



ECONOMIC DEVELOPMENT AUTHORITY AGENDA

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, June 4, 2026 @ 7:30 AM

The public is invited to attend these meetings in person
Per MN Statutes 13D.02 Commissioners may attend remotely.

Meetings are broadcast on CTC ch 8, Charter ch 181, YouTube, AppleTV, Roku, and Amazon FireTV

1. **Call To Order**

2. **Roll Call**

___J. Grecula ___G. Johnson ___M. Kirsch ___M. O'Day ___K. Yeager ___VACANT ___VACANT

3. **Approval Of Agenda - Voice Vote**

4. **Consent Calendar**

NOTICE TO PUBLIC - all matters listed are considered routine by the Board and will all be enacted by one (1) motion. There will be no separate discussion of these items unless good cause is shown prior to the time the Board votes on the motion to be ADOPTED BY ROLL CALL

A. **Approval of Minutes**

B. **Financial Reports**

C. **Swanson Haskamp Report**

D. **DDBC Report**

E. **Visit Brainerd Report**

5. **Unfinished Business**

6. **New Business**

A. **Apartment Development — City Hall Parking Lot**

B. **CMHP Apartment Development - Wright Street Extension**

C. **Downtown Concept Plan Discussion**

7. **Staff Reports**

(Verbal: Any Updates since Packet)

8. **Commission Member Reports**

9. **Adjourn**

Visit the City's Website at www.ci.brainerd.mn.us

MISSION

"Provide high quality, cost effective public services and leadership in creating a sustainable city"

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, March 4, 2026, 7:30 a.m.
City Hall Council Chambers

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

Upon roll call Commissioners Justin Grecula, Gabe Johnson, Marie Kirsch, 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.

Annual Meeting

Elect Chair, Vice Chair, and Secretary

MOVED AND SECONDED BY COMMISSIONERS GRECULA AND JOHNSON, DULY CARRIED, TO APPOINT COMMISSIONER YEAGER AS CHAIR, COMMISSIONER JOHNSON AS VICE CHAIR, AND COMMISSIONER KIRSCH AS SECRETARY.

Appoint Consultant Liaison

MOVED AND SECONDED BY COMMISSIONERS KIRSCH AND GRECULA, DULY CARRIED, TO APPOINT COMMISSIONER JOHNSON AS THE CONSULTANT LIAISON.

Approval of Agenda

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

Consent Calendar

Approval of Minutes
Financial Reports
Swanson-Haskamp Report
DDBC Report
Visit Brainerd Report

MOVED AND SECONDED BY COMMISSIONERS KIRSCH AND JOHNSON TO APPROVE THE CONSENT CALENDAR.

Upon roll call, Commissioners Grecula, Johnson, Kirsch, and Yeager voted “aye”. No commissioner voted “nay”. Commissioner O’Day declared the motion carried.

Unfinished Business

Central MN Dermatology – Extend Development District 2, Purchase and Development Agreement, and Convey Property

Jennifer Haskamp, Kamp Realty, gave an overview of the process for purchase and development of the properties as well as the goals regarding the subsidy agreement.

Executive Director Kramvik gave an overview of the resolutions needing to be passed in order to move forward with the development.

Chair Yeager opened the public hearing at 7:39 a.m.

No one came forward.

Chair Yeager closed the public hearing at 7:40 a.m.

MOVED AND SECONDED BY COMMISSIONERS GRECULA AND JOHNSON TO ADOPT RESOLUTION APPROVING THE MODIFIED PROGRAM, EXPANDING THE BOUNDARIES OF DEVELOPMENT DISTRICT NUMBER 2.

RESOLUTION 01:26

Upon roll call, Commissioners Grecula, Johnson, Kirsch, and Yeager voted “aye”. No commissioner voted “nay”. Commissioner O’Day declared the motion carried.

MOVED AND SECONDED BY COMMISSIONERS GRECULA AND JOHNSON TO ADOPT RESOLUTION APPROVING THE PURCHASE AND DEVELOPMENT AGREEMENT AND CONVEYANCE OF THE PROPERTY TO THE DEVELOPER.

RESOLUTION 02:26

Upon roll call, Commissioners Grecula, Johnson, Kirsch, and Yeager voted “aye”. No commissioner voted “nay”. Commissioner O’Day declared the motion carried.

Washington Street Mitigation Plan – Proposal and Agreement

Matt Kilian, Brainerd Lakes Chamber Executive Director, gave an overview of the plan and budget for the 2026/2027 Washington Street Reconstruction. He assured the board that mitigation plan is for all businesses, not just Chamber Businesses. The mitigation plan’s goal is to establish a positive narrative that reflects the future growth of the community that will result from the project. He stated that the marketing campaign is centered around Babe the Blue Ox, will include a mascot costume of Babe dressed in a construction outfit, and build on the current “Lakes Proud” campaign.

Commissioner Johnson thanked Mr. Kilian for the Chamber’s leadership on this project.

Commissioner Kirsch stated that she has attended the initial meetings and is excited to see the plan come to fruition. She believes that it will carry over into the future and encourage businesses to locate in the city.

Member Yeager asked about the timeline.

Mr. Kilian stated that the Chamber is confident that they will be ready for the May 1st start.

MOVED AND SECONDED BY COMMISSIONERS KIRSCH AND JOHNSON, DULY CARRIED, TO APPROVE THE SHARED SERVICES AGREEMENT WITH THE BRAINERD LAKES CHAMBER OF COMMERCE.

CMHP Wright Street Development Proposal

Deanna Hemmesch, Central Minnesota Housing Partnership Executive Director, gave an overview of the updated proposal to develop on Wright Street. The organization is requesting purchasing 5.5 acres in the Wright Street Extension for the \$1/acre and realtor fees to apply for a Low Income Housing Tax Credit program through Minnesota Housing to build a 50 unit apartment building.

HRA Director Charpentier stated that this request reflects the feedback given by the EDA in December. The HRA and CMHP will work with Kamp realty to develop a Purchase and Development Agreement for the project. Ms. Hemmesch has stated that they are committed to the project even if they are not awarded funding this cycle. He is aware that there are others interested in the property.

Chair Yeager asked about the potential terms of the agreement and the grant process.

HRA Director Charpentier stated that he would like to see a 36-48 month timeframe for funding, hoping funding would be awarded year one.

Ms. Hemmesch stated that the proposal is currently estimated at 140 out of 155 points if everything lines up. One of the criteria would be that the land is purchased at a discount to signal that the City is supportive of the development as well as the HRA having vouchers available for sure.

Commissioner Johnson asked whether the HRA Board has discussed dedicating vouchers.

Chair Yeager stated that the HRA is excited about the project. The HRA was looking to take the temperature of the EDA considering they have land control of this site. He personally sees industry and growth following housing. He will always support housing projects.

Commissioner Johnson stated that he was hesitant to support a similar proposal recently. Knowing that the agreement can be structured with the timeline so that the project doesn't go the way of Eight05 Laurel he is supportive of the project.

Commissioner Kirsch stated that knowing that this meets the priority of more housing, she is in support of the project.

