop; and

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

On behalf of the EDA, Visit Brainerd will provide the following services, consistent with State law and the directives of the EDA:

- a. Develop a website;
- b. ~~Assist with creating a marketing strategy;~~
Develop a branding package including an EDA logo and slogan.
- c. 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;
- d. 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;
- e. 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;
- f. Participate in quarterly roundtable discussions with City of Brainerd staff and all other consultants providing services to the EDA; and,
- g. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.
- h.

II. Compensation

In consideration for the services rendered by Visit Brainerd, the EDA shall compensate Visit Brainerd \$40,000 annually, to be paid in monthly installments on the 15th of each month, January through December.

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 1st of January 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 Visit Brainerd. 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 Visit Brainerd will be prorated through the last day of the 30-day termination period.

IV. Indemnification

To the fullest extent permitted by law, Visit Brainerd 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 Visit Brainerd's negligence or Visit Brainerd's failure to perform its obligations under this Agreement.

V. Compliance with Laws

The EDA and Visit Brainerd 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

Visit Brainerd is an independent Contractor and nothing herein contained shall be construed to create the relationship of an employer and employee between EDA and Visit Brainerd employees. Visit Brainerd shall at all times be free to exercise initiative, judgment and discretion as to how to best perform or provide services. Visit Brainerd 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 Visit Brainerd and that it is the Visit Brainerd'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.

Visit Brainerd

Executive Director
Mary Devine Johnson
706 Laurel St.
Brainerd, MN 56401

Brainerd EDA

Chair
Kevin Yeager
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 Visit Brainerd 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 Visit Brainerd and is binding upon 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 Visit Brainerd.

Approved this the ____ day of _____ 2023.

Brainerd Economic Development Authority

Visit Brainerd

By: _____
KEVIN YEAGER, CHAIR

By: _____
CHAIR, VISIT BRAINERD BOARD

MEMO



TO: EDA Board of Commissioners

FROM: Community Development Director, James Kramvik

DATE: April 6th, 2023

RE: Update on Consultant's Framework Progress

Quarter 1 Update on Framework Progress

After the consultants quarterly meeting on February 7th, staff finalized a framework guide that separated goals and action steps into quarters and assigned consultants for completion of each action step. Many of the goals require collaboration between the consultants for completion by the end of 2023. City Staff will provide updates on the framework at each regularly scheduled EDA meeting. With a late start on the 2023 framework, some Quarter 1 action steps may be completed at the beginning of Quarter 2. Staff does not view this as a rigid timeline, but as a guide to create collaboration between consultants to ensure all goals and objectives are completed by the end of the year.

City of Brainerd

- 1) Compiled a spreadsheet with all properties owned by the City of Brainerd.
- 2) Compiled a spreadsheet of all potentially usable tax forfeited properties within Brainerd.
- 3) Met virtually with SHC on March 31st to discuss a metric system to evaluate Brainerd Properties for development, a preliminary property web page design, and the next steps to market/ concept plan for Brainerd Industrial Properties.
- 4) Completed a report regarding the future of Westwood Mobile Home Park.
- 5) Began researching other surrounding EDA's and their initiative programs for economic development.
- 6) Began compiling lists of vacant storefronts.
- 7) Provided a list of all rental units in the Mainstreet area for DDBC's application for Mainstreet America Affiliate Membership.

BLAEDC

- 1) BLAEDC has provided a summary of the 2022 BRE interviews. City Staff will use this to identify areas of need for funding and propose other programs to the EDA in Quarter 3.
- 2) BLAEDC has provided new direction for the 2023 BRE interviews that target Washington St. businesses related to the upcoming MnDOT reconstruction project.

SHC

- 1) Updated lists of City of Brainerd properties, vacant properties, and underutilized properties.
- 2) Built a preliminary property web page to display marketable property characteristics.
- 3) Met virtually with City Staff on March 31st to discuss a metric system to evaluate Brainerd Properties for development, a preliminary property web page design, and the next steps to market/ concept plan for Brainerd Industrial Properties.
 - a. SHC will present the marketable property web page design at the June EDA meeting.

Visit Brainerd

- 1) Began working on the EDA website.
- 2) Worked with City Staff to amend the shared services agreement to complete all the goals set forth by the EDA. The amended contract is part of the April EDA agenda and if approved will assign Visit Brainerd to the task of developing a branding package including an EDA logo and slogan.

DDBC

- 1) Collecting data and information for Mainstreet America Affiliate Membership application.

This report is based on City Staff interactions with the consultants regarding the Quarter 1 framework progress and may not include all activities. Refer to the monthly report from the consultants for a list of all services provided.

