

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, November 29, 2012**

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

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

I. Call to Order

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

II. Consideration of Agenda

Approved as submitted (CS/PM).

III. Consideration of November 1, 2012 Board Meeting Minutes

Approved as submitted (CS/VK).

IV. Treasurer's Preliminary Report

Brian Maupin explained that he was submitting a preliminary report for November 1-30, 2012 since the final report would not come out until the end of the month:

- Began October with a balance of \$33,672.44
 - Made two deposits: \$678.00 for memberships; \$135.00 for Business Forum receipts
 - Issued five checks to:
 - Terri Stromberg for \$700.00 (September 2012 invoice)
 - First Covenant Church for \$12.39 (supplies)
 - Valspar for \$315.00 (amount EDC collected for November 15, 2012 Business Forum; remainder of cost covered by Valspar)
 - Century Link for \$41.63 (phone bill for October 2012)
 - Terri Stromberg for \$700.00 (October 2012 invoice)
- Expenses totaled \$1,769.02

- Estimated ending balance was \$32,716.42

Approved to receive and file (CS/PM).

V. Membership Report

Dan Collison reported as follows:

- Has communicated with 148 businesses of which 35 renewed and 14 are new for a total of 49 members.
- Need to identify who were members last year and are not this year; will seek help from board members in following up with them.
- Working with the Marketing Committee on a piece that will tie into membership.
- Submitting the Minneapolis Downtown Council membership application to renew \$500 membership swap.
- Board approved via online vote to accept Kathleen Anderson's membership request as is permitted by the Bylaws to do so on a case-by-base basis. Pursuant to a discussion in the Marketing Committee, will not designate a nonprofit or individual level on the membership application.

Jim asked Dan to check the Bylaws (Article VIII, Section 8.03) regarding procedures for filling a vacancy since Jackie Barrett, Valspar's Corporate Services Manager, expressed interest in joining. Jim will send Jackie an email (and copy Dan) advising her on how to proceed.

Thereafter a brief discussion ensued regarding the biggest voices/biggest tax bases from the DEEP district that are missing on the EDC, e.g.: Periscope, Star Tribune (looking at moving somewhere else downtown), CenterPoint Energy, Wells Fargo (changed rules for branches/rumors it will build a campus above one of the new ramps for the stadium on

a Star Tribune lot). Dan explained that the Marketing Committee still has work to do regarding categorization and mapping of current and potential members.

VI. Marketing Committee Report

Tom Hayes advised that the MC thought through the vision for the printed marketing tool: a map of members on one side with a promotional piece on the other. They discussed who this is for and what will make the tool most beneficial so it will not sit on counters unused. It evolved from “for current members only” which could lead to a misconception of the area to “developing a prototype to recruit additional members”. The MC has stretched the timeline out a bit to get more restaurants and other businesses to join. Hope to have a prototype by early January to use in the solicitation phrase, then the decision will be made as to whether to include members only or list all within the district and feature members. Want to present the district as a vibrant and active area. He expects that Scott Barsuhn will design it as his in-kind membership, but expects the EDC to fund the rest versus a pay to play piece.

VII. Successful Urban Design Plans

Paul Mellblom gave a presentation on four different urban design plans (see attached [Mellblom4Plans](#) document) to help provoke thought and discussion around achieving more desirable neighborhood development in the stadium district. He began by explaining that the current texture of the area was designed by traffic engineers to park people and obtain efficient flow of automobiles to and from the freeways that has the stadium in the center of an abundance of open parking lots. Since our identity is the Metrodome and people don't think of doing anything else here, he believes we can do much better in designing going forward. There's the Mill District and Elliot Park and between them sits the stadium and believes the area is alienating, impersonal, and a completely un-walkable neighborhood. He asked that, as he described all four plans, the audience pay attention to the relationship of buildings to the street and the quality of the street life it creates.

