

**BRAINERD ECONOMIC DEVELOPMENT AUTHORITY**  
**Thursday, December 7th, 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 Toni Bieser, Justin Grecula (7:32), Gabe Johnson (7:31), Marie Kirsch, Mike O'Day, Paul Sandy (7:32), and Kevin Yeager, were noted as present. Commissioner Paul Sandy was noted as absent. Also, present were Finance Director Hillman, Community Development Director Kramvik, and HRA Director Charpentier. Consultants Tyler Glynn, Mary Devine-Johnson, and Jennifer Haskamp were present.

**Approval of Agenda**

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE AGENDA MOVING THE VISIT BRAINERD PRESENTATION TO ITEM 4 UNDER THE CONSULTANT PRESENTATIONS.

After the vote, the Chair recognized Commissioner Johnson as present.

**Consent Calendar**

**Financial Report**  
**Approval of Minutes**

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

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

After the vote, the Chair recognized Commissioners Grecula and Sandy as present.

**Unfinished Business**

**Consultant Year End Reports/ Presentations**

**DDBC Report**

Marie Kirsch, DDBC, gave an overview of 2023 accomplishments by the Destination Downtown Business Coalition. The Coalition achieved Affiliate status through Mainstreet America, has conducted 3 out of 4 business Socials with one anticipated in early 2024, hosted numerous community events, and built their volunteer base.

**BLAEDC Report**

Tyler Glynn, BLAEDC, gave an overview of 2023 accomplishments by BLAEDC. The organization facilitated the DEED Mainstreet grant for the City of Brainerd, the workforce program hired 7 Brainerd business leaders, maintained the UNIFIED fund which facilitated 2 loans for Brainerd businesses, and conducted Washington street business retention surveys for the City of Brainerd. They facilitated a number of other programs in the County which contribute to economic growth in the City of Brainerd.

Commissioner Sandy asked Mr. Glynn whether or not BLAEDC had engaged MnDOT engineers in the Washington Street Survey as they would also benefit from the input of business owners before and during construction.

### **Swanson Haskamp Report**

Jennifer Haskamp, Swanson-Haskamp Consulting, gave an overview of the 2023 accomplishments by Swanson-Haskamp Consulting. The firm presented the Wright Street and Industrial Park properties opportunities, built a portion of the website to house the properties, and participated in quarterly meetings to build out the complete website.

Commissioner Johnson commented that all of the EDA information should be on one website.

Commissioner O'Day asked about the information from the previous year completed by SHC. He stated that there should be only one website, and it should link to the City website.

Ms. Haskamp stated that all information provided to the EDA previously will be housed on the website.

Community Development Director Kramvik stated that there is a scheduled consultant meeting to discuss how the website will be merged and pushed out.

Chair Yeager stated that he would like to see an SEO strategy.

### **Visit Brainerd Report**

Mary Devine-Johnson, Visit Brainerd, stated that the website is 90% complete. How the websites will combine is still up for a conversation. The website could be live within a week if needed. She included an SEO strategy in the 2024 scope of services. The domain is yet to be cemented.

Commissioner O'Day stated that the website looks great, he suggests commissioners send talking points. He is curious about the video.

Ms. Johnson stated that Visit Brainerd owns a lot of content that they could use at first. She has visions of future content. SEO strategy would include content management of a blog.

Commissioner Johnson asked about the image used. He loves the image of over the river looking north.

Member O'Day stated that he has a drone contact.

Mr. Glynn also stated that BLAEDC has a lot of professional photos of the City of Brainerd to share as well.

Ms. Johnson gave a brief overview of the other deliverables that Visit Brainerd provided. She stated that the ads running in IQ Magazine have been put on hold due to the website being incomplete. She will carry over the funds to promote the website once it is finalized.

### **Consider the 2024 Shared Services Agreements**

Community Development Director Kramvik gave an overview of the requested levy and consultant contracts and scope of services. The budget for service agreements remain the same except for a \$1,000 cost of living increase for BLAEDC.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE SHARED SERVICES AGREEMENTS WITH BLAEDC, DDBC, SWANSON HASKAMP, VISIT BRAINERD, AND THE CITY OF BRAINERD AS PRESENTED.

