

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

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

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

I. Call to Order

President Jim Norkosky called the meeting to order at 12:08 p.m.

II. Consideration of Agenda

Approved as submitted (CS/BW).

III. Consideration of February 7, 2013 Board Meeting Minutes

Approved as submitted (CS/TH).

IV. President's Report

- **Review and approve Vikings stadium Vision and Design Principles.** Approved as submitted (CS/PM).
- **Review and approve letter of support for the Minneapolis DID Special Services District renewal.** Approved as submitted (TH/PM).
- **Discussion regarding possible membership with Meet Minneapolis.** Jim advised that after the EDC business forum at Meet Minneapolis last month, he spoke with Michael Rainville about ways the two organizations could find synergy. One method mentioned was to have a reciprocal membership similar to what the EDC has with the Minneapolis Downtown Council. Discussion ensued regarding obtaining something more tangible than just a money swap, e.g., have a member of the EDC who is in the hospitality industry become an EDC board member in order to sit on Meet's board and have a representative from Meet sit on the EDC board. Jim also suggesting re-pursuing a similar arrangement with the MDC. In the meantime, once Dan follows up with Meet to ascertain cost of membership, the board would revisit the matter.

Also after that forum, Jim spoke with Tom and Jeff about creating a joint venture with the EDC, Vikings and Meet Minneapolis to generate ways to entice visitors to the area during stadium construction. Some of the ideas Jim suggested were: conducting walking tours to certain vantage points/venues within the district tied to local business sponsorships; establishing viewing areas perhaps from the rooftop of Varun's buildings (he is willing to do so); and creating a live webcam. Paul stated that this is a great opportunity for the EDC to grow in capacity and influence and be seen as one of the lead organizations for this side of town.

Since the stadium will fundamentally change the nature of the district, the board concluded that it should conduct a special 2-hour session at the end of March / beginning of April to discuss opportunities for the EDC to help lead the process and bridge the dialogue between the DMNA and EPNI neighborhoods. Christie, and Paul who had discussed the matter with Lynn, also recommended that the EDC, DMNA and EPNI approach the City about doing a renewed Downtown East / Elliot Park Master Plan in order to help knit the immediate surrounding areas into the greater DEEP and downtown core district. Paul will schedule and moderate the special session at his office between 4:00 and 6:00 p.m., and for foundational information Christie will invite David Fields, EPNI's Community Development Coordinator, and Beth Elliott, Minneapolis CPED's Principal Planner.

Tom then suggested, as a follow up to Jeff's email regarding the timing and number of board meetings and business forums that the board also set aside time during EDC's summer break to explore and rethink the strategy

and structure for each in 2014.

- **Stadium Implementation Committee update.** Jim advised that the SIC cancelled all Implementation and Subcommittees (i.e., Planning, Design and Stakeholder) meetings for March as they are now waiting for the 100% schematic design. Once completed the design will go before the City for review then turned over to the SIC which will have 90 days to review and approve.

V. Treasurer's Report

- **The February 1-29, 2013 Report.** Brian Maupin explained the following:
Began February with a balance of \$37,114.18
 - Made one deposit: \$240.00 for Business Forum receipts; 11 coupons of which 4 were comps for speakers
Income totaled \$37,354.18
 - Issued four checks to:
 - Dan Collison for \$90.00 (Minneapolis Downtown Council annual meeting)
 - Christie Rock for \$700.00 (Invoice #3 for administrative services)
 - Century Link for \$40.24 (January 2013 phone service)
 - Three Son's Catering for \$481.88 (January 2013 business forum lunch)Expenses totaled \$1,312.12
Ending balance was \$36,042.06
Approved to receive and file (TH/CS).
- **2012 Income and Expense Report.** Christie explained that based upon last month's discussion regarding EDC's overall financial picture, she entered all transactions for 2011 and 2012 into an accounting system then explained the 2012 Income and Expense Report she submitted. Her one question related to the Great Streets grant: Was the \$7,500 amount already in EDC's checking account at the start of 2012, or is it money that still needs to be reimbursed to EDC from the City? Brian advised that the \$7,500 was deposited on December 9, 2011 for PDJLLC. Christie advised that next month she will show the 2011 and 2012 Income and Expense Reports side-by-side.
- **Approve Segregation of Duties Policy.** Christie explained that she created the Segregation of Duties Policy because an organization should have a policy in place to explain its accounting procedures for auditing purposes and to have a better outlook of its financial position over the long term. Jim asked that "Accounting" be inserted into the title before "Segregation" and to date the document. Approved as amended (BW/PM).
- **Approve FY2013 Revised Budget.** Christie advised that she made revisions to the FY2013 Budget because she now knows what EDC's annual income has been for the past 2 years and feels comfortable adjusting it down to \$22,600. Approved as revised (CS/JB).

