

**Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, October 4, 2012
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

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

I. Call to Order

President Jim Norkosky called the meeting to order at 12:01 p.m.

II. Consideration of Agenda

Approved as amended by changing the September date of the board meeting minutes from the "8th" to the "6th" (BW/JC).

III. Consideration of September 6, 2012 Board Meeting Minutes

Approved as submitted (CS/BW).

IV. President's Report

- **Funding guidelines.** Jim advised that he has not had a chance to do anything further on this undertaking other than to submit comments received from Dan and Paul to Carletta for consolidation.
- **New topic for agenda.** Jim requested that going forward "construction activity and new businesses coming into the area" or some similar title be added to the agenda because there's a lot of new (e.g., Izzy's) and potential activity as this will not only keep the board informed but serve as future business forum topics as well as a means to capture new membership.
- **EDC accounting services.** Brian advised that Bill Cranford (owner of Finalys) would no longer be able to provide accounting services for the EDC and that he had thanked him for his services. According to Brian, everything is current and he has received from Bill a summary of EDC's accounting needs as well as referrals. Brian will work with Jim to find an appropriate replacement for board approval.

EDC's accounting needs include:

- Preparing in January of every calendar year a 1099 (IRS form used by tax-exempt organizations for nonemployee compensation) based upon information the EDC provides which he explained was typically done by the Executive Consultant;
- Submitting every calendar year a 990-EZ (IRS form used by tax-exempt organizations to file its own return) and the State of Minnesota's Charitable Organization Annual Report to the Attorney General by December 31st;
- Submitting every calendar year a Secretary of State Minnesota Nonprofit Corporation Annual Renewal form by December 31st.

Bill also gave Brian a website to assist in this process: <http://www.mapfornonprofits.org/>. Brian then solicited accounting recommendations from the board. Paul recommended Mahoney Ulbrich Christiansen Russ; he will forward their contact information to Brian. Tim will check in-house at Augustana for referrals; they use SNL Financial but should be able to find a much smaller organization for the EDC.

V. Treasurer's Report

Brian explained the September 1-30, 2012 report:

- Began September with a balance of \$25,714.00
- Made five deposits: \$2,774.00 for memberships; \$2,050.00 for memberships; \$264.00 for deposit adjustment/deposit error; \$1,500.00 for memberships; \$633.00 for memberships and lunch receipts

- Issued five checks to:
 - Century Link for \$40.04 (phone bill for August 2012)
 - Bill Cranford of Finalys for \$70.00 (accounting services)
 - Terri Stromberg for \$700.00 (August 2012 administrative services)
 - Panera Bread for \$250.75 (September 2012 EDC business forum catering)
 - Century Link for \$39.85 (phone bill for September 2012)
 Expenses totaled \$1,100.64
 - Ending balance was \$31,834.36
- Approved to receive and file (CS/SB).

VI. Membership Report

Dan advised that he and Terri are still in the middle of getting the renewal cycle complete and that over the next couple weeks they will follow up with those who haven't renewed and to those who were invited to join and are considering. Thereafter, Terri reported the following:

- 142 potential new members
- 29 members who have renewed
- 2 new members
- 113 who have not responded

Dan explained that 44 businesses were members last cycle so they are more than half way to getting those who were to renew and that two new members came in that day, i.e., CenterPoint Energy and ProBid. So there's a lot of great stuff coming in the next 30 days and he's had a lot of new interesting conversations. The Marketing Committee wants them to call all restaurants in the district that are not currently members (approximately 20) and solicit \$50 memberships so that they can be ultimately included with other EDC businesses under identifiable categories for a marketing piece to be distributed in hotels, restaurants or any other place allowable — he'd particularly like to do so in information racks throughout the entire downtown. Restaurants are being targeted because they are looking for a marketing angle (versus community development). Jim has volunteered to help make the calls and others are welcome to do so as well. Thereafter those contacts are to be referred to Dan for follow up. Varun volunteered to place the restaurant names at his business locations.

