

# Brainerd Main Street Connect. Lead. Grow.

**DOWNTOWN RECONSTRUCTION CONSULTANT SELECTED** A selection committee including downtown property owners, businesses, Main Street Advisory Committee members, City staff, City Aldermen, and the Main Street Coordinator interviewed five consultants for the upcoming street reconstruction project. Through long deliberation and much thought, Wiseth Smith Nolting (WSN) partnering with SRF was recommended. Monday, December 17 the Brainerd City Council approved moving forward with scoping out the project with this consultant team.

**ADVISORY COMMITTEE CHAIR** The Brainerd Main Street Advisory Committee has its first chair and vice-chair, each with a one year term. The Chamber's Board Chair approved the nominations and I am pleased to announce that Pastor Andy Smith of First Lutheran Church will be the chair and Al Gmeinder, owner of the Sawmill Inn, will be the vice-chair for the Advisory Committee. Thank you for taking these leadership positions as this program embarks on its first year. Please help me in welcoming them to their new positions.

**MAIN STREET COORDINATOR TRAINING** Emily Roragen, Brainerd Lakes Chamber Main Street Coordinator, recently attended a four-day Main Street Basic Training in Washington, DC. The forum was presented by the National Trust for Historic Preservation and held at the National Main Street Center. Each day focused on one key aspect of the four-points of the Main Street approach: Organization, Design, Economic Restructuring, and Promotion. The training and networking with other Main Street Coordinators from around the country provided valuable insight and connections that can be applied to the revitalization of Brainerd's central business district.

**HOLIDAY CELEBRATION IN NUMBERS** This was a terrific first year for this event. Everyone involved put so much into the celebration. Here are the numbers summed up:  
204 Turkey Registrations  
100+ kids for Pictures with Santa  
70 Ballots Cast  
65 Trolley Riders  
26 Businesses Participating  
12 Activities for Kids  
1 Turkey Winner

**CONTEST WINNERS** A window decorating contest was held as part of the "Old Fashioned" Downtown Holiday Celebration during December. Visitors voted for the best decorated displays. Twenty-six businesses participated in the decorating contest and the first place winner received the traveling trophy -- a snowman that they will keep for one year until next year. All of the window displays are beautiful, bright, and fun. However, the votes have been cast and the first place winner of the Window Decorating Contest with the snow man trophy is... 1st Place - Yesterday's Gone; 2nd Place - Mattie & Me; 3rd Place tie - The Gallery and Totally Kidz Shop

In addition to the decorating contest, a prize drawing was held for a free turkey donated by Schaefer's Foods of Nisswa. Sarah Beierman of Brainerd won the turkey.

**ABOUT THE MAIN STREET PROGRAM** The Brainerd Main Street Program is a community-based effort to revitalize Brainerd's Central Business District, or CBD. The program area stretches from the Mississippi River to 11th Street and from Oak to Kingwood Streets. Though it is part of the Brainerd Lakes Chamber, it is for members and non-members alike. This program is based on the national Main Street approach that has been used in over 1,700 communities during the past 25 years.

## Working for You

### Brainerd Main Street Advisory Committee

This committee is responsible for the direction and oversight of the Brainerd Main Street program and lends sustainability to the viability of the Central Business District (CBD as defined by the 2002 Master Plan).

### Brainerd Main Street Advisory Committee Members

- Lyn Brodersen, Brainerd Restoration
- Kim Ellingson, Bremer Bank
- Chris Erickson, Architecture One
- Al Gmeinder, Sawmill Inn
- Kristy Hart, H & H Builders
- Sheila Haverkamp, BLADC
- Raedean Hiebert, Brainerd Dental Care
- Terry Johnson, Liberty Tax Service
- Ed Menk, E.L. Menk
- Michael O'Donnell, Crow Wing County
- Bob Olson, City of Brainerd
- Mark Ostgarden, City Planner
- Dale Parks, SEBRA
- Lisa Paxton, Chamber CEO
- Cal Preisinger, Big Lou's Back Room
- Chris Robinson, Brainerd Lakes Chamber Board
- Andy Smith, First Lutheran Church
- Paula Zelinske, Yesterday's Gone

## OPPORTUNITIES TO GET INVOLVED

**Downtown Reconstruction**  
Wednesday, January 9 6 p.m.  
at TJ's Log Cabin, 320 S 7th St.

**Holiday Celebration Review**  
Tuesday, January 15 6 p.m.  
at TJ's Log Cabin, 320 S 7th St.

**Economic Restructuring**  
Wednesday, January 16 2 p.m.  
at Brainerd Lakes Chamber, 124 N 6th St.

**Design**  
Thursday, January 17 9 a.m.  
at Brainerd Lakes Chamber, 124 N 6th St.

**Promotion**  
Tuesday, January 22 8 a.m.  
at the back room of the Sawmill Inn, 601 Washington St.



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**The Brainerd Main Street Program is served by the Brainerd Lakes Chamber who works with your leaders to continue to connect businesses and lead the drive for responsible and profitable growth. If you would like to get involved or have questions contact your Chamber staff or volunteers.**