

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, September 4th, 2025, 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, Gabe Johnson, Marie Kirsch, Mike O'Day (7:35 a.m.), Paul Sandy (left at 8:30 a.m.), and Kevin Yeager were noted as present.

Consultants Tyler Glynn, BLAEDC, Jennifer Haskamp, Swanson-Haskamp Consulting & Kamp Real Estate (online), and Mary Devine-Johnson, Visit Brainerd (8:00 a.m.) were noted as present. Staff present were Executive Director Kramvik, Administrator Broyles, Finance Director Hillman, and HRA Director Charpentier.

Approval of Agenda

Commissioner Bieser stated that she needs to abstain from item 5E regarding Blockmetrix.

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

Consent Calendar

Approval of Minutes
Financial Reports
Swanson Haskamp Report
DDBC Report
Visit Brainerd Report
EDA Priorities Update

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

Upon roll call, Commissioners Bieser, Grecula, Johnson, Kirsch, Sandy, and Yeager voted "aye". No commissioner voted "nay". The Chair declared the motion carried.

Unfinished Business

Consider Extension of Kamp Realty Brokerage Agreement

Jennifer Haskamp stated that the addendum would terminate addendum 1 regarding the Annex, and extend the termination date of the agreement to December 31, 2026, for exclusive right to sell.

Commissioner Johnson stated that there was an offer made on the Annex, he wondered what the Annex is worth.

Jennifer Haskamp stated that an appraisal is fairly accurate. She stated that depending on what the City was willing to put into the building prior to the sale would affect the price and how the building would be listed.

Commissioner Bieser asked about the appropriate time to talk about the HRA's proposal for the Wright Street property.

HRA Director Charpentier stated that the HRA Board has expressed interest in the parcels in the Wright Street Extension. The HRA has engaged with two developers regarding the extension. The HRA is working toward something, but there is nothing in writing. They would like the opportunity to exclude the Wright Street properties if the HRA brings developers forward.

Jennifer Haskamp stated that the request from the HRA has only been communicated in the last few days. She stated that the way the contract is written currently, there would need to be rewrites as currently Kamp Real Estate has exclusive right to sell. She questioned how the first point of contact would be determined. She is not opposed to changes, but it needs to be adjusted.

Commissioner O'Day asked for clarification on why specifically the Wright Street properties. He knows that the City has talked about housing, but he doesn't think it's the greatest spot. He stated that this feels like two partners being pitted against each other. He believes that both organizations could work together.

Commissioner Bieser asked about commission for the HRA.

Chair O'Day stated that the HRA would not be looking for commission. They are looking to develop housing with the least amount of resistance. These lots could provide that. He believes that Kamp Realty has been valuable thus far, and the EDA should only move forward if there is a balance for both entities.

Commissioner Johnson asked whether it is a challenge to convey that the City has a broker.

HRA Director Charpentier stated that the HRA believes there is a good opportunity for housing on Wright Street. He stated that it is not a challenge to present that the City has a broker, it is just more money that a developer would need to develop housing in the City. The HRA is more than willing to work with the City, EDA, and Park Board to pursue other properties.

Commissioner O'Day asked about the end of the contract, and stated that a year isn't very long in the development world to wait.

Commissioner Sandy stated he is struggling with the suitability of the land use as single family housing. The land is in the Industrial Park.

Commissioner Bieser stated it does fit for workforce housing.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND BIESER, DULY CARRIED, TO EXTEND THE TERMINATION DATE OF THE CONTRACT TO DECEMBER 31ST, 2025; FURTHER, TO DIRECT STAFF TO WORK TOGETHER WITH KAMP REAL ESTATE TO DEVELOP AN AGREEABLE CONTRACT EXTENSION THAT MAY INCLUDE THE HRA.

Discuss Purchase and Development Agreement for Industrial Park Dermatology Clinic

Jennifer Haskamp stated that significant progress has been made with River Birch on a draft Purchase and Development Agreement. This use has been permitted in the Industrial Park. Kamp has been negotiating with the developer, and a few details need to be worked out with the EDA. The details include: option agreement, term for the option property on lot three being five years after completion of

phase one to begin development of phase two, the certificate of occupancy issued within twenty-four months, and employment requirements due to the incentive program.

Chair Yeager addressed the option property term. He stated that he thought the City Council approved five years.

Commissioner O'Day asked to clarify that lot three would require a building, not just a parking lot.

Jennifer Haskamp stated that the structure of the five years is more important than the term. Lot three would not be transferred until the term. The term would start after phase one has received its occupancy certificate. Lot three would still require economic development, it could not be a parking lot.