Brainerd EDA Framework

EDA Goals	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Goal 1 - Create programs to seek funding to address identified needs.	BLAEDC provides City staff with a summary of needs identified from 2022 BRE interviews. BLAEDC provides recommendations to improve BRE interviews.	City Staff identifies areas of need for funding based on review of BLAEDC's report. City Staff Identifies programs in other locations similar to Destination Downtown.	City Staff seeks/ develops funding ideas for proposed programs and presents proposed programs to the EDA.	Visit Brainerd prepares marketing strategy for 2024 Scope of Services agreement.
Goal 2 - Create an inventory of under-used and under-developed properties and work with property owners to market them for redevelopment.	City Staff & SHC conduct a GIS assessment of underutilized properties and develop a metric system for underutilized properties	SHC identifies possible uses for underutilized properties with staff and engages property owners to assess interest in participating in a redevelopment program. Underutilized property includes James St. Mobile Home Park.	SHC provides a report to the EDA on interested properties.	SHC imports properties and information to website. Visit Brainerd prepares marketing strategy for 2024 Scope of Services agreement.

EDA Goals	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Goal 3 - Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community.	SHC & City Staff prepares an inventory of all City owned property and analyzes the properties that are underutilized.	City Staff & SHC identify possible uses for underutilized city property and provides a report to the EDA	City Staff & SHC import vacant properties and property analysis onto website and create a policy to keep properties updated.	Visit Brainerd prepares marketing strategy for 2024 Scope of Services agreement.
Goal 4 - Interview existing businesses to identify each businesses' individual needs to take the next step in their business development	BLAEDC provides City staff with a summary of needs identified from 2022 BRE interviews.	City Staff identifies 10 additional businesses to conduct interviews to assess needs for the business.		City Staff & BLAEDC evaluate and summarize the results from 2023 BRE interviews.
		City Staff conducts 4 BRE interviews.	City Staff conducts 3 BRE interviews.	City Staff conducts 3 BRE interviews.
	BLAEDC conducts BRE interviews. A portion of BRE interviews should include businesses along Washington Street to begin an inventory of business needs for the Washington Street reconstruction project.	BLAEDC conducts BRE interviews. BLAEDC develops an overall matrix to be able to evaluate business needs.	BLAEDC conducts BRE interviews.	BLAEDC presents updated matrix to EDA. BLAEDC conducts BRE interviews.
		SHC & BLAEDC creates and sends out a survey prior to roundtable breakfast to gauge interest and needs.	SHC & BLAEDC host 1 roundtable business owner breakfasts	SHC provides a final report and summary from roundtable business owner breakfasts.

EDA Goals	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Goal 5 - Work with community partners to develop a cohesive marketing strategy for the Community.	All consultants participate in quarterly meeting to update and strategically plan completion of EDA goals.	All consultants participate in quarterly meeting to update and strategically plan completion of EDA goals.	All consultants participate in quarterly meeting to update and strategically plan completion of EDA goals.	All consultants participate in quarterly meeting to update and strategically plan completion of EDA goals.
	SHC creates a web page for property marketing. Visit Brainerd begins working with the City IT department on a website for the EDA.	SHC designs a template page to describe all important characteristics of a marketable property. SHC begins preparing a concept/ general master plan for a 10+ acre private property for residential use, Wright Street Industrial Property, and Brainerd Industrial Park Properties.	Visit Brainerd & SHC determine method to promote identified properties to developers and buyers. Visit Brainerd works with City IT staff on developing web location to host marketable properties. SHC presents to the EDA concepts/ general master plan for three areas of focus.	Marketable properties are hosted on determined web location. Visit Brainerd proposes a marketing strategy in the 2024 Scope of Services.
	Consultants discuss cohesive and comprehensive marketing plan for the EDA at the quarterly meeting.		Visit Brainerd provides options for slogan and branding at a regularly scheduled EDA meeting.	Visit Brainerd inserts logo and slogan into the EDA website and future marketing plans
		City Staff compiles a list of vacant storefronts in the City of Brainerd.	Marketing Intern reaches out to property owners with vacant storefronts and gauges interest in marketing opportunities. Marketing Intern coordinates with Visit	City Staff works with interested property owners to create descriptive page on vacant tenant space.

			Brainerd on potential marketing campaign.	
	DDBC applies for Mainstreet America Affiliate Membership	DDBC Organize and host kickoff meeting with Mainstreet America/ Rethos Staff. DDCB supports Mainstreet events through the summer with advertising materials.	DDBC updates the EDA on the Mainstreet Program and DDBC attend education events and classes to support the Mainstreet program.	DDBC provides a final report of main street activities, arranges for a main street representative to present to the EDA, and provides a recommendation forward for a main street coordinator.
			City Staff provides options and pricing to the EDA for public signage of marketable properties.	City Staff contracts for printing services.
		Visit Brainerd develops and implements a summer advertising campaign to shop at Brainerd businesses.		Visit Brainerd develops and implements a winter advertising campaign to shop at Brainerd businesses.
				DDBC Hosts 4 business owner networking events. DBBC produces and distributes 12 promotional videos featuring local business owners.

Note: All items in quarters address action steps and scope of service directed and agreed upon by the EDA.

