

# ECONOMIC DEVELOPMENT AUTHORITY

City of Brainerd, Minnesota  
City Hall, 501 Laurel Street, Council Chambers  
Thursday, November 3rd at 7:30 am

The public is invited to attend this meeting in person  
Meeting is also televised on CTC Cable channel 8 and streamed live on  
YouTube: [www.youtube.com/CityOfBrainerdMN](http://www.youtube.com/CityOfBrainerdMN)

## 1. Call To Order

## 2. Roll Call

\_\_\_ K. Bevans    \_\_\_ T. Bieser    \_\_\_ M. Kirsch

\_\_\_ M. O'Day    \_\_\_ K. Yeager    \_\_\_ G. Johnson    \_\_\_ Vacant

## 3. Approval/Amendment Of Agenda

## 4. Consent Calendar

NOTICE TO PUBLIC - all matters listed are considered routine by the Commission 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 Commission votes on the motion to be ADOPTED BY ROLL CALL

### A. **Approval Of Minutes**

#### *Documents:*

*2022-10-06 EDA Meeting Minutes.pdf*  
*Goals Action Step Worksheet.pdf*

### B. **Financial Report**

#### *Documents:*

*EDA Financial Report.pdf*

### C. **Swanson Haskamp Consulting Report**

#### *Documents:*

*SHC Monthly Report .pdf*

### D. **Visit Brainerd Report**

*Documents:*

*Visit Brainerd Monthly.pdf*

5. Old Business

A. **Adopt 2023-2024 EDA Goals And Action Steps**

*Documents:*

*Adopt Goals and Action Steps.pdf*

6. New Business

A. **Transfer Of Sale Proceeds From Industrial Lots To The City**

*Documents:*

*11.03.2022 Proceeds of Sale.pdf*

7. Commissioner's Comments/Questions

8. Staff Reports

Executive Director

HRA Director

*Documents:*

*Brainerd HRA Update .pdf*

9. Adjourn

**BRAINERD ECONOMIC DEVELOPMENT AUTHORITY**  
**Thursday, October 6<sup>th</sup>, 2022, 7:30 a.m.**  
**City Hall Council Chambers**

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

Upon roll call Commissioners Kelly Bevans, Toni Bieser, Marie Kirsch, Mike O'Day, Kevin Yeager, and Gabe Johnson were noted as present. Also, present were City Administrator Bergman, Community Development Director Kramvik, Eric Charpentier, HRA Director, John Schommer, HRA Rehab Coordinator, and Tyler Glynn, BLAEDC.

**Approval/Amendment of the Agenda- Approved**

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE AGENDA WITH THE ADDITION OF PUBLIC FORUM.

**Approval of Consent Calendar**

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND BEVANS TO APPROVE THE CONSENT CALENDAR WITH REMOVING VISIT BRAINERD'S REPORT FOR DISCUSSION.

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

**Approval of Visit Brainerd Report**

Commissioner Bieser stated that item three on the report: "Develop and Implement an advertising campaign focused on recruiting existing businesses outside of Brainerd to relocate to areas within the corporate limits of the City of Brainerd" is listed "on hold per EDA". Would like to instruct Visit Brainerd to move forward with this item.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND BIESER, DULY CARRIED, TO INSTRUCT VISIT BRAINERD TO MOVE FORWARD WITH ITEM THREE.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND BIESER, DULY CARRIED, TO APPROVE THE VISIT BRAINERD REPORT AS AMENDED.

**Old Business**

**Consider Subcommittee Recommendations of the DEED Main Street Revitalization Program**

Tyler Glynn, BLAEDC, stated that the DEED Main Street Revitalization Program awarded the Initiative Foundation was awarded \$4.5 million for Main Street

Revitalization efforts throughout the region. The Initiative Foundation allocated \$765,600 to Brainerd to be used in the River to Rail Corridor and asked the Brainerd Economic Development Authority to make recommendations on funding requests in Brainerd to the Initiative Foundation for final approval. He gave an overview of the process that the EDA and subcommittee went through. At the close of the application window, 44 applications were received totaling over \$25 million worth of projects and \$3.1 million total in Main Street Grant requests. With the number of applications received, the subcommittee determined it was best to use the local grant provided by the EDA/HRA to fund as many projects as possible instead of providing an additional matching grant to offset applicant cost. HRA funding of \$20,000 is recommended for Habitat for Humanity. EDA funding of \$80,000 is recommended to cover projects under the Small Business priority.

