

**Draft Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, January 3, 2013**

**First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

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

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**I. Call to Order**

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

**II. Consideration of Agenda**

Approved as submitted (TH/CS).

**III. Consideration of November 29, 2012 Board Meeting Minutes**

Approved as submitted (CS/JC).

**IV. President's Report on Funding Guidelines**

Jim explained that the last time the board had this discussion several months ago he had received feedback from Dan, John and Paul on what the criteria should be for the funding guidelines and that discussion had ensued about not publicizing it by putting it on the website. Based on the feedback and input he has received and his own notes and thoughts, Jim proposed the following guiding principles for discussion and consideration:

- Is it a cause or an organization championed by an EDC director or member?
- Does it champion EDC's mission statement and its behavior?
- Does it acknowledge who the EDC is and promote goodwill within the DEEP district and does it describe positive behavior in specific terms?
- Additional points made were:
  - Whether resources existed for doing so — inserting an annual line item in the budget (reference Christie's draft EDC FY 2013 Budget under Festivals and Events) up to \$500;
  - What amount to donate for each request — keep cap as a discussion item for first year; and
  - The event would take place within the district.

Responding to questions, Christie explained that when she drafted the budget, under the Festivals and Events line item she was not thinking about an event the EDC would conduct itself but other events happening in the district where the EDC could gain greater exposure through recognition and branding. Under Memberships / Sponsorships / Dues is where discussion can be had for the support of other organizations, e.g., DMNA and EPNI. Advertising / Community Marketing could potentially be something the Great Streets grant could fund. Christie also advised that since she has performed the accounting functions related to tax documentation for other organizations, she would so do for the EDC under Consulting / Professional Services. She and Brian will develop the appropriate amount for this line item.

Jim will summarize this information and forward it to the board for consideration in advance of the February 7th board meeting.

Lastly, Jim asked that "Appropriate Banking Account Balance" that Bert and Lynn have been working on be placed back on the agenda for next month. Christie commented that is why having a budget helps because typically nonprofits would have 3 to 6 months of reserves of its monthly operating expenses.

**V. Treasurer's Report**

Brian Maupin explained that no changes occurred to the November 1-30, 2012 as was submitted at the last board meeting then reported the following for the December 1-31, 2012 report:

- Began December with a balance of \$32,716.42

- Made two deposits: \$502.00 for Business Forum receipts and memberships; \$1,108.00 for Business Forum receipts and memberships
  - Issued five checks to:
    - Terri Stromberg for \$350.00 (for November 2012 transition services)
    - Christie Rock for \$700.00 (for November 2012 services)
    - Culinare for \$558.31 (catering invoice for Business Forum at Guthrie)
    - Brian Maupin for \$10.95 (AM hosting for website)
    - Century Link for \$40.60 (November 2012 phone service)
 Expenses totaled \$1,659.86
  - Ending balance was \$32,666.56
- Approved to receive and file (CS/DC).

## VI. Membership Report

Dan Collison reported as follows:

- Christie has worked terrifically to dig deeper on potential memberships — now have a roster of 176 businesses that have been identified in the district. Currently there are 40 renewed and 17 new (including Izzy's Ice Cream, Mill City Museum, and Tech Nick Consulting) for a total of 57 members.
- Have had great success in getting renewals; pleased with the results.

## VII. Marketing Committee Report

Tom Hayes advised that the MC revisited the printed marketing tool to reconsider who will be the target audience, what use they will make of it and the benefits to be derived then evolved to thinking of it as a most useful piece with food / entertainment / arts / lodging on one side and all members listed on the other side. Next steps include creating a prototype for Dan to use between now and May 1st as a tool to help solicit new members. Thereafter, refine and align it with the membership drive in Year 2. The board needs to discuss formal solicitation dates. Tom commented that the piece has a purpose and will be easier to sell and distribute. Scott Barshun is putting a proposal together for the prototype and acknowledging his in-kind membership value to have in advance of the next MC meeting.