Commissioner Grecula stated that he is also in support of the project. He agrees that industry follows housing. It is a great project, especially with 4 bedroom units.

Chair Yeager stated that the subsidy would have a sunset period if the land is conveyed for \$1/acre.

MOVED AND SECONDED BY COMMISSIONERS GRECULA AND KIRSCH, DULY CARRIED, TO DIRECT STAFF TO WORK WITH KAMP REALTY AND CMHP WRIGHT STREET DEVELOPMENT PROPOSAL.

Façade and Sign Grant – Approve Grant and BLAEDC Contract

Executive Director Kramvik gave an overview of the grant program. BLAEDC's proposal is to administer the grant for \$3,500, which is an increase from 2025.

Tyler Glynn, BLAEDC, stated that the increase to the contract request is due to the volume of applications. The applications will open on April 1st for the grant program.

Commissioner Kirsch asked about the process, whether it would be first come first serve like in 2025. She is concerned about the time it takes to apply and then misses the window because they were one off of the mark.

Mr. Glynn stated that it will be a first come first serve basis again this cycle. BLAEDC will maintain all of the applications with timestamps. He stated that scoring the applications may be messy. There will be communications released before the application date to inform businesses that the grant will be available so that they can prepare. The application will also open at a reasonable time on the 1st of April. He stated that the window is expected to be about 48 hours for the sign grants.

Commissioner Kirsch requested that the EDA consider criteria in the future as someone who has applied for these types of programs in the past.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND GRECUA, DULY CARRIED, TO APPROVE GRANT ADMINISTRATION AGREEMENT WITH BLAEDC.

New Business

Agenda for April EDA Workshop

Executive Director Kramvik gave an overview of the items to be discussed at the workshop. The workshop will also provide time to review and develop the 2026 goals and action steps for the EDA. There may also be action items from the HRA at the workshop.

Commissioner Johnson asked about changes from the status quo on the items provided by staff.

Executive Director Kramvik stated that there may potentially be action items for Staff for the mobile home park and state hospital property now that some of the other programs have been completed.

Commissioners were generally agreeable to the agenda for the April 2nd workshop.

Staff Reports

HRA Executive Director Charpentier stated that there is a new state program "Bring It Home" that would add potentially 40-49 vouchers in Crow Wing County. The HRA has hired staff to maintain the program.

Commissioner Johnson asked about the sustainability of the program considering the projected \$2 billion deficit in the state.

HRA Executive Director Charpentier stated that the canned response is that this would be built into budget base. This a two year cycle, he will look to gauge the success after year one.

Jennifer Haskamp, Swanson-Haskamp, stated that part of the contract for 2026 is a downtown plan/study. Since there is a work session coming up, the commission should expect some homework to start the wheels turning.

Tyler Glynn, BLAEDC, stated that as a part of the mitigation plan, BLAEDC will be hiring an intern who will handle the social media for the construction. He also gave props to Jennifer and the EDA for their work to get a new development in the Thiesse Industrial Park.

Commissioner Reports

Commissioner Johnson stated that the City Council sent over an Orderly Annexation agreement to the County Commission in the area of Riverside Drive.

Chair Yeager stated that it is very exciting to have projects in the industrial park coming to fruition.

Adjourn

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

The Authority adjourned at 9:07 a.m.

Respectfully Submitted by
Toni Gage

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, April 2, 2026, 7:30 a.m.
City Hall Council Chambers

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

Upon roll call Commissioners Justin Grecula, Gabe Johnson, Marie Kirsch, 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.

Discussion Items

EDA Bylaws

Executive Director Kramvik gave an overview of suggested changes of the bylaws.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND GRECULA, DULY CARRIED, TO APPROVE THE EDA BYLAWS AS AMENDED.

2025 EDA Measurables and Activities

Executive Director Kramvik reviewed the EDA measurables for 2025. Highlights included updated signage ordinances, sign/façade grants specific to Washington Street, the mitigation plan for Highway 210, childcare incentive, two properties being sold in the industrial park, and tax abatement for Country Manor.

Executive Director Kramvik expects a big year in 2026 with the façade grants and Washington Street reconstruction. Staff will be scheduling a tour out at the Airport for EDA and Council Members. The State Hospital property has been discussed with staff at the State level. Westwood mobile home park will be another focus for 2026. The owners may be potentially open to listing the property on the EDA's portal. The City could also potentially look to redevelop the property with the HRA.

Commissioner O'Day asked about the State's plan for the land. He also stated that he would be interested in knowing what types of costs would be involved in infrastructure, relocation, and redevelopment.

Executive Director Kramvik stated that the State doesn't have a liability on the land like other properties that have been transferred to municipalities. He will look into the state grant regarding relocation of mobile home parks.

Commissioner Johnson stated that he is very interested in the State Hospital property. It is a good developable property. If the State is unwilling, he thinks that the City should pursue legislation for acquiring the land. He would be happy to help with setting up meetings with Senator and Representative Heintzeman.

Chair Yeager stated that the EDA is interested in a high level of information on the time, effort, and money needed to invest in the two projects.

Commissioner Grecula stated that the last time that the mobile home park was discussed, it was envisioned to have housing. He said it would be helpful to loop in the HRA board.

Executive Director Kramvik stated that he would contact the owners of the property to restart the conversation on the mobile home park.

Façade and Signage Grant

Tyler Glynn, BLAEDC, stated that the Façade and Signage Grants framework is close to complete. His goal is to have everything ready, marketed, and open the grant by April 27th. There will be some work to be done with the signage grant to conform to the sign ordinances in the City.

Commissioner Johnson stated that timeline wise, he thinks the sooner the better. He asked about when the grant closes if more information is provided to owners for other opportunities like the Unified Fund.

Mr. Glynn stated that BLAEDC previously provided other options and will do that this time around.

Commissioner O'Day asked about the popularity of the façade grant.

Mr. Glynn stated that Washington Street is a question for the façade grant. He does expect a robust number for the signage grants.

Commissioner O'Day stated that if there are a lot of signs this cycle, he thinks the EDA should take a step back and evaluate applications for next year. If the City has a missed opportunity that would be unfortunate.

Mr. Glynn stated that his staff is reviewing for cost effectiveness. The first five projects last cycle were slam dunk requests. The people who are ready knowing that the grant first comes first serve are typically good projects. When the grant is communicated it will be made known that the grant first comes first serve. He also stated that Mr. Brekken has asked for the EDA to tour the top two floors of his building downtown. There is a lot of potential for the building.

Staff Reports

HRA Director Charpentier stated that the HRA is working with Kamp Realty and Staff on a development agreement with Central Minnesota Housing.

Executive Director Kramvik stated that the Kueper's project has kicked off their 176 unit development.

Adjourn

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

The Authority adjourned at 7:58 a.m.