Commissioner Kirsch stated that she had concerns about the matching dollars that were provided by the HRA and EDA. The \$100,000 was to be used for providing more projects with funds. She asked to clarify that the extra dollars met the criteria. She was concerned about the quantity versus quality projects in use of funds. She is worried that some of the smaller businesses not being awarded enough for their project to even be able to complete their project.

Commissioner Yeager stated that the subcommittee worked to score the projects individually. The subcommittee discussed and ranked each application.

Chair Johnson asked about the process if a project does not accept the funding, whether the funds would go back to the Initiative Foundation for redistribution or back to the state.

Mr. Glynn stated that the Initiative Foundation would make the funds available to the EDA to make recommendations to be redistributed.

**MOVED AND SECONDED BY COUNCIL MEMBERS BEVANS AND YEAGER TO RECOMMEND THE PRESENTED BUSINESSES TO THE INITIATIVE FOUNDATION TO RECEIVE MAIN STREET GRANT FUNDING, WITH PULLING LAKES CHIROPRACTIC AND KNOTTY PINE BAKERY FROM THE LIST.**

Commissioners Bevans, Kirsch, O'Day, Yeager, and Johnson voted "aye". No member voted "nay". Commissioner Bieser abstained from voting. The Chair declared the motion carried.

**MOVED AND SECONDED BY COUNCIL MEMBERS BEVANS AND YEAGER TO RECOMMEND THE KNOTTY PINE BAKERY TO RECEIVE MAIN STREET GRANT FUNDING.**

Commissioners Bevans, O'Day, Yeager, and Johnson voted "aye". No member voted "nay". Commissioner Bieser and Kirsch abstained from voting. The Chair declared the motion carried.

MOVED AND SECONDED BY COUNCIL MEMBERS BEVANS AND YEAGER TO RECOMMEND LAKES CHIROPRACTIC RECEIVE MAIN STREET GRANT FUNDING.

Commissioners Bevans, Kirsch, Yeager, and Johnson voted “aye”. No member voted “nay”. Commissioner Bieser and O’Day abstained from voting. The Chair declared the motion carried.

Cheryl Hills, Region Five Development Commission (R5DC), addressed the Commission to request that the Initiative Foundation be transparent with recipients about the requirements of the grant. She also stated R5DC will not be accepting the funds that the EDA allocated. The project amount funded would not be significant enough to make the project worthwhile. They hope that the funds that were allocated to R5DC be reallocated to the YMCA, as the need for childcare is dire in our community. Finally, she stated that there was a lot of advocacy from R5DC to the Initiative Foundation and DEED. She stated that the project with the City of Brainerd will not proceed due to damaged trust.

### **Establish Goals and Action Steps for the EDA**

(see attached)

### **Staff Reports**

Executive Director Bergman stated that DW Jones has closed on the Thrifty White Building. The developer will be working with the City to explore the opportunity of a redevelopment district. Preliminary plans are commercial and parking on first floor, with 75 units of housing.

HRA Director Charpentier stated that the HRA has been working on terminating a minimum assessment agreement on a TIF property in downtown. The owner would payoff the bond debt in full. This will help bring a new business to downtown. There is preventative maintenance being done at properties. Finally, the HRA continues to receive calls from developers for additional housing units to the area.

### **Commissioner Comments**

Chair Johnson asked the possibility of more community businesses not accepting their funds, does the subcommittee want to reconvene to determine where the monies will be reallocated to.

Mr. Glynn confirmed that the subcommittee could meet again to reallocate the monies. He can setup a meeting with the subcommittee.

### **Adjourn**

MOVED AND SECONDED BY COMMISSIONERS BIESER AND YEAGER,  
DULY CARRIED, TO ADJOURN THE EDA MEETING.