MEMO



TO: EDA Board of Commissioners

FROM: Community Development Director, James Kramvik

DATE: April 6th, 2023

RE: Update on Reallocation of DEED Funds

The EDA subcommittee met on March 20th to discuss the reallocation of \$54,187 of DEED Mainstreet grant funding as two businesses declined their original offer. City Staff and BLAEDC updated the subcommittee on the progress of all other recipients. In BLAEDC's report, they highlighted three businesses that may have issues with the grant allocation and nine other businesses that have been in contact with the Initiative Foundation but have not submitted all the required documents.

The subcommittee recommends a May 31st deadline for businesses to submit all required documentation to the Initiative Foundation for dispersal of funds or for the business to decline funding. The subcommittee will meet on June 2nd to recommend reallocation of the grant money to businesses that were either underfunded or not originally funded. The subcommittee would like the EDA to consider their recommendation and award the remaining funds in June. In order to accomplish this, the subcommittee has requested the regularly scheduled EDA meeting on June 1st be moved to June 8th at 7:30 AM.

Recommended Motion

- 1) Approve May 31st as the deadline for businesses to submit all required documentation to the Initiative Foundation for the DEED Mainstreet grants.
- 2) Move the regularly scheduled EDA meeting on June 1st to June 8th at 7:30 AM

Name	Project	Priority	Subcommittee Recommended Funding	Total Project Cost	Updates as of 3.2.23
Teeny Bubbles Inc	Teeny Bubbles Inc Renovation	Child Care	\$150,000.00	\$500,000.00	IF has everything and will be on the next invoice IF sends to DEED - hopefully tomorrow
Young Men's Christian Association	Brainerd Family YMCA Early Learning	Child Care	\$100,000.00	\$1,500,000.00	IF has full \$100,000 from DEED; no expenses yet - the Y can ask for the first \$50,000 when they're ready.
Eight05 Laurel LLC	Eight05 Laurel Apartments	Housing	\$199,999.00	\$14,197,598.00	(EDA funding \$80,000) \$119,000 approved for Main Street Grant. A lot of correspondence with IF; struggling to secure bids; IF is just waiting to hear their progress
Pueringer Investments	209-211 s 7th	Housing	\$8,608.02	\$28,693.41	IF has invoiced DEED
Stangler Properties LLC	515 South 9th Street	Housing	\$60,000.00	\$200,000.00	IF has invoiced DEED
Pueringer Investments	301 S 7th	Housing	\$18,191.85	\$60,000.00	IF has invoiced DEED
Pueringer Investments	616 Front st	Housing	\$7,926.81	\$26,422.71	IF has invoiced DEED
Pueringer Investments	214 s 7th	Housing	\$3,809.04	\$12,696.82	IF has invoiced DEED
Pueringer Investments	201 s 7th	Housing	\$4,176.00	\$13,922.56	IF has invoiced DEED
Pueringer Investments	1702 Norwood	Housing	\$5,057.80	\$16,859.35	IF has invoiced DEED
Pueringer Investments	1624 oak	Housing	\$2,362.57	\$7,875.24	IF has invoiced DEED
Pueringer Investments	1610 Maple	Housing	\$815.77	\$2,719.25	IF has invoiced DEED
Lakes Area Habitat for Humanity	1108 Oak Street Habitat build	Housing	\$20,000.00	\$140,800.00	HRA is the contact for funding
Brainerd American Legion Post 25	Flag Pole	Landscaping	\$1,018.50	\$3,395.00	Just completed leverage form and is dropping off paper copy at BLAEDC today to get scanned/submitted
Mickey's Pizza and Subs	Mickey's Exterior Improvement	Landscaping	\$5,511.00	\$18,370.00	IF waiting for proof to match; waiting on bids for landscaping; has bid for sign; confirmed today this is a summer project so no movement at this point.
The Gallery	River to Rail Store Front Gallery	Landscaping	\$3,460.69	\$11,535.63	IF has invoiced DEED
MOORES PROPERTIES INC.	Historic Elks Building	Landscaping	\$14,400.00	\$48,000.00	IF will be invoicing DEED - hopefully tomorrow
Wagner Holdings LLC	Curb Appeal Project	Landscaping	\$11,759.96	\$39,199.87	Leverage form completed, IF to invoice DEED
Knotty Pine Bakery	Knotty Pine Bakery Facade Improvement	Landscaping	\$4,187.00	\$13,958.00	declined funding
CatTale's Books & Gifts	Business Signage Update for the Elks Bldg	Landscaping	\$900.00	\$3,000.00	IF has been in contact; no movement yet
Brainerd Restoration, DBA Destination	Destination Downtown Blade Sign Project	Landscaping	\$3,366.00	\$11,220.00	Trying to figure out if they can get the match; may get this money back
CatTale's Books & Gifts	Little Free Library & Bookstore Signage	Landscaping	\$660.00	\$2,200.00	IF has been in contact; no movement yet
Yesterdays Gone, LLC	Yesterdays Gone Parking Lots Repave	Landscaping	\$13,632.38	\$45,441.25	only need a signed grant agreement for IF to invoice DEED
Brainerd Donut Company	Brainerd Donut Company	Small Business	\$26,100.00	\$87,026.00	Chris Smith (contact person for the project) is stepping away from the project, but partner Jason Goldie will try to move forward with the project. An updated proposal regarding how the funds would be used has been emailed to the subcommittee. Waiting for subcommittee to review and make a decision.
Music General Inc.	Building repair	Small Business	\$19,500.00	\$65,000.00	working on documentation; IF has very little from them; Don will follow up again
Lang Chiropractic Clinic P.A dba Lakes	Chiro expansion and remodel	Small Business	\$36,000.00	\$120,000.00	IF has invoiced DEED; IF should be receiving money anyday
Copper Cat Escape Games	Escape Room Renovation and Signage	Small Business	\$6,000.00	\$20,000.00	working on their ability to match; no bids; IF is working with them
Jcbahr enterprises DBA Anderson	Anderson cleaners remodel	Small Business	\$21,000.00	\$70,000.00	Process complete, funds dispersed.
Brainerd Quick Wash	Brainerd Quick Wash	Small Business	\$15,000.00	\$50,000.00	working on documentation; been in contact with IF
Ya-Sure Kombucha	Ya Sure Remodel	Small Business	\$4,830.00	\$16,100.00	IF has been in contact; business working on it, but no movement yet
Adapt Family Martial Arts & Fitness	Specialized Flooring	Small Business	\$3,000.00	\$10,000.00	IF has invoiced DEED; IF should be receiving money anyday
Region Five Development Committee	Sustainable Human Centered Equitable	Small Business	\$50,000.00	\$840,000.00	Declined funding
First Impression Print & Design	Apparel Expansion	Small Business	\$44,327.61	\$400,000.00	Process complete, funds dispersed.
		Total	\$865,600.00	\$18,582,033.09	