Respectfully Submitted by
Toni Gage

April 2nd, 2026

Financial Report for EDA

As of April 30, 2026

	<u>Cash & Investments</u>	<u>Receivable Balance</u>	<u>Deferred Loans (as of 12/31/25) **</u>	<u>Awarded Grants</u>
General Funds:				
EDA Fund - #295	\$ 90,337	\$ -	\$ -	\$ -
Total	\$ 90,337	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 2,176	\$ 1,328	\$ 154,908	\$ -
SE Brainerd - #215	13,524	-	4,000	-
NE Brainerd - #218	-	-	124,996	-
2024 SE Brainerd	(24,666)	-	245,992	-
2025 210 Streetscape	(331)	-	-	-
Willows Project - #209	-	-	-	-
Old Housing - #209	2,735	-	47,286	-
Local Income - #275	140,130	9,990	5,925	-
Total	\$ 133,568	\$ 11,317	\$ 583,108	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	19,468	-	-	-
Total	\$ 19,468	\$ 646,427	\$ -	\$ -
Grand Total	\$ 243,374	\$ 657,745	\$ 583,108	\$ -

** Portion of the loan that is forgivable with the passage of time

^^^ The Receivable Balance **DOES** include the \$646,427 borrowed to pay for the industrial park land.

Fund 295 EDA FUND

GL Number	Description	PERIOD ENDED 04/30/2025	PERIOD ENDED 04/30/2026
*** Assets ***			
295-0000-10100	CASH	62,276.88	90,336.69
295-0000-10700	DELINQUENT TAX RECEIVABLE	8,391.61	9,204.12
295-0000-11500	ACCOUNTS RECEIVABLE	0.00	456.00
295-0000-16160	FA-LAND HELD FOR RESALE	460,396.74	460,396.74
Total Assets		531,065.23	560,393.55
*** Liabilities ***			
295-0000-20600	DEPOSITS PAYABLE	4,705.99	15,670.47
295-0000-22200	DEFERRED REVENUE	460,396.74	460,396.74
295-0000-22210	DEFERRED TAXES RECEIVABLE	5,632.88	6,592.22
Total Liabilities		470,735.61	482,659.43
*** Fund Balance ***			
295-0000-28900	FUND BALANCE/EQUITY ACCT	106,427.00	106,427.00
Total Fund Balance		106,427.00	106,427.00
Beginning Fund Balance		106,427.00	106,427.00
Net of Revenues VS Expenditures - 2025			13,546.55
*2025 End FB/2026 Beg FB		119,973.55	
Net of Revenues VS Expenditures - Current Year		(46,097.38)	(42,239.43)
Ending Fund Balance		60,329.62	77,734.12
Total Liabilities And Fund Balance		531,065.23	560,393.55

* Year Not Closed

PERIOD ENDING 04/30/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR			YTD BALANCE	% BGD USED
		2026 MONTH	04/30/2026	04/30/2026		
		AMENDED BUDGET	CREASE (DECREASE)	NORMAL (ABNORMAL)		
Fund 295 - EDA FUND						
Function: Unclassified						
Revenues						
TAXES & PENALTIES						
295-0000-31010	CURRENT AD VALOREM	186,812.00	0.00	2,483.25	1.33	
295-0000-31020	DELINQUENT AD VALOREM	0.00	0.00	128.65	100.00	
	TAXES & PENALTIES	186,812.00	0.00	2,611.90	1.40	
OTHER REVENUE						
295-0000-36210	INTEREST INCOME	1,500.00	0.00	594.45	39.63	
	OTHER REVENUE	1,500.00	0.00	594.45	39.63	
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TOTAL REVENUES		188,312.00	0.00	3,206.35	1.70	
Expenditures						
SERVICES						
295-6510-43300	PROFESSIONAL SERVICES	154,620.00	12,885.01	40,071.70	25.92	
295-6510-43361	INS - GENERAL LIABILITY	148.00	0.00	24.08	16.27	
295-6510-43434	ECONOMIC INITIATIVES	60,000.00	0.00	0.00	0.00	
295-6510-43435	BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	100.00	
	SERVICES	220,118.00	12,885.01	45,445.78	20.65	
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TOTAL EXPENDITURES		220,118.00	12,885.01	45,445.78	20.65	
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Total - Function Unclassified		(31,806.00)	(12,885.01)	(42,239.43)	132.80	
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TOTAL REVENUES		188,312.00	0.00	3,206.35	1.70	
TOTAL EXPENDITURES		220,118.00	12,885.01	45,445.78	20.65	
NET OF REVENUES & EXPENDITURES		(31,806.00)	(12,885.01)	(42,239.43)	132.80	

CHECK DISBURSEMENT REPORT FOR CITY OF BRAINERD
 CHECK DATE FROM 01/01/2026 - 04/30/2026

Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Amount
Fund: 295 EDA FUND								
01/05/2026	BB	103210	DEC 2025	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,076.00
01/05/2026	BB	103218	DEC 2025	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.26
01/05/2026	BB	103246	DEC 2025	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.63
01/05/2026	BB	103252	DEC 2025	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	5,258.37
01/21/2026	BB	103287	JAN 2026	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,208.33
01/21/2026	BB	103308	JAN 2026	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.34
01/21/2026	BB	103319	VS-6266	INITIATIVE FOUNDATION	BOOKS/PAMPHLETS/DUES	43435	6510	5,350.00
01/21/2026	BB	103347	JAN 2026	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	3,125.00
01/21/2026	BB	103351	JAN 2026	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	4,301.67
03/04/2026	BB	103552	FEB 2026	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,208.33
03/04/2026	BB	103561	FEB 2026	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.34
03/04/2026	BB	103576	3701999	KUTAK ROCK LLP	DEPOSITS PAYABLE	20600	0000	456.00
03/04/2026	BB	103597	FEB 2026	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	3,125.00
03/04/2026	BB	103601	FEB 2026	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	4,301.67
03/18/2026	BB	103666	425BB603-0185	COLUMN SOFTWARE	DEPOSITS PAYABLE	20600	0000	105.32
03/18/2026	BB	103693	34195	NAGELL APPRAISAL & CONSULTING	DEPOSITS PAYABLE	20600	0000	1,500.00
04/08/2026	BB	103775	MAR 2026	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,208.33
04/08/2026	BB	103793	MAR 2026	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.34
04/08/2026	BB	103808	3716843	KUTAK ROCK LLP	DEPOSITS PAYABLE	20600	0000	6,477.00
04/08/2026	BB	103833	MAR 2026	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	3,125.00
04/08/2026	BB	103841	MAR 2026	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	4,301.67
04/22/2026	BB	103897	3730414	KUTAK ROCK LLP	DEPOSITS PAYABLE	20600	0000	570.00
			3730416		DEPOSITS PAYABLE	20600	0000	1,294.50
				CHECK BB 103897 TOTAL FOR FUN				1,864.50
				Total for fund 295 EDA FUND				62,242.10