The Authority adjourned at 8:55 a.m.

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Secretary/Treasurer

October 6<sup>th</sup>, 2022

# Goals Worksheet

Please identify 2 to 3 action steps to fulfill these goals **prior** to the meeting.

Goal:

## **Create programs and seek funding to address identified needs**

Existing Strategies:

1. Evaluate the results of BLAEDC's business interviews to assess needs and categorize them.
2. Develop and propose programs to address the needs identified from BLAEDC's business interviews.
3. Seek funding sources to support proposed programs

Expanding Strategies:

1. Contract with another vendor to assist BLAEDC complete more business retention interviews.  
Limitations- standardized metrics to make more informed decisions—measurable goals  
Metrics- vacant properties, growth
2. Use EDA funds to create programs expanding to other locations in the main corridors like "Destination Downtown"

# Goals Worksheet

Please identify 2 to 3 action steps to fulfill this goal **prior** to the meeting.

Goal:

**Create an inventory of under-used and underdeveloped properties and work with property owners to market them for redevelopment.**

Existing Strategies:

1. Conduct GIS assessment of under-utilized properties
2. Identify possible uses for under-utilized properties
3. Engage property owners to assess interest in participating in redevelopment program
4. Develop program for marketing identified properties for redevelopment

Expanding Strategies:

1. List of all of City owned properties that are under-utilized-- map, GIS with over lay
2. Inventory privately held, and City owned properties to market for infill
3. Strategy on how we inventory vacant property

Overlay Map



# Goals Worksheet

Please identify 2 to 3 action steps to fulfill this goal **prior** to the meeting.

Goal:

**Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community**

Existing Strategies:

1. Create an inventory of the City's underdeveloped industrial property with an assessment of each property's surrounding uses
2. Develop a list of non-industrial uses for the City's undeveloped industrial property that may be compatible with each properties surrounding uses

Expanding Strategies:

1. Expand residential possibilities (wright street)

Limitations: ease of development, site constraints

2. Explore relocating James Street Trailer Park

It is not currently zoned for manufactured housing district look into industrial park properties.

# Goals Worksheet

Please identify 2 to 3 action steps to fulfill this goal **prior** to the meeting.

Goal:

**Interview existing businesses to identify each business's individual needs to take the next step in their business development**

Existing Strategies:

1. Complete Business Retention and Expansion visits that involve interviews and information gathering
2. Summarize information gathered from Business Retention and Expansion visits and submit to Community Development Director
3. Seek funding sources to support proposed programs

Expanding Strategies:

1. Develop metrics so we can make decisions (measurable)
2. Additional interviews
3. Round table business breakfasts

# Goals Worksheet

Please identify 2 to 3 action steps to fulfill this goal **prior** to the meeting.

Goal:

**Work with community partners to develop a cohesive marketing strategy for the community**

Existing Strategies:

1. Identify and engage strategic community partners
2. Create marketing strategy

Expanding Strategies:

1. Marketing- promote identified properties
2. Cohesive/Comprehensive Marketing plan
  - Slogan
  - Branding
  - Campaign
3. Marketing to retailers currently in other spaces
4. Education to the public/ signage
5. Partnership between DDBC & City to explore a main street coordinator

# Goals Worksheet

Please identify any additional goals and action steps you would like the EDA to accomplish

Goal:

Develop and overall matrix for EDA

Expanding Strategies:

- 1.Strategies for evaluating and tracking vacant properties
- 2.What do WE need from businesses
- 3.Explore Summer inter with BLAEDC

