

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Wednesday, September 6th, 2023, 7:30 a.m.
City Hall Council Chambers

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

Upon roll call Commissioners Kelly Bevans, Justin Grecula, Gabe Johnson, Marie Kirsch, Mike O'Day, Paul Sandy, and Kevin Yeager, were noted as present. Also, present were Executive Director Bergman, Finance Director Hillman, Community Development Director Kramvik, HRA Director Charpentier, Mary Devine-Johnson, Consultant Visit Brainerd, and Tyler Glynn, Consultant BLAEDC.

Discussion on Branding and Website

Mary Devine-Johnson, Visit Brainerd Consultant, gave an overview of the two logo designs she developed. She gave the Authority scorecards to score the designs developed.

Commissioner Kirsch asked whether omitting "Authority" was intentional in the designs.

Ms. Devine-Johnson stated that it was intentional from the perspective of the forward action of the authority.

Commissioner Johnson stated that he does not like "Let's Shine", he thinks its corny.

Ms. Devine-Johnson stated that "Let's Shine" could be eliminated, there could be other options for the tagline.

The Commission asked Ms. Devine-Johnson to bring back three versions of the "Our Future is Bright" version of the logo.

Ms. Devine-Johnson introduced the website being developed.

Discussion on 2024 Consultants Agreements and Future Scope of Services

Community Development Director Kramvik gave an overview of the staff's recommended scope of services for 2024, as well as future planning. He introduced a program that BLAEDC currently has that uses AI technology and location services to give metrics for visits to businesses or areas.

Tyler Glynn stated that they received a grant for the Placer AI program, which is a "foot traffic analytics". The program is \$15,000 per year. This could be something that could be added to the scope of services for BLAEDC.

Commissioner Sandy stated that he did a google search to see what replacements would be for Placer AI, ArcGIS which is a system that the City already has license to. Would it be worthwhile using other programs, or to use the software that we already have if it is capable of all these things.

Commissioner Bevans stated that marketing and getting properties listed is an absolute priority.

Chair Yeager stated that moving forward we wanted groups to be getting together quarterly. He would like to see quarterly meetings.

Adjourn

The Authority adjourned at 9:21 a.m.

Respectfully Submitted by:
Toni Gage

Approved on 10/05/2023