



BRAINERD RIVERFRONT MEETING

April 5, 2018
3:00–5:00 p.m.

Brainerd Lakes Chamber of Commerce - 213 South 5th Street
Brainerd, MN 56401

AGENDA

- 1) Community Engagement Plan – Review of Goals**
- 2) Letter of support from MN-MRPC**
- 3) GMRPTC Application and Progress Update**
- 4) Proposed ROW Vacation**
 - a) Review and discuss
 - b) Action needed
- 5) Banner Project Update**
- 6) March Collaboration Meeting Updates**
 - a) Cuyuna Lakes Trail Association
 - b) Ward meeting for Comprehensive Plan
- 7) Progress/plans for Trail at Steamboat Landing**
 - a) Riverfront district hiking trail discussion
- 8) Strategic Planning Session – May Meeting**
- 9) Adjourn**

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



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VISION

Our Goals—The Brainerd Riverfront Committee has established goals for 2016:

1 Prepare a phased implementation plan based on the Mississippi Riverfront Partnership Plan.

Identify and summarize similar successful riverfront projects in other communities.

Identify which projects are feasible and achievable.

Provide a timeline with benchmarks.

Identify property owners and parcel information along the corridor.

3 Identify and begin one achievable and visible project within the first year.

2 Identify funding sources and uses.

Provide a list of eligible funding sources based on identified projects.

Identify additional expertise.

Determine a budget.

4 Create a community engagement strategy with a public relations campaign.

Engage the community in the community in the process for their input.

Create videos, website, social media communications for the project.



BRAINERD RIVERFRONT SCOPE

The City of Brainerd was awarded the Brainerd Lakes Area Community Foundation (BLACF) “Difference Maker” grant in 2015. In 2018 the grant was transferred from the HRA to the City of Brainerd to manage the final year of funding. The Different Maker Grant was awarded in an effort to implement the *Mississippi Riverfront Partnership Plan* which was created by the University of Minnesota Center for Rural Design in 2015.

Following are the goals and objectives form the Vision Plan:

- Establishment of community gathering places along the Mississippi River.
- Potential for pedestrian/bicycle bridge across the river.
- A trail system along the entire project corridor.
- Enhancement and protection of the environment.
- Riverfront revitalization will be based upon the following principles:
 - Honoring the Mississippi River as an irreplaceable, natural, cultural and economic resource.
 - Understanding the benefits to local area citizens and visitors.
 - Preserving and enhancing the ecological health of the river.
 - A mixed use of activities.
 - Promoting partnerships between public and private entities.
- Address barriers to business growth and employment with active participation by private, public and nonprofit sectors.
- Identifying opportunities for Downtown to connect with the river.

The following resources will be required:

- Identify and prioritize what the needs and priorities for the project should be
- Develop a consensus on a proposal or plan
- Inform the decision-making or service delivery of a community, council or department, or players
- Develop new or collaborative ways of implementing elements of the MRPP
- Review progress on the community plan.

Recommended action steps needed to meet objective:

- Collect applicable visioning tools i.e. maps, photos, illustrations, and already formulated plans.
- Prepare information describing the need, vision, and benefits of the project.
- Collect information on rough cost estimates to determine scale of project and final funding needs.
- Begin communications with prospective partners.
- Complete trail connections throughout the city.

In an effort to develop actions to address **the public participation and outreach component** of each goal, the following five categories were formed to address each task: communication, gathering spaces, environment, trail connectivity, and education. The following charts provide the action, the role and capacity that the riverfront committee and/or coordinator will serve and the priority associated with each task.

COMMUNICATION - ACTION ITEMS

ROLE/CAPACITY Role of BRC and City of Brainerd on the progress of each initiative.	TASKS Work or efforts that need to be acted on to complete the goals and principles listed above.	PRIORITY Timeline associated with each project tasks.
LEAD	Identify channels to collaborate and connect with prospective partners.	Ongoing
LEAD	Build on the existing list of prospective partners.	Ongoing, evaluate quarterly
LEAD	Visually communicate the connection between downtown and the riverfront (through banners, graphics, signs, wayfinding).	Short-term
LEAD	Develop a cost estimate for each project and track the initiative in project panorama.	Ongoing
LEAD	Share success stories of the MRPP quarterly to shareholders.	Short-term