**Oath of Office**

Commissioner Sandy was administered the oath of office.

**Consider Contract with Kamp Real Estate and Development**

Jennifer Haskamp, Kamp Real Estate, stated that the proposed agreement would be a 12-month exclusive right to market the properties with an 8% commission and 2.5% commission to the buyer's broker. If the property was sold for \$1 per acre there is additional language that provides the broker fee as a portion that the buyer would pay to Kamp Real Estate. They would have a direct marketing approach. They would provide potential buyers/developers with zoning guidance and ensure that the potential buyer would meet the goals and objectives of the City.

Commissioner O'Day asked if the cost for this service Kamp would provide is the commission. He also asked about the right of reverter.

Ms. Haskamp stated that he was correct that the cost to the EDA is the commission that the buyer would pay.

Community Development Director Kramvik stated that the right of reverter would be written into the buyer's contract.

Commissioner Johnson stated that 8% of zero is still zero.

Commissioner Bieser asked when a decision would need to be made.

Commissioner O'Day stated that he would be comfortable going forward as soon as possible.

MOVED AND SECONDED BY COMMISSISONERS O'DAY AND BIESER, DULY CARRIED, TO ENTER INTO AN AGREEMENT WITH KAMP REAL ESTATE.

**Approve the 2024 EDA Budget**

Finance Director Hillman presented the proposed EDA budget for 2024. The revenues will exceed expenditures by \$43,870.

Commissioner Johnson asked about the municipal legal line item.

Finance Director Hillman stated that it was a timing issue with the Just For Crypto account.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE BUDGET AS PRESENTED.

**New Business**

**Update EDA on ISD 181 Property North of Buffalo Hills Park**

Community Development Director Kramvik requested feedback on the property north of Buffalo Hills Park. Staff has had a conversation with ISD 181 Facilities, and it was discussed at the long range planning for the school district. He stated that the school district sounded interested in development.

Staff presented to them the conveyance of the land to the City or for the school district to enter into their own real estate broker.

Commissioner Johnson asked whether there was a purchase price discussed. He is interested in this land, the HRA is looking for a new project.

Community Development Director Kramvik stated that with conveyance a dollar an acre was discussed.

Commissioner Bevans stated that staff should continue to discuss the property with the school district.

Commissioner Yeager stated that the conversation should run through the Park Board at some point.

Commissioner Bieser stated that the trail should be kept in mind when developing.

Commissioner Sandy stated that sewer and water utilities should also be kept in mind.

### **Consider Funds for Demolition of 426 B Street**

Community Development Director Kramvik gave an overview of the property.

HRA Director Charpentier stated that the HRA intends to sell the property to Habitat for Humanity to build a single-family home.

Commissioner O'Day asked about the funding. He asked how much was in the fund.

Finance Director Hillman stated that the fund does not affect the EDA budget. These funds are generated when the amount of repayments from SCDP programs are less than \$35,000 in a fiscal year it needs to be used on an eligible project. There is about \$103,000 in the account.

Commissioner Johnson asked whether the fire escrow account was used on this property.

Community Development Director Kramvik stated that he doesn't believe that this home had insurance on the home so the fire escrow would not have been utilized.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND BIESER, DULY CARRIED, TO APPROVE THE USE OF LOCAL PROGRAM INCOME FUNDS TO BE USED FOR 50% OF THE HARD COSTS, NOT TO EXCEED \$15,000 FOR THE DEMOLITION AND ASBESTOS ABATEMENT AT 426 B STREET.

### **Approve 2024 Meeting Schedule**

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND JOHNSON, DULY CARRIED, TO APPROVE THE 2024 EDA SCHEDULE WITH THE FEBRUARY MEETING BEING HELD ON FEBRUARY 8<sup>TH</sup>.

### **Staff Reports**

Community Development Director Kramvik stated that the Planning Commission is working on the Country Manor PUD and Conditional Use permit for a physical therapy clinic. The Commission also continues to work on the short-term rental ordinance.

HRA Director Charpentier gave an update on 805 Laurel redevelopment project.

**Adjourn**

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

The Authority adjourned at 8:43 a.m.

Respectfully Submitted by  
Toni Gage