

**Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, April 12, 2012  
First Covenant Church, 2<sup>nd</sup> Floor Lounge, 810 South 7th Street**

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Present: Brian Maupin, Dan Collison, Susan Braun, John Campobasso, Tom Hayes, Jim Norkosky, Jan Olsen, Carletta Sweet, Jeff Anderson

Absent: Tim Tucker

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### **Call to Order**

President Jim Norkosky called the meeting to order at 12:04 p.m.

### **Consideration of agenda**

- Approved as submitted (SB/CS).

### **Consideration of March 8, 2012 Board Meeting Minutes**

- Carletta asked for clarification on the title of Janelle's position. It is stated as Executive Coordinator in the BAAP proposal. The title of Executive Coordinator will be included in the March minutes and used in all communication moving forward.
- Carletta pointed out that "March" needed to be replaced with "April" in the sentence "Looked at dates for a special luncheon, Susan said it should be a Thursday and Jan suggested in lieu of the board meeting on ~~March~~ April 12."
- Tom asked that "his" be changed to "Jim's" in the sentence "Tom pointed out that EDC has already made a stance of support of the stadium from his Jim's Downtown Journal quote."
- Carletta asked that the sentence "Artspace Liner send support letter." be changed to reflect that EDC sent the letter. It has been changed to "On February 17, 2012, EDC sent a letter of support to Ms. Patricia Fitzgerald, Hennepin County Housing, Community Works and Transit, for Artspace Project, Inc.'s application for the Transit Oriented Design Program for the Artspace, also known as the Liner Parcel Development (Chicago & Washington)."
- Approved as amended (JC/JO).

### **Treasurer's Report – Brian Maupin**

- Brian reviewed the March 2012 Treasurer's Report:
  - Started March with a balance of \$25,006.18
  - Two deposits: memberships (\$900) and lunch payments (\$240)
  - Three expenses totaling \$747.03 (two for Diane Ingram invoice D-56 consultant fee and supplies) and phone bill.
  - Ending balance of \$25,399.15
  - Move to receive and file (CS/JO).
- Jim gave Brian two March invoices – one for Diane Ingram and one for Janelle Nivens.

### **Membership Report - Dan Collison**

#### Prospective Board of Directors Meetings

- In the past month, Dan met with Board of Director prospects: Paul Mellblom of MS&R and Carl Runck of Alataus.
- Dan identified that Varun Kharbanda of Timeshare Systems, Inc. expressed interest in becoming a Board Member and Dan will follow-up with Varun.
  - Janelle mentioned that the process for nominating Board of Directors should be explained more clearly for the 2013-14 nomination/election period because people who self-nominate will need to request to be nominated by a current Board Director or have 3 member organizations nominate them according to the bylaws.
- Jim asked about membership level and serving on the Board of Directors. Jan pointed out that no matter the level of membership, the number of hours a person dedicates to EDC is a great service.

### Prospective Member Contacts

- Dan has been in conversation with prospective member, Rahef Abed-Hernandez, Operations Manager of Block by Block, a subcontractor of Minneapolis Downtown Improvement District. In an e-mail dated April 9, 2012, Rahef indicated interest in the Supporter level membership.

### Membership Application & Reporting Process

- Dan and Janelle are working on changing the system of membership application and reporting. Wufoo forms and reports will be used. Janelle is using the [free version of Wufoo](#). Dan showed the online membership application form and a screenshot of the report.
- Jim asked if fields should be added that would provide a sense of the member's relationship with East Downtown business district. Tom asked that thought be given as to what the EDC would do with that information. Jeff suggested that the EDC inquire what the members want to get out of their membership. Jan pointed out that if the membership is too complicated, people may not fill it out. Jeff suggested that instead of including it in the follow-up invoice e-mail. Jeff reiterated a point that was made in a separate Marketing Committee meeting that more can be done to provide benefit to the EDC membership. After discussion, it was decided to approve the online membership form (with EDC logo if possible) and to have the Marketing Committee investigate if a follow-up survey should be sent. Tom said that the Marketing Committee could get a survey finalized by the time of the July membership drive.
- Motion to approve the form as written with request to add logo if possible (JO/JA).