# Financial Report for EDA

As of September 30, 2022

	<u>Cash &amp; Investments</u>	<u>Receivable Balance</u>	<u>Deferred Loans (as of 12/31/21) **</u>	<u>Awarded Grants</u>
<b>General Funds:</b>				
EDA Fund - #295	\$ 45,965	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 45,965</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>CDBG (Housing/Commerical (Slum &amp; Blight/Federal Objective)):</b>				
Downtown - #298	\$ 52,716	\$ 20,298	\$ 428,144	\$ -
SE Brainerd - #215	65,533	-	230,716	-
NE Brainerd - #218	-	-	251,426	-
Willows Project - #209	-	-	12,500	-
Old Housing - #209	3,331	-	59,286	-
Local Income - #275	52,804	14,527	13,825	-
<b>Total</b>	<b>\$ 174,385</b>	<b>\$ 34,824</b>	<b>\$ 995,897</b>	<b>\$ -</b>
<b>Federal &amp; State MIF (Commerical (Jobs)):</b>				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,417	-	-	-
<b>Total</b>	<b>\$ 18,417</b>	<b>\$ 646,427</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Grand Total</b>	<b>\$ 238,767</b>	<b>\$ 681,251</b>	<b>\$ 995,897</b>	<b>\$ -</b>

\*\* 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 09/30/2021	PERIOD ENDED 09/30/2022
*** Assets ***			
295-0000-10100	CASH	74,613.12	45,964.81
295-0000-10700	DELINQUENT TAX RECEIVABLE	7,917.80	6,578.78
295-0000-11500	ACCOUNTS RECEIVABLE	10,000.00	162.00
295-0000-16160	FA-LAND HELD FOR RESALE	488,252.22	488,252.22
<b>Total Assets</b>		<b>580,783.14</b>	<b>540,957.81</b>
*** Liabilities ***			
295-0000-20600	DEPOSITS PAYABLE	10,000.00	11,687.00
295-0000-22200	DEFERRED REVENUE	488,252.22	488,252.22
295-0000-22210	DEFERRED TAXES RECEIVABLE	4,344.68	4,431.78
<b>Total Liabilities</b>		<b>502,596.90</b>	<b>504,371.00</b>
*** Fund Balance ***			
295-0000-28900	FUND BALANCE/EQUITY ACCT	53,498.12	68,771.70
<b>Total Fund Balance</b>		<b>53,498.12</b>	<b>68,771.70</b>
<b>Beginning Fund Balance</b>		<b>53,498.12</b>	<b>68,771.70</b>
<b>Net of Revenues VS Expenditures</b>		<b>24,688.12</b>	<b>(32,184.89)</b>
<b>Ending Fund Balance</b>		<b>78,186.24</b>	<b>36,586.81</b>
<b>Total Liabilities And Fund Balance</b>		<b>580,783.14</b>	<b>540,957.81</b>

