

**Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, September 6, 2012  
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

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

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**I. Call to Order**

President Jim Norkosky called the meeting to order at 12:08 p.m.

**II. Consideration of Agenda**

Approved as amended by changing "Neurologist" to "Neurology" under Other Business (DC/BW).

**III. Consideration of August 9, 2012 Board Meeting Minutes**

Approved as submitted (CS/BW).

**IV. President's Report**

- **Update on Executive Coordinator position.** Jim welcomed and introduced the interim Executive Coordinator, Terri Stromberg, who Dan recommended at the August board meeting. Jim discussed with Terri the possibility of staying on long term and she agreed to do so and will submit her resume if interested. As of this date, there is only one applicant. Once the Recruitment Committee receives a broader cross section of applicants it will then reconvene. Jim will follow up with Jan next week when she returns to work. The position is posted on the EDC website and has been emailed internally to member organizations. Jim also encouraged board members to continue spreading the word to their respective contacts.

Dan thanked Terri and advised that the transition was a whirlwind of details. He and Terri quickly scrambled to assemble the membership process. Terri will meet with Janelle on Wednesday next week for help on web-related or other issues she may be experiencing.

Discussion ensued regarding the confusing hybrid nature of the current membership registration and payment process (it is hard copy paper as well as electronic), whether to build the cost incurred online via PayPal, and the need for establishing a consistent process. Thereafter it was agreed to revisit this discussion once a permanent EC is hired.

Meanwhile, Terri has been authorized to open and disseminate all mail addressed to the EDC and Carletta will continue to record and draft the board minutes for the interim. Board members responsible for any reports that are to be included in the board package were urged to forward them to Terri at least one week in advance of the board meeting.

- **Funding guidelines.** Jim led the discussion on how (e.g., a form with filters to be filled out for consideration) and who (e.g., must be a member of the EDC) should request funding from the EDC, and whether EDC should advertise and/or promote such funding. Thus far, all requests have come from organizations within the DEEP district (e.g., an archaeological dig, neighborhood cleanup events in Elliot Park).

John believes that the guidelines should be for internal board purposes and advised against promoting it on the website as it may cause a bombardment of requests. Paul agreed and stressed the importance of having guidelines so that the EDC does not get accused of being arbitrary or unfair in rejecting an applicant.

Varun stated that what would help him is information about what grants are available (e.g., Xcel Energy, federal or state stimulus money) and who to contact about applying for them. Dan explained that he had already suggested the EDC consider itself as a referral organization since it does not have funds to offer grants

and that the assembling of a database under the “Grant and Business Resource” tab on the website could be a research project for the new EA as a 2013 priority.

Discussion returned to filters for consideration, e.g.: applicant must be a member of the EDC, if for an event it must occur within the DEEP district and is open to the EDC members and the public. Susan advised that what she derived from the August board minutes was that it was inconclusive as to whether the focus of the grant should be business development versus community development versus open and closed church activities (i.e., who the activity would benefit) and thus far this hasn’t been discussed. Jim said her remarks, what Thrivent uses (e.g., what is the nature of the project, what organization or individual will benefit from the project, describe in detail the project, how many volunteers are needed, how much money are you seeking, and whether you’re a 501c3) and the comments he received from Dan and Paul will be forwarded to Carletta to assemble what Paul referred to as the breadth of thoughts.

#### **V. Treasurer’s Report**

Brian explained the August 1-31, 2012 report:

- Began August with a balance of \$25,466.33
- Made one deposit of \$1,388 for three memberships: House of Charity, Normandy Inn, and Padilla Speer Beardsley
- Checks written were:
  - One to State of MN for \$25 (Attorney General Report)
  - One to Aramak at MOA Field for \$1,115.33 (Grid Iron Club event; expecting some funds back from Vikings)Expenses totaled \$1,140.33
- Ending balance was \$25,714.00

Approved to receive and file (CS/TH).

Brian then gave his Façade Improvement update since he needed to leave the meeting early (see his update below under Façade Improvement Grants).