GATHERING SPACES - ACTION ITEMS

ROLE/CAPACITY Role of BRC and City of Brainerd on the progress of each initiative.	TASKS Work or efforts that need to be acted on to complete the goals and principles listed above.	PRIORITY Timeline associated with each project tasks.
LEAD	Work with community members to identify assets along the corridor. Identify potential gathering spaces (active and passive).	Mid-term
LEAD	Study and inventory trail users and the needs of trail users. Collect data to influence progress.	Quarterly, ongoing
LEAD	Study park and trail users and identify programming for a mixed-use of activities.	Quarterly, ongoing
PARTNER	Hold community roundtables to identify gathering sites throughout the study area.	Short-term

ENVIRONMENT - ACTION ITEMS

ROLE/CAPACITY Role of BRC and City of Brainerd on the progress of each initiative.	TASKS Work or efforts that need to be acted on to complete the goals and principles listed above.	PRIORITY Timeline associated with each project tasks.
PARTNERSHIP	Work with area partners and stakeholders to continue to improve, protect and enhance the environment.	Mid-term
PARTNERSHIP	Champion the Mississippi River's natural, cultural and economic resources.	Ongoing
PARTNERSHIP	Study the health of the environment and water quality of the study area. Identify a plan for preservation and enhancement.	Mid-term

TRAIL CONNECTIVITY - ACTION ITEMS

ROLE/CAPACITY Role of BRC and City of Brainerd on the progress of each initiative.	TASKS Work or efforts that need to be acted on to complete the goals and principles listed above.	PRIORITY Timeline associated with each project tasks.
LEAD PARTNERSHIP EFFORT	Collaborate with trail advocates, walkable bikeable communities' group, and area stakeholders to develop an alignment for a trail through the length of the Mississippi River trail network.	Mid-term
PARTNERSHIP	Market and promote the existing network to community members and park/trail users.	Short-term
LEAD	Develop a follower base and begin to illustrate the gaps in the network.	Mid-term
LEAD	Engage with the community to gather feedback that can be used in upcoming grant applications.	Ongoing

EDUCATION - ACTION ITEMS

ROLE/CAPACITY Role of BRC and City of Brainerd on the progress of each initiative.	TASKS Work or efforts that need to be acted on to complete the goals and principles listed above.	PRIORITY Timeline associated with each project tasks.
LEAD	Develop material, media, and content around the importance of the project (print and digital forms - using all outreach platforms necessary).	Mid-term
LEAD	Share visioning tools (maps, photos, illustrations, plans, etc.) with the public that are visually appealing.	Short-term
LEAD	Identify the barriers to business expansion and development . Work with area partners, hold meetings and interviews	Mid-term
LEAD	Identify the barriers to development and redevelopment . Work with area partners, hold meetings and interviews	Mid-term



Goals

1. **Communicate effectively, efficiently, and clearly with Brainerd residents, business owners, and tourists.**
 - a. Post bi-monthly informational updates on efforts to address the five planning principles from the MRPP
 - b. Ensure that website content is updated monthly, and that content is consistent with other platforms i.e., social media platforms and print based material
 - c. Share the experience of the active and passive spaces along the riverfront
 - d. Determine the targeted audience with each release
2. **Create an authentic and equitable process.**
 - a. Provide the opportunity for people to submit their comments
 - b. Ensure that engagement opportunities, whether online or physical, are accessible
 - c. Be transparent and strategically *over share*
 - d. Ensure that outreach and information sharing is posted on a variety of sources and platforms
3. **Allow for residents to participate in the progress of improvement efforts.**
 - a. Provide a comment or discussion board
 - b. Survey residents on a quarterly basis, using the website to host this dialogue
 - c. Gather trail, facility, and user data that can lead to further projects and initiatives
4. **Interact with residents, business owners and stakeholders face-to-face.**
 - a. Hold focus groups aimed at 1) idea gathering and 2) implementation
 - b. Begin to build consensus around riverfront redevelopment efforts
 - c. Encourage community collaboration and build



