

## Design Committee

**The Brainerd Main Street Program is based on the National 4-point Approach: Organization, Economic Restructuring, Design, and Promotion**

**Organization:** Getting everyone working toward the same vision for Downtown Brainerd

**Economic Restructuring** (Business Improvement): Getting Downtown Brainerd businesses busier

**Design:** Getting Downtown Brainerd into top physical shape

**Promotion:** Getting more people to visit Downtown Brainerd

This Design Committee is extremely important to the success of our Downtown Brainerd Main Street area, as well as the success of our community as a whole. Your participation on the Design Committee will help bring results to our community and make your vision for the commercial district a reality.

### **What can the Downtown Brainerd Main Street area expect to achieve in the area of design?**

1. Increased design appreciation
2. Increased investment in downtown buildings
3. Appropriate investment in downtown buildings
4. Spaces that are better for business
  - a. Authentic
  - b. Well-maintained
  - c. High quality
  - d. Appropriate size
5. A stronger marketplace

### **Roles of the Design Committee**

1. Provide design education and teach assistance
2. Promote historic preservation
3. Work with building owners on building projects
4. Plan public improvements
5. Execute downtown maintenance projects
6. Conduct design review

### **Results of the Design Committee**

1. A historically restored downtown
2. Great public and private signage
3. Excellent public spaces and structures
4. Knowledge and awareness of preservation
5. Increases in property values
6. A clean downtown
7. Pedestrian friendly downtown
8. Attractive window displays

### **What is my commitment?**

1. Monthly committee meetings (1 hour)
2. 1 – 2 hours outside committee meetings for special projects/per month
3. One year committee term