



Brainerd City Council Agenda Request

Requested Meeting Date:

Title of Item:

<input type="checkbox"/> INFORMATION ONLY <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> P&F COMMITTEE <input type="checkbox"/> SPW COMMITTEE <input type="checkbox"/> MAIN AGENDA	Action Requested: <input type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft) *provide copy of published hearing notice <input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing* <input type="checkbox"/> Ordinance 1 st Reading
Submitted by:	Department:
Presenter (Name & Title):	Estimated Time Needed:
Summary of Issue:	
Alternatives, Options, Effects on Others/Comments:	
Recommended Action/Motion:	
Financial Impact: Is there a cost associated with this request: <input type="checkbox"/> Yes <input type="checkbox"/> No What is the total cost, with tax and shipping \$ _____ Is this budgeted? <input type="checkbox"/> Yes <input type="checkbox"/> No <u>Please Explain:</u>	

From: [Mary Devine Johnson, Executive Director](#)
To: [Matt Kilian](#); [Dave Badeaux \(Comm. Action\)](#); [Jennifer Bergman](#); [Fert Faust](#); blueberrywar1872@gmail.com; [Bruce Buxton](#); [Eric Charpentier HRA](#); [Hara Charlier](#); [Shane Riffle](#); gary@stagenorththeater.com; [Sue Galligan](#); KSamp@communitygiving.org; history@crowwing.us; [Gabe Johnson](#)
Subject: Brainerd Sesquicentennial - Touching Base
Date: Wednesday, March 3, 2021 12:39:30 PM

Happy Minnesota Territory Day! On this day in 1849, Minnesota Territory was established.

I just wanted to touch base on the Brainerd Sesquicentennial and share what I know so far.

- The city will be issuing a news release later this week about the 150th anniversary; the timing will coincide with the first crossing of the Mississippi River in Brainerd which was March 6.
- Kicking off the sesquicentennial in March with some PR strategies frames-up a six-month celebration, using the River Crossing in March and the signing of the incorporation papers in September, as logical bookends.
- Mayor Badeaux will be issuing a proclamation from the city.
- Mayor Badeaux designed a logo which will be unveiled in conjunction with the news release.
- City staff is discussing light pole banners depicting the logo or some other anniversary message to be installed yet this spring.
- Carl Faust is working with Visit Brainerd on weekly history tours to be held June-August.
- Carl is going to ask Anne about writing a sesquicentennial book/booklet.
- Carl is going to ask the Brainerd History Week group about any special projects that could be accomplished this year.
- Gabe Johnson volunteered to work on a pictorial/headlines publication.
- Gary Hirsch set the dates for the Stage North production in September.
- Brainerd Community Action is open to incorporating the sesquicentennial into the 4th of July parade theme.
- Brainerd Jaycees are open to incorporating sesquicentennial into the Street Fest event.
- I will be working with local historians and the city on publishing history facts/videos to share on social media.
- Did I miss anything? I do not want to assume that I know all that has been happening to date...

Items up in the air:

- Co-branding events will be a challenge this year because of the continued uncertainty of events being held, so we will handle that on a case-by-case basis.
- We are still unsure if there will be one signature event or week-long celebration in September and what that might look like; if anyone is interested in leading that initiative, please let us know.

- It would be nice to create a legacy project (i.e. mural, statue, plaque) in conjunction with the sesquicentennial; if anyone has interest in leading that initiative, please let us know.
- Brainerd Restoration will do another mural but not this year; they will kick-off the fundraising this year.

Thank you to everyone for your willingness to participate in these conversations to date! Your time and good ideas are appreciated. In the interest of identifying a leader, the City has volunteered to coordinate efforts from here on out. Currently, there is not a need for this group to re-convene. The City will rely heavily on the support of volunteers and organizations if anything beyond what has been outlined comes to fruition. Dave Badeaux and I have volunteered to assist the City with these efforts, so moving forward if you have questions or further interest in being involved, please forward them to Jennifer at jbergman@ci.brainerd.mn.us, Dave at info@brainerdcommunityaction.org, and me at mary@visitbrainerd.com.

Kind regards,

Mary Devine Johnson, Executive Director

Visit Brainerd

706 Laurel Street

Brainerd, MN 56401

p 218-825-0410 | f 218-825-0411

mary@visitbrainerd.com | www.visitbrainerd.com