VII. Marketing Committee Report

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

- Reiterated what Dan had just discussed regarding targeting restaurants for the marketing piece to be created and that they had spent time on the list of categories the businesses could choose to be listed under. They established a cutoff date of December 1st to give them time to use this as a membership generation tool. They'll be meeting with Scott Woller from the North Loop Business Association, a branch of the North Loop Neighborhood Association at the next meeting for input on the piece and then hopefully sit down with Scott Barshun of Barshun Design to help think this through. After the design has been worked out, the numbers and distribution determined, he'll come back with some costs for board review.
- Noted that for the foreseeable future they will continue to meet at 11 a.m. on the first Thursday of each month prior to the monthly board meeting.

VIII. Neighborhood Updates

- DMNA

Carletta reported on the following:

- At the September 2012 DMNA board meeting, the board approved increasing its level of membership on the EDC from Supporter (\$150) to Sponsor (\$300).
- Reminder that DMNA's annual meeting is next **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. I along with three other incumbents will be running for re-election and would appreciate your attending and casting a vote in our favor. This year's guest speaker is Mark Stenglein, the Minneapolis Downtown Council president and CEO. We will also hear updates from Council Members Lisa Goodman and Diane Hofstede, MPRB Commissioner Anita Tabb, and MPD representatives.

- The September 24th MRP River Boat Tour was a success. Over 35 businesses along both sides of the riverfront donated to this event. The River Boat planning committee on which I served was charged with securing food donations and/or goods and services for door prizes and the silent auction. Following are the donations I secured from businesses within the EDC area:
 - 501F1T: 10-pack of G-Werx training sessions valued at \$250
 - Guthrie Theater: ticket voucher for two valued at \$140
 - Planet Beach: one month of unlimited VIP spa package valued at \$130
 - Spoonriver Restaurant: autographed copy of Brenda Langton's "The Spoonriver Cookbook" valued at \$35
 - Wasabi Fusion Restaurant: \$20 gift card and 150 scratch cards
 - Zen Box Izakaya Japanese Pub and Kitchen: \$25 dining voucher; four trays of skewered chicken pot stickers served over Asian slaw

Carletta stated that she included this information to demonstrate businesses willingness to spend money and participate when there are perceived marketing benefits.

- The Interchange Project's interchange realignment will begin on Monday, October 8th. This is a three-phase road construction project to realign the intersection of 6th Avenue North and North 5th Street. When construction is completed the intersection will be a four-way signalized intersection. For more information, visit <http://www.theinterchange.net/>.
- The September 24th Heritage Preservation Commission public hearing to consider the adoption of the St. Anthony Falls Design Guidelines has been continued to the **Tuesday, October 23rd, 4:30 p.m.** HPC meeting in City Hall Room 317, 350 Fifth Street South.
<http://www.minneapolismn.gov/meetings/hpc/WCMS1P-098241>.
- The next 2020 Partners meeting will be on **Tuesday, October 23rd, 5:00-6:30 p.m.** at HGA in the Ford Building, 420 North 5th Street. Topics to be determined. At its monthly meeting in September, the Steering Committee approved a statement on behalf of the 2020 Partners, expressing appreciation to Governor Dayton for his decision to include funding for Southwest LRT in DEED Grant Funds (the pdf file for that statement was attached).
- EPNI
Lynn reported on the following:
 - David Field's walking tour at the September business forum was based on a history report done earlier this year through CPED and since that time it has been their goal to turn that report into a full blown tour along with something that could be on their website for downloading and some kind of phone app. They will be applying for a legacy grant early next year for \$7,000 to hire a consultant to work with David on writing it up and printing brochures. They are looking for other partners if anyone is interested.

Dan advised that the Minnesota Historical Society has a quarterly that is really well done and has a long feature on the Minneapolis Central Hospital that he was going to send to David (and to others interested) as a point of interest and wondered if MHS would be interested in CPED's report. Lynn suggested that along the way they would and believes MHS already has a copy of the report. EPNI will be following up with more of that and once this project is done they'd like to do some other history tours in the neighborhood.

Varun stated that he would be interested in what they have on or what they could do on the Strutwear Building (now known as the 1010 Building). Lynn said it was an interesting building with a fascinating history and that David knows an awful lot about it and it would be part of another walking tour not medically related.

Bert gave an update on the September 11th Night to Unite event: approximately 1,400 attended, they enjoyed good weather, received a lot of good comments from the neighbors, it was featured in the Star Tribune and they'll conduct it again next year.

