

**BRAINERD ECONOMIC DEVELOPMENT AUTHORITY**  
**Thursday, June 5<sup>th</sup>, 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 (7:33 a.m.), Justin Grecula, Gabe Johnson, Marie Kirsch, Mike O'Day, and Kevin Yeager were noted as present.

Consultants Tyler Glynn, BLAEDC, Jennifer Haskamp, Swanson-Haskamp Consulting & Kamp Real Estate, and Mary Devine-Johnson, Visit Brainerd were noted as present. Staff present were Executive Director Kramvik, Finance Director Hillman, and HRA Director Charpentier.

**Approval of Agenda**

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND O'DAY, 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 JOHNSON AND GRECULA TO APPROVE THE CONSENT CALENDAR.

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

**Unfinished Business**

**Approve Preliminary Funds for the Washington Street Mitigation Plan**

Executive Director Kramvik gave an overview of the EDA fund balance. The Brainerd Lakes Chamber of Commerce and BLAEDC prepared a preliminary plan and proposal to help businesses navigate the Washington Street reconstruction project. The EDA discussed potential funding for the mitigation plan after reviewing the 2025 EDA budget discussed potentially contributing \$30,000 towards the mitigation plan but did not take formal action.

Commissioner Johnson asked whether the contribution by the EDA would be contributed contingent upon the program fully funding itself. Or is the EDA just giving the \$30,000 regardless of anyone else contributing.

Commissioner O'Day asked about the other sources of funding.

Tyler Glynn, BLAEDC, stated that the contribution should be contingent upon the other funding sources. Other potential sources included Sourcewell, the Initiative Foundation, and others to see what funds are available.

MOVED AND SECONDED BY COMMISSIONERS KIRSCH AND GRECULA, DULY CARRIED, TO APPROVE \$20,000 IN 2026 AND \$10,000 IN 2027 TOWARDS THE MITIGATION PLAN, CONTINGENT UPON REVIEW OF THE FINAL PLAN, ESTIMATES, AND THE MITIGATION PLAN BEING FULLY FUNDED.

### **Review Proposed Childcare Incentive Policy**

Executive Director Kramvik gave an overview of the proposed incentives for childcare centers.

Commissioner Johnson stated that he is in favor of a policy waiving building permits, inspection fees for all construction projects, and land use permit fees for commercial and home day cares. He supports a higher construction cost than \$150,000.

Chair Yeager suggested a \$450,000 construction cost.

### **Review VCV/Blockmetrix Purchase and Development Agreement**

Executive Director Kramvik stated the EDA board approved a revised purchase and development agreement with Blockmetrix. Blockmetrix requested to further amend the PDA by revising the minimum improvements. Blockmetrix proposed redesigning the building and altering the parking lot and driveway design. He stated that Blockmetrix has not commenced construction, nor has it executed the purchase agreement with VCV. Blockmetrix is requesting an extended power agreement with the Public Utilities department. Staff does not recommend sending a 30-day notice that VCV is in default of the purchase agreement. He is requesting that the EDA direct staff to reevaluate the status of the project or send a 30 day notice on August 1<sup>st</sup> if the power contract is not yet been executed.

Commissioner Johnson stated that the Public Utilities Commission is still exploring and interested in a power agreement extension. He stated that the EDA should reevaluate in September.

## **New Business**

### **Review SHC's Proposed Strategy to Market Underutilized Properties**

Jennifer Haskamp, Swanson-Haskamp Consulting, gave an overview of the draft website proposed to market underutilized properties. The website is designed so that independent owners can market their listings and are responsible for maintaining the listing. There is a nominal hosting cost, Kamp is working with ESRI to determine the true cost.

Chair Yeager asked whether the cost would be covered by the outside entity or the EDA.

Commissioner Johnson asked about the cost per listing.

Commissioner Bieser asked if there would be verification of the parcel.

Ms. Haskamp stated she is working with ESRI and will update the Commission. The website will do geographical editing, and staff can validate on the back end.