User: chillman
 DB: Brainerd

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 295 EDA FUND							
01/01/2026			295-0000-10100 CASH		BEG. BALANCE		133,639.12
01/23/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2814	2,611.90		136,251.02
01/31/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2835		1,416.67	134,834.35
02/13/2026	GJ	JE	PZ26-0004 PAID FROM DEPOSIT - RIVER	2842		500.00	134,334.35
02/28/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2874		1,416.67	132,917.68
03/31/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2969		1,416.67	131,501.01
03/31/2026	GJ	JE	ALLOCATE QTRLY INTEREST	2973	594.45		132,095.46
04/24/2026	GJ	JE	TO RECORD PZ26-00120 CUP PMT	3014		100.00	131,995.46
04/30/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	3032		1,416.67	130,578.79
04/30/2026			295-0000-10100	END BALANCE	3,206.35	6,266.68	130,578.79
01/01/2026			295-0000-10700 DELINQUENT TAX RECEIVABLE		BEG. BALANCE		9,204.12
04/30/2026			295-0000-10700	END BALANCE	0.00	0.00	9,204.12
01/01/2026			295-0000-15510 PREPAID OTHER		BEG. BALANCE		24.08
01/01/2026	GJ	JE	REVERSE JAN & FEB INS PREPAID	2764		24.08	0.00
04/30/2026			295-0000-15510	END BALANCE	0.00	24.08	0.00
01/01/2026			295-0000-16160 FA-LAND HELD FOR RESALE		BEG. BALANCE		460,396.74
04/30/2026			295-0000-16160	END BALANCE	0.00	0.00	460,396.74
01/01/2026			295-0000-20200 ACCOUNTS PAYABLE		BEG. BALANCE		(12,084.26)
04/30/2026			295-0000-20200	END BALANCE	0.00	0.00	(12,084.26)
01/01/2026			295-0000-20600 DEPOSITS PAYABLE		BEG. BALANCE		(4,217.29)
01/01/2026	GJ	JE	REVERSE AUDIT ENTRY	2897		456.00	(4,673.29)
02/13/2026	GJ	JE	PZ26-0004 PAID FROM DEPOSIT - RIVER	2842	500.00		(4,173.29)
04/24/2026	GJ	JE	TO RECORD PZ26-00120 CUP PMT	3014	100.00		(4,073.29)
04/30/2026			295-0000-20600	END BALANCE	600.00	456.00	(4,073.29)
01/01/2026			295-0000-22200 DEFERRED REVENUE		BEG. BALANCE		(460,852.74)
01/01/2026	GJ	JE	REVERSE AUDIT ENTRY	2897	456.00		(460,396.74)
04/30/2026			295-0000-22200	END BALANCE	456.00	0.00	(460,396.74)
01/01/2026			295-0000-22210 DEFERRED TAXES RECEIVABLE		BEG. BALANCE		(6,592.22)
04/30/2026			295-0000-22210	END BALANCE	0.00	0.00	(6,592.22)
01/01/2026			295-0000-31010 CURRENT AD VALOREM		BEG. BALANCE		0.00
01/23/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2814		2,427.57	(2,427.57)
01/23/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2814		55.68	(2,483.25)
04/30/2026			295-0000-31010	END BALANCE	0.00	2,483.25	(2,483.25)
01/01/2026			295-0000-31020 DELINQUENT AD VALOREM		BEG. BALANCE		0.00
01/23/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2814		112.31	(112.31)
01/23/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2814		16.34	(128.65)
04/30/2026			295-0000-31020	END BALANCE	0.00	128.65	(128.65)
01/01/2026			295-0000-36210 INTEREST INCOME		BEG. BALANCE		0.00
03/31/2026	GJ	JE	ALLOCATE QTRLY INTEREST	2973		594.45	(594.45)
04/30/2026			295-0000-36210	END BALANCE	0.00	594.45	(594.45)
01/01/2026			295-6510-43300 PROFESSIONAL SERVICES		BEG. BALANCE		0.00
01/31/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2835	1,416.67		1,416.67
02/28/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2874	1,416.67		2,833.34
03/31/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2969	1,416.67		4,250.01
04/30/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	3032	1,416.67		5,666.68
04/30/2026			295-6510-43300	END BALANCE	5,666.68	0.00	5,666.68
01/01/2026			295-6510-43361 INS - GENERAL LIABILITY		BEG. BALANCE		0.00
01/01/2026	GJ	JE	REVERSE JAN & FEB INS PREPAID	2764	24.08		24.08
04/30/2026			295-6510-43361	END BALANCE	24.08	0.00	24.08
GRAND TOTALS:					9,953.11	9,953.11	119,517.55

City of Brainerd
Economic Development Authority
Scope of Services Report

Date: May 28, 2026
 From: Jennifer Haskamp, SHC
 RE: Activities Mar - May 2026

Overview of Monthly Activities:

The following summary of progress on each task from our scope of services is provided. Exciting news – Central Dermatology closed on the PDA for the lots in the industrial park on May 27th. We are planning a marketing campaign to align with the new development and the lot closings, which we will launch within a couple weeks.

The following summary by scope is provided for your reference.

Activities by Scope Task:

SCOPE	TASK
a.	Maintain Property Listing Portal
	SHC Activities: <ul style="list-style-type: none"> • We are working with staff to promote the listing portal to property owners that may be interested. This will align with the active Spring/Summer real estate season. • Portal remains active and will update current listings with closings and .
b.	Maintain an inventory of under-utilized and/or undeveloped property, update bi-annually.
	SHC Activities: <ul style="list-style-type: none"> • Update planned for Q2. This will align with marketing roll out of listing portal.
c.	Prepare Downtown Area Plan
	SHC Activities: <ul style="list-style-type: none"> • Draft Online Survey for EDA review at 6/4 Regular Meeting • Outline of Draft Plan for comments and discussion
d.	Establish relationship and continue discussion with developers
	SHC Activities: <ul style="list-style-type: none"> • Ongoing networking with developers and local real estate groups. Marketing push planned after PDA execution. •

e.	Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.
	SHC Activities: <ul style="list-style-type: none"> • June Meeting planned
f.	Lead/Participate in one (1) business roundtable. Topic to address Washington Street Corridor.
	SHC Activities: <ul style="list-style-type: none"> • Timing to align with communication effort/plans (Summer and Fall meeting)
g.	Attend regular meetings of the EDA (minimum of four meetings.)
	<ul style="list-style-type: none"> • SHC will be in attendance at the June meeting.

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
DDBC

Report Date: 5/28/2026

a. Maintain Main Street America Aspiring Membership status.

Update: Mary took over as the point of contact for the Minnesota Main Street membership and programming in January 2026. To date she has:

- Executed the annual contract
- Attended the Monthly Directors meeting (required by MMS): January, February, March, April and May
- Attended the 2026 monthly Deep Dive meeting (required by MMS): January, February, April
- Started recruiting Steering Committee members: Mike Angland, Tad Johnson, Jamie Bieser, and John Schommer will sit on the committee; still have 2-3 more to confirm.
- Started redesigning the website; about 50% complete.

Action Items:

- Finish the DowntownBrainerd.org website.
-

b. Coordinate networking opportunities for downtown district businesses and other stakeholders.

Update: Held a networking social event on May 27 with 15 people in attendance. Met at Shep's on 6th and received updates from Brainerd Community Action about the 4th of July and Cody Shephard about the Rib Fest. We welcomed two new business owners – Joe and Ashley from Coco Moon.