## VIII. Neighborhood Updates

- DMNA  
Carletta reported on the following:
  - The next DMNA board meeting will be on **Tuesday, January 8th, 6:00-7:30 p.m.** at the Hennepin County Central Library, 300 Nicollet Mall, Room N-202. Under the Neighborhood Revitalization Program update will be a funding request from the Pediatric Literacy Project at HCMC by Claudia Kittock. For more information about this program visit <http://www.hcmc.org/read/>.
  - The next 2020 Partners meeting will be on **Tuesday, January 15th, 5:00-6:30 p.m.** at HGA in the Ford Building, 420 North 5th Street. Agenda to be developed. Visit the website for updates on Dock Street Apartments, Central Corridor, and Farmers Market Station Area Planning <http://the2020partners.com/>.
- EPNI  
Lynn reported on the following:
  - December was a month of cancelled meetings and they are looking toward the Thursday, January 17, 2013 Building, Land Use and Housing (BLUH) Committee that will be held at the Elliot Park Recreation Center. Peter Brown, Project Consultant for the Stadium Implementation Committee, will be there to introduce himself and talk about the design and planning principles for the new Vikings stadium.

## IX. Façade Improvement Grants

- **Allied Parking.** Brian advised that they are under construction and completion is expected by the end of January 2013. He is excited about getting those unsightly signs off 8th Street. As a side note they have simplified their ramp operation; they took out about 40 parking stalls and created a second entrance off 8th Street so they could stage two rows of cars inside the ramp which should hopefully reduce backing up on Chicago Avenue. They also

went through full automation of new equipment.

- **Catholic Charities.** Jim advised that he received a \$5,730.60 reimbursement check from the City, of which EDC will get about 10% for administration of the grant.

## X. Other Business

- **December 6th Business Forum Recap.** Jim felt everyone had a good time; he kept it light without an agenda so that people had an opportunity to talk with each other. The Guthrie is a good venue to expose people to its variety of public spaces and activities.
- **January 17th Business Forum.** Confirmed at Meyer Scherer & Rockcastle, 710 South 2nd Street beginning at 11:30 a.m. and catered by Eddington's Soup and Salad Restaurant. Paul stated that he would be updating his presentation on Elements of Good Urban Design. Other expected presenters include David Frank, the City's Senior Manager of Transit Development, and Beth Elliott, the City's Principal Planner for the Downtown Sector.
- **Future Business Forums**
  - February 21st with Michael Rainville of Meet Minneapolis, Convention and Visitors Association. Christie will confirm meeting location, hopefully at Meet's office in the Marquette Plaza, 250 Marquette Avenue.
  - March 21st with David Wilson, chairman of the Minneapolis Downtown Improvement District's greening and public realm committee. Dan advised that David was his initial contact and that he had expressed a willing to present. Dan will follow up with him and copy Christie on his correspondence. Dan advised that David is also co-chair of the Stadium Implementation Committee. The venue recommended for this event is the Aloft Minneapolis Hotel.
  - April 18th annual meeting. The agenda will include what the EDC is and does, its past year's accomplishments, a membership pitch, a stadium update, and elections. The venue recommended for this event is the Normandy Inn & Suites.
- **EDC/DMNA/EPNI Joint Meetings.** Jim intimated that once the stadium sketches are unveiled there might be another Joint Group (JG) meeting convened in March similar to the one held on November 26, 2012 at the Grid Iron Club.
- **Property development / new businesses in DEEP district.** Properties discussed included:
  - The E Liner Parcel (formerly the Artspace headquarters project) at Chicago and Washington Avenues in the Mill District. Within the next 6 months the City will issue a new RFP.
  - Wells Fargo's interest in Star Tribune property in Downtown East near the Vikings stadium. One scenario involves building a campus to consolidate some of its operations.
  - First Covenant Church site redevelopment at South 6th and 7th Streets between Chicago Avenue and Carew Drive. This is a block of high interest and timing is compressing.
  - Potential skyway connections and DEEP district transit-related issues. Christie was asked to follow up with Nacho Diaz, the City's transportation consultant, to invite him to the February 2013 board meeting.
  - Conversion of the Ceresota Building at 155 5th Avenue South from office space to 117 studio and smaller one-bedroom market rate residential units.
  - The Mill City Quarter proposal for Parcel A on South 2nd Street between 3rd and 5th Avenues. This is a 2-phase project with ground level retail and affordable housing above at 3rd Avenue South in Phase 1 and assisted living units with traditional concierge services at 5th Avenue South in Phase 2. They are reaching out to the DMNA and area stakeholders (e.g., RiverWest residents) for support.
  - Plymouth-based Dominion's residential redevelopment of the historic Pillsbury A Mill on the east bank of the Mississippi River at 116 3rd Avenue Southeast. Groundbreaking is expected to be in March 2013.

## XI. Adjournment

The meeting adjourned at 1:33 p.m.