

**Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, June 14, 2012
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

Present: Jeff Anderson, Susan Braun, John Campobasso, Dan Collison, Tom Hayes, Varun Kharbanda, Brian Maupin, Paul Mellblom, Jim Norkosky, Lynn Regnier, Carl Runck, Carletta Sweet, Bert Winkel
Absent: Jan Olsen, Tim Tucker

Call to Order

President Jim Norkosky called the meeting to order at 12:02 p.m.

Consideration of Agenda

Approved as submitted (CS/BW).

Consideration of May 10, 2012 Board Meeting Minutes

Approved as submitted (CS/TH).

Treasurer's Report

Brian explained the May 1-31, 2012 report:

- Began May with a balance of \$24,156.95
- There were no deposits
- Two checks were written (one to Janelle, one to Century Link for 2 months) totaling \$780.76
- Ending balance was \$23,376.19
- In response to an inquiry from Jim, Brian advised that Bill Cranford had been paid but the check has not cleared at the bank and will be reflected on July's statement. Janelle asked to be copied when checks have been paid.
- Approved to receive and file (CS/SB).

Economic Development in DEEP Report

- Jim advised that this report, prepared by Aaron Hagar in 2009 through the Great Streets Business District grant, has been published on CPED's website. Since its release it has been used as an incentive for membership and may have charged \$25 once or twice. Susan explained that since Beth Elliott is conducting an East Downtown Parking Lot study, it was decided it was important when they issued the RFP that the study be available as a resource to those responding.
- Discussion ensued as to whether to continue to use it as an incentive. Since it is still regarded as a highly regarded recruiting tool, it was decided to use it through another membership cycle.

Membership Report

- Reference the May Membership Report included in the June board package.
- Dan thought it would be helpful to know what categories of businesses are within the district and took the list used by the Better Business Bureau as a template. Rather than have members choose, he will assign categories and keep it internal as a reporting mechanism.
- Dan reviewed his Renewal and Recruitment Plan for 2012-2013 submitted in the June board package and explained the process for new membership recruitment and existing membership renewal. Both processes will include links to the membership information on the website. Procedures for following up need to be established to avoid duplicative responses.
- Top prospects were identified and board members with relationships volunteered to make contact; Dan will assign the remainder of the list.

Marketing Committee Report

- Since the last Marketing Committee meeting, Dan has worked with Janelle and Scott Barshun of Barshun Design to make changes to the print brochure he displayed on the screen for board input.

- Of the five images viewed, suggestions made were to drop one (Band Box? Guthrie?), but to at least keep the image with the train. Jeff will provide a more current image of the mall with the LRT in it.
- The theme Dan arrived at was “Building Our Economic Future Together” to add to the front of brochure; other changes were straightforward and instead of a handwritten tear-off, direct them to the website. Dan will take comments and suggestions back to Scott for further revisions.
- Tom reminded the board that the Marketing Committee’s charter is to (1) increase visibility of the East Downtown Council to support recruitment of new members and retention of current members – that piece is being well supported in terms of materials and ideas by what Dan just went through; and (2) market the East Downtown district to potential investors as a place to invest, work, visit and live. Tom advised that he sent information to everyone (reference his email dated May 25th) as part of the brainstorming on our themes and needs. He stated that we are naturally evolving to #2 and he’ll get the committee together in the next 30 days to lay out the landscape, determine what we can and should be doing, where are partnerships should be, plan and message, and to learn more about the DEEP activities. The committee is open to all board members who wish to participate and he’ll send an email to set a date.

