

**Draft Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, June 6, 2013  
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

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

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**I. Call to Order**

President Dan Collison called the meeting to order at 11:30 a.m.

**II. Consideration of Agenda**

Approved as submitted (CS/BW).

**III. Consent Agenda**

Dan explained that this is a new effort to tighten the amount of minutiae covered during board meetings and he would like everyone to review these reports under this section (i.e., Minutes, Treasurer's Report, Marketing Committee Report, Neighborhood Updates) in advance so that they can be approved as a whole.

At Dan's request, Lynn gave a brief update on the Downtown East Parking Lot Study presentation that CPED Principal Planner Beth Elliott and HR&A Vice Chairman Candace Damon gave on June 4th at the Elliot Park Recreation Center (see attached HR&A Recommendations document). Other board members who attended the event were Brian, Carletta, Dan and Paul. Lynn stated that the final report will be out soon and that the board may wish to have a presentation on the topic in the future.

Carletta then highlighted the fact that the next 2025 Plan Residential Task Force meeting will be on Tuesday, June 13th, 7:30 a.m. instead of its typical Thursday date of that week.

Dan then displayed on screen and explained the Building Use Agreement between First Covenant Church and EDC included in the board package for EDC office space at First Covenant Church. Carletta asked that the day of the month under 1.b. be changed from the "second" Thursday of the month to the "first" Thursday of the month. Bert recommended avoiding a conflict of interest by having the EDC signatory be changed to the Vice President. Thereafter, the Consent Agenda was approved as amended (PM/BW).

**IV. EDC Conflict of Interest Forms**

Christie advised the board of those executed forms she has received and asked those who hadn't to submit them prior to leaving. She will send reminders to board members not in attendance and have yet to submit executed forms.

**V. President's Report**

- **Nomination of new board and strategy committee member.** Dan explained his reasons for putting forth James Scott, General Manager of the Guthrie Theater, to the EDC board and strategy committee. James has attended the forums on a regular basis and, at the end of the last forum, expressed an interest in seeing a strategic alliance of all the neighborhood organizations. Since the EDC had an open seat and no arts organization representation, James was offered both board and strategy committee membership to which he agreed to serve. Dan also explained that Tom had also shored up another member for the marketing committee, Daniel Gumnit, CEO of People Serving People. Thereafter, James Scott was appointed to both positions (DC/CS).
- **Continued discussion on strategic planning/goal setting for 2013-2014.** Dan explained that as a result of the strategy committee meeting he conducted on May 16th, he realized the collective wisdom of the board is an incredible resource and that we all have experience in strategic planning. However, since he's been on the EDC we have not done it on the highest level of defining who we're going to be and how we're going to fit within the framework of this emerging reality in east downtown.

Several things have come into focus for him as he developed a desktop for business associations, from large to

small, within a 5-mile radius (reference his 23-page Profiles of Minneapolis Business Associations document). He reminded the board that David Fields had, at the April 9th DEEP Design Strategic Planning Session, recommended that we study the 2020 Partners model for a private and public partnership. Then he gave his estimation of the following:

- **Greater Minneapolis Regional Chamber of Commerce.** A very large organization with multiple staff, hundreds of programs linking to other chambers of commerce, clearly driven to help businesses start and become successful on the highest of level, not so much on strategic development within a specific district. Also, it is highly fee-driven.

John advised that he served on its board for many years and it has high global corporate policies and that its leadership programs are great.

- **Minneapolis Downtown Council.** Its mission is to drive people here, to preserve and enhance and attract people who invest, work, shop, visit and live here. They have a small staff but they leverage a lot of money into program development and events (e.g., the Aquatennial, Holidazzle). It has a very different personality than the GMRCC. It has an elite feel to it; to be able to sit on the board you pay high fees based on the size of your organization. The broader membership is less so, i.e., \$500 for nonprofits.

John reminded the board that the MDC had recently merged with the Minneapolis Downtown Improvement District and, as such, has the same board and staff.

- **North Loop Neighborhood Association / North Loop Business Association.** The NLNA is comprised of residents, property owners, and business owners to foster a strong community rich in diversity of ideas, talents, people and property. The NLBA is the marketing arm of the NLNA and if you participate, e.g., at the \$500 per year level, you may be a featured home page advertiser and have your logo on the quarterly newsletter.
- **Lake Street Council.** This is probably the biggest example of a fully-fledged business association. From a distance, LSC has both an internal structure to support members and a separate marketing structure to promote the businesses. Of all the organizations, this is a good model to pay attention to and perhaps interact, consult and have conversations with its leadership. Their programs seem to cover a range of similar types of things that could give us some ideas, e.g., engagement of recognition culture. The EDC must begin to recognize quality members, board leadership, and businesses that contribute to the common good.

The EDC needs to figure out who it is going to be on a strategic level and then begin setting annual goals that fit within that strategic understanding. Therefore, Dan has populated some key questions to be answered by the board and leadership stakeholders connected to the district (see page 23 of his Profiles of Minneapolis Business Associations document) and proposed setting aside a day to do so with Cathy Bennett of Bennett Consulting for a total of \$2,000.

Christie, who sat on the Economic Development Association of Minnesota board with Bennett, made the initial contact and recommended her for this session. John also knows Bennett from when he sat on the Minnesota Economic Development Foundation. Thereafter, the board approved to conduct and pay for a strategic planning session with Cathy Bennett (PM/JC).

- **Summer strategic planning day.** The board agreed to Thursday, July 18th, 9:00 a.m. to 3:30 p.m. to be held at either Meyer Scherer & Rockcastle or Valspar.

## VI. Business Forum Development

Dan explained the difficulties he and Christie have encountered when trying to schedule key speakers from the City and the need for assistance in obtaining free venues and caterers within the district. Paul proposed forming a Business Forum Planning Committee to help strategically plan for these events. Approved (CS/BM). Dan proposed alternating the monthly Strategy Committee that meets just prior to the monthly Business Forums with the newly formed Business Forum Planning Committee. He will follow up with an email to ascertain membership.

- **June 20th Business Forum.** Tom Schmall, Director of Project Development, Mortenson Construction.

- **June 24th Business Forum.** Special collaborative meeting with DMNA/EPNI/MDNA.
- **September 19th Business Forum.** Izzy's Ice Cream at Padilla Speer Beardsley. Christie will follow up with Jeff Sommers next Tuesday evening.
- **October 17th Business Forum.** The parking lot study and new developments were suggested.

#### VII. Marketing Committee Report

Tom Hayes advised that they are updating the EDC brochure by switching out a photo and editing the text. At the last meeting he discussed the scope of the committee: (a) do they have the ties/appetite/ability to market the EDC area as a place to invest, live, work and play; or (b) should they increase the visibility of the perceived value of the EDC as an essential and effective business association by supporting communications to members, prospective members, and key constituencies. The current feeling is that as presently organized and staffed, they **can** handle (b) but **cannot** take on (a) unless the board decided it was a priority and hired additional staff, which may come out of the strategic planning process. Landing with (b) tends more towards a communications committee and tending to communication tactics like the brochure, improvement of the website and perhaps new pieces. The Ryans of the world, the MSFA and the City will market this area. For now, Tom will put together a communications plan draft to bring to a special summer Marketing Committee meeting to be able to go into fall with clear tactics.

#### VIII. Membership Report

Dan advised that he and Christie would begin the membership drive by sending out requests for renewals. He would like to identify some key people who are not members to personally invite. For the remainder of the prospective membership list, board members will be asked to help reach out to them. Watch for his emails for a membership spreadsheet and supporting documentation. He expects this process to occur between August and mid-October.

#### IX. Façade Improvement Grant for Allied Parking

Brian Maupin explained that due to delays in submitting properly executed documents, their two-grant process is coming to a close and disbursement should be within 30 days. Dan advised that because Allied had done two grants, the second one pushed the EDC over the threshold to receive an additional administrative fee of \$2,500, which will pay for the strategic planning session.

Further speaking of grants, Dan advised that the Minneapolis CPED Business Association Assistance Program grant request was denied but he and Christie are getting to know the program coordinator and next year the EDC will go in with a higher level of awareness of who we are and why we need resources. Christie surmised that it was due to the perception that the EDC didn't need it because it's downtown, the coming of the new stadium, the potential Ryan Cos development, and other/outlying business associations are in greater need. The process is different this year; before it was more entitlement, now its competitive.

#### X. Other Business

- **Stadium Implementation Committee.** Paul Mellblom advised that he attended his first meeting on Thursday, May 30th. His criticism is that they are still looking at the stadium as an isolated thing and not really thinking about the tendrils seeping out in the surrounding neighborhood. The full plan of the building and the site plan by local architects Oslund and Associates are very nice and attractive with the idea of having these long linear parks surrounding the stadium. What he has learned is that over the next 10 years the City is going to try and move the exit from westbound 94 and reroute it to 7th Street instead of 5th Street because 5th Street will be taken away and become part of the stadium site. To address traffic going west in the interim years, they'll have three lanes of traffic flowing east on 6th Street and one lane of traffic flowing west on 5th Street with two-way bicycle lanes next to the stadium. West of Park Avenue will be all one-way going east. Paul thinks it doesn't resolve the fact that 6th Street will still be a freeway for a lot of the day and a barrier to the surrounding community.

When asked about the Armory's access to 5th Street, Paul stated that a lot of things in the area are still questionable because the Ryan plan is still in flux, the skyway connections, etc., and the most controversial is street access because Ryan's plan would close Park and Portland Avenues and, as a neighborhood, we should be paying attention to, speaking out about and writing to city and county officials. Christie encouraged everyone to attend and spread the word about the special meeting on June 24th as an opportunity to express his or her concerns.

Visit <http://www.minneapolismn.gov/cped/StadiumImplementationMinutes> for a complete record of the SIC meeting.

- **Minneapolis Downtown Council 2025 Plan.** Dan described the update of the 2025 