Mississippi River Parkway Commission of Minnesota

56 33rd Avenue South, #283 • St. Cloud, Minnesota 56301

Phone: 651-341-4196 • E-Mail: info@MnMississippiRiver.com

Members of the House: Sheldon Johnson (DFL – 67B) – Chair Members of the Senate: David Senjem (R – 25); Patricia Torres Ray (DFL – 63) State Agency Appointees: Paul Hugunin – Agriculture, Scott Bradley – Transportation, Lisa Havelka – Explore Minnesota Tourism, Keith Parker – Natural Resources, Andrea Kajer – Historical Society Regional Appointees: Nancy Salminen – Lake Itasca to Grand Rapids, Lauren Larson – Grand Rapids to Brainerd, Karl Samp – Brainerd to Elk River, Cordelia Pierson – Elk River to Hastings, Sheronne Mulry – Hastings to Iowa Border Member at Large: Anne Lewis

March 19, 2018

Senator David H. Senjem, Chair
Senate Capital Investment Committee
Minnesota Senate Bldg., Room 3401
95 University Avenue W.
St. Paul, MN 55155

Representative Dean Urdahl, Chair
House Capital Investment Committee
473 State Office Building
100 Rev. Dr. Martin Luther King Jr. Blvd.
St. Paul, MN 55155

Re: City of Brainerd – Riverfront Trail/Plaza and Cuyuna Lakes State Trail Funds

Dear Sen. Senjem and Rep. Urdahl:

The Mississippi River Parkway Commission of Minnesota (MN-MRPC) supports the City of Brainerd in their request for \$1.5 million in state funds for design of the Brainerd Riverfront Trail and Riverfront Plaza; and \$1.175 million for the Cuyuna Lakes State Trail expansion.

The Brainerd Riverfront Trail/Riverfront Plaza will serve as the link and the key to a network of trails from Cuyuna Country State Recreation Area to Crow Wing State Park. This project will allow the City of Brainerd to leverage the confluence of the Cuyuna Lakes State Trail, Buffalo Hills Trail, Paul Bunyan Trail, the Mississippi River Trail (MRT) and the Great River Road. The Mississippi Riverfront Trail and Riverfront Plaza will provide direct, accessible waterfront access to trail users, canoe/kayak access, interpretive opportunities, entertainment and fishing access to residents and visitors. The extension of Cuyuna Lakes State Trail will result in an additional 2.8 miles of trail through Brainerd.

These projects align with the mission and Corridor Management Plan of the MN-MRPC, byway organization of the Minnesota Great River Road National Scenic Byway. The MN-MRPC is a statutory commission whose mission is to promote, preserve and enhance the resources of the Mississippi River Valley and to develop the highways and amenities of the Great River Road.

The Great River Road Corridor Management Plan includes a goal to provide integrated multi-modal options so travelers can focus on safely enjoying the journey, as well as active Mississippi River exploration that includes bicycling, walking and hiking. Completion of these projects will help accomplish these goals within the corridor. We appreciate the background work and preparation already completed by the Brainerd Riverfront Committee/City of Brainerd for this project.

We look forward to the implementation of this project and the experience it will provide for byway travelers and residents alike. If you have questions about our support or if there is additional information we can provide, please contact the MN-MRPC office at 651-341-4196.