- **Downtown Vancouver.** It was recently developed in the last 50 years and is considered a new neighborhood, a product of new urbanism. The distinguishing feature is its Point Towers, narrow floor plate buildings that at the street level fill out towards the sidewalk and as it rises the floor plate narrows so that instead of a bunch of mid- and high-rises next to one another there's a lot of air around them that allows views, so you feel like you're in a park. It is completely mixed use with a varied street texture. It is a city as park concept where every building is set into a small park-like setting. The public areas versus the private areas, the street life versus the private areas of those living or working in the buildings is very loosely defined and knits together nicely. The Towers and the harbor to the north are the identity of the neighborhood and is a very walkable neighborhood. Compared to what exists in downtown Minneapolis where most of the buildings go from the street all the way up without a 1- to 3-story plinth, it feels like a classic urban canyon as in downtown Manhattan, Chicago and parts of San Francisco. What Paul likes about these buildings is that they stand up to the scale of whatever the new stadium will be; they can co-exist with that size of the stadium and have a strong presence on their own. They can help make the district not just about the stadium. Paul then showed a street shot of the 1800 block of Robson Street to demonstrate a more residential scale of the varied texture of the neighborhood via its low- and mid-rise buildings and beautiful streetscape.
- **Boston Back Bay.** In contrast to the above, this is a mix of mostly old and, contextually looking like old, new buildings that are consistent in height, materials and scale. It is completely mixed use, very active pedestrian-oriented neighborhood with consistent street edges. The identity is the building to street relationship and how the buildings form a beautifully textured edge throughout the district. The area follows the sense of City Beautiful design and has a lot of parks scattered throughout that have become areas of refuge. Paul likes the very consistent wall of buildings of residential scale with its mix of professional offices on the first level with residential above and on more busy streets commercial uses on the first level. They have created a sense of place via a rigid sensibility of streets and the areas of great public parks knitted throughout the neighborhood.
- **Chicago Lincoln Park.** This is a beautiful, much sought after upscale area of Chicago that has an identity built upon its tenuous relationship with the park. It is very walkable with good accessibility to public transit. It has a loose street texture edge condition with a mix of office, residential and commercial buildings on different blocks, which Paul surmised we would probably end up with in this area. It is a mix of old and new illustrating how

building designs have accreted over time. What makes this neighborhood great is its variability.

- **Kansas City Country Club Plaza.** This is a fabulous, incredibly active shopping, entertainment and office district built in the 1920s by J.C. Nicols. It has a consistent low-rise building scale with hidden parking centered within the complex or placed on rooftops. It has a very distinct and consistent identity throughout driven by the public places and the Spanish Mediterranean revival style architecture with consistent tight street edges and beautiful boulevards. This is truly an urban nonresidential area but it does have upscale residential neighborhoods surrounding it. Its sense of consistent identity makes it work as a great place.

Getting back to existing conditions and given that the only opportunity to grow downtown is in this district, Paul recommends setting up the right dynamic so that whatever replaces the stadium becomes only a thing to do here not the primary driver of the neighborhood.

Thereafter, Dan suggested that Paul give his presentation at the January 17th business forum and Carl suggested interweaving it with 2025 Plan initiatives as to what's implementable because from a development perspective is a low-rise solution as they don't have the kind of rents to justify anything over six stories.

Paul explained that what made the Mill District grow was the City's investment of \$350 million over a 20-year period and the realization of about \$1.4 billion worth of private investment. The City had the leadership and investment to incentivize early developers to move in and help the area grow. The early projects in the Mill City neighborhood were heavily subsidized and complicated. But if we demand the City stretch itself and say that the goal for this neighborhood is to really be something fabulous and we have an ambitious agenda, that is going to require all of us to get the City to push beyond what may be market rate at this time by figuring out what is the delta between what the market will allow and the City's responsibility to help carry it out and use that as a way to seed the rest of the neighborhood. We need to keep pushing as an organization because the City is only going to respond to all sorts of voices saying basically the same thing.

VIII. Stadium Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND)

Kim Havey, Principle of Sustology™, introduced himself and advised that in the late 1990s he did what Christie is doing now for the EDC. He began Sustology about 6 years ago to focus on sustainability advisory services, renewable energy, LEED certification and green roofs. They have done a number of cool projects including the original design and feasibility then partnering with various teams on the implementation of the green roof on the Target Center, and are designing a green roof for the Apple Store in Uptown. They also have implemented solar energy — over 8,000 kilowatts of installations; and have LEED certified a number of buildings including the only LEED Platinum existing building in Minneapolis — Marquette Plaza (the former federal reserve building), and Gold certification for the Seward Co-op.

Havey explained that currently they are doing a lot of work with the U.S. Green Building Council (USGBC) <http://new.usgbc.org/>, an internationally recognized national organization serving as a third-party verification to what is considered a sustainable building, either existing or new construction of office buildings, schools, college campuses, residential, commercial and industrial properties. USGBC focuses on energy efficiency, indoor environmental quality, materials selection (recyclable, rapidly renewable, reusing existing materials), sustainable site development (close to public infrastructure, access to amenities, near to areas of employment and housing), and water savings (reducing amount used for irrigation and capturing storm water for reuse in development).

Havey then described how Sustology helped Marquette Plaza secure its Platinum LEED certification under the LEED for Existing Buildings, Operations & Management to illustrate how investing in sustainability for the neighborhood around the stadium will lead to savings in operations and management. The cost Marquette Plaza incurred for the LEED certification process was \$337,000; however they saved \$42,000 in repair and maintenance costs, \$179,000 in energy costs (close to 20%), and additional savings in water and sewer. The investment paid for itself in less than 2 years. Right now Marquette Plaza, a Class A building, is 92% occupied and received a high satisfaction rating when surveyed about the building, its maintenance and the sustainability efforts. Additionally, USGBC has done a number of surveys that have shown that there is a premium paid for buildings that are LEED certified as it gives sort of the Good Housekeeping seal of approval because all of the systems have been reviewed, looked at and are running at their

optimal efficiency.

