

**Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, November 1, 2012  
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

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Present: Jeff Anderson, John Campobasso, Dan Collison, Tom Hayes, Varun Kharbanda, Brian Maupin, Paul Mellblom, Jan Olsen, Lynn Regnier, Carl Runck, Carletta Sweet  
Absent: Jim Norkosky, Tim Tucker, Bert Winkel  
Guests: Tait Danielson Castillo, Director, Frogtown Neighborhood Association  
Scott Woller, Marketing Director, North Loop Business Association

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**I. Call to Order**

Vice President Carletta Sweet called the meeting to order at 12:04 p.m.

**II. Introductions**

During introductions, Dan explained Scott Woller's presence — he was a guest at the Marketing Committee meeting just prior to the instant meeting who provided valuable information about how the North Loop Neighborhood Association developed from what was first a neighborhood association then added a business arm (North Loop Business Association) and began gorilla-type tactics to engage the businesses in that area. Woller is the Marketing Director for the NLBA, owner of Corner Coffee, pastor of Corner Church embedded in the coffee shop, and Dan's friend.

Jan welcomed and introduced the new Executive Coordinator, Christie Rock-Hantge, and briefly described some of the other activities in which she is engaged (e.g., Neighborhood Coordinator for the Downtown Minneapolis Neighborhood Association; Finance Coordinator for the Longfellow Community Council) as well as her graduate and post-graduate credentials. Christie commented that she knows quite a few of the members through her experience with the DMNA and her work with that group will complement the work she'll do for the EDC. Christie then distributed her business card for those who wish to contact her and learn more about her experience.

**III. Consideration of Agenda**

Approved as amended by changing under Other Business, Future Business Forums the spelling of Michael's last name from "Rayville" to "Rainville" (TH/PM).

**IV. Consideration of October 4, 2012 Board Meeting Minutes**

Approved as amended by changing under Marketing Committee Report first bullet third sentence to read "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." (DC/PM).

**V. Treasurer's Preliminary Report**

Brian explained that he is working with a preliminary report for October 1-31, 2012 but does not expect much to change:

- Began October with a balance of \$31,834.36
  - Made two deposits: \$1,640.00 for memberships; \$660.00 for memberships and lunch receipts
  - Issued three checks to:
    - Visions for \$371.83 (printed material)
    - Allied for \$50.00 (petty cash for Terri Stromberg)  
[Please note that this expense was in the past incurred by Allied to operate the Business Forums; going forward this will be incurred by the EDC]
    - Century Link for \$40.09 (phone bill for October 2012)
- Expenses totaled \$461.92
- Estimated ending balance was \$33,672.44
- Brian noted that when the actual statement is received he'd submit to everyone a pdf of it.

Approved to receive and file (JO/PM).

## VI. Membership Report

Dan extended great thanks to Terri, the interim Administrative Assistant, who stepped in on a heartbeat's notice to help get the membership appeal out. She's going to be doing a bit of crossover the next couple weeks; as Christie ramps up she'll ramp down and share finishing the next round of reminder emails to members who have not responded. Thereafter Dan reported as follows:

- Have total membership of 40 (compared to 41 last year) and considering they almost missed a recruiting cycle that's not bad
- Have a number of those who shifted up to a higher level of support because they were asked
- Have 1 Restaurant (\$50), 1 Home-based Business (\$75), 12 Supporters (at \$150 each), 10 Sponsors (at \$300 each), 6 Leaders (at \$600 each)
- Have three new members in process that have made a verbal commitments: Valspar Corporation; Bob Day Realtor; Hope Community Church
- Have one renewal membership that made a verbal commitment: Open Book
- Have a total constituency of 146 identified; still convinced that many of the office buildings have a lot of unidentified businesses who could benefit from membership

Dan posed a membership question by explaining that Kathleen Anderson is a resident who does not own a business in the area but is very interested in attending meetings and paying the Home-based amount and asked the board for precedence on this type of situation. After a brief discussion, Dan will first check the bylaws then follow-up with the board with a recommendation.