Stadium Design Committee

- Jim distributed the email he received from Carl Runck dated May 23rd with a subject line of “EDC/Elliott Park role in stadium development” as a thought starter to forming a committee that will take all the interests of the district to help influence the design of the stadium. Carl works closely with a legal firm that helped write the bill for the stadium that passed. When he wrote the email it seemed premature as the Sports Authority and the City’s Implementation Committee had to be formed. This is information for the EDC to get organized and contact these people and inject itself into the process.
- Lynn advised that when the Mayor came to EPNI’s annual meeting he told the community that they would have a seat at the Stadium Implementation Committee table. There are a lot of unknowns but it is imperative that we do work together.
- Susan advised that since EPNI has been working on this for so long and they have the basic framework and principles for urban design that they have been advocating for through their Master Plan, Design Guidelines, the work on the DEEP District and the Stadium statement, it can all be brought to the table and synthesized and applied for this purpose.
- Since EPNI already has the City contact and will have a seat at the table, Lynn will be the point person in communicating that EDC and DMNA would also like to be involved.
- Jeff advised that the Implementation Committee is co-chaired by David Wilson and Tom Fisher, and elected officials are Mayor RT Rybak, Council President Barbara Johnson, Council Members Kevin Reich, Diane Hofstede and Meg Tuthill. The MSFA will be chosen that day and will have two members from the Minneapolis City Council and every major decision will have to pass by a 4/5 vote so the City will have a significant say in how it is designed and constructed.
- To prepare for the June 28th business forum, a meeting was scheduled on Thursday, June 21st, 1:00-2:30 p.m. at EPNI’s headquarters. Susan will send an email with appropriate links to the documents that will help formulate opening remarks for the luncheon as well as help start a stadium design committee as previously stated. If needed, Monday June 25th, 10 a.m. at EPNI was also offered.

Neighborhood Updates

- DMNA
Carletta emailed the update and it can be accessed . Regarding Beth Elliott’s East Downtown Parking Lot study, she suggested that the EDC reach out to her for a business forum presentation. Lynn suggested sometime in the fall.
- EPNI
Lynne advised that they have their 6th year of funding from McKnight and it is now funding for general operating versus specific programs. In the past it was for Centennial Commons and for the DEEP work. They are pleased about this change.

They have completed the first step of the housing inventory. The next step is to take this information and create some development guidelines to see them through as their building up more housing in the neighborhood. They’ve discovered that there are some patterns to where the residential properties are

and opportunities for filling and that more than 50% is affordable. Obviously they want to mix that up and get other economic levels. If interested, BLUH will have a task force working on that over the next few months.

She announced the Community Forum with Mayor R.T. Rybak on Thursday, June 28th, Elliot Park Recreation Center, 6-7 p.m.; to participate in the BLUH meetings on the third Thursday of each month at 6 p.m.; and the Livability meetings on the first Monday of each month at 4 p.m.

Lastly, she announced that this is Susan's last official meeting as an EPNI employee and is glad that she will continue as an at-large member. She thanked Susan for her many, many contributions she has provided them and the neighborhood for so many years and they're going to miss her.

Thereafter, Susan distributed her new business cards *Braun Design Applications for the 21st Century*. When she makes herself available in the fall she will be looking for employment or contract work continuing to do the type of work she has done for EPNI and work in the district and capitalize on all the connections. It may take the form of direct urban design analysis or the facilitation and coordination work done at EPNI, i.e., the applications of design thinking in organizational development, communications and urban landscape

Façade Improvement Report

- Brian advised that he completed the second grant application for Allied Parking and it has been approved by the City and EDC will need to do so which can be done electronically. Janelle will forward it to the board for review and electronic vote.
- Janelle is working with Christine Mertz to better understand what organizations are still in the works. Catholic Charities still has construction to do and seeking an extension and she'll contact CPED to determine if there are any issues.

Other Business

- **2025 Plan Implementation Committee.** Paul advised that he emailed Bob Pfarr, who is in charge of the formation of this committee, and he said they are waiting for the Stadium Authority to get sorted out so that must be the reason for the delay. It is going to be a big part of the neighborhood involvement process.

Paul also mentioned the subcommittee focusing on the connections with downtown and the U of M and advised that there's also a subcommittee focusing on doubling downtown's population which should be in this part of town, and adding 3 million square feet of office and the rest of office potential sometime in part of town, so there's at least three subcommittees on which the EDC could be involved. Jim instructed to leave it on the agenda.

- **Future meeting dates.** The board agreed to meet as usual in July and August, i.e., the second Thursday of the month, then conform to the new schedule in September, i.e., the first Thursday of the month.
- **Conflict of interest statements.** Collected in the meeting and via email.

Adjournment

The meeting adjourned at 1:36 p.m.