IX. Façade Improvement Grants

- **Allied Parking.** Brian advised that on September 27th they requested a variance before the City's Zoning Board of Adjustment. It was approved as designed so they will not have to alter the size or scope of the project (<http://www.minneapolismn.gov/meetings/zba/WCMS1P-098641>). They are in the middle of the 10-day waiting

period and on October 10th they will be able to get busy and get it accomplished this year. You'll see a number of signs come down on 8th Street and Chicago Avenue and a projecting sign go up; and another sign come down on 9th Street and Chicago Avenue and a projecting sign go up so it should be a nice impact. A condition by EPNI included additional landscaping at the corner of 8th Street and Chicago Avenue to help continue to improve landscape beautification. Brian thanked EPNI for their support, as they were critical in the success of getting the variance.

Jim suggested that Brian submit their project for next year's Downtown Improvement District's Greening and Public Realm Awards; he said he already has their number.

- **Catholic Charities.** Jim advised that Adrienne Hannert (Program Developer at CC) submitted their request for reimbursement to Rebecca Parrell (Senior Project Coordinator for the Great Streets Neighborhood Business District Program, Façade Improvement Program Administration) who had been out of her office awhile on maternity leave. When Jim communicated with Rebecca upon her return, he brought her up to speed and advised that in her absence her assistant assured him that they would be reimbursed even if they missed the deadline.

X. Other Business

- **Executive Coordinator Position Update.** Jan advised that the Recruiting Committee received four resumes to date and have discussed the merits of each. One was thanked profusely but didn't have the qualifications. The other two were called to discuss contract compensation, time commitment and the physical presence requirement each month. Each expressed interest in proceeding through the interview process. Jan also advised that she has received the interim Administrative Assistant's resume and is interested in her becoming involved as well. Jan has the two candidates' availability with the interim AA's pending and will wait to hear from the RC members regarding their availability.
- **September 20th Business Forum Recap.** Jim commented that the Elliot Park historic hospital walking tour with David Fields was very interesting. David is a very knowledgeable source and has done the Elliot Park and 9th Street historic district walking tour in the past and plans to conduct a more comprehensive tour as Lynn mentioned earlier. David brought up that Methodist Hospital in St. Louis Park was formed out of this area. There were 18 participants; that is considered typical for EDC walking tours. They are a nice break from indoor business forums and it gives us historical background and community ties into what we do.
- **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. Tom advised that this facility hosts approximately 200 neurologists a week from around the country and the technology in their meeting spaces is first rate. AAN has only two approved caterers: D'Amico and Panera Bread so one of these will be chosen.

Since Jim, Brian and Dan will not be attendance, Tom, who is in the medical industry and made the initial contact, will preside on behalf of the EDC. Jim and Terri will work on the agenda and forward it to Tom. Agendas for the business forums should include an introduction of new members when appropriate, a membership status update, and a Stadium Implementation Committee update.

- **November 15th Business Forum.** Jim advised that during the Marketing Committee meeting held earlier, John expressed belief that the Valspar presentation will take place at its corporate headquarters in the Ameriprise Financial Center, 901 Third Avenue South; they are just waiting to hear whether board approval was given. Jim and John will follow up to confirm. Terri advised that she has been communicating with Jackie Barrett (Facilities Manager at Valspar) to nail down its membership.
- **December 20th Business Forum.** Paul, who had been asked to conduct it at Meyer Scherer & Rockcastle, asked to move his to January 17th since they have a partners' meeting on December 20th. Discussion ensued regarding the timing and theme (e.g., à la David Wilson's greening presentation at the Minneapolis Downtown Council) of this business forum versus a holiday event and facility options. It was agreed that due to its proximity to the

holiday to move it to December 6th at the Guthrie with a few performers as a holiday event. It was also agreed that since there are a limited number of business forums (10 per year) in this booming district they should be of great value to the membership. Dan stated that some way to add business value at the Guthrie would be for James Scott to present on “walk-up downtown engagement” as part of their development or their current season so that it’s more than just actors performing the Christmas Carol and having a great lunch. Jan commented that it would be a good opportunity for them to mention their restaurant as a downtown destination. Jim suggested that a backup plan should be a holiday event at the Normandy.