ACCOUNT DESCRIPTION	ACTIVITY FOR		YTD BALANCE	AVAILABLE	% BDGT USED
	2022	2022	09/30/2022	BALANCE	
	AMENDED BUDGET	CHANGE (DECREASE)	ACTUAL (ABNORMAL)	ACTUAL (ABNORMAL)	
<b>Fund 295 - EDA FUND</b>					
<b>Revenues</b>					
Function: Unclassified					
Dept 0000					
<b>TAXES &amp; PENALTIES</b>					
31010 CURRENT AD VALOREM	145,036.00	0.00	78,131.51	66,904.49	53.87
31020 DELINQUENT AD VALOREM	0.00	0.00	1,634.78	(1,634.78)	100.00
<b>TAXES &amp; PENALTIES</b>	<b>145,036.00</b>	<b>0.00</b>	<b>79,766.29</b>	<b>65,269.71</b>	<b>55.00</b>
<b>OTHER REVENUE</b>					
36210 INTEREST INCOME	460.00	0.00	338.94	121.06	73.68
<b>OTHER REVENUE</b>	<b>460.00</b>	<b>0.00</b>	<b>338.94</b>	<b>121.06</b>	<b>73.68</b>
<b>Total Dept 0000</b>	<b>145,496.00</b>	<b>0.00</b>	<b>80,105.23</b>	<b>65,390.77</b>	<b>55.06</b>
<b>Total - Function Unclassified</b>	<b>145,496.00</b>	<b>0.00</b>	<b>80,105.23</b>	<b>65,390.77</b>	<b>55.06</b>
<b>TOTAL REVENUES</b>	<b>145,496.00</b>	<b>0.00</b>	<b>80,105.23</b>	<b>65,390.77</b>	<b>55.06</b>
<b>Expenditures</b>					
Function: Unclassified					
Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
<b>SERVICES</b>					
43300 PROFESSIONAL SERVICES	140,500.00	22,166.66	105,536.97	34,963.03	75.12
43350 PRINTING/LEGAL PUBLICATION	0.00	0.00	74.71	(74.71)	100.00
43361 INS - GENERAL LIABILITY	150.00	0.00	80.08	69.92	53.39
43430 MISCELLANEOUS	0.00	1,248.36	1,248.36	(1,248.36)	100.00
43435 BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	0.00	100.00
<b>SERVICES</b>	<b>146,000.00</b>	<b>23,415.02</b>	<b>112,290.12</b>	<b>33,709.88</b>	<b>76.91</b>
<b>Total Dept 6510 - ECONOMIC DEVELOPMENT AUTH</b>	<b>146,000.00</b>	<b>23,415.02</b>	<b>112,290.12</b>	<b>33,709.88</b>	<b>76.91</b>
<b>Total - Function Unclassified</b>	<b>146,000.00</b>	<b>23,415.02</b>	<b>112,290.12</b>	<b>33,709.88</b>	<b>76.91</b>
<b>TOTAL EXPENDITURES</b>	<b>146,000.00</b>	<b>23,415.02</b>	<b>112,290.12</b>	<b>33,709.88</b>	<b>76.91</b>
<b>Fund 295 - EDA FUND:</b>					
<b>TOTAL REVENUES</b>	<b>145,496.00</b>	<b>0.00</b>	<b>80,105.23</b>	<b>65,390.77</b>	<b>55.06</b>
<b>TOTAL EXPENDITURES</b>	<b>146,000.00</b>	<b>23,415.02</b>	<b>112,290.12</b>	<b>33,709.88</b>	<b>76.91</b>
<b>NET OF REVENUES &amp; EXPENDITURES</b>	<b>(504.00)</b>	<b>(23,415.02)</b>	<b>(32,184.89)</b>	<b>31,680.89</b>	<b>6,385.89</b>

Inv Num Inv Ref#	Vendor Description GL Distribution	Inv Date Entered By	Due Date	Inv Amt	Amt Due	Status	Jrnlized Post Date
Vendor 0078 - BRAINERD LAKES:							
AUG 22							
73708	BRAINERD LAKES AREA DEV C AUG 22 ECONOMIC DEVELOPMENT 295-6510-43300	09/14/2022 pziemer	09/21/2022	2,916.67	0.00	Paid	Y 09/21/2022
	PROFESSIONAL SERVICES			2,916.67			
SEPT. 2022							
73901	BRAINERD LAKES AREA DEV C SEPT 22 ECONOMIC DEVELOPMENT 295-6510-43300	09/28/2022 pziemer	09/29/2022	2,916.67	0.00	Paid	Y 09/29/2022
	PROFESSIONAL SERVICES			2,916.67			
	Total for vendor 0078 - BRAINERD LAKES:			<u>5,833.34</u>	<u>0.00</u>		
Vendor 0440 - DDBC (BRAINERD RESTORATION):							
AUG 22							
73706	DESTINATION DOWNTOWN BRAINERD COALI AUG 22 ECONOMIC DEVELOPMENT 295-6510-43300	09/14/2022 pziemer	09/21/2022	1,945.83	0.00	Paid	Y 09/21/2022
	PROFESSIONAL SERVICES			1,945.83			
SEPT 2022							
73903	DESTINATION DOWNTOWN BRAINERD COALI SEPT 22 ECONOMIC DEVELOPMENT 295-6510-43300	09/28/2022 pziemer	09/29/2022	1,945.83	0.00	Paid	Y 09/29/2022
	PROFESSIONAL SERVICES			1,945.83			
	Total for vendor 0440 - DDBC (BRAINERD RESTORATION):			<u>3,891.66</u>	<u>0.00</u>		
Vendor 0220 - KENNEDY & GRAVE:							
169495							
73672	KENNEDY & GRAVEN THRU 7/31/22 SALE OF INDUSTRIAL PARK 295-0000-20600	09/01/2022 pziemer	09/21/2022	66.00	0.00	Paid	Y 09/21/2022
	DEPOSITS PAYABLE			66.00			
	Total for vendor 0220 - KENNEDY & GRAVE:			<u>66.00</u>	<u>0.00</u>		
Vendor 0227 - LAKES PRINTING:							
00211374							
73326	LAKES PRINTING MAIN STREET GRANT MAILING 295-6510-43430	08/12/2022 pziemer	09/21/2022	1,248.36	0.00	Paid	Y 09/21/2022
	MISCELLANEOUS			1,248.36			
	Total for vendor 0227 - LAKES PRINTING:			<u>1,248.36</u>	<u>0.00</u>		
Vendor 3838 - SWANSON HASKAMP:							
AUG 22							
73709	SWANSON HASKAMP CONSULTING AUG 22 ECONOMIC DEVELOPMENT 295-6510-43300	09/14/2022 pziemer	09/21/2022	2,658.33	0.00	Paid	Y 09/21/2022
	PROFESSIONAL SERVICES			2,658.33			