Havey then explained the opportunity to use the LEED system and the third-party verification to develop a truly sustainable neighborhood around the Vikings stadium. Displaying the preliminary schematic of the new stadium by HKS architects, Havey stated that he's less worried about the stadium itself being extremely sustainable but more worried about how the sea of parking lots will impact the neighborhood surrounding it. They would like to see how to integrate the new stadium into a new vibrant neighborhood, which is why Paul's presentation fits well with what Sustology is proposing.

Havey distributed a two-sided map with the stadium redevelopment area on the back and the existing conditions of the district on the front delineating the proposed LEED ND boundary of 69 acres. LEED ND can help: design the neighborhood so that vehicular miles traveled in and around it are reduced; create developments that integrate with where jobs and services are accessible by foot and public transit; and integrate green building and green infrastructure practices to be more efficient regarding energy and water use. In that same capacity, Sustology is advising Dominion Development on the redevelopment of the Pillsbury A Mill in Minneapolis and the Schmidt Brewery in St. Paul.

The Vikings have committed to the state legislature and the city that they will do a "green development". Havey is concerned that it will end up being a "green washing" because whenever budgets have to be reduced those types of things usually fall off. Building or designing to green standards is very different from having their feet held to the fire by a third-party verification of true sustainability through a LEED ND process. Sustology proposes looking at a plethora of characteristics including location, redevelopment of brownfield sites, bicycle networks, proximity to housing and jobs, neighborhood pattern of design, street network, transit facilities, how to reduce visibility of the parking footprint, light pollution, and universal design standards. As in Mellblom's Kansas City example, they came up with a unique and integrated design to create a specific presence rather than just for the stadium and surrounding parking. The Twins Stadium is Silver LEED certified and they would like the Vikings stadium to be certified and for this neighborhood to be the first LEED ND in Minneapolis.

Sustology is moving its proposal through the public process and integrating it with the community advisory teams that are working with the Vikings and HKS. Both the DMNA and EPNI have passed resolutions in support of developing a sustainable neighborhood utilizing the opportunities with the LEED certification.

After Havey entertained questions, a discussion ensued resulting in a revision of the proposed resolution received in the board package. The revised resolution supporting the application of such standards as LEED certification and/or other sustainability measures in the construction of a new Vikings stadium and for neighborhood development was approved (CS/JO).

IX. Neighborhood Updates

- DMNA

Carletta reported on the following:

<http://edcmpls.org/wp-content/uploads/2013/01/DMNA-Update-11-29-2012.pdf>

- EPNI

Lynn reported on the following:

- Starting their annual fundraising campaign and information will be sent via mail. EDC members' Aeon and HCMC are 2012 Cornerstone Partners.

X. Façade Improvement Grants

- **Allied Parking.** Jim has signed their request for reimbursement and forwarded it to Rebecca Parrell.
- **Catholic Charities.** Jim has signed their request for reimbursement and forwarded it to Rebecca Parrell.

XI. Other Business

- **November 15th Business Forum Recap.** Jim thanked Carletta for the recap and stated he thought it was a very good event.
- **December 6th Business Forum.** Christie advised that thus far she has received 25 RSVPs.
- **January 17th Business Forum.** Paul will re-present his four successful urban design plans presentation at his place of business, Meyer Scherer & Rockcastle and, at Carl's recommendation, Jim will try and intertwine someone from the 2025 Plan and the CPED (e.g., Beth Elliott and David Frank) into his presentation.
- **Future Business Forums.**
 - February 21st with MEET Minneapolis. Carl advised that Michael Rainville is available on that date but needs to confirm location, i.e., whether at their office in the Marquette Plaza, 250 Marquette Avenue, or somewhere else.
 - Due to time constraints, the remainder of the list was postponed to the next board meeting.
- **EDC/DMNA/EPNI Joint Meetings.** Jim advised that the Joint Group (JG) met earlier that day at EPNI's office and talked about their initiatives. They are going to use the vision and guiding principles that the Stadium Implementation Committee created; it is not yet available to the public since it has not been finalized. It is very comprehensive for the area. Going forward, when issues arise and once the schematic design debuts, the JG will meet then present it to their respective communities for reaction using the vision and principles as a scorecard. They will not come up with a separate document; they'll support and recommend adherence to the vision and principles of the SIC.

XII. Adjournment

The meeting adjourned at 1:40 p.m.