#### **VI. Membership Report**

Dan briefed the board on the following:

- Has received 17 applications thus far. Reminded board that it wasn’t until the second week in August that he and Terri finally got invitations out; sent different hard copy letters to members and nonmembers including brochures to nonmembers.
- Heard back from Bobby and Steve’s Auto World, American Academy of Neurology and Valspar, so getting a handful of new members. Terri also advised that Periscope did send in their membership payment. They’ll wait another couple weeks to start contacting them again via email to those who have not renewed, especially and to nonmembers. If by October members who have not renewed still have not responded, he’ll follow up with a phone call and will give the nonmembers a respite before hitting them up again for early buy-in, extended membership options that will happen next April. Dan thinks he and Terri got a good rotation of communicating going on and likes the questions businesses are asking. Tracking of membership is up and running on Google.

#### **VII. Marketing Committee Report**

Tom recapped the discussion held at the 11 a.m. meeting conducted just prior to the instant board meeting:

- Reviewed the charter: (1) increase visibility of EDC to support recruitment of new members and retention of current members; and (2) market the EDC district to potential investors as a place to invest, work, visit and live.

Concentrated on number 2 above and discussed what we know about the development infrastructure in the area, who else is marketing the area to potential investors, and what role is appropriate for the EDC within that infrastructure. Also held wide-ranging discussion about collective knowledge of the area and whether we’re being realistic about our capacity to do certain types of work since we’re not a development committee and the world has changed — a massive billion dollar development that’s going to drive lots and lots of activity

in the area.

Narrowed focus back to how do we support current members, the connections that are important to our current members, and how we position current members and, in turn, market the district during this period of growth where you'll start seeing construction workers, consultants, and others growing into the thousands streaming through here within months.

Settled on being a resource, pass-through and connector. With all these people coming into town and getting off the LRT, what do we do to tell people we're here? Love to have a big sign showing what neighborhood they've entered. Through the bureaucracy of the Met Council we could get there in 2 to 3 years, but things will be constantly changing so suggested creating a card map directory kind of a piece that is a benefit of membership, e.g., from Hubert's to an urgent care facility opening on Monday, apartments for rent, or office space available. Propose making a real snazzy interesting piece that is a directory to the area and employ gorilla-marketing techniques in getting the piece out. Have member businesses making it available and work with Jeff and the Vikings to make it available to the construction team and the architect team that is selected. There is still some trade-out time on design available and Scott does good work for First Covenant. The product would be a printable pdf online and interactive online.

Varun advised that a lot of the people he is targeting now are out of state and that there are many opportunities we can offer them, e.g., medical tourism. He has also seen Fortune 500 companies looking to build downtown, so if we can pull them into the EDC and get rid of some of these parking lots that could be a huge change and benefit to the area. And the Vikings are pulling in a lot of people for their corporate sales and if the EDC could tie-in to their promotional materials that would be helpful too.

Tom will work with Dan to develop the directory, sort out the list, and ascertain what members would like to include in the piece. And for the next 6 months, he will convene monthly MC meetings an hour prior the monthly board meetings.

- Dan stressed the importance of timely and scintillating business forums to attract more members and catalyze business activity. As a recruiting tool it is *the* priority having a lineup that is appropriate, interesting, dynamic and current.

### VIII. Neighborhood Updates

- DMNA
  - Carletta reported on the following:
    - The next DMNA board meeting is on **Tuesday, September 11, 2012 at 6 p.m.** in Room N-202 at the Hennepin County Central Library, 300 Nicollet Mall. One of the items on the agenda will be consideration of increasing DMNA's level of membership on the EDC.
    - DMNA's annual meeting will be on **Tuesday, October 9, 2012 at 6 p.m.** in Pohlad Hall at the Hennepin County Central Library. If you live, work or own a business in Downtown East or Downtown West you are eligible to run and/or vote. Since I will be one of four board members running for re-election, I would appreciate your attending and casting a vote in my favor.
    - Plan-It Hennepin: A Creative Placemaking Project for Downtown Minneapolis 2011-2012, will debut its plan review on **Wednesday, September 12th, 5:00-6:30 p.m.** in the Doty Board Room at the Hennepin County Central Library. The plan envisions a future for the downtown portions of Hennepin Avenue from the riverfront to the Walker Art Center. It emerges from and dovetails directly with the Downtown 2025 Plan. The event is free and open to the public; no RSVP is required. For more information visit <http://www.hennepintheatretrust.org/plan-it-hennepin>.
    - This is a reminder that the 3rd Annual Minneapolis Riverfront Partnership River Boat Tour is on **Monday, September 24th, 5:30-7:30 p.m.** aboard the Minneapolis Queen boarding at Boom Island Park. Space is limited and pre-registration is recommended. For more information and to register for the event visit <http://minneapolisriverfrontpartnership.org/>.
    - The St. Anthony Falls Historic District Design Guidelines Public Hearing will be on **Tuesday, September 25, 2012, 4:30 p.m.** in City Hall Room 317, 350 Fifth Street South. Questions? Contact Brian Schaffer, Senior