Upcoming events:

- June 24 – At Passport Restaurant with Lakes Area Music Festival presenting.
 - July 29 – At The Sweet Spot or Dragon Forge with presenter TBD.
 - August 26 – At Crossing Arts Alliance in partnership with Crow Wing Food Co-Op.
-

c. Support Main Street events with advertising and promotional materials.

Update: In progress.

- Developing a Shopping Passport for the 4th of July Treasure Hunt.

- **Downtown Market:** The outdoor markets held on Fridays at the City Hall parking lot resumed in May. The indoor winter events held at the former Bob & Fran's building were well attended.

d. Participate in quarterly roundtable discussion with City of Brainerd staff and all other

Update: In progress.

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Visit Brainerd

Report Date: 5/28/2026

a. Update content on EDA website.

Update: Ongoing

b. Continue the SEO strategies proposed in 2025 specifically the keyword search, display ads, and website content/on-page SEO.

Update: Refining the keywords and continually adding negative keywords to avoid buying irrelevant search terms. The number of clicks and impressions are good; note this report is three days short because we measure one month at a time, meaning numbers might adjust slightly in future reports.

I am counting a valid website contact form as a successful conversion; we get several “junk” forms per month and have tried to fix that with form and website security settings, etc.

	Jan	Feb	Mar	Apr	May	Jun
Website Contact Form	0	0	1	1	1	
Key word Search Campaign Spend	\$702.75	\$717.62	\$757.53	\$752.35	\$693.04	
Key word Search Campaign Clicks	604	942	843	911	526	
Display Ad Spend	\$732.56	\$651.73	\$610.28	\$610.17	\$566.83	
Display Ad Clicks	499	527	387	426	357	
Display Ad Impressions	1,593,491	1,525,264	1,263,515	1,293,903	1,197,889	
Webpage visits	1,318	1,172	887	984	852	

c. Provide CMS training for city staff and host the website and email services for the Brainerd EDA website.

Update: Not completed.

Action: Received the CMS Manual from the website contractor; will schedule training with City Staff in Q2.

- d. **Develop and implement an advertising campaign focused on recruiting entrepreneurs, developers, investors and the like to start a business within the corporate limits of the City of Brainerd.**

Update: In progress.

- Print/Poster Billboard on Hwy. 10 in Royalton went up in Dec. 2025 and will be posted through Dec. 2026 using funds from the 2025 Visit Brainerd EDA Contract.
- IQ magazine ads in each of their two issues; see below.



Cover of the Spring 2026 Edition



Picture of EDA Ad on Page 33

Action items:

- Start LinkedIn advertising.
- Identify developer specific targeted advertising opportunities.

- e. **Develop and implement a summer advertising campaign designed to draw locals, seasonal/second homeowners, and visitors to shop at businesses located within the corporate limits of the City of Brainerd.**

Update: Ad buying complete; campaign will start June 5.

d. Summer Shopping Ad Campaign		
Digital Billboards - Lamar*	\$ (3,000.00)	\$3,000 for 12 weeks of digital billboards; 1 north bound and 1 south bound on Hwy. 371
Radio - Hubbard	\$ (4,500.00)	30 :30 ads on WJY / KLIZ / KBLB / KUAL / KLIZ-AM during June, July, August
Radio - MPR (Brainerd News & Classical)	\$ (1,500.00)	30 spots on Brainerd News and Classical radio during June, July, August
Visit Brainerd fee	\$ (1,200.00)	10% of ad spend
Subtotal	\$ (10,200.00)	

- f. Develop and implement a winter advertising campaign designed to draw locals, seasonal/second homeowners, and visitors to shop at businesses located within the corporate limits of the City of Brainerd.**

Update: In progress; need to finalize the ad buy and creative. Campaign typically runs November 20 through December 20 as budget allows.

- g. Participate in quarterly roundtable discussions with City of Brainerd staff and all other consultants providing services to the EDA.**

Update: In progress.

- h. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.**

Update: In progress.

MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: June, 4 2026

RE: Apartment Development — City Hall Parking Lot

INTRODUCTION

Lumber One Development Company has been working with staff for the potential redevelopment of the City Hall Parking lot into a multi-family apartment. The EDA received direction from City Council to market the property for redevelopment as recommended by the Parking Commission. Downtown would benefit from additional housing units and the development would meet the goals of the Comprehensive Plan. Parking accommodation for staff and meetings would be discussed at a later meeting if the proposed development moves forward. The City does own a parking lot on Maple Street, which is located a few blocks away from City Hall. The parking lot is typically rented to students at the High School when school is in session.

Attached to this agenda request is a letter of intent from the developer outlining their proposed development and requests of the City. In order to potentially make this potential development feasible, the developer is requesting the property be sold for \$1.00 and would be requesting tax abatement. Prior to moving forward with negotiations on a purchase and development agreement and tax abatement request, the developer would like the EDA Board to preliminarily review the purchase contingencies and proposed use and provide feedback and comments to the developer and City Council.

The letter of intent has been reviewed by the City Attorney and would be executed by the City Council. The letter of intent is meant to outline the proposed development and provides for a 90-day agreement for the developer to work with staff on a purchase and development agreement. If executed, the City/ EDA would not market the property to other developers for 90 days.

ZONING REQUIREMENTS

As proposed, the developer would need to rezone the property to Town Center District to allow for ground level parking. In addition, the developer must apply for a CUP for a multi-family apartment, and upon preliminary review with the developer, variance requests may be required for off-street parking and landscaping requirements. One off-street parking space is required for each dwelling unit, and the ground level parking accommodations may be a few spaces short of this requirement.

STAFF RECOMMENDATION

Motion to recommend City Council enter into the Letter of Intent agreement.

May 26, 2026

James Kramvik
Community Development Director
City of Brainerd
501 Laurel Street
Brainerd, MN 56401
(218) 454-3408
jkramvik@ci.brainerd.mn.us

RE: Brainerd Parcel: PID: 41241434

Dear James:

Lumber One Development Company, LLC proposes to build a higher quality 43-unit 4-story apartment building on the .48-acre city site PID 41241434. The first floor will have covered the upper three floors will be apartments. Our apartment will offer higher quality construction as to what is typically available in the area. Our project will be amenity rich and secure. We will include a roof-top patio, high-end commercial gym equipment, community room including games and kitchen. There would be secure access to garage, apartment and package delivery room. We also install multiple security cameras for peace of mind. Our team has built similar projects in Willmar, Litchfield and Hutchinson. See Exhibit B to see photos of our Willmar project that was constructed on a Brownfields site located in the City's redevelopment district.

