



BRAINERD RIVERFRONT MEETING

February 1, 2018

3:00–5:00 p.m.

Brainerd Lakes Chamber of Commerce - CTC Conference Room
224 West Washington St., Brainerd, MN 56401

Our Vision – Maximize our Mississippi Riverfront by creating recreational, economic and cultural opportunities for Brainerd’s residents and visitors.

Attendees: Gabe Johnson, Holly Holm, Tony Sailer, Erik Roberts, Rod Osterloh, Pam Boehmer, Don Gorham, John Forrest, Ruthie Gmeinder, Karl Samp, Jeff Ledin, Mark Ostgarden, Ashley Kaisershot, Cassandra Torstenson, Carl Faust (Brainerd History Group).

Meeting Chair: Rod Osterloh

Minutes Completed by: A. Kaisershot

To: Brainerd Riverfront Committee

INTRODUCTIONS

- 1) Introduction of Committee Members**
- 2) Updates and Agenda Items**

a) Upcoming Events

Planned River to Rails event on February 26, at 5:00-8:00 p.m. at Roundhouse Brewery. BRC was asked to speak briefly about riverfront development and planning efforts.

Vocalessence – River Songs & Tales with Mark Twain – April 7 at 7:30 p.m. at CLC. VocalEssence will take listeners on a musical journey that celebrate life on the Mississippi. There will be an afternoon meet and greet with Don Shelby before the play. BRC is invited to share a few words on the riverfront efforts.

Carl Faust spoke on behalf of the Brainerd History efforts. Carl provided an overview of programs that could help with river development efforts: such as guided tours and the White Park marker proposal. Lyman P. White is known as the “Father of Brainerd.” In 1921 there was “White Park,” which existed at the proposed riverfront plaza site. Brainerd History group is looking to add naming recognition to the plaza to celebrate Lyman P. White. Carl can provide locations of existing pilons on the east side of the river as they request these be protected during redevelopment efforts.

The riverfront planning efforts can be highlighted during history week. BRC can

provide a history of the three bridges. The County Museum can be incorporated into these events as it is only a block away from the river.

NEW BUSINESS

1) Banner Program

a) Progress and Concept Design

E. Roberts provided an update on the concept design and banner program. He explained the project area (Washington Avenue, south to College Drive, from East River Road west to Fourth Street). The committee is beginning a fundraising effort. The program is a three-year membership program at \$375.00. Costs of banners are priced appropriately per corridor. Members have the ability to place their business name on the bottom of the banner, not logos at this time. Banners will be sold during March-April with installation by fishing opener/Memorial Day.

Recommendation was made to ensure that font is readable at 30 mph. Continued discussions will be had with ISD 181 and CLC about co-locating on light poles.

b) Fundraising

There's 36 total banners with the ability of 22 being sponsored. A maintenance fee is cushioned in the program fee for replacement costs and assistance to build a sustainable fund since there's no operating budget for this year.

2) Resignation of Riverfront Committee Member

Brainerd Riverfront Committee is soliciting a new. Committee members are to submit a name for consideration.

3) Secondary Tier of Volunteerism

Brainerd Riverfront Committee is looking for additional volunteers to help with project management efforts and members who are actively engaged. Chair requested that current committee members provide names or possible groups. User groups such as kayak groups and walkable-bikable communities, could aid in project development initiatives and efforts. Committee members need to send names to the Chair with a recommendation.

4) GMRPTC Update

a) Meetings are being held with representatives from Crow Wing County, City of Baxter and the Arboretum on achieving a high designation through the Greater Minnesota Regional Parks and Trails Commission (GMRPTC). The team is meeting monthly to develop a narrative that can aid in receiving this designation. Applicants can be submitted at any time.

b) Discuss Senate Presentation

C. Torstenson provided an updated and overview of the presentation that was given to the Senate Legislative Review Panel. A new narrative was introduced on the "Brainerd Trail Package" where residents can *pick your own adventure*. The presentation focused on the book-ends of Cuyuna Country State Recreation Area and Crow Wing State Park and the history, culture, scenic, environment, recreation experiences that occur between.

The ask was for the Cuyuna Lakes State Trail (\$1.175m) and Riverfront Trail (design of trail and plaza \$1.5m). "Brainerd Lakes Area Trail System." The riverfront trail section

will connect area network to Brainerd/Baxter, where existing food, lodging and opportunities exist. Brainerd lakes area trail system will connect Cuyuna Country State Recreation Area, Cuyuna Lakes State Trail, Paul Bunyan State Trail, Crow Wing State Park.

5) Plaza Update

a) Progress

A meeting was held with ISD, S.E.H, BRC and city staff to discuss the riverfront plaza. Next steps include determining the site ownership and management of the site. Additionally, a funding package for the design of the plaza will need to occur. Grant entities may check for ownership of property, so ownership and lot combination efforts will be a priority. Additional meetings will be held as this project progresses towards fruition.

A site for temporary access has been identified. This space would provide temporary access to the river. A call-in to the DNR and collaboration internally with the Parks Department and BPU are occurring.

b) Future Meetings

Future meetings will be held with ISD 181 to discuss the ownership and maintenance of the site.

6) Community Engagement Plan (CEP) Update

The community engagement plan will provide a roadmap as to how the committee interacts with the public. The plan will outline ways to engage with stakeholders and members, via social media, e-newsletter(s), pop-up events and open houses. The plan will build off of the website and social media efforts made to date. Measurable goals will need to be formed. A draft document will be sent out for comments.

Our staff believes that this document accurately reflects the business that occurred during the meeting. If any member feels the minutes contain errors, omissions and/or inconsistencies, persons should notify Ashley Kaisershot at Ashley.kaisershot@njpacoop.org. The meeting minutes will be considered approved if feedback isn't received within seven (7) days.