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## **Brainerd Riverfront Committee Meeting Notes**

May 19, 2016 @ 3:00 p.m.

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

Attendees: Holly Holm, Don Gorham, Kent Montgomery, Rod Osterloh, Erik Roberts, Gabe Johnson, Mary Koep, Mark Ostgarden Bob Kost, Anna, Heidi Peper, Jeff Ledin, Jennifer Bergman, and LeAnn Goltz.

**1. Stakeholders Meeting Summary** – Went over the meeting summary. Still would like to have an evening meeting for those who could not make it. Will decide on a date and let the committee know.

**2. GMRPTC Designation** – SEH submitted an application with a goal of a high designation. Focus: river as a natural resource and access to it for passive and active recreation.

**3. Riverfront Case Studies** – Presented three case studies: Red Wing, Minneapolis, St. Cloud. SEH understands the first project to be connecting the river to parks, but they wanted to confirm. Committee discussed the possibility of connecting Kiwanis to Boom Park. City might rework the road on College Drive that goes into Kiwanis. Might want to work off things already done and go that route. Discussion about it and how these projects are really linear. A visit or field trip/tour might be helpful to determine or identify a first project. Plan is to do this in June, which will give SEH time to work on it and come back in July or August to do more. "Riverfront trail system with park connections." Reminded the committee of the expectations of SEH and how their contract states they are to identify a project to begin within the first year, not complete it. They are on track and doing exactly what is expected.

#### **4. Select Final Logo**

Committee discussed the logo and thought they would like to see different colors, not a red or orange sky, and make the river look less like a road. The plan is to ask Chip to make the changes and we'll have some options at the next meeting.

#### **5. Social Media Discussion**

SEH presented survey results for the website. Team is working on three templates right now to be ready for next week (URL and registration too). Will be recommending Word Press as the CMS. Will have the committee vote on the options.

Jennifer went over the background of the Facebook page that was created and how she brought it to the HRA Board for discussion. Explained that the Board appreciates the grassroots effort but wants the HRA to have administrative rights. SEH presented social media guidelines.



## **6. Mississippi River Trail Kiosk Dedication in Kiwanis Park: Mark Ostgarden**

There will be a dedication ceremony for the kiosk on July 12<sup>th</sup> at 2:00 pm. A great opportunity for the Riverfront Committee to get exposure. Mark suggested a committee member could be the emcee for the event. Mark could create a program for that day with speakers (maybe MnDOT, Mayor Menk, committee members, Noon Kiwanis). SEH asked Mark to summarize his ideas in an email and send to Jeff.

## **7. Next Committee Meeting**

A Doodle Poll will be sent to determine the next meeting.