



BRAINERD RIVERFRONT MEETING

January 4, 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: Holly Holm, Rod Osterloh, Ashley Kaisershot, Don Gorham, John Forrest, Jeff Ledin, Jim Roelofs, Karl Samp, Ashley Storm, Mark Ostgarden, Heidi Peper, Cassandra Torstenson, Erik Roberts.

Meeting Chair: Rod Osterloh

Minutes Completed by: A. Kaisershot

To: Brainerd Riverfront Committee

INTRODUCTIONS

- a. Updates and agenda items
- b. Introduction of committee members

OLD BUSINESS

a. December BLACC Extravaganza

The Brainerd Lakes Area Community Foundation held their annual extravaganza on December 12, 2017. The Committee felt they were successful in their outreach effort and discussed the many touchpoints of the exchange. People at the event seemed interested and supportive of the riverfront efforts. The video was a very successful mechanism to share the message. This event was a great opportunity to add to the stakeholder list.

b. Projects

i. Regionally Significant Park Status – Joint Mississippi River Task Force

A meeting was held with the Executive Director and staff of the Greater Minnesota Regional Parks and Trails Commission (GMRPTC) in December in an effort to learn more about the program requirements. This meeting was eye opening in terms of what GMRPTC requires for funding. A second meeting will be held on January 22. The primary message of the meeting was to think big, and develop a compelling narrative on what the mission is and who we want to serve. Applicants can apply at any time.

ii. Riverfront District Banners

Pamela Boehmer is leading banner development efforts for the riverfront district. The district is defined as Washington Street, east to East River Road, south to College Drive, west to Fourth Street, and north to Washington. Laurel Street is included in the district. Concept designs were reviewed by a small committee. Development on a fundraising matrix and sponsorship opportunities is occurring. Future meetings with CLC and ISD 181 will occur in an effort to develop a consistent message and support towards a shared message in the corridor(s).

iii. Riverfront Plaza

Heidi Peper, S.E.H., gave an overview of the plaza report and provided an summary of the anticipated funding package. A report was provided that included an overview, scope, narrative, program elements and cost estimates. R. Osterloh plans to meet with the school district to discuss the plaza during January.

iv. Three Bridges Trail

An overview of Phase I of the elevated trail was presented. Nonfederal sources, state bonding bill and legacy parks and trails, are the two largest sources for this project. It was recommended to identify a better engagement plan, or a means to gather more input from area stakeholders. One possible technique is to host face-to-face meetings with land owners to gather feedback on the proposed alignment.

-Dialogue was had around ADA accessibility and any requirements that may be needed along the trails (access and ingress/egress).

c. Securing Private, Major Donors

A list of possible donors will need to be compiled.

NEW BUSINESS

a. 2018 Development Efforts

i. Riverfront Gathering Space

An area adjacent to the proposed riverfront plaza was recognized as a site where minimal site improvements could occur to connect people to the river. The area is approximately one acre in size. The proposed project will provide a flex-space, tactical gathering space for the short-term until the plaza is developed. Improvements to the proposed site would include vegetation clean up, crushed rock or mulched pedestrian trail, passive space for sitting and/or fishing. A. Kaisershot will contact the DNR in regards to clean-up efforts.

ii. Regionally Significant Parks and Trails

Our mission is categorized under the “special recreational feature regional park” classification. The four criteria are as follows:

- Criteria 1: High quality outdoor recreation experience
- Criteria 2: Natural and scenic setting – compelling sense of place
- Criteria 3: Serve regional need and/or tourist destination
- Criteria 4: Fills a gap in recreational opportunity within the region

The committee needs to determine the projects that will fill the gaps and what it takes to get there.

iii. BRC Reboot

R. Osterloh led a presentation on where the committee has been, where the committee is today, and where the committee is going. The BRC is committed to:

- Secure funding for projects in 2018 as well as riverfront committee efforts and coordinator
- Implement the 2015 Partnership Plan
- Connect the Mississippi River to the community, and people to the river.
- Begin to make Brainerd a destination
- Improve economic development and improve opportunities for businesses, improve jobs and wages
- Become a "Top 10"

Goals for this upcoming year:

- Secure funding by September 30, 2018
- Plaza by December 31, 2018
- Significant parks and trail status by December 31, 2018
- Master Plan by September 30, 2018
- Banners by May 31, 2018
- Riverfront gathering space by 2018
- Canoe/kayak landing by October 31, 2018
- Communication Plan

iv. Vision, Mission Objectives Workshop

The riverfront committee will need to define our mission and vision to support our efforts to obtain regionally significant status. Rod is looking for feedback on a renewed mission and vision as it relates to high designation.

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.