

Brainerd Riverfront Committee

Meeting Notes

March 24, 2016

PRESENT: Committee Members: Rod Osterloh, Erik Roberts, John Forrest, Gabe Johnson, Richard Polipnick, Don Gorham, Holly Holm, Merritt Bussiere, Chip Borkenhagen, and Kent Montgomery; SEH: Jeff Ledin, Bob Kost, and Anna Springer; Brainerd HRA: Jennifer Bergman and LeAnn Goltz; Others: Mark Ostgarden, Mary Koep, Tim Terrill; **ABSENT:** Jim Roelofs.

CALL TO ORDER: Chair Rod Osterloh called the meeting to order at 3:08 p.m.

1. REVIEW NEW MAP OF DESIGN ZONES & PROJECTS:

SEH rolled the three design zones into two showing a new map that illustrates it.

2. PROJECT NAMING:

SEH provided a history of the original naming of Brainerd. The committee agreed that keeping the project name simple is a good idea. Also, just have just one name for the entire project area and then later as the project progresses, certain parts of the project can be named to be more specific.

The Riverfront ~ Name / Brand:

Ideas: Mississippi Crossings at Brainerd, Rlive, Flowing Forward, Brainerd Riverfront

Erik Roberts made a motion to brand the project, "Brainerd Riverfront." Richard Polipnick seconded the motion. All committee members voted in favor and none were opposed. The motion carried.

Sub-Committee Name:

The group agreed to keep it simple: Brainerd Riverfront Committee

Bob Kost, SEH, noted that they'll send a press release following this meeting.

3. REPORT ON SERVICE CLUB PRESENTATIONS:

Jennifer Bergman reported that she and Heidi have given four presentations so far to Kiwanis, Morning and Afternoon Rotary, and Sertoma. They would also like to present to the Baxter Lions. Bergman shared that she has received both positive and negative feedback on the project. Service clubs still to visit: Jaycees.

The committee suggested we use social media to promote our project. There was a suggestion to use existing river pictures which go farther. Borkenhagen has a few preliminary logo sketches and will share them with the committee to get ideas flowing.

4. BLACF NEW FUNDS:

- Riverfront
- Performing Art Center

Bergman informed the committee that the BLACF created two new funds to support the Riverfront project. These new funds are available if people want to donate toward the project. She reminded the group that the contributions are tax deductible.

5. ONE-ON-ONE STAKEHOLDER MEETINGS:

Jennifer Bergman presented a list of possible stakeholders and asked if there were others to include.

Additional Stakeholders:

- Kayak Clubs
- Cuyuna Bike Club
- Audubon Society
- Downtown Business Community
- Neighborhood Association
- BPU
- Essentia-St. Joseph's Hospital
- Crow Wing Energize
- Crow Wing County
- Brainerd Public Schools Foundation
- Community Action
- Historical Society
- Crow Wing County HRA
- BNSF - ED Guy
- Arboretum
- City of Baxter
- Mississippi Headwaters Board
- Jim Anderson
- Mn/DOT
- Airport - Arnie Johnson
- Tribal Govt. - Jamie

Assign People:

Members of the committee offered their assistance with presenting to the stakeholder groups. (See attached Stakeholder List.)

Create Consistent Message:

We need to make sure to include the original intent of the project.

The committee was formed to implement the plan rather than create another plan.

Also note that the community has already invested: Mississippi Northwoods.

Two things the committee decided in the last meeting: low-hanging fruit project that's smaller and achievable in the first year plus the bigger, long-term goal of a cultural/performing arts center.

6. IDEAS ON 1ST POP-UP EVENT:

- Craft Show at High School – May 14
- Jaycees Rubber Duckie Race on Mississippi – August 6
- Jaycees Ribfest, July 29th
- Bike event on June 6th, Tour of Lakes (Paul Bunyan Cyclists)
- Arts in the Park, Sunday

7. MISSISSIPPI RIVER TRAIL, MARK OSTGARDEN:

Mark Ostgarden discussed the Mississippi River Trail and how Brainerd is a host city. Because of this, the City of Brainerd received a new kiosk this past winter that can be displayed some place in the city. Ostgarden asked the committee for input on deciding where it should go. He also noted it can be a temporary place as they may want to move it as the project moves forward.

Places to consider: Kiwanis Park or across the Brainerd HS parking lot along the river and current trail. The committee discussed the possibilities and agreed that Kiwanis Park is the place to put it.

8. REVIEW CONSOLIDATED PROJECTS LIST/TIMING:

The committee went over a timeline that SEH presented. The group also discussed the cultural/performing arts center project idea and if that's something SEH should focus on. They determined no, not now as there isn't funding for it. SEH should focus their energy on the riverfront development. However, we should continue to discuss this future opportunity with our stakeholders.

9. NEXT MEETING:

- April 21st at 3:00 p.m.—Riverfront Committee only. Agenda to include a discussion about branding.
- May 19th at 3:00 p.m.—Riverfront Committee along with SEH. Agenda to include a discussion on social media strategy.

Ongoing agenda item: Update on the one-on-one meetings.

ADJOURNMENT: Chair Rod Osterloh adjourned the meeting at 5:30 p.m.