### Impact of Social Sharing/Digital Storytelling

- Dan showed "[Caine's Arcade](#)" video to show how social marketing/digital storytelling can drive enthusiasm/traffic for EDC forums and events.
- Susan brought up video vignettes and the group discussed ways in which EDC could invest in videography. Dan suggested a videographer tenant at First Covenant Church, Jeff brought up the Vikings video crew and Brian brought up leveraging educational institutions that may have course projects that could align with a video project. A concern is the amount of time it would take to interview all members and figuring out which organizations are covered first. Dan suggested making it an application process for member organizations to be considered for a free promotional video. Jim brought up shooting during events so there is a captive audience. Discussed filming during a walk and pulling attendees aside to answer why they are EDC members.
- Tom brought up that the EDC Facebook page can be used to share the stories of member organizations on Facebook (25 organizations). Janelle said that she is already sharing accomplishments of organizations. Janelle reiterated that EDC needs more followers on Facebook. As of April 12, EDC had 43 "likes".
- Briefly discussed online payments but tabled it quickly because of the costs involved.

### Feedback from a New Member

- Paul Mellblom was surprised that he wasn't welcomed as a new member at the March Lunch Forum. John suggested that Jim ask "are there any new members here today?" then Jim welcomes them. Dan suggested that we do call the new members out without having them self-identify and then they can say a bit about themselves and their organization. Determined that Janelle will provide Jim with a list of new members as part of Jim's welcome script.

### **Business Forum Planning Report**

- Motion to approve the March 2012 Forum recap for posting on website (JA/DC).
- April 26 Annual Meeting details have been set and the registration e-mail will be sent the evening of April 12. Janelle asked for clarification on what EDC board wants Councilmember Lisa Goodman to cover. Carletta said that Councilmember Goodman should address what she has done in the DEEP district.
- Talked about May Forum planning. Tom initially considered offering up an HCMC related topic. Jeff discussed the Stadium talk at the Grid Iron Room at the Metrodome. Janelle and Jeff will connect about planning the May Forum.
- Jan brought up a focusing on parks at the June forum. Susan thought that the logistics of planning a panel of people representing the different parks would be challenging to plan because the Minneapolis Park & Rec Board does not manage some of the parks. Jan discussed housing it at Padilla in the atrium, which overlooks the Gold Medal Park.
- Dan brought up the [American Academy of Neurology](#) as a possibility for space and topic. Tom has a connection and will put us in touch. It was determined that Janelle should pursue an event at the new American Academy of Neurology building.

### **BAAP Update**

- Contract for \$4,200 was signed. Will need to track expenses that meet the commitments made by the grant.

### **Façade Improvement Report**

- Janelle met with the owner of Elliot Grocery who thought that repaving his parking lot would be an eligible expense for the Façade Improvement grant. She clarified that it does not and encourage him to consider other projects.
- Janelle asked for confirmation of the EDC imposed deadline for the Façade Improvement application. It was decided that it would be set as July 30.

### **Marketing Committee Report**

- Marketing Committee met and Tom sent the report in an e-mail dated Wednesday, April 11, 2012 and saved in the [Marketing Committee folder](#).
- The marketing committee will follow-up with Dan and Janelle with a needs assessment for the membership drive. Tom suggested it be discussed at the May meeting.
- Determined as a Marketing Committee that EDC should do the media contest every other year.
- Tom offered to take a guiding role for the Marketing Committee and Jan and Jim agreed that it would be appreciated.
- Tom requested that the BAAP contract be saved somewhere accessible and requested that everyone read it so it is understood where EDC needs to direct its energy.

### **Membership Exchange with Downtown Council**

- Dan requested that a special membership level be considered for the Downtown Council (\$500) as that is the entry-level membership with Downtown Council. In order for there to be an even exchange of funds, Dan moved that the EDC accept the Downtown Council membership at the \$500 level. Jan seconded the motion and it was approved by the board. Dan clarified that someone from the board attend a general meeting (they do not happen regularly) and it is hoped that eventually EDC will be invited to attend the board meeting.
- Susan requested that the board consider moving the Forum to be on a different day to allow for attendance at the Downtown Council board meeting.