Inv Num Inv Ref#	Vendor Description GL Distribution	Inv Date Entered By	Due Date	Inv Amt	Amt Due	Status	Jrnlized Post Date
SEPT 2022 73900	SWANSON HASKAMP CONSULTING SEPT 22 ECONOMIC DEVELOPMENT 295-6510-43300	09/28/2022 pziemer	09/29/2022	2,658.33	0.00	Paid	Y 09/29/2022
		PROFESSIONAL SERVICES		2,658.33			
	Total for vendor 3838 - SWANSON HASKAMP:			<u>5,316.66</u>	<u>0.00</u>		

Vendor 0087 - VISIT BRAINERD:

AUG 22 73707	VISIT BRAINERD AUG 22 ECONOMIC DEVELOPMENT 295-6510-43300	09/14/2022 pziemer	09/21/2022	2,937.50	0.00	Paid	Y 09/21/2022
		PROFESSIONAL SERVICES		2,937.50			
SEPT 2022 73902	VISIT BRAINERD SEPT 22 ECONOMIC DEVELOPMENT 295-6510-43300	09/28/2022 pziemer	09/29/2022	2,937.50	0.00	Paid	Y 09/29/2022
		PROFESSIONAL SERVICES		2,937.50			
	Total for vendor 0087 - VISIT BRAINERD:			<u>5,875.00</u>	<u>0.00</u>		

# of Invoices:	10	# Due:	0	Totals:	22,231.02	0.00
# of Credit Memos:	0	# Due:	0	Totals:	0.00	0.00
Net of Invoices and Credit Memos:					<u>22,231.02</u>	<u>0.00</u>

--- TOTALS BY GL DISTRIBUTION ---

295-0000-20600	DEPOSITS PAYABLE	66.00
295-6510-43300	PROFESSIONAL SERVICES	20,916.66
295-6510-43430	MISCELLANEOUS	1,248.36

--- TOTALS BY FUND ---

295 - EDA FUND	22,231.02	0.00
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--- TOTALS BY DEPT/ACTIVITY ---

0000 -	66.00	0.00
6510 - ECONOMIC DEVELOPMENT AUTH	22,165.02	0.00

Journal Number GL Number	Date Description	JNL	Description	User	DR	CR
<a href="#">1382</a>	09/30/2022	GJ	TO RECORD SERVICES TO EDA PER BUDGET	chillman		
POSTED BY chillman	Approval Level: JE APPROVED					
295-6510-43300	PROFESSIONAL SERVICES				1,250.00	
295-0000-10100	CASH					1,250.00
101-0000-10100	CASH				1,250.00	
101-0000-34100	CHARGES FOR SERVICES					1,250.00
					<hr/>	<hr/>
					2,500.00	2,500.00
					<hr/>	<hr/>
			Total:		2,500.00	2,500.00

**City of Brainerd**  
**Economic Development Authority**  
**Scope of Services Monthly Report**  
**Swanson Haskamp Consulting**