Green – In progress with IF getting funds from DEED, or process complete.

Yellow - Flagged: Question on possibility of getting money back based on limited progress/contact

Red – Declined funding

No color – still at beginning stages, no new information; plan for these projects to still move forward

Applicant	Address	Project	Description	Total Cost	Request	Awarded	Permit Applied For/Issued?
Teeny Bubbles Inc	1002 Laurel St	Child Care Reno	Our childcare center needs a few additional upgrades (security & HVAC) that were not originally needed when our funds were first approved prior to COVID. These funds will be able to allow us to provide a safe and up to code facility for our area.	\$500,000.00	\$150,000.00	\$150,000.00	Building Permit Issued 2/17/2023 Approved Conditional Use Permit
Young Men's Christian Assoc of Brainerd	703 Oak St	YMCA Learning Center Renovation	Addressing a critical childcare shortage, the Y will renovate an existing property to become a licensed center to minimally serve 74 infants/toddlers. This will be part of a local solution for business and workforce development. *see attachment	\$1,500,000.00	\$300,000.00	\$100,000.00	No
Eight05 Laurel LLC	805 Laurel St	Eight05 Laurel Apts	New Mixed Use Commercial/ Apartment Building	\$14,197,598.00	\$199,999.00	\$199,999.00	No
Pueringer Investments	209-211 S 7th St	Housing	Install new roof. There are 4 apartments and 1 commercial space. Install kickplates on doors. Install awning in front to modernize appearance	\$28,693.41	\$8,608.02	\$8,608.02	Building Permit Issued for Roof 12/07/2022
Stangler Properties LLC	515 S 9th St	Housing	Project is to construct a townhouse at 515 S 9th St on vacant lot. Project will provide housing in the city of Brainerd. Project is for new construction of multi unit housing on vacant lot. Project location is in the River to rail district.	\$200,000.00	\$60,000.00	\$60,000.00	New construction permits issued 10/4/22
Pueringer Investments	301 S 7th St	Housing	New fire doors, new high efficiency windows, wrap metal over frames, new electronic lock, upgrade electric panel. All improvements are on the residential part of the building.	\$60,639.50	\$18,191.85	\$18,191.85	No
Pueringer Investments	616 Front St (614)	Housing	Install new roof. There are 10 apartments and 3 commercial spaces. Install new fire doors and kick plates. This will enhance safety and stop any leaks	\$26,422.71	\$7,926.81	\$7,926.81	No
Pueringer Investments	214 S 7th St	Housing	Install new roof. There are 4 apartments and 1 commercial unit	\$12,696.82	\$3,809.04	\$3,809.04	No
Pueringer Investments	201 S 7th St (205)	Housing	This is an apartment and commercial building. The roof is almost 30 years old and is due for replacement.	\$13,922.56	\$4,176.00	\$4,176.00	No
Pueringer Investments	1702 Norwood St	Housing	This property needs a new roof. The old one is 30 + years	\$16,859.35	\$5,057.80	\$5,057.80	Roofing permit issued 8/22/22 (Completed)
Pueringer Investments	1624 Oak St	Housing	Needs new garage roof and garage doors	\$7,875.24	\$2,362.57	\$2,362.57	No
Pueringer Investments	1610 Maple St	Housing	Needs new garage door	\$2,719.25	\$815.77	\$815.77	No
Lakes Area Habitat for Humanity	1108 Oak St	Housing	Vacant lot, new construction single family home	\$148,000.00	\$42,240.00	\$20,000.00	No
Brainerd American Legion Post 255	708 Front St	Flag Pole	We have a flag pole that need repairs to fly the American flag and the mian flag.	\$3,395.00	\$1,188.25	\$1,018.50	No Building Permit Required