City Planner at 612-673-2670. The final draft can be accessed at [http://www.ci.minneapolis.mn.us/hpc/hpc\\_st\\_anthony\\_falls\\_historic\\_district\\_design\\_guidelines](http://www.ci.minneapolis.mn.us/hpc/hpc_st_anthony_falls_historic_district_design_guidelines).

- **EPNI**  
Bert distributed information about the Night to Unite event on Tuesday, September 11th, 4:00-7:30 p.m. at the Elliot Park Recreation Center. It is a free community event with food, face painting, prizes, a climbing wall and a photo booth. For more information visit <http://www.elliottparknighttounite.org/>.

#### IX. Façade Improvement Grants

- **Allied Parking.** Brian advised they went through the variance process and it's going well. EPNI has been extremely helpful by putting them before the BLUH committee meeting where they subsequently received support. There will be a meeting on September 27th that will be the first hurdle to cross. AP met all the guidelines for the variance approval process and they have a champion at the City to get it through the system. The ramp is on the corner where there is different zoning from just across the street. The sign is about 40 sq. ft. with the vacated space removed, however zoning only allows for 12 sq. ft. but the feedback received embraces the sign — it supports the goals and missions in the area. His goal is to have both signs up before the snow flies.
- **Catholic Charities.** Jim advised that CC was finishing up to submit their billing. Since they were going to miss the deadline for the funding request, he was trying to get the process nailed down to ensure they would still get their funding from the City. The City advised Jim that as long as CC was in the system, they would have until 2013 to submit the request. Jim asked and received an email verifying this fact.

#### X. Other Business

- **September 20th Business Forum.** The Elliot Park walking tour with David Fields will convene at 11:30 a.m. for a box lunch in the Fellowship Hall at First Covenant Church. Janelle placed the information on the website and Terri sent it to the membership via email and is looking at several catering options she has worked with before.
- **October 18th Business Forum.** Confirmed for a presentation and tour at the American Academy of Neurology's new headquarters, 201 Chicago Avenue at 11:30 a.m.
- **November 15th Business Forum.** Jim requested a presentation regarding plans for Valspar's Research and Development facility at 1101 South 3rd Street; however, due to construction activity this presentation would have to be conducted at its corporate headquarters in the Ameriprise Financial Center, 901 Third Avenue South. Confirmation pending Valspar's board.
- **December 20th Business Forum.** Dan asked Paul if it could be held at Meyer Scherer & Rockcastle Architects, 710 South 2nd Street. Paul will check.
- **Future Business Forums.** Dan also suggested having other new members host as well (e.g., Bobby and Steve's, Varun's family business) to keep the momentum rolling for the business forums. Jim recalled that at one time the Elliot Park renovation/soccer field had been suggested and recommended contacting NCU to determine if they would have anything to unveil for January. He also suggested a legislative update and/or HCMC in February.
- **Stadium Implementation Committee.** Jim announced that he would be attending the presentation of design portfolios by the shortlisted Stadium architectural firms on Thursday, September 6th at the HHH Metrodome, 5:00-7:30 p.m. It is hosted by the Metropolitan Sports Facilities Authority and is open to the public. And since he hasn't heard further word about EDC's appointment to the SIC, he will follow up with Lynn for details about

upcoming SIC meetings so that he can attend them as they are also open to the public.

**XI. Adjournment**

The meeting adjourned at 1:35 p.m.