**Report Date:** October 26, 2022

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**1. Develop and implement marketing, advertising, and communications plan for identified properties within the corporate limits of the City of Brainerd.**

Update:

- Working with BLAEDC and Downtown Brainerd to update inventory for consistency/accuracy. Review external sources for available properties.
  - Began outlining planning initiatives for 2023, specifically regarding mapping, inventory and prioritization efforts. Follow-up anticipated after EDA reviews summary from October work session discussion.
- 

**2. Promote property with the corporate limits of the City of Brainerd for commercial development/redevelopment and residential development.**

Update:

- Continuing discussion with consultant team regarding opportunity site to determine if further master planning could be beneficial to marketing of specific property.
- 

**3. Solicit developers on behalf of the EDA.**

Update:

- Met with two builders/contractors to begin high level proforma project development – focus on development of multi-family product types.
  - Need to revisit priorities regarding sites to reach out in 2023.
- 

**4. Engage identified private property owners on behalf of the EDA who have property prioritized for redevelopment.**

Update:

- Ongoing/continued update of market data.
- 

**5. Develop partnerships with local real estate agents and professionals.**

Update:

- Identified list of active brokers in market. Working with consultant team to identify next steps.
- 

**6. Other Misc. Updates**

Update:

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

**Report Date: 10/25/2022**

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- 1. Develop and implement an advertising campaign focused on recruiting workers to find employment with business located within the corporate limits of the City of Brainerd.**

Update: Created a pitch letter to send to recruitment agencies and businesses who might want to do joint effort on this type of campaign.

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- 2. 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: Creative for FB ads has been created.

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- 3. Develop and implement an advertising campaign focused on recruiting existing businesses outside of Brainerd to relocate to areas within the corporate limits of the City of Brainerd.**

Update: On hold per EDA; clarification would be that I need direction from the commissioners because there was not formal action (that I can find) to put this on hold but I believe it was part of a conversation with staff to wait until direction comes after a report from Swanson-Hasskamp. Admittedly, this happened so long ago that I don't have written record of it. I apologize for the confusion and lack of work on my end.

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- 4. 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: Completed.

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- 5. 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: Ad buying in progress; campaign will launch mid-November and run through Christmas; campaign includes radio ads on MPR and Hubbard's local stations, digital billboard on Hwy. 371 north, and print in Brainerd Dispatch.

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## **6. Other Misc. Updates**

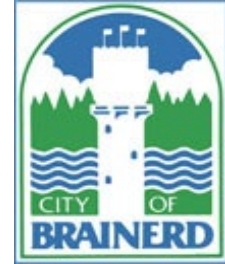
I am working on an audit of the project budgets to date and expect there will be dollars not spent in items 1-3. I will have it complete shortly after the end of the month, so unfortunately it is not ready for this report.

I have recommendations of projects that could be completed in the latter part of 2022 or into 2023 (like a website design and video production) that were not part of the original scope of services for which that money could be used upon the approval of the EDA. Another option is that I do not take payment for the last 2-3 months of the year.

I would like to request time on the agenda of the Nov. 3, 2022, to discuss with the commission.

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# MEMO



**TO:** EDA Board of Commissioners  
**FROM:** Executive Director, Jennifer Bergman  
**DATE:** October 28, 2022  
**RE:** Adopt Brainerd 2023-2023 Goals and Action Steps

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The EDA conducted a strategic planning session at their October meeting. The Board recommended keeping all of the 2021-2022 goals and action steps but to include additional strategies/action steps.

Attached is a summary of the goals and action steps. I reorganized the strategies/actions steps into the goals where they seemed to best align so if you compare them to the previous goals, they may have moved.

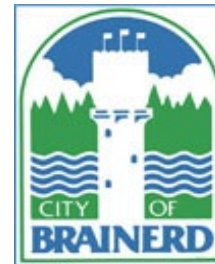
I have also highlighted the new strategies/action in yellow so it's easier to see what has been added to the 2021-2022 goals and action steps.