Mickey's Pizza & Subs	417 S 5th St	Exterior Improvements	Repairing our old, nonfunctioning corner street sign to be more energy efficient & aesthetically pleasing. Adding a pollinating garden on the Norwood Street side of the building.	\$18,370.00	\$5,511.00	\$5,511.00	No (Permit not required for landscaping)
The Gallery	222 S 7th St	R2R Store Front	To improve signage and replacing awnings of the store/building on South 7th St. Would start as soon as possible when funding is available. Expected completion around 60 days from start date, depending on access to materials and weather permitting.	\$11,535.63	\$3,460.69	\$3,460.69	No
Moores Properties	605 Laurel St	Landscape/Lighting	Replace awnings on the 2nd and 3rd floor, replace sidewalk and parking lot on the north side of the building. Improvements will help beautify the city of Brainerd and improve safety.	\$48,000.00	\$16,000.00	\$14,400.00	No (No Permit Required for Sidewalks & Parking Lot)
Wagner Holdings LLC	101 Washington St	Curb Appeal	The funds would be used to greatly improve the appearance of the building. Currently the exterior paint and parking lot is in rough shape. A new parking lot and exterior paint would greatly improve the appearance of the building from 210.	\$39,199.87	\$13,719.96	\$11,759.96	No Building Permit Required
Knotty Pine Bakery	707 Laurel St	Facade Improvements	Facade improvement project for a small business located in Downtown Brainerd that funds adding an awning and exterior sign to help improve the aesthetic look of the building and streetscape. See attached proposal for complete project details.	\$13,958.00	\$4,187.00		
CatTale's Books & Gifts	609 Laurel St (605)	Business Signage Update	We propose updating the signage for the Elks building by replacing the current boards with new ones; as well as updating graphics, adding signage for new businesses, removing graphics for old businesses no longer in the building and removing rust.	\$3,000.00	\$900.00	\$900.00	No
Brainerd Restoration dba Destination Downtown		Blade Sign project	Our goal is to continue the unification and beautification of Downtown. In addition to the EDA funds, we are also hoping to obtain other grant funding, with additional fundraising through the DDBC to keep the cost low to business owners.	\$11,220.00	\$3,366.00	\$3,366.00	No
CatTale's Books & Gifts	609 Laurel St	Little Free Library	I've had a Free Book Cart downtown for 2 yrs. It is rusty & falling apart. MN Makerspace will create a Little Free Library to be permanently installed in the flower bed, in front of the bookstore. My signage is 20 yrs old & doesn't fit our downtown.	\$2,200.00	\$660.00	\$660.00	No Permit Required
Yesterday's Gone LLC	219 S 9th St	Parking Lot Repave	Repave both parking lots - approximately 17,000 SQFT	\$45,441.25	\$13,632.38	\$13,632.38	No Permit Required
Brainerd Donut Company	215 7th St S	Small Business	Tenant buildout/ remodel	\$87,026.00	\$26,100.00	\$26,100.00	No

Music General Inc	416 S 7th St	Building Repairs	Repair roof, Replace Glass and door in entrance area, Repaint interior and exterior, replace carpet and flooring	\$65,000.00	\$19,500.00	\$19,500.00	No
Lakes Chiropractic	413 S 6th St	Expansion and Remodel	demolition, expansion and renovations in vacant space previously rented out within the building.	\$120,000.00	\$40,000.00	\$36,000.00	Remodel Permit Issued 02/08/2023 First Inspection Completed
Copper Cat Escape Games	605 Laurel St	Reno and signage	Add signage in our windows, and build out a third experience.	\$20,000.00	\$6,000.00	\$6,000.00	No, owner picked up application
Anderson Dry Cleaners	416 S 8th St	Remodel	Upgrade building including roof	\$70,000.00	\$21,000.00	\$21,000.00	No
Brainerd Quick Wash (Brd Car Wash)	801 Mill Ave	Small Business		\$50,000.00	\$15,000.00	\$15,000.00	No
Ya-Sure Kombucha	216 S 8th St	Remodel	Remodeling taproom with a bar makeover including walls and a new draft system. Attractive signage on the front windows.	\$16,100.00	\$4,830.00	\$4,830.00	No (May not need a building permit)
Adapt Family Martial Arts & Fitness	223 Washington St	Specialized Flooring	Replace existing flooring with specialized low impact flooring material for the protection and safety of students and customers.	\$10,000.00	\$3,000.00	\$3,000.00	No Permit Required
Region Five Development Commission	213 5th St S (City Hall Annex)	Econ Development	This project invests in a co-working, accelerator space dedicated to serving low-income, veterans and minority owned businesses.	\$840,000.00	\$255,000.00		
First Impression Print & Design	401 Front St	Apparel Expansion	We are moving it to our 401 space and renovating the space to for new and bigger equipment. New Signage.	\$400,000.00	\$225,000.00	\$44,327.61	Permits issued in Fall of 2022 for Restroom Addition, Furnace Replacement, Window & Door Replacement