This letter is to express the intention of the undersigned Lumber One Development Company, LLC ("**Buyer**") or its assigns to extend an offer to City of Brainerd ("**Seller**") to purchase the below-referenced property (the "**Property**"), on the terms and conditions hereinafter set forth (the "**Purchase**"). It is understood by the parties hereto that this is a Letter of Intent intended to lead to a definitive Purchase and Development Agreement to be executed by the parties. Some of the more significant terms and conditions of the proposed Purchase are as follows:

1. Property: Crow Wing County Parcel ID: 41241434, also shown on **Exhibit A**.
2. Purchase Price: The purchase price of the property will be \$1.00.
3. Real Estate Taxes and Special Assessments: The real estate taxes (if any) payable in the any years prior to the year of closing will be paid by Seller and the real estate taxes payable in the year of closing will be prorated based on a calendar year and the date of closing by the parties. Seller shall be responsible for all special assessments in connection with a sale, which shall be paid for at closing by Seller.
4. Contingencies: Any obligation on the part of Buyer to purchase the Property will be contingent upon (and the Purchase Agreement and Development Agreement will so provide) each of the following being satisfied within 365 days after execution of the Purchase Agreement and Development Agreement ("Due Diligence Period"):
 - a. The Property shall have received such soil tests, inspections, reviews, surveys, examinations, and environmental assessments as Buyer deems necessary with the results of each being satisfactory to Buyer in its sole discretion.
 - b. Title to the Property being acceptable to Buyer in its sole discretion.
 - c. Buyers have received necessary municipal approvals.
 - d. Buyer having received satisfactory purchase money financing to acquire the property.
 - e. The Property having been successfully enrolled in the Central Business District Incentive Program.

- f. The Property to receive Tax Abatement.
 - g. Seller agrees to deliver to Buyer all Seller's documents relating to the physical nature of the Property now in Seller's reasonable possession, including a Phase I, related environmental reports and surveys.
 - h. Representations and Warranties: The Purchase of the Property is AS-IS, WHERE-IS.
 - i. Commissions: Seller to identify prior to entering into a purchase agreement brokerage fee that is to be paid by buyer.
 - j. Appraisal: Buyer understands that the city will require an appraisal prior to sale of property for the city's sole benefit. The appraisal will not affect the agreed upon purchase price of \$1.00. Buyer agrees to pay for the appraisal, but not to exceed \$2,000.
5. Good Faith Negotiations: For a period of ninety (90) days from the date of acceptance of this Letter of Intent, Buyer and Seller shall negotiate in good faith with a view to entering into a mutually acceptable, binding and enforceable purchase and development agreement (the "Purchase and Development Agreement"). Buyer will draft the initial Purchase and Development Agreement after the Seller submits the Application for Public Financing.
6. Escrow Deposit: Buyer upon acceptance of letter of intent will deposit Ten Thousand and 00/100 (\$10,000.00) for city-incurred legal and professional fee expenses.

This Letter of Intent merely sets forth some of the more significant terms and conditions of the proposed Purchase. Anything herein to the contrary, notwithstanding any contrary representation or agreement made by any shareholder, officer, director, agent or representative of Buyer or Seller, this Letter of Intent shall not be binding upon either of the parties hereto or any of their respective affiliates. Seller will not continue to market the Property during the period this Letter of Intent and/or the Purchase Agreement is in effect.

Best Regards,

Ted Schmid
 Lumber One Development Company
 PO Box 7
 101 2nd St NW
 Avon, MN 56310
 (320) 980-4827

WE HAVE READ THE FOREGOING AND UNDERSTAND AND AGREE WITH THE TERMS AND CONDITIONS.

Buyer:
 Lumber One Development Company, LLC
 By: 
 Its: Chief Manager
 Date: 5-29-2026

Seller:
 City of Brainerd
 By: _____
 Its: _____
 Date: _____

Exhibit A

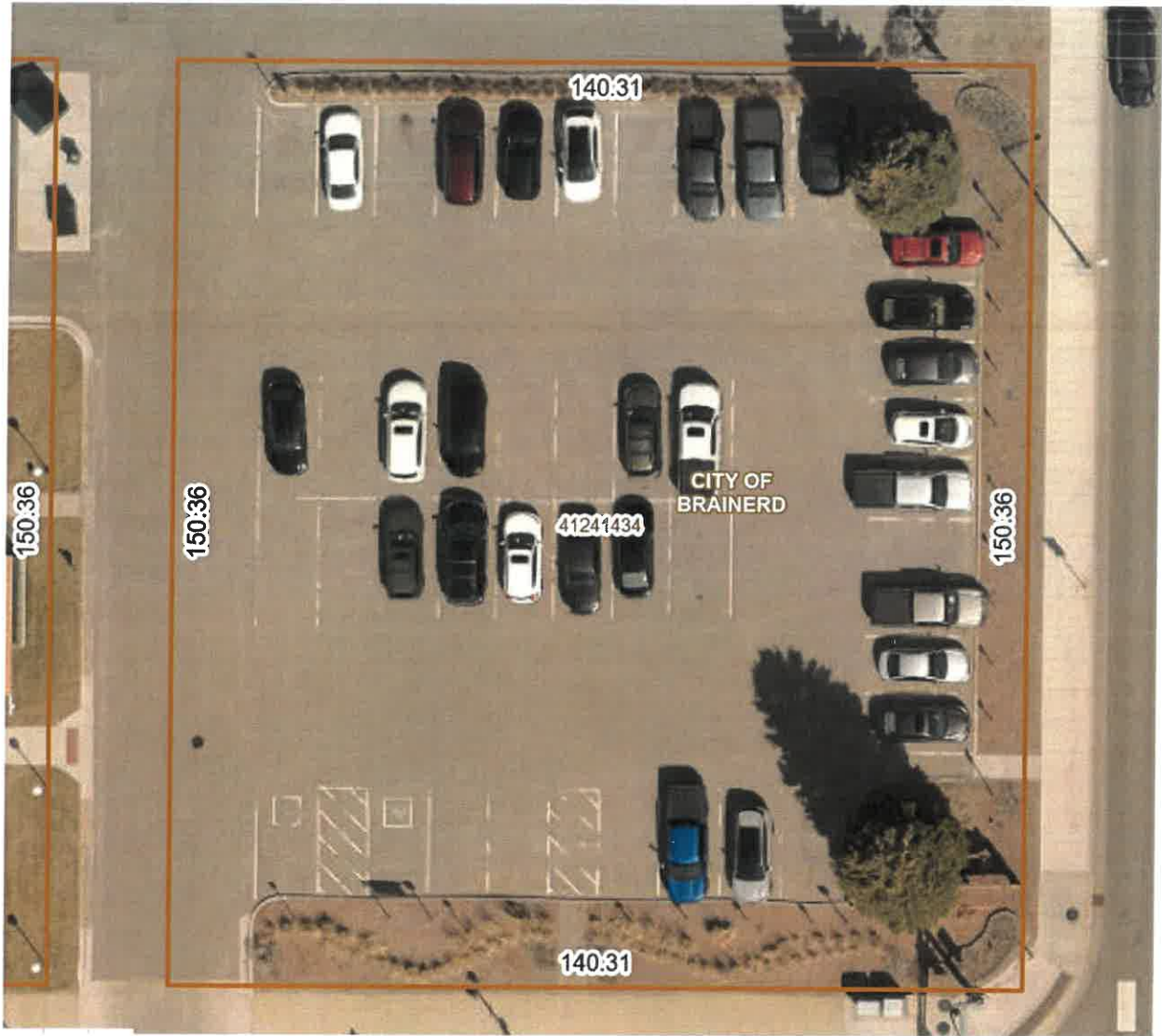


Exhibit B

Design Inspirations Willmar Block 25 Apartment



MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: June, 4 2026

RE: CMHP Apartment Development - Wright Street Extension

INTRODUCTION

Central Minnesota Housing Partnership approached the EDA Board at the March 5th meeting with a proposed affordable housing project that would include an apartment building with approximately 50 units. The EDA was generally in favor of the developer moving forward with the project and a purchase and development agreement as the City Council approved the EDA to market this property for sale. CMHP's letter of interest is attached to the agenda request.