**Recommendation: Adopt the Brainerd EDA 2023-2024 Goals and Action Steps.**

Brainerd EDA 2023-2024 Goals	
Goal	Strategies/Action Steps
Create programs to seek funding to address identified needs	Develop and propose programs to address the needs identified from BLAEDC's BRE interviews
	Use EDA funds to create programs in other locations similar to Destination Downtown
	Seek funding to support proposed programs
Create an inventory of under-used and under-developed properties and work with property owners to market them for redevelopment	Conduct GIS assessment of under-utilized properties
	Identify possible uses for under-utilized properties
	Engage property owners to assess interest in participating in redevelopment program
	Develop program for marketing identifies properties for redevelopment
	Prepare a list of all city-owned properties that are under-utilized
	Prepare an inventory for all privately held and city-owned properties to market for infill
	Develop a strategy on how to prepare an inventory of vacant property
Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community	Create an inventory of the City's underdeveloped industrial property with an assessment of each property's surrounding uses
	Develop a list of non-industrial uses for the City's undeveloped industrial property that may be compatible with each properties surrounding uses
	Expand residential properties (i.e. Wright Street extension)
	Explore relocation of the James Street Mobile Home Park
Interview existing businesses to identify each businesses individual needs to take the next step in their business development	Develop an overall matrix to be able to evaluate business needs and determine if goals are being met
	Complete Business Retention and Expansion (BRE) visits that involve interviews and information gathering
	Explore contract with another vendor to increase the number of business interviews conducted
	Summarize and evaluate the results of BLAEDC's BRC interviews to assess needs and categorize them
	Summarize information gathered from BRE visits
	Host roundtable business owner breakfasts
Work with community partners to develop a cohesive marketing strategy for the community	Identify and engage strategic community partners
	Create a marketing strategy
	Promote identified properties to developers and buyers
	Create a cohesive and comprehensive marketing plan for the EDA which includes a slogan, branding and campaign
	Explore marketing opportunities for vacant store fronts
	Explore education campaigns which includes public signage
	Explore a partnership between DDBC and the City for a main street coordinator

Yellow cells are the added Strategies/Action Steps added for 2023-2024

# MEMO



**TO:** EDA Board of Commissioners

**FROM:** Connie Hillman, City of Brainerd Finance Director

**DATE:** October 28, 2022

**RE:** Transfer Sale Proceeds from Industrial Lots to City

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The EDA purchased the land for the Industrial Park Phase IV and Wright Street. The EDA paid cash in the amount of \$355,807 and borrowed \$646,427 from the state MIF revolving loan fund. The City issued bonds and received a grant from DEED to put in the infrastructure and to make the sites shovel ready. The bonds issued were assessment bonds, however since the lots did not sell, the City needed to levy to make the debt payments. It is estimated that the City paid just over \$4 million in principal and interest.

When the lots in Phase IV were sold to FedEx, all of the proceeds went to pay off debt the City had issued. In working with DEED at the time, Staff was told that if the City chose to use the proceeds from the sale for debt service, then the state MIF revolving loan would not have to be repaid. If not used for debt service, then the MIF loan would need to be repaid.

The City conveyed the lots that were sold to VCV to the EDA so that there could be a right of reverter in the agreement. Because VCV does not qualify for the dollar an acre a lot set by the City for the industrial park lots, the lots were sold to VCV at market value.

The recommendation is to authorize the proceeds of the sale of the lots to VCV to be returned to the City to recoup the costs invested in the industrial park.



To: EDA Board of Commissioners  
From: Eric Charpentier, Executive Director  
Date: October 25<sup>th</sup>, 2022  
Re: Brainerd HRA Update

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### **General Agency Update**

We continue to meet with interested developers regarding both multi family housing as well as single family units within both the city limits of Brainerd as well as in the County as a whole. There is still a lot of interest from developers in building additional units and we continue to field questions about opportunities to utilize the local housing trust fund to help these projects move forward. We have also received another application for our home buyer assistance program through the housing trust fund, for a home to be purchased in Brainerd.

Fall is typically a busy time for our maintenance and public housing staff as we will be completing annual inspections on all our units in the next 2 months. This is always a great opportunity for our staff to interact with our tenants and address any safety and health concerns in units that tenants may have not called in a work order for.