\$811,413.00

Green - Building permit has been issued/ completed and at least one inspection has been performed
Yellow/ Green - Building permit has been issued - no inspections performed
Yellow - No permit issued
Red - Declined funding
No permit required/ no information from Community Development Department

Total Grant Allocation	\$865,600.00
Amount Currently Allocated	<u>\$811,413.00</u>
Available Funds to Reallocate	\$54,187.00



MEMO

TO: EDA Board of Commissioners

FROM: Tyler Glynn, Executive Director - Brainerd Lakes Area Economic Development Corporation (BLAEDC)

DATE: April 6, 2023

RE: Washington Street Surveys and Visits

BLAEDC would like to focus its attention in 2023 on the business community located on Washington Street. This is from feedback received from EDA members in anticipation of the upcoming road construction project. We have included with this memo, a beginning document with specific questions addressed at this upcoming project. It is our request that we be very specific in the questions asked, so we are able to receive detailed and direct feedback from those businesses related to the assistance that can be provided by BLAEDC, the EDA, the city and MnDOT.

- BLAEDC can establish relationships through these visits.
- Build a response online database to help guide the EDA.
- Identify resources that are available through the city and MnDOT to help survive the project.
 - MnDOT has a resource for businesses on how to thrive during construction.
- Identify with questions, the current and future needs of the businesses located on Washington Street
- BLAEDC will have additional staff resources from May through September to assist with this effort.
- A sample form is attached for review and editing.

We have included some of the comments that were made during our Business Retention and Expansion visits for review.

Proposal: *Use Washington Street Business Visits to gather information to inform/create a construction mitigation plan to support impacted businesses.* MNDot is currently in the “prepare design and engineer plans” phase for 2023-2025. Construction is set for 2026-2027.

1. Start connecting with businesses around Washington Street and start a list/directory of businesses.
 - a. BLAEDC/BLAEDC Intern/Chamber/City Staff/Any other community members
2. Gather initial information and contact information.
3. Put together a committee to create a construction mitigation plan for businesses and what support will be offered.
 - a. The committee should connect to figure out – what is the plan for communication during construction? Is that through the city? Look at the resources/models from past projects and other cities.

Washington Street Business Questions: (online form – filled out by business or whoever interviews)

1. Business Name
2. Business/industry: (have these options predetermined)
3. Business size (breakdown into options – small, medium, large)
4. Business Contact Information – owner, business address, phone number, email
5. How long have you been in business? (years breakdown)
6. How long have you been at this location? (years breakdown)
7. What are your current business issues – (space after each issue to fill in additional information)
 - a. Façade/signage
 - b. Building condition
 - c. Location
 - d. Financial
 - e. Resources
 - f. Marketing
 - g. Training
 - h. Finding employees
8. Are you aware of the 210 Road Construction Project starting in 2025?
 - a. Yes
 - i. If yes, where are you getting your information/sources:
 - b. No
 - c. Unsure
9. What are your current thoughts/feelings regarding the road construction project?
10. What information do you feel you need regarding the project to be successful during that time?
11. What challenges do you anticipate with the construction project?
 - a. Have you started to think about solutions to those challenges?
 - i. If so, what?
 - ii. Conversation starters:
 1. Marketing --Do you have online presence: website, social media, digital email newsletter?
 2. Financial – Do you need financial resources?
 3. Would you be interested in getting these tools?

As outlined in our 2022 Activities Report submitted in November 2022, we identified the following themes based off of feedback from our BR&E visits. Below are the summaries of business visits where specific comments were made:

Business Resources

These visits are a great opportunity to connect with local businesses and make sure they are aware of the resources available to them. The majority of businesses we met with knew of the resources. New businesses to the area did not know all the resources available, but also were not in need of them at this time.

Marketing

Businesses outside of the downtown area, but still within the River to Rail Corridor, feel left out of promotion and marketing. Some businesses would like to see more Brainerd Chamber of Commerce involvement in the downtown area.

Programs and Incentives

Programming and grants feel focused on the downtown area only. Why are the incentives only offered to businesses located in the downtown corridor and not everyone inside the city limits?

-
- What types of products and services do you offer
 - We offer a wide range of printing, apparel and video services.
 - Workforce concerns
 - We are always looking for new employees, this is a primary concern and we have had to adjust wages and benefits to keep our current workforce and attract new.
 - Growth and Expansion plans
 - We would like to expand at our existing site, but we have space concerns
 - Primary Market area
 - We serve clients from all over the United States and are branching in to new service areas for some new business that we purchased
 - **Comments – Do not feel as though any incentives or programs are designed to assist businesses that are not located in downtown Brainerd.**
-
- What types of products and services do you offer
 - Telecommunication services, phone, television and internet
 - Workforce concerns
 - Always looking to grow with staff, hiring quality tech's is challenging, which requires them to outsource some of those services
 - Growth and Expansion plans
 - We will continue to expand our internet services throughout the region to serve our members, we have immediate expansion plans in the Cuyuna region
 - Primary Market area
 - We serve Crow Wing, Cass, Aitken, Mills Lacs and other regions throughout Central MN
 - **Comments – As a company we are frustrated that this commission has not respected the applications that have been submitted from members of our staff. We have offered the flexibility for our staff to get involved in**

the communities they live, but when qualified individuals are not respected, we have to question if the EDA has the best interest of Brainerd companies in mind when appointing members to their commissions.