### **Neighborhood Updates**

- DMNA update
  - Carletta sent an update via e-mail dated Thursday, April 12, 2012 and saved in the [April BOD Minutes Folder](#). Carletta gave a summary of her report:
    - A motion was passed that Carletta remain the representative for the East Downtown Council.
    - Carletta attended the State of the City address by Mayor Rybak and provided a link to a summary in her report.
    - The Economic Development Association of Minnesota is hosting an event with guest speaker Ted Mondale on Thursday, April 19th, 11:30 a.m. to 1:30 p.m. at HGA Architects, 420 North 5th Street, Suite 100
    - There is one week left to provide comments on the draft St. Anthony Falls Historic District Design Guidelines. A draft of the design guidelines is available for viewing at [http://www.minneapolismn.gov/hpc/hpc\\_st\\_anthony\\_falls\\_historic\\_district\\_design\\_guidelines](http://www.minneapolismn.gov/hpc/hpc_st_anthony_falls_historic_district_design_guidelines)
    - To track updates on the Water Works Project, visit the Minneapolis Parks Foundation's updated website at <http://mplsparksfoundation.org/>
      - Related events include:
        - April 21st Earth Day Cleanup <http://mplsparksfoundation.org/2012/04/02/event-get-spring-cleaning-greening-at-water-works-saturday-april-21/>
        - June 9-10 dusk to dawn Northern Spark nuit blanche <http://2012.northernspark.org/partners>

- Carletta mentioned that several DEEP district organizations participate and suggested that EDC consider participating in 2013.
        - Plan-It Hennepin, the collaboration of Hennepin Theatre Trust, Walker Art Center, Artspace and the City of Minneapolis: <http://www.hennepintheatretrust.org/plan-it-hennepin>
        - The next Minneapolis Riverfront Partnership (<http://minneapolisriverfrontpartnership.org/>) board meeting is on Tuesday, May 8th, 4:30-6:00 p.m. in the Mississippi Watershed Management Organization's new headquarters at 2522 Marshall Street NE.
        - The next 2020 Partners meeting is on Tuesday, May 15th, 5:00-6:30 p.m. at HGA in the Ford Building, 420 North 5th Street, Suite 100. Topics to be determined. To read the latest presentations visit <http://the2020partners.com/presentations/>. For more information contact Marsha Wagner at marsha@castlevisions.com or 612-338-2122.
- EPNI
    - Hospital History Project
      - CPED hired an historian to do a research project of the hospitals in this district. The report was published and David Fields is incorporating that information into the walk he will be giving in August. He will be able to do this walk for EDC in September.
    - April 19 meeting
      - The comprehensive GIS housing inventory is nearing completion and they will be sharing the information at the [Thursday April 19 BLUH meeting](#). The information will help EPNI develop their guidelines so that when gaps and types of housing needed in the Elliot Park neighborhood.
      - [Aeon](#), an affordable housing company has saved a lot of properties in the EP neighborhood. Susan passed around a report. It is a multi-million dollar reinvestment into properties that Aeon already owns. They will be presenting at the [Thursday April 19 BLUH meeting](#). Janelle suggested that Aeon get a special invitation so they can be recognized for their work. Jim asked Janelle to e-mail him about details.
      - Livability task force is continuing its work and Susan is holding her comments on the topic because three of its members will be speaking at the EDC annual meeting.
      - May 14 is the annual meeting for EPNI.

#### **2025 Sub Committee**

- Dan placed his name as a nomination to participate in the “Forging U of M Connection” on behalf of the EDC. Minneapolis Downtown Council’s, Kathleen Motzenbecker indicated that Bob Parr was making decisions on their sub committee soon.
- Dan, Susan and Jim suggested that the 2025 Sub Committee and the “Forging U of M Connection” be a Forum topic for Fall 2012
- Dan suggested if EDC participation on this committee is approved, that someone else serve on this particular committee. Susan will consider participating but needs to weigh her availability before making a decision.

#### **Announcements**

- Tom announced that HCMC opened a US Bank branch in the Red skyway and reminded everyone that there was still time to RSVP for the HCMC 4/25 annual meeting.
- Jeff generously offered free tickets to the Vikings Draft Party.

#### **Adjournment**

The meeting adjourned at 1:50 p.m. (JN/SB)

*April 2012 Minutes Approved as Amended on May 10, 2012.*