VI. Membership Report

In Dan Collison's absence, Christie advised that there have been no new memberships since last month.

VII. Marketing Committee Report

Tom Hayes reported that the MC did not meet prior to the instant board meeting due to the number of traveling committee members. He will share the emails and conversations he's had with the MC now that they have seen the marketing piece. The major question — Are we clear about what we want the person who gets the marketing piece will do with it and will they? — needs to be resolved. We need to ensure we're making something that is useful and serves the purpose and that might mean being really focused on "doing places" (i.e., restaurants) and might mean additional fees. There's a line between what the EDC can do versus what a commercial vendor does; that still has to be figured out. He advised that Christie was helpful in making them focus on some of the expenses associated with the project and tab them into the budget.

VIII. Neighborhood Updates

- DMNA
Carletta referenced the update she submitted via email http://edcmpls.org/wp-admin/media.php?attachment_id=1086&action=edit

- EPNI
In Lynn's absence, no report was given.

IX. Façade Improvement Grants

- **Allied Parking.** Brian advised that they are under construction and the signs are painted. They're getting to the twilight of the process and will bring pictures to the board when done.
- **Catholic Charities.** Jim asked Brian to send him a reminder email regarding the check for reimbursement.

X. Other Business

- **Great Streets Business District Support Program.** Christie advised that since the last board meeting, an emergency decision was made to apply for monies through the new Great Streets program. As a consequence, she contacted Rebecca Parrell, Minneapolis CPED Project Coordinator, who stressed that they will be looking at the needs of a particular commercial corridor more rigorously. Christie then submitted an application on February 27, 2013 in the amount of \$3,947.95 to assist in the implementation of two EDC marketing outreach initiatives: (1) the brochure/mailer/postcard; and (2) a website update to allow for ecommerce (i.e., register for business forums and apply for membership) to attract new members and ease renewal of existing members. Christie also suggested having an interactive map feature for the website to promote the services of member businesses, a tool that can be shared with EPNI and DMNA since none have a good business directory for the downtown community. Christie already budgeted for the website update (~\$1,800) and the interactive map (~\$600) with existing funds. For more information about the GSBDSP and what category the EDC falls within visit <http://www.minneapolismn.gov/cped/ba/WCMS1P-102996>. For a copy of the application Christie submitted contact her directly at christie@hantge.com.
- **February 21st Business Forum Recap.** Jim noted that the event at Meet Minneapolis, Convention and Visitors Association's headquarters was well attended and the audience posed interesting questions. As mentioned earlier in the instant meeting, the EDC will consider pursuing a synergy with Meet's board.
- **Future Business Forums**
 - **March 21st.** Jim confirmed that the venue for this event will take place at the Aloft Minneapolis Hotel and the topic will be the Washington Avenue Design project.
 - **April 18th.** Jim confirmed that 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. Jim will send an email prior to the March 21st business forum to existing board members to determine whether they wish to run again then send a subsequent email to the EDC distribution list notifying them of the election and explaining the bylaw requirements of board membership.
 - **May 16th.** It was suggested to pursue an update on Gold Medal Park and conduct it at Padilla Speers Beardsley.
 - **June 20th.** It was suggested to have Varun, along with other professionals, talk about data storage and services at the 1010 Building followed by a tour.

XI. Adjournment

The meeting adjourned at 1:40 p.m.