## VII. Marketing Committee Report

Tom advised that they had a great meeting with Scott Woller from the North Loop who essentially gave us the blueprint for a benefit of membership printed piece. They made all of the mistakes so we won't have to. He'll assemble his notes and come back before the board next month with a more formal presentation that will include pricing.

Tom then distributed the current membership list and explained that they're wrestling with categories due to the unique businesses within the area and would appreciate hearing from board members by next month with their category suggestions.

For at least the next 3 months the MC will continue to meet at 11 a.m. prior to the monthly board meetings.

For further board edification, Carletta who attended the meeting submitted the following summary:

- Scott Woller explained how they developed their printed marketing tool: the Shop Local directory [http://www.northloop.org/North\\_Loop\\_Neighborhood/Shop\\_Local.html](http://www.northloop.org/North_Loop_Neighborhood/Shop_Local.html). They first determined who was going to use it — probably somebody who is new to or visiting the neighborhood at the first level and then the actual target market, residents who will use it as a reminder. To make it work financially, there is very low overhead although they do get some money from the North Loop Neighborhood Association. Those who decide to be on the front of the 6" wide x 10" high leather, double-sided glossy, menu-type/refrigerator worthy flyer paid about \$100 and those on the reverse paid \$50 that covered the printing cost (<http://www.rushflyers.com/>). Printing cost for 10,000 was less than \$200 and there was no design fee incurred. Then Woller implemented a very grass root distribution and stressed the importance of a distribution plan and commitment. The NLBA is a young organization, just 2 years old, and they conducted six exploratory business meetings to determine what they wanted to do. They didn't want to pay to have a sticker in their windows, dues to pay or a bunch of meetings they wouldn't necessarily attend. As a result, they chose a participatory framework for organizing, i.e., there is no membership but you benefit by participating in the four gatherings they currently have per year to collaborate with each other. They will be updating the flyer again and at the turn of the year they will assemble 500 welcome bags filled with \$250 worth of North Loop goods and services for new residents coming to the area.
- Woller also demonstrated their new website coming out this month created by One Town Creative <http://www.onetowncreative.com/contact/> who gave them a first cousin price and then went over and above their expectations. Each business will have a profile and for \$100 a year you may customize your page. For \$500

per year you may be a featured home page advertiser, customize your page twice, and have your logo on the quarterly newsletter.

- Dan explained how he would like to soft broker a deal with Will Keeler, professional videographer and photographer who can trade his skills for space at 1st Covenant to produce a video to show at the Business Forums and place on the website featuring iconic leaders of our membership to help build appeal to be a member of the EDC while we're a part of designing the new stadium.

#### **VIII. Twin Cities GIS Consortium**

Carletta explained that she had invited Tait to attend because the Marketing Committee had discussed ways the EDC could be a better resource and referral service for its membership. She has been attending meetings Tait has conducted discussing the merits of a Twin Cities GIS Consortium to streamline data collection and reduce development and maintenance cost.

Tait introduced himself and explained how the Twin Cities GIS Consortium program evolved. After his 13-year on and off experience with Frogtown Neighborhood Association (FNA) and his interim stint with the Hawthorne Community Council, upon returning to FNA he began to seriously reflect on where they get their operating money from and how to continue a dialogue that makes sense to funders and others about what they do in community organizing. FNA started developing ways to collect data (primarily through a lot of door knocking) and mapping it to show who was contacted and what they wanted out of their community. Thus, in order to properly articulate that information back to funders and government, they developed a program over the last 2 years with Flat Rock Geographics, then decided to broaden the effort into what they're calling Twin Cities GIS Consortium. There was a St. Paul GIS and a Minneapolis GIS and both were overseen by the University of Minnesota's Center for Urban and Regional Affairs (CURA) who he is working directly with now.

