

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, February 7, 2013**

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

Present: John Campobasso, Dan Collison, Tom Hayes, Brian Maupin, Paul Mellblom, Jim Norkosky, Jan Olsen, Lynn Regnier, Carl Runck, Carletta Sweet, Bert Winkel
Absent: Jeff Anderson, Varun Kharbanda, Tim Tucker
Guests: Nacho Diaz, Transportation Consultant for the City of Minneapolis
Jeff Handeland, Project Engineer, Minneapolis Public Works, Transportation Planning & Engineering
Staff: Christie Rock-Hantge

I. Call to Order

President Jim Norkosky called the meeting to order at 12:05 p.m.

II. Consideration of Agenda

Approved as submitted (CS/BW).

III. Consideration of January 3, 2013 Board Meeting Minutes

Approved as submitted (CS/JC).

IV. President's Report

- **Funding guidelines update.** Jim explained that he will send out a summary of the four bullet points under this topic in the January board meeting minutes by the March board meeting.
- **Appropriate bank account balance.** Referencing the 1-page Accounting Best Practices report from Lynn Regnier and Bert Winkel, and the 6-page Nonprofit Assistance Fund's Operating Reserves and Policy Examples document included in Christie's board package, Jim stated that this information was sent as a discussion starter and would not be finalized at this meeting. Brian explained that the EDC falls within the low (3 to 6 months) and high (2 years) of what is recommended for operating reserves. A brief discussion ensued about the need for robust budgeting that would set the parameters for the operating reserves, cash flow projections, and staffing expenditures (reference the draft FY2013 Budget Christie submitted at the January board meeting). Jim explained that with all things considered, the EDC has an annual run rate of approximately of \$25,000.

Given Dan's hectic schedule related to the pending redevelopment of First Covenant's block and given Christie's incredible skill set, he asked the board to consider investing more in her position as it relates to marketing and membership development. He believes it would be a worthy investment that would bring more capacity and engagement to the organization. He enjoys being the Membership Director but he's experiencing time constraints.

Paul proposed that Brian do a simple cash flow analyses then take Christie's budget and project what will happen over the next 5 years to determine assumptions of normal growth of the major pieces. Thereafter, if money is left over, think about where to direct those funds and have a collective discussion as to whether to buy more of Christie's time. Christie advised that she is not asking for more money but if the EDC were to throw more job responsibilities at her then there should be further discussion. Paul also asked Dan and Tom to clearly articulate/conceptualize how they would like to use funds for their respective needs.

Discussion turned to the value and effectiveness of the website. Christie recommended that the website allow members to register and pay for the business forums as well as membership. She can contract with someone to do it for approximately \$1,500. Jim asked Christie to come back with the contract proposal because it would be money well spent.

Brian also suggested additional compensation for Christie as it relates to tax items. Christie suggested setting up

an accounting system (e.g., Quicken®, QuickBooks) and entering all of the transactions from last year then she can show the board its financial status on a monthly basis. She also suggested setting up a savings account for reserves in order to be able to transfer automatically to the checking account when necessary.

Jim will work with Brian and Christie to fine tune the budget to reflect the mission of the EDC so that funds are used for the betterment of the business community.

- **Consideration of new board director.** Jackie Barrett, Valspar's Corporate Services Manager, was elected to fill the remaining term of the vacant seat (LR/PM).

V. Downtown East LRT Area Development Presentation

Jeff Handeland explained that his latest assignment is being the Minneapolis Public Works representative for the People's Stadium (PS) project. He gave a brief scope of the project, relevant plans, schedule and processes the project will undergo. He also discussed specific knowns and unknowns about the transportation challenges and opportunities around the project.

The PS will be bigger than the existing Metrodome, i.e., 1.5 million sq. ft. Legislation calls for the construction of 2,500 VIP parking spaces, 2,000 of which need to be connected via skyway or tunnel with the remainder 500 to be connected via dedication walkway. There's also to be a significant plaza. Related projects may or may not include a Ryan development; they're talking with the Star Tribune about its property. There are also LRT projects coming on line: Central Corridor will start service next year; Southwest Corridor is anticipated for a 2018/2019 start; Bottineau is anticipated for a 2020/2021 start. There's a lot of coordination that the project team is doing with the City and other governmental agencies. The Minnesota Sports Facilities Authority, in consultation with the Vikings team, is in charge of construction and they have hired HKS as the design team, a six-company consortium led by EVS for civil engineering, Kimley-Horn for the environmental impact statement, and they will be naming a construction management contractor soon. All these groups have been made aware of the relevant plans, e.g., Access Minneapolis, Elliot Park Neighborhood Master Plan, and Historic Mills District Master Plan. In addition, the Stadium Implementation Committee has written some design principles that are being communicated by City staff to the design team.