- What types of products and services do you offer
 - Fitness, childcare, youth activities and sports, aquatics, certification courses, also own Camp Vanasek
- Workforce concerns
 - Our workforce concerns center around our childcare services, as we would like to grow and need experienced staff to do so, we will work to increase wages and benefits to attract qualified individuals.
- Growth and Expansion plans
 - We have significant growth and expansion plans; we have launched our capital campaign and we are also in the process of purchasing a building in downtown Brainerd to expand childcare services
- Primary Market area
 - We serve the Brainerd Lakes area.
- **Comments – Appreciate the work that is done by these volunteers, all the programs will continue to assist our growth in Brainerd.**

- What types of products and services do you offer
 - Rotomolding, injection molding, blow molding, thermo forming and more.
- Workforce concerns
 - Workforce is an ongoing issue, we are working with BLAEDC to continue adding senior staff as we reorganize the company, front line staff are difficult to find currently, but we are offering competitive wages and benefits to assist.
- Growth and Expansion plans
 - We are continuing to expand our service offerings that will allow us to grow in the future.
- Primary Market area
 - We sell and distribute products all over the globe in the molding industry.
- **Comments – I am not certain the role that is played by the EDA. All I have seen is the mess that was made public with the industrial park and the bit coin people. It was not very professional.**

- What types of products and services do you offer
 - We are the parent company of many other businesses that includes companies all over the world
- Workforce concerns
 - Not at the corporate level
- Growth and Expansion plans
 - Continued growth and expansion plans, just purchased a company with over 500 employees located in Michigan
- Primary Market area
 - We are a global company that owns and operates companies throughout the world and here in Brainerd
- **Comments – I would like to see the EDA get more involved in the marketing of the city owned properties and separate their efforts on the city site or to create their own site with information regarding the assistance they can provide.**

- What types of products and services do you offer
 - Manufacture products for doors and windows, among other CNC machining, robotic painting...
 - Workforce concerns
 - We continue to have significant workforce related issues, we offer signing bonuses, wage increases to attract workforce, we are currently down 10 + employees
 - Growth and Expansion plans
 - We have locations in Brainerd and Coon Rapids and do not currently have expansion plans in our current locations
 - Primary Market area
 - We serve clients all over the world in the construction industry
 - **Comment – I have never had a city employee, council member or member of the EDA ever request a visit to our facility. Not sure that members that are willing to serve on these groups are able to get an understanding of our needs without stepping foot inside our facility.**
-
- What types of products and services do you offer
 - We are a multi-disciplined contractor specializing in municipal, commercial and residential infrastructure
 - Workforce concerns
 - We are currently at full staff due to our seasonal work, we do not have much turnover from year to year, so currently we do not have workforce concerns
 - Growth and Expansion plans
 - We are currently expanding our footprint at our current location, adding a new shop and offices, the work should be completed in 2022, we have been in business for 75 years in Brainerd
 - Primary Market area
 - We serve communities all over central Minnesota in municipal, commercial and residential.
 - **Comment – Not sure what they do through the EDA.**
-
- What types of products and services do you offer
 - Collaborative for making, learning and sharing ideas. Offer community workshops, DIY classes and a retail front that offer products.
 - Workforce concerns
 - No concerns with workforce as I have a very small team. I would be hiring if I am able to expand my business offerings.
 - Growth and Expansion plans
 - Looking at another service inside my current spaces
 - Primary Market area
 - I serve clients from the region
 - **Comment – Very frustrated with the lack of marketing assistance is provided by the EDA/City to help promote the business community.**

- What types of products and services do you offer
 - Banking & Financial Services
 - Workforce concerns
 - We have a great staff at this time, we have hired a new business banker that will take over for Tom's retirement
 - Growth and Expansion plans
 - Not in this market
 - Primary Market area
 - United States, this branch supports clients from all over the region and state
 - **Comments – Appreciate the recent programs that have been offered to the business community in the form of grants through the EDA. Appears that this was advertised well with good communication and follow through.**
-
- What types of products and services do you offer
 - Childcare for all ages
 - Workforce concerns
 - Significant workforce concerns related to staffing shortages and wage issues
 - Growth and Expansion plans
 - We had expansion plans but due to issues with the city, our plans will no longer be viable due to cost and employees
 - Primary Market area
 - We serve this region.
 - **Comments – We would like to see more promotions for services, programs and incentives that are available for business throughout the city. It is nice to see what is available in all areas, but it feels as though they are concentrated downtown, which limits the search for a new business.**
-
- What types of products and services do you offer
 - Timeless décor and home goods
 - Workforce concerns
 - She does not have any workforce concerns at this time as she is the only employee, she will look to add staff next summer.
 - Growth and Expansion plans
 - She started this business out of her home and is seeing tremendous revenue at this time since moving to her retail space in October.
 - Primary Market area
 - Brainerd Lakes Area
 - **Comment – Why do they not provide incentives or programs for the businesses that are not located in the downtown area of Brainerd. All the incentives are only available if you are in the River to Rail corridor.**