The Commission generally agreed with a twenty-four-month occupancy requirement.

Chair Yeager stated that he is not a fan of conceptual plans to append the PDA. He requests that the plans be closely related to the scope of work. He would be looking for 50-60% plans which would include floor plan, site plan, and elevation plans.

Commissioner Sandy asked whether the City would be protected within the PDA in terms of financial security. He agrees with Chair Yeager's opinion of conceptual plans.

Commissioner Grecula stated that the SBA loan would require all of these terms.

Community Development Director Kramvik stated that the landscape plans would be a part of the permitting process.

Jennifer Haskamp stated that the challenge with a PDA with the incentive program is that the value needs to meet certain standards. She stated that a site plan like is utilized for a CUP makes sense.

Commissioner Johnson asked to clarify if the clinic plans on expanding.

Jennifer Haskamp stated that the building would be constructed to accommodate two additional providers and staff for each. However, initially they would transition with only their current staff.

Commissioner Johnson stated that he is comfortable with maintaining current level of jobs and employment.

Jennifer Haskamp asked about the terms of maintaining the employment.

Commissioner Johnson stated that five years would be an appropriate number.

Tyler Glynn, BLAEDC, stated that five years is the State guideline.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND O'DAY, DULY CARRIED, TO CANCEL THE SPECIAL MEETING SCHEDULED FOR SEPTEMBER 10TH, 2025.

Review SEO Keywords

Jennifer Haskamp stated that the online presence of property listings and the EDA website need to be bolstered. The consultants are working to make these websites “hit”. The EDA is not currently in a “pay per click” strategy that could be included in the 2026 contracts. The EDA needs to ensure that the web pages are continually updated.

Commissioner O’Day asked about the cost of a pay per click campaign.

Mary Devine-Johnson stated that the keyword campaign has already started for the EDA. The EDA is spending about \$500 and \$600 dollars per month. This has happened within the last 45 days. There is organic and paid campaigns currently. She recommends one consultant handling this but adding keywords all of the consultants see as appropriate.

Consider Childcare Incentive Policy

Executive Director Kramvik gave an overview of the proposed Childcare Incentive Policy.

MOVED AND SECONDED BY COMMISSIONERS SANDY AND JOHNSON, DULY CARRIED, TO RECOMMEND APPROVING THE CHILDCARE INCENTIVE POLICY.

Review VCV/Blockmetrix Purchase and Development Agreement

Executive Director Kramvik stated that a joint meeting was held on May 8th to discuss a request by BlockMetrix to extend the purchase of power agreement. At that time, the Council and Commissions proposed language for an updated agreement for Staff and Attorney’s to draft. The agreement has still not been executed by BlockMetrix. He also gave an overview of the options that the EDA has regarding the Purchase and Development Agreement.

Commissioner O’Day stated that his general feeling is to send a letter on October 27th. He also stated that the Council, Public Utilities Commission, and EDA agreed at their joint meeting in May that BPU would take the lead on the agreements and the EDA and Council would follow up with their recourse.

Commissioner Johnson stated that he would like to reevaluate in December. He would like to get direction from the Public Utilities Commission.

New Business

Discuss Consultant Contracts

Executive Director Kramvik gave an overview of the consultant contracts. The difference in revenues prior to the final levy is expected to be about \$15,000. The City Council is considering keeping the EDA levy the same as 2025 in 2026. Staff recommends working with the consultants to start negotiations and developing action steps for 2026 agreements to be approved at a future meeting.

Commissioner Johnson stated that the recommendation to hold the EDA levy flat was due to not foreseeing the need for an increase. If there are things for Council to consider in increasing the amount please contact your Council Members.

Staff Reports

Executive Director Kramvik gave an overview of the Planning Commission meeting agenda.

HRA Executive Director Charpentier stated that the Brainerd HRA has submitted a grant request to MN Housing for Outlots E & F. The HRA hopes to hear back in the end of September. They also continue to work with the developer of Eight05 Laurel, this is a priority for the developer. They are working with BLAEDC to gain interest from businesses who have tax liability to purchase tax credits.

Tyler Glynn, BLAEDC, stated that they are working to arrange the CTC visit. The visit at First Impressions was great. Finally, he stated that Ms. Westbrook from CTC was on the House Floor to provide testimony on the impact of fiber on rural communities.

Adjourn

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

The Authority adjourned at 8:37 a.m.

Respectfully Submitted by
Toni Gage