

**BRAINERD ECONOMIC DEVELOPMENT AUTHORITY**  
**Thursday, October 3rd, 2024, 7:30 a.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 7:30 a.m.

Upon roll call Commissioners Kelly Bevans, Toni Bieser, Justin Grecula, Gabe Johnson, Marie Kirsch, Mike O'Day, Paul Sandy, and Kevin Yeager were noted as present.

Staff present were Executive Director Broyles, Community Development Director Kramvik, Finance Director Hillman, and HRA Director Charpentier.

**Approval of Agenda**

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

**Consent Calendar**

**Approval of Minutes**  
**Swanson Haskamp Report**  
**DDBC Report**

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

Commissioners Bevans, Bieser, Grecula, Johnson, O'Day, Sandy, and Yeager voted "aye". No Commissioner voted "nay". The Chair declared the motion carried.

**Unfinished Business**

**Update on the Sale/Transfer of Land to Giovanni's**

Community Development Director Kramvik stated when staff visited the property and reviewed aerial maps, there were wetland indicators that must be considered for potential expansion. Staff have provided contact information to the department in Minnesota that is responsible for administering wetland credits. Purchasing wetland credits would be a requirement to fill in an existing wetland. Staff also recommended that a survey/ engineering firm should be the party applying on behalf of Giovanni's for wetland credits.

Commissioner Johnson stated that the question he was asking is whether he is interested in the land.

Community Development Director Kramvik stated that the owner is not interested at this time, but is a part of his future planning.

Commissioner Bieser asked about the cost of the wetland credits.

Community Development Director Kramvik stated that an engineering survey firm would calculate this.

Commissioner Sandy stated that during the wetland delineation the engineers would determine the types of wetlands and the cost of the credits differ by where you purchase the credits from.

### **Approve \$1/Acre Incentive Program and Parameters**

Jennifer Haskamp, Swanson-Haskamp Consulting, gave an overview of the proposed \$1/Acre program. The objectives of the program are Improves the value of the vacant land in the Thiesse Industrial Park through construction of a structure that is consistent with the Industrial Zoning District purpose and objectives, creates jobs that are on-site (occupies the structure as a home base), Contributes to the tax base in the City of Brainerd.

Commissioner Sandy asked about the application fee. He has seen different ways this has been done. Whether the costs could be taken from the escrow.

Ms. Haskamp stated that the intent of the fee is to cover the application process, in the development agreement there may be additional escrow to cover other expenses.

Chair Yeager asked if there is a case-by-case basis that is more malleable, if a developer were to buy the property for \$1/Acre and sell it to a company that would then add jobs and industry.

Ms. Haskamp stated that the applicant could propose that situation with the parameters, but it would be up to the EDA whether the application qualifies.

Commissioner Sandy asked how a business relocation would be handled.

Ms. Haskamp stated that that would have to be discussed on a case-by-case basis.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE \$1/ACRE INCENTIVE PROGRAM AND PARAMETERS.

### **New Business**

#### **Review Concept Plan for Trailside Park**

Jennifer Haskamp, Swanson-Haskamp Consulting, gave an overview of the concept plans for Trailside Park and City Hall.

Commissioner O'Day stated that he likes all of the concepts. He thinks it would be smart to leave parts of Wise Road and Beaver Dam Road as commercial because of how busy the road is.

Ms. Haskamp stated that the Traditional Neighborhood does allow for commercial and retail in those areas.

Chair Yeager asked about higher density disadvantages.

Ms. Haskamp stated that the market would drive development.

Commissioner Sandy asked that the City Engineer ask the County Engineer about access points.

Ms. Haskamp stated that the access points could easily be flipped.

Commissioner Johnson asked about the calculation of miles of streets and pipes this concept would be.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND SANDY, DULY CARRIED, TO APPROVE THE CONCEPT PLANS FOR TRAILSIDE PARK.

Ms. Haskamp gave an overview of the concept plans for the Annex building and City Hall Parking Lot.

Commissioner Bevans stated that at one time when the City was looking at building a new City Hall, Mid-Minnesota was interested in vacating their premise.