## **Review Visit Brainerd's Strategy to Market EDA Website, Industrial Properties, and Website Blog Ideas**

Mary Devine-Johnson, Visit Brainerd, gave an overview of the marketing strategy. Visit Brainerd continues to market the EDA website and available properties. There is work in progress to develop SEO and results from keyword marketing. Content marketing will be boosted by the blog and blog topics. The LinkedIn page has been launched.

Commissioner Bieser stated that the blog topics are a great start for topics.

## **Set the 2026 Preliminary EDA Tax Levy Request**

Finance Director Hillman stated that the preliminary levy needs to be set by September 30<sup>th</sup>. The EDA needs to request their levy prior to the next meeting. The EDA has historically requested the maximum allowed by state statute. For 2026, the amount is \$223,309. In 2025, the maximum was requested and set at \$186,812.

Commissioner Johnson stated that the EDA should request the maximum amount.

## **Consider LOI- River Birch Investments**

Jennifer Haskamp, Kamp Real Estate, gave an overview of the letter of intent submitted by River Birch Investments. She has fielded many conversations over the last six months concerning the industrial park lots. This group would like the EDA to consider their participation in the incentive program. The group is asking for lots one, two, and three of block 5, with lot three being developed at a later date as there could be future expansion opportunities. The development agreement could include structure for the development of lot three within ten years, purchasing the lot at market value, or returning the lot to the EDA. The general industrial zoning will need to be updated to include office use as a use in the industrial park and a development agreement would have to be developed.

Commissioner Johnson stated that he is in favor of the development. He is interested in seeing how the lot three development would be structured. He asked whether the development agreement is the only way to move forward. He is concerned about the minimum improvements.

Ms. Haskamp stated that she hasn't read the development with BlockMetrix. With the incentive program, a development agreement is required because the subsidy needs to be able to be documented as a way to measure performance.

Executive Director Kramvik stated that the electrical component to the BlockMetrix agreement is the complicating factor.

Commissioner O'Day stated that the safe guards on the third lot in the agreement will not change anything for the City regarding taxes. He is unsure about a ten year timeline.

Commissioner Bieser asked about the need for a conditional use permit.

Executive Director Kramvik stated that the zoning code does not currently allow this use in the industrial park. The table of uses is actively being updated by the Planning Commission and then the ordinance would move through Council.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND O'DAY, DULY CARRIED, TO SUPPORT THE CHANGE OF THE LAND USE IN THE ZONING CODE.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND BIESER, DULY CARRIED, TO AUTHORIZE KAMP REAL ESTATE TO BEGIN NEGOTIATING AN AGREEMENT WITH RIVER BIRCH INVESTMENTS.

### **Staff Reports**

Executive Director Kramvik stated that Country Manor has completed all bond documents and the ground breaking is set for June 10<sup>th</sup>. The Planning Commission is reviewing the table of uses and the sign ordinance. Finally, First Impressions is the 2<sup>nd</sup> quarter business tour staff will send out the meeting options.

HRA Executive Director Charpentier stated that the HRA will be pursuing a grant for the Greater Minnesota Housing Infrastructure Program for Brainerd Oaks. It is not typical for an infrastructure grant to be available, the HRA believes the application is competitive.

Tyler Glynn, BLAEDC, stated that the BLAEDC annual meeting was held in May. Mayor Badeaux and area mayors held a panel discussion. They did a fantastic job. There were 120 people in attendance. The administrative specialist position at BLAEDC will be filled.

### **Commissioner Reports**

Commissioner O'Day stated that there was a fire in an older building downtown. He is hoping that the engineering report comes back favorably, the City does not need more parking lots. There are road and sidewalk closures. There was a lot of area fire presence from surrounding communities. The businesses in the building are closed until more information is provided.

Commissioner Kirsch stated that the City should work to post on social media to support the affected businesses. The farmers market that started in mid-May has been going well. It has added a lot of value to the downtown.

### **Adjourn**

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

The Authority adjourned at 8:25 a.m.

Respectfully Submitted by  
Toni Gage