- **Future Business Forums.** After a lengthy discussion, following is a new lineup of proposed forums:
 - January 17th at Meyer Scherer & Rockcastle
 - February 21st with MEET Minneapolis and/or the Minneapolis Regional Chamber. Carl will reach out to Michael Rainville/Melville Tennant of MEET
 - March 21st with David Wilson, chairman of the Minneapolis Downtown Improvement District’s greening and public realm committee
 - April 18th (the annual meeting): first of three successive stadium discussions (versus a panel) with Vikings VP Lester Bagley
 - May 16th: second stadium discussion with Tom Fisher, Stadium Implementation Committee co-chair
 - June 20th: third stadium discussion with David Wilson, Stadium Implementation Committee co-chair
 - Brian suggested that somewhere down the line to have a farewell to the Metrodome with a historical retrospective
 - Varun offered to host at his place; Dan had discussed this with him because of the 5 acres he owns near the Metrodome as it would relate to a development discussion
 - John reminded everyone to keep in mind legislative updates while they’re in session
 - Dan reintroduced a presentation and tour with Laura Craig, Program Director Support Services, RS Eden at its new housing project, Emanuel Housing at 822 South 3rd Street
 - Construction update by Izzy’s
- **Stadium Implementation Committee.** Jim, who has been officially appointed to the SIC on behalf of the EDC, advised he attended one of the meetings and found it encouraging to hear that there was a lot of emphasis on the community and its connections. They also asked the EDC to serve on one of the three subcommittees: Design, Planning, and Stakeholder; Jim chose Planning and is being sent the related materials. David Fields of EPNI also serves on the Planning Subcommittee.

Paul reminded everyone that this activity should not preclude the EDC, DMNA and EPNI from developing a strong unified voice (i.e., bullet points with core principles we care about — connection into downtown through the district to the university) and bringing it forward to the SIC. Since we don’t have the high profile connections and influence, we can magnify what small influence we have if the three organizations join together and metaphorically yell the loudest. Jim agreed to provide an update at the next board meeting.

Jim also announced that HKS Architects, the firm that designed stadiums for the Dallas Cowboys and Indianapolis Colts, was awarded the design contract for the Vikings stadium.

- **Minneapolis Downtown Council and 2025 Plan Update.** Dan advised that there has been a reorganization of the 2025 Plan and, as a consequence there are now just four subcommittees: Development, Public Realm, Downtown Experience, and Downtown Community (reference the organizational chart Terri emailed on September 28th).

Carl advised that he serves on the Development Committee representing Alatus and there is a spot on it for Paul to fill on behalf of the EDC. What has fundamentally changed about the ambitious goals of the DC initially was to double the downtown population and increase office space by 3 million sq. ft. The standards for office employees have shrunk dramatically. In Block E they’re trying to find an office user who’ll have 150 sq. ft. per employee versus the typical 200 sq. ft. or more. That means there will not be a demand for office space as much in the future unless a build-to-suit new project in the east downtown area. Now the goal is mainly adding density of people toward the residential population more than it is about expanding office space downtown. John Griffith’s vision for east downtown is Boston’s Back Bay area where there’s a lot of density that’s not separated into

downtown by a freeway, river or anything else. Carl advised that what the DC plans to do is induce new development in this area.

Paul mentioned that he thinks about Vancouver, because those are two very different ways of taking a neglected area adjacent to a downtown area and rethinking how to create vital urban mostly residential neighborhoods and both have been wildly successful. It might be smart to educate us on what those models hold and what the possibilities are to get ourselves moving forward on this conversation.

Carl said it's a great opportunity for he and Paul to bridge the gap to the U of MN (and David Fields from EPNI who is also on the DC) and look at practical steps they can take to implement all the development they want to happen in the area. Jim asked them to conduct further research for examples that could work in the DEEP district for review and discussion at the next board meeting.

Jim requested that the following discussions be added to the agenda going forward: under SIC include Planning Subcommittee; under the 2025 Plan include successful implementation plans discussion. Tom mentioned that the shared principles should also be included under SIC with a goal date perhaps by January and that it could be a topic for an upcoming business forum wherein membership feedback is sought. A brief discussion ensued regarding the best method for obtaining such feedback — as a part of the business forum program with advance notification to the membership that includes the core principles.

Dan, who looked up the Back Bay Association's website during the meeting, offered to send the link (<http://bostonbackbay.com/>) to Carl and Paul to assist them in their presentation.

XI. Adjournment

The meeting adjourned at 1:35 p.m.