Community Development Director Kramvik stated that based on permitting, Mid-Minnesota has put in over \$1 Million in improvements, he does not believe that would be a possibility anymore.

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND JOHNSON, TO APPROVE THE CONCEPT PLANS FOR THE CITY HALL PARKING LOT.

### **Consider Advertisement in Business View Magazine**

Community Development Director Kramvik gave an overview of the request.

Commissioner Johnson stated that the City has an advertising budget and a consultant who spends that money for the City. This should be forwarded to that consultant to determine whether this is a good fit for the organization.

Mr. Glynn, BLAEDC, stated that BLAEDC has been sent this information multiple times. For BLAEDC, this is not a viable option considering the cost. Visit Brainerd will find that it may not be worth the cost based on where the publication is distributed.

Commissioner Bieser commented that it may be worth the cost based on the amount of land that the City holds for sale and reaching the larger market, but she agrees that it should be forwarded to Visit Brainerd.

MOVED AND SECONDED BY COMMISSISONERS O'DAY AND JOHNSON TO FORWARD THIS PROPOSAL TO VISIT BRAINERD.

Commissioners Bevans, Bieser, Grecula, Johnson, O'Day, Sandy, and Yeager voted "aye". Commissioner Kirsch voted "nay". The Chair declared the motion carried.

### **Discuss BLAEDC's Placer AI Program**

Alison Medeck, BLAEDC, gave an overview of the Placer AI program that will be available to the City of Brainerd. It is a foot traffic analytics database.

Commissioner Johnson stated that this program is really cool. He stated that the program would be very useful. He would like a file of the Downtown foot traffic to compare it to events.

Commissioner Kirsch stated that this is a good resource, she would like to dig into it more. She would use it as a tool to figure out initiatives and marketing to keep driving traffic downtown.

Community Development Director Kramvik asked BLAEDC to do this presentation to start thinking about how the EDA could use the program.

Mr. Glynn stated that the Chamber and BLAEDC will identify times and invites in the early part of 2025 for stakeholder meetings.

Commissioner Kirsch requested that Mr. Glynn put together a group in November for initial conversations with key organizations before inviting public input.

### **2025-2026 Goal Setting**

Community Development Director Kramvik gave an overview of the complete action steps and future goals. Recommended future goals include a comprehensive marketing plan, program for underutilized properties, programs to address needs identified in the Business Retention Interviews, yearly façade improvement grant, quarterly EDA business tours, and quarterly maintenance of the website.

Commissioner O'Day stated that he would like to get to a point where the EDA only meets to approve sales of properties. His goal is to offload as many City owned parcels as possible.

Commissioner Kirsch stated that she would like to have key performance numbers as a way to track whether the goals of the EDA are effective.

Chair Yeager stated that the commissioners should send their input to Community Development Director Kramvik prior to the next meeting.

Commissioner Bieser asked about the use of Pacer for the data points.

Ms. Medeck stated that Pacer does have these abilities, it would be a matter of digging into the data points.

### **Staff Reports**

Finance Director Hillman stated that the City Council set the EDA preliminary levy at \$186,812. This was not the request of the EDA but is the same amount as 2024. At the next EDA meeting the EDA will need to work on allocating the budget out by line item in order to adopt its budget.

Community Development Director Kramvik stated that the Planning Commission is working on design standards and mixed use in the commercial corridor.

HRA Director Charpentier stated that neither DW Jones or Level Contracting received Minnesota Housing Workforce Development grants. Staff continues to work with the developers to continue moving the projects forward. The HRA is in the process of applying for the Small Cities Development Program for the Washington Street corridor. There will be a housing summit in Baxter on October 28<sup>th</sup> at the lodge.

### **Commissioner Reports**

Commissioner Kirsch stated that Spooktacular will be on October 26<sup>th</sup> downtown. The last downtown business owner social is on October 30<sup>th</sup>.

**Adjourn**

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

The Authority adjourned at 8:48 a.m.

Respectfully Submitted by  
Toni Gage