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## Brainerd Riverfront Committee Meeting Notes

April 21, 2016

3:00 p.m.

Brainerd HRA Administrative Office  
324 East River Road | Brainerd, Minnesota

**Committee Members Present:** Rod Osterloh, John Forrest, Jim Roelofs, Holly Holm, Don Gorham, Richard Polipnick, and Merritt Bussiere (via conference call).

**Others present:** Gabe Johnson, Chip Borkenhagen, Mark Ostgarden, Mary Koep, Karl Samp, Jim Thoreen, Jeff Ledin, Jennifer Bergman, and LeAnn Goltz

### 1. Discussion: Stakeholder Meetings

Bergman explained the plan to have one day of meetings, offering three different time slots of 9:00 am, 1:00 pm, and 3:00 pm on May 11<sup>th</sup>, 2016. A list of potential stakeholders was shared and passed around to get contact information.

Ledin explained that the meetings will begin with a presentation and then they will split up into discussion groups. The committee suggested using the meetings as a way to get feedback and take the opportunity to speak with potential stakeholders, find out who is interested, and what they would like to see as far as future projects. They also agreed that a succinct vision and common message is imperative – deciding on a mission statement would be beneficial.

### 2. Discussion: Logo/Branding

Bergman presented a postcard invitation draft with a selection of logo ideas that Borkenhagen designed. The committee had a discussion about what they'd like to see in the logo. The logo needs to be attention-getting and create a desire to learn more about the project. Borkenhagen reminded the committee that his logo designs were meant to get the ideas flowing and the conversation going. The group decided they definitely wanted the water tower included in the logo and the river flowing toward it. Also, they prefer a sans-serif font. Borkenhagen said he would draft a few more options that incorporates those elements and he'd email them to the committee.



**3. Review and Discussion: Community Engagement and Public Relations Plan**

Ledin presented the community relations plan and the committee discussed who would be responsible for completing the tasks. Gorham offered to help provide copy along with Roberts. The committee also discussed the various social media hubs. Polipnick informed the group that he has software which would help as a way to funnel content.

**4. May 14<sup>th</sup> Popup Event: Craft Fair at the CLC**

If there's still space, SEH would like to have a booth. The HRA offered to follow up with Mary Miller, the event coordinator, to see if there is room to reserve a spot.

**5. Discussion: Innovative Funding Grant, NJPA**

Jim Thoreen, Brainerd City Administrator, presented an opportunity to submit a proposal to NJPA for a grant to complete a feasibility study for a performing arts center. This would help the committee decide if indeed that is something they'd like to pursue. The proposal is due May 19, 2016.

Samp reminded the committee that a feasibility study was completed in 2009 at Central Lakes College. At the time, funding was not an issue but the cost of operating it was.

The group discussed the proposal and agreed it was a good idea.

**6. Next Committee Meeting**

If SEH is able to attend, the next meeting will be May 12<sup>th</sup>. Otherwise, the originally-scheduled date will stand: May 19, 2016, 3:00 pm. Topic of the meeting: social media strategy.