Sincerely,

Rep. Sheldon Johnson, Chair

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SYCAMORE ST

S 4TH ST

TAMARAC ST

VINE ST

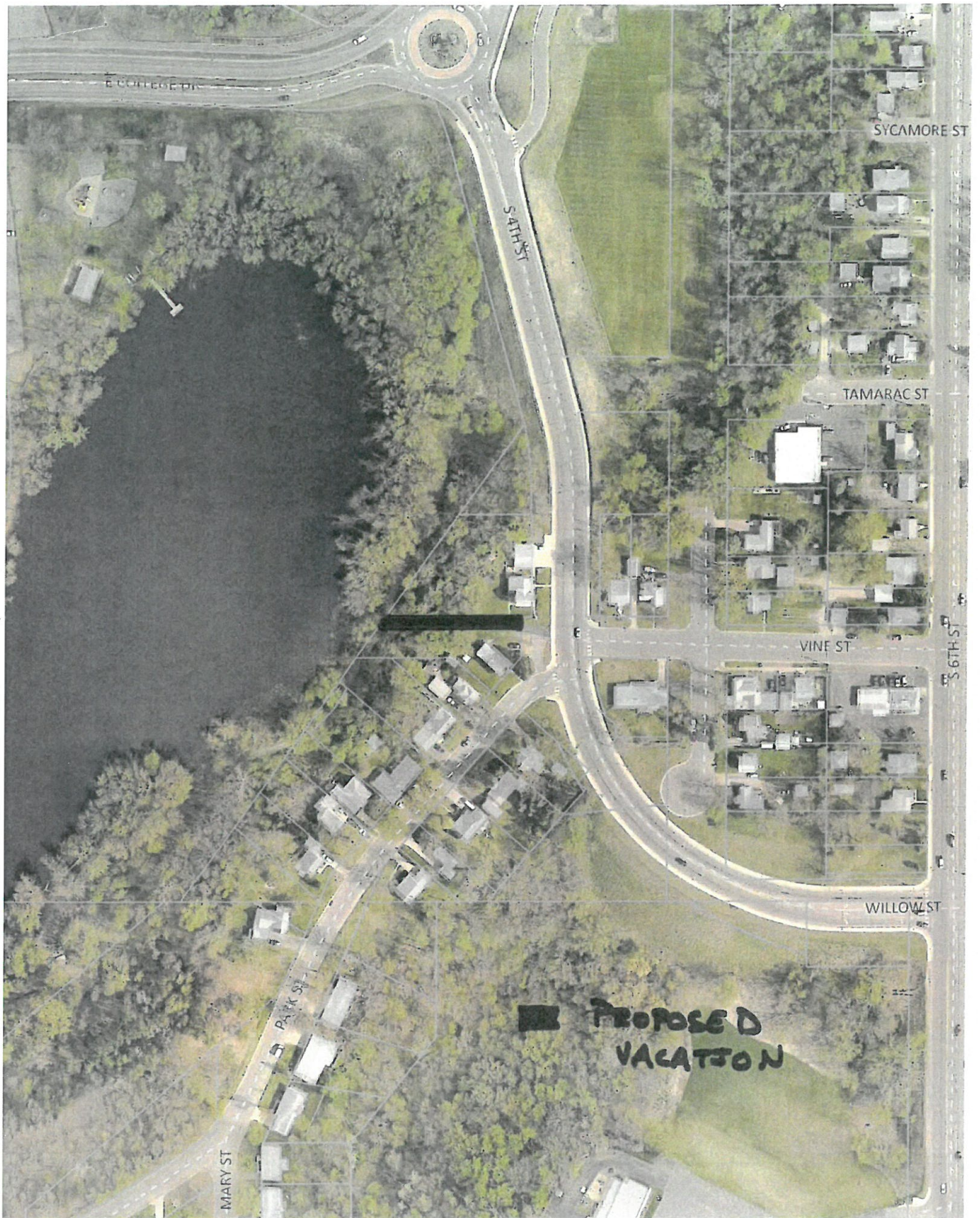
S 6TH ST

WILLOW ST

MARY ST

PARK ST

**PROPOSED
VACATION**



RECEIVED

MAR 05 2011

CITY OF BRAINERD
ADMINISTRATION

To the Powers That Be:

In your continuing efforts to make Brainerd more attractive/enticing/livable to residents and visitors DON'T let this irreplaceable piece of Public Property get away!

This strip of land connects the wide beautiful sidewalks of South 4th & Willow streets to our wonderful walking/biking paths around Boom Lake, Kiwanis Park, the dog park & beyond to the river & the fabulous Buffalo Hills biking/hiking trail.

This strategically located, irreplaceable piece of land could be utilized as a walking/hiking connecting trail that would allow walkers/etc. to walk/skate/etc. from Downtown Brainerd to our under-utilized, under-promoted gem, Boom Lake Park, paths, and the many other amenities. And enable reaching them without having to walk in any streets. In fact, separated/protected by curbs from vehicle traffic. What an appealing enticement to ALL of us!

PLEASE DON'T ALLOW this irreplaceable piece of PUBLIC LAND get away!

A concerned citizen who loves Brainerd