Then Tait demonstrated the mapping system developed on an external server that is password protected and proprietary to his organization. It is an open source system that anyone can create and does not require holding it on an internal server. Tait referenced the Relationship Mapping Budget that was forwarded as part of the board package and explained that the total cost reflected (what it cost them back in 2009) is the most it would cost if one were to go on their own; however, what he's demonstrating today would cost more in the \$1,000-2,000 range and he's working with the GIS Consortium to be able to dial that down to around \$500. They are looking at ways to dial in different neighborhoods, help them create their own data that is exclusive to them and password protected, and can be easily shared with other Consortium participants.

What FNA has done in just the last 2 weeks is pay for dialing in parcel data Twin Cities-wide in order to populate it with their own data (e.g., where alley lights are located; specie identification of privately-owned trees; external condition of property) for disparate reasons (e.g., comparing alley lights to crime data; identifying and removing problem Ash trees; connecting homeowners to appropriate community development programs). FNA also collects and plots people's interests and the groups to which they belong via the GeoMOOSE Web Mapping system to build stronger community connections and conduct more targeted and efficient communications (e.g., getting those interested in gardening to discuss a plot of vacant land the City is willing to lease for a \$1).

Tait noted that the biggest question he gets is about privacy and what it means to the people who give him personal information. He is not mining or selling the data and FNA has a privacy policy that prohibits him from doing so. Any personal information obtained was given when he conducted a door-to-door or someone attended a meeting and had a discussion with him.

Tait advised that managing and downloading content is easy and any current college student can take GIS classes. You can contact any professor at the U, Macalester College, St. Catherine's and they can deliver a student who has the experience. Building the system was far more complicated and that took Flat Rock Geographics to do it for FNA. Tait confessed he does not do the work himself but relies on students.

Dan commented that this is a powerful system and is of interest to him. The synchronicity as it relates to EDC's marketing conversation, is the challenge getting businesses out of their silos and seeing that their vibrancy and success is connected to their neighbor's vibrancy and success, especially a restaurant and walk-up. The biggest deal

for Dan is, he has a videographer who could do a promotion piece for trade leveraging the business skills of our membership for the broader community and you can't do that without knowing what a business does, where it's located, why they are or are not a member and then leveraging that. He doesn't know how we'd get the time to build the infrastructure but not something to which we should limit ourselves. The strength of the whole redevelopment that's taking place in this area are knowing what the assets are — people, leadership, skills — and beginning to educate people about its business community.

Lynn explained that EPNI worked with Jeff Corn of CURA on a student project wherein they provided CURA with a description of what they wanted done and CURA in turn offered it to students who implemented the project at no cost to EPNI. Christie offered to conduct a North American Industry Classification System (NAICS) code search for the Downtown East and Elliot Park neighborhoods, and suggested that the University of Minnesota Extension Service could potentially help on some level. Carl recommended finding out what the City is doing with the consultants they have hired for the redevelopment of the area and leverage that information as well. Carl believes the mapping tool is great to use ongoing for marketing purposes, but there's a lot of money being spent to figure out what to do with the district that we should leverage. John stated that people would want a baseline so that as things move forward they can gauge the impact on the area and determine what amount of investment dollars are coming in over the next 5 to 10 years.

#### IX. Neighborhood Updates

- DMNA

Carletta reported on the following:

<http://edcmpls.org/wp-content/uploads/2012/12/DMNA-Update-11-29-2012.pdf>

- EPNI

Lynn reported on the following:

- CPED's East Downtown surface parking lot study is in process [it was awarded a \$43,250 grant through the Metropolitan Council's Corridors of Opportunity to conduct this study] and will be completed in March 2013. They will be looking at parking lots in the entire district to evaluate the long-term potential for development from a financial perspective. The framework for this analysis will be existing policies and zoning regulations. This is a follow up to EDC's 2010 Great Streets Business District Support Grant document on economic development in the DEEP District. David Fields serves on CPED's advisory committee for this project.