Transportation-related issues include game-day traffic; all streets that are currently closed on those days will continue to be closed. A permanent closure listed by the EIS is on South 5th Street between Chicago and 11th Avenues, and as possible mitigation would be to have a one-lane counter flow on South 6th Street. There is also a lot of talk about removing the concrete barricades with chain link fence between South 5th and 6th Streets. Other discussions taking place include VIP ramps accommodating bus layovers for Metro Transit, areas for charter buses, and the challenging LRT configuration. Responding to Jim's inquiry about bike lanes on Washington Avenue, Jeff advised that Hennepin County is the responsible agency for that project. Christie advised that Zan Associates, the transportation planning firm working on the project, would be conducting a second round of design charrettes coming up in March.

Thereafter Jeff and Nacho conducted a brief Q&A. For more information, Jeff can be contacted at jeff.handeland@minneapolis.gov.

VI. 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 January with a balance of \$32,666.56
- Made two deposits: \$5,730.69 (higher than what Jim signed off on; has a call into Rebecca for explanation) for Façade Improvement grant reimbursement; \$857.00 for Business Forum receipts (\$300.00) and memberships (\$557.00)
Income totaled \$3,254.25
- Issued five checks to:
 - Christie Rock for \$89.62 (EDC sign)
 - Minneapolis Downtown Council for \$515.00 (annual dues exchange)
 - Christie Rock for \$700.00 (Invoice #2 for administrative services)

- Eddington's for \$393.87 (January 2013 business forum lunch)
- Century Link for \$40.18 (December 2012 phone service)
- ACE Drop-off Catering for \$398.40 (October 2012 business forum lunch)
- Online deposit detail and image for \$3.00

Expenses totaled \$2,140.07

- Ending balance was \$37,114.18

Approved to receive and file (CS/DC).

VII. Membership Report

Dan Collison reported as follows:

- Thanked Christie for adding more research and pushing the number of those they're tracking up to 176.
- Spill the Wine has left Downtown East but has been replaced by JJ's Coffee + Wine Bistro; Christie is pursuing their membership.
- There are 41 renewed memberships, 13 new and 4 in process.

VIII. Marketing Committee Report

Tom Hayes reported that the MC met and reviewed the preliminary draft design from Scott Barshun and had a lot of great feedback that he will take to Scott and hopes to have something to show the board at the March board meeting. He reminded the board that the purpose for this marketing piece is to (1) help drive membership and (2) tell newcomers what's available in the neighborhood. John added that it would also be used as a promotional piece for those who aren't members to encourage them to join and given Dan's time constraints will probably need to allocate some of the door knocking to other board members.

IX. Neighborhood Updates

- DMNA
Carletta reported on the <http://edcmpls.org/wp-content/uploads/2013/02/DMNA-Update-020713.pdf>
- EPNI
Lynn reported on the following:
 - EPNI is looking for office space in the Elliot Park neighborhood since their rent went up 40 percent although services have not increased. If anyone has any suggestions as to where they can move to please contact her.

X. Façade Improvement Grants

- **Allied Parking.** Brian advised that they are under production in making the signs. At the corner of 9th Street and Chicago Avenue they had to shorten the arrow on the southern exposure that took some extra time.
- **Catholic Charities.** As Jim mentioned earlier, he has a call into Rebecca for clarification of the difference in the reimbursement amount.

XI. Other Business

- **January 17th Business Forum Recap.** Jim thanked Paul for the venue at Meyer Scherer & Rockcastle. It was a very well received presentation.
- **February 21st Business Forum.** Confirmed Meet Minneapolis, Convention and Visitors Association with Michael Rainville of Meet Minneapolis, Convention and Visitors Association. Christie advised that the Minnesota Sports Facilities Authority's chair, Michele Kelm-Helgen, would also be presenting. Christie then asked if the board would be willing, for this instance, to spend a \$1 more per person (closer to the \$15 cost) for a buffet instead of soup and sandwich. The board agreed to do so. Lastly, Christie encouraged members to advocate for the event since her RSVP rate has been low for the last few she has done. Discussion then ensued as to how to make the invitation to the forum more interesting.

- **Future Business Forums**

- **March 21st.** Christie advised that the venue has been confirmed at the Aloft Minneapolis Hotel and the topic she is working on is the Washington Avenue Design project but will not know for certain until next week and requested a backup plan. Jan suggested a presentation by Jim Stanton on his Stone Bridge Lofts' project. She also suggested a presentation on Gold Medal Park since it's approaching the expiration of its 10-year lease. Dan also suggested that, since we will know by then the construction manager selected for the new stadium, that they come and introduce themselves.
- **April 18th.** The venue for this event is the Normandy Inn & Suites. The agenda will include what the EDC is and does, its past year's accomplishments, a membership pitch, stadium update and elections.

- **Stadium Implementation Committee**

- Lynn requested that the Vision and Design Principles be moved to under the President's Report since they is never time to discuss it at its present location.

XII. Adjournment

The meeting adjourned at 1:40 p.m.