ZONING REQUIREMENTS

Central Minnesota Housing Partnership, Inc and the Brainerd HRA have applied for a Rezoning and Future Land Use Map Amendment, Conditional Use Permits and Variance Request to construct a 50-unit multifamily apartment building at 10320 Wright Street (parcel #41310501). The request is to subdivide and rezone the parcel from GI (General Industrial) to a CN-2 (Contemporary Neighborhood 2) Zoning District and amend the future land use map from Industrial to Medium-High Density Residential. The Conditional Use Permits are to allow for multifamily attached dwelling units in the CN-2 Zoning District and to exceed the lot size and width in the CN-2 District. The Variance request is from off-street parking requirements of the CN-2 District.

The Planning Commission considered these requests and held a public hearing at their May 20th meeting. Commissioners Duval, Grecula, and Kramer recused themselves from voting due to conflicts of interest. The remaining Commissioners unanimously recommended denial of all applications and provided the following findings/ comments.

Commissioner Peterson stated this is not the right location to construct housing. It will take away the future limits on what type of businesses can build there. This property is zoned industrial to create industrial uses with jobs, manufacturing, etc. If housing is constructed in this industrial area, it will create issues later.

Commissioner Erickson indicated all future applicants for other parcels will then be required to perform a sound study as well as any existing business that may want to expand. The applicant said it was near other residential uses, meaning the two mobile home parks (Stoneybrook and

Meadowview). They are still quite a distance from this parcel and should not be considered as "nearby". We would be creating zoning and use conflicts by approving this.

Commissioner Gorham explained that this is indeed spot zoning. He feels this project is being driven to this area due to the cheap price of the land. This is an industrial area with barbwire fencing, and industrial noise. There's no place for families or children to walk or play outdoors. It would mock the future land use map if approved. The nearby crypto mining facility creates a constant hum, and it is in the right spot to do so.

Members of the public spoke at the public hearing in opposition to the proposed development. Attached is a letter from Just for Krypto in opposition to the proposed development. The Planning Commission meeting can be found at the following link and the public hearing for this item is at the 37-minute mark:

<https://www.youtube.com/watch?v=D0z8r60PQLc>

City Council will make a final determination of the land use requests at the June 1st City Council meeting.

PURCHASE AND DEVELOPMENT AGREEMENT

If City Council moves forward and approves the land use requests, the developer will work with staff to finalize a purchase and development agreement for the property. After discussion with legal counsel, it is recommended that the property conveyance should be done through the Brainerd HRA rather than the Brainerd EDA to the HRA. The final draft of the purchase and development agreement would be reviewed by City Council prior to authorization and would include a right of reverter clause in the event the development does not happen.

As the EDA was directed to market the property for development, it would be beneficial for City Council to receive a recommendation from the EDA regarding the potential development of the property, but the sale would no longer go through the EDA.

Housing Goal 1 of the Comprehensive Plan states: Provide a diverse mix of housing choices for all stages of life, income ranges, and ownership/rental preferences.

Policy 1. Expand home ownership and rental opportunities through rehabilitation and new construction.

A goal of the Brainerd Economic Development Authority is to evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community. According to the 2020 Crow Wing County Workforce Housing Study, additional housing units are needed in Brainerd.

STAFF RECOMMENDATION

Review the proposed development and provide a formal recommendation to City Council.

Note: If City Council denies the land use requests on June 1st this agenda item will not need to be discussed.

February 18, 2026

City of Brainerd EDA
501 Laurel Street
Brainerd, MN 56401

RE: Interest in Parcel #41310501 – 5.5 Acres

Central Minnesota Housing Partnership, Inc. (CMHP) is a private nonprofit organization working in 16 counties in Central Minnesota to provide, improve and increase affordable housing for low to moderate income families and individuals. We develop and preserve affordable rental housing, single family housing, manage our own properties and administer affordable housing programs such as the Small Cities Development Program. We have provided most of these services since 1993 when we were incorporated. Since that time, CMHP has developed and preserved 38 apartment / townhome complexes which include 980 units. Locally, we own Timberland Townhomes in Brainerd.

Most of our current developments utilize the Low-Income Housing Tax Credit (LIHTC) program through Minnesota Housing Finance Agency (MHFA). The funds are secured through a competitive application which is released annually in July. CMHP knows there is a growing need for affordable housing within the Brainerd area based on the properties we currently own and manage within Crow Wing County. Our Crow Wing properties show a waiting list of approximately 72 unduplicated families who are looking for an affordable home to live.

Based on the growing need for affordable housing, CMHP would like to propose working with the Brainerd HRA on the development of a family designated multifamily apartment building. We would anticipate the development to have approximately 50 units containing one-, two-, three-, and four-bedroom units. CMHP is requesting the Brainerd HRA secure the land by purchasing 5.5 acres of parcel #41310501 for \$1.00 per acre (\$5.50) plus Realtor fees. CMHP will continue to work with the Brainerd HRA on making the application as competitive as possible for funding including identifying local funding options. If we are able to secure the land, we will be able to develop a site plan, have the plan reviewed by city planning and zoning and city council for an application submission date in July 2026. Awards are announced in December 2026 with construction potentially starting in October 2027. Construction on a project of this size is anticipated to take approximately 18 months. This means the property would be available for families in approximately April 2029.

CMHP would be interested in securing an Exclusive Letter of Intent for the development of an affordable rental property on the 5.5-acre parcel identified in Exhibit A. The development proposed is just a preliminary design and is subject to change based on funding priorities. If you have any additional questions, please feel free to contact me at (320) 258-0671 or by email at Deanna@cmhp.net.