Carl recommended that Candace Damon of HR&A Advisors, who was hired to conduct the study, should also come before the EDC.

#### X. Façade Improvement Grants

- **Allied Parking.** Brian advised that they are plowing along; they sailed through the variance and should see things coming down and going up within the next 4 weeks. Hopefully by the next board meeting he'll come with before and after pictures.
- **Catholic Charities.** Due to Jim's absence no report was given.

#### XI. Other Business

- **October 18th Business Forum Recap.** Carletta commented that she thought it was a very informative presentation about AAN's business and an impressive building. Carl stated that AAN's move is a good case study that encapsulates why businesses should move from the suburbs, or in this instance, St. Paul to this area. Cathy Rydell talked about Taco Bell being next door and that the location didn't have a sense of community. That is what drew them here; it feels like home and that is what the EDC should be selling about this district. And that's part of the whole 2025 thing, to find ways to attract new companies that are currently in the Twin Cities that are not downtown but want to be downtown.

- **November 15th Business Forum.** Terri advised that the Valspar presentation is confirmed and will take place at its corporate headquarters in the Ameriprise Financial Center, 901 Third Avenue South. You will need photo ID and since we will be taken up in groups to their office on the 9th floor are encouraged to meet in the lobby promptly at 11:30 a.m.
- **December 6th Business Forum.** Terri advised that the Level 5 Café at the Guthrie is confirmed. She said that Karen told her we were last there in February and to get hold of James regarding the entertainment. Discussion then ensued regarding the next board meeting. It was determined that it would be held on Thursday, November 29th, 12 noon at First Covenant.
- **Future Business Forums.**
  - Paul confirmed January 17th at Meyer Scherer & Rockcastle
  - Carl advised that he left a voicemail for Michael Rainville for February 21st with MEET Minneapolis. Carletta suggested meeting at their facility (Marquette Plaza, 250 Marquette Avenue).
  - Dan has not contacted David Wilson (chairman of the Minneapolis Downtown Improvement District's greening and public realm committee) about March 21st because he wants to be careful not to hard book anything that far out due to stadium-related activities that may arise
  - Jeff agreed to handle arrangements for April 18th (the annual meeting): first of three successive stadium discussions (versus a panel) with Vikings VP Lester Bagley
- **EDC/DMNA/EPNI Joint Meeting with Vikings.** Jeff advised that he spoke with Jenn Hathaway of the Minnesota Sports Facilities Authority (MSFA) and due to their tours in Rochester on November 13th and in Duluth on November 27th, proposed having this event when the architects are around on Monday, November 26th in the evening. After a brief discussion the board agreed to that date.
- **First Covenant Church Lot Redevelopment.** Dan distributed First Covenant's brochure and a 1-page draft of their Guiding Statements for Lot Redevelopment then explained that FC had been approached by MSFA to put a parking ramp connecting to their facility. FC leadership immediately convened to talk about whether to have this conversation and ultimately drafted the Guiding Statements. Dan stated that they're a community of faith that wants to remain on the site and have provisions for their continued growth. Most importantly, they are looking for a holistic, complete facility solution rather than merely a single-purpose parking ramp. As a consequence, his personal schedule has changed drastically. FC has formed a steering committee that is in weekly conversations with MSFA and they are beginning to map out the possibility of total site redevelopment. Some of those conversations include Hubert's, the only other business that shares the block with them. The concept is to put the whole site up for redevelopment with FC remaining somehow somehow. They have begun meeting with City, i.e., Chuck Lutz, Beth Elliott, and begun meeting with use partners. This is all very preliminary and he requested discretion. Thereafter, to help members understand what FC is and does, he showed the 2-minute video produced by videographer Will Keeler that was shown earlier in the Marketing Committee meeting.

## **XII. Adjournment**

The meeting adjourned at 1:30 p.m.