- What types of products and services do you offer
 - Donated items and works with local non-profits, she wants to create a community day, also is a consignment service for local artists.
- Workforce concerns
 - No workforce concerns at this time, she is the only employee, but as she expands her offerings, she may need to add staff.
- Growth and Expansion plans
 - She wants to increase inventory and services she offers.
- Primary Market area
 - She is a local Brainerd store, but customers come from all over the region.
- **Comments – I am not really sure the role that the EDA plays in this city. I would like to see more programs organized by this group, so we are able to find out more about them, the members of their board and what they see as the future of our city.**

MEMO



TO: EDA Board of Commissioners

FROM: Community Development Director, James Kramvik

DATE: April 6th, 2023

RE: Discussion on Westwood Mobile Home Park

Existing Conditions:

Westwood Mobile Home Park – 602 James Street, Brainerd, MN

The property is currently listed for sale and three interested buyers have contacted the Community Development Department about the property. All potential buyers have been interested in this property remaining a mobile home park. The property's legal non-conforming status is the primary question asked of Staff.

Parcel Number: 41040761, 41040787, 41040785, 41040763, 41040762

Zoning District: Traditional Neighborhood 2 (TN-2)

Property Area: 4.69 acres

Adjacent Uses: North: Vacant Property
East: Business Offices & Brainerd Dispatch
South: Automobile Sales – Tanner Motors
West: Commercial Shopping Mall

Adjacent Zoning: North: Traditional Neighborhood 2 (TN-2)
East: Traditional Neighborhood 2 (TN-2)
South: General Commercial (GC)
West: General Commercial (GC)

Legal Nonconforming Status

Westwood Mobile Home Park is in a TN-2 Zoning District which does not allow for the use of manufactured housing. New manufactured homes cannot be installed on vacant lots and any replacement of manufactured homes cannot be larger in size than the existing manufactured home. The current homes in the park are 30+ years old and it is difficult to find replacements as many of the newer models are at least two feet wider. A replacement home cannot be larger but can have a smaller footprint. RVs and campers are not considered manufactured homes and

cannot be used for replacement purposes. All homes are subject to the City of Brainerd Property Maintenance Code.

Minnesota Statutes 327C.095 PARK CLOSINGS.

Staff has provided a summary of Minnesota State Statutes 327C.095 regarding park closings. For a complete review of the Statute, visit the link below.

<https://www.revisor.mn.gov/statutes/cite/327C.095>

Conversion of use; minimum notice

At least 12 months before the conversion of all or a portion of a manufactured home park to another use, or before closure of a manufactured home park or cessation of use of the land as a manufactured home park, the park owner must prepare a closure statement. They must also provide a copy to the commissioners of health and the housing finance agency, the local planning agency, and to the resident of each manufactured home where the residential use is being converted.

A resident may not be required to vacate until 90 days after the conclusion of the public hearing.

Closure statement.

Upon receipt of the closure statement from the park owner, the local planning agency shall submit the closure statement to the governing body of the local government authority and request the governing body to schedule a public hearing.

Public hearing; relocation compensation; neutral third party

Within 90 days after receiving notice of a closure statement, the governing body of the affected local government authority shall hold a public hearing to review the closure statement and any impact that the park closing may have on the displaced residents and the park owner. At the time of, and in the notice for, the public hearing, displaced residents must be informed that they may be eligible for payments from the Minnesota manufactured home relocation trust fund under section 462A.35 as compensation for reasonable relocation costs under subdivision 13, paragraphs (a) and (e).

The governing body of the local government authority may also require that other parties, including the local government authority, but excluding the park owner or its purchaser, involved in the park closing provide additional compensation to residents to mitigate the adverse financial impact of the park closing upon the residents.

At the public hearing, the local government authority shall appoint a qualified neutral third party whose hourly cost must be reasonable and paid from the Minnesota manufactured home relocation trust fund. The neutral third party shall act as a paymaster and arbitrator, with decision-making authority to resolve any questions or disputes regarding any contributions or disbursements to and from the Minnesota manufactured home relocation trust fund by either the manufactured home park owner or the manufactured homeowners.

Staff Recommendation

Staff recommends these parcels remain legal non-conforming in the TN-2 District. Future development potential allows for mixed use or multi-family residential development as part of the TN-2 District. Staff does not recommend any master planning of the site as there is a considerable process for converting parks for redevelopment.

[illegible]

Y: 173671.9906