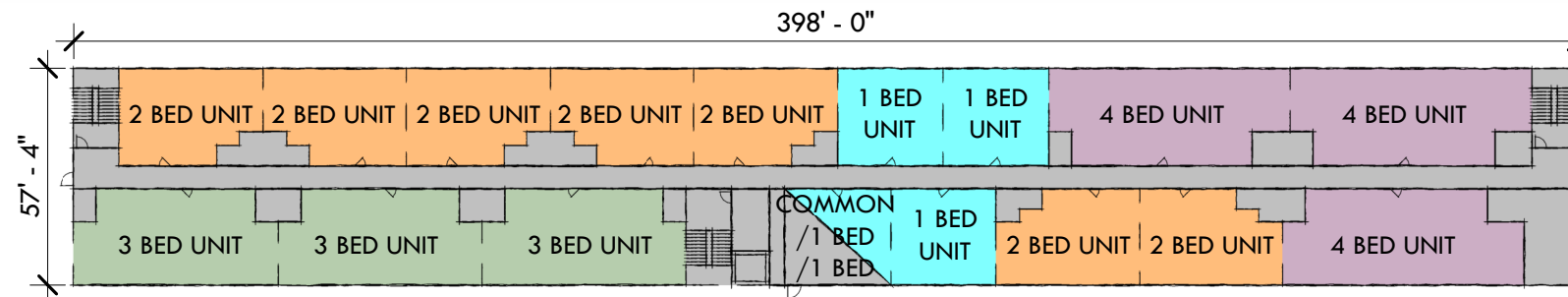
Sincerely,

Deanna Hemmesch
Executive Director

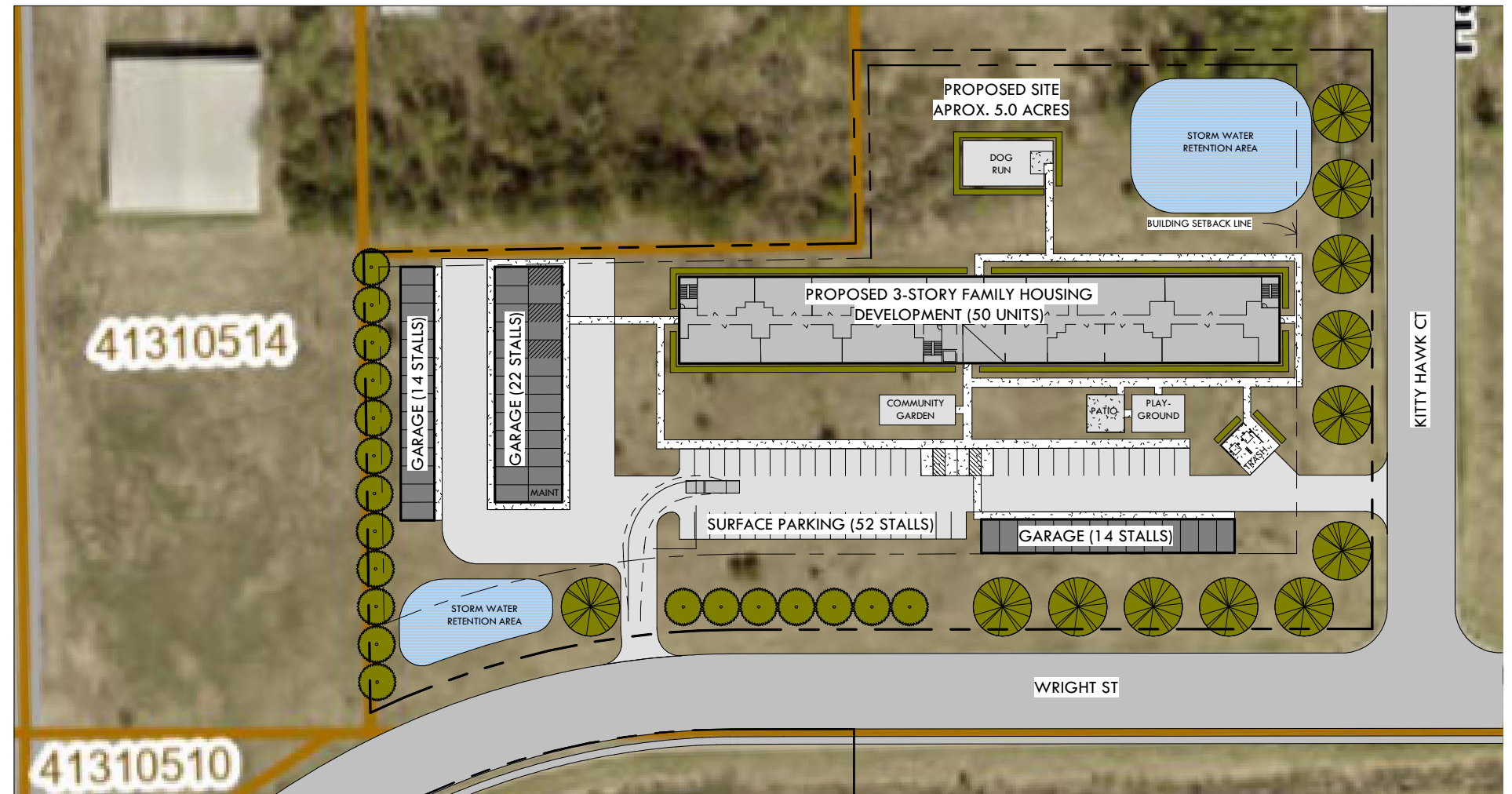
Exhibit A
Parcel



FRONT ELEVATION



50 UNIT 3 STORY APARTMENT TYPICAL FLOORPLAN



SITE PLAN - WRIGHT ST - SITE A

UNIT MATRIX

Unit Size	1st Flr	2nd Flr	3rd Flr	Total	% of total	Max/Min
1 Bed	3	4	4	11	22%	25% Max
2 Bed	7	7	7	21	42%	
3 Bed	3	3	3	9	36%	33% Min
4 Bed	3	3	3	9		
Total	16	17	17	50		



MEMO

To: Members of Brainerd EDA

CC: James Kramvik, Community Development Director

From: Jennifer Haskamp, AICP, SHC

Date: May 27, 2026

RE: Downtown Plan

A key component of SHC's 2026 scope of services is to prepare a Downtown Plan that supports the EDA's mission to support reinvestment, development and redevelopment. To kick off the process, we prepared an online survey to collect information from the EDA, commissioners, residents, stakeholders and businesses in the community. The survey cover topics such as participant information, reasons for coming downtown, frequency of visiting downtown, strengths and weaknesses of downtown, identification of wants and needs in downtown, and open-ended questions to allow for idea generation. At the EDA meeting, SHC will present the survey for discussion and comment.

We plan to publish the survey within two weeks of the EDA meeting and will keep the survey open for one (1) month. After the survey closes, we will summarize the feedback to identify key themes to incorporate into the draft Downtown Plan.

The intent of the survey is to use the collected feedback and ideas to inform the plan preparation. With that objective in mind, we prepared an outline of the anticipated plan components to make sure that the questions contained in the survey have a direct correlation to the anticipated Downtown Plan. The following draft outline was used to help develop the survey questions:

- I. Introduction & Vision
 - a. What do we want downtown to look like in the future?
 - b. What is the business mix? Residential mix?
- II. Existing Conditions – DT Today
 - a. Where is downtown?
 - b. Access, Transportation & Streetscapes
 - i. Wayfinding & Signage
 - ii. Mode Options (bike, scooter, walk, car)
 - c. Businesses & Industries
 - d. Residents & Living Opportunities



- e. Vacant and/or Underutilized properties
- III. Market Positioning
- IV. Downtown Plan
- a. Subdistricts
 - b. Alignment with comprehensive plan and zoning district standards
 - c. Defined based on physical characteristics

Please come to the EDA meeting in June with any suggestions or questions regarding the outline. At the regular September EDA meeting, we plan to present a summary of key findings and themes from the survey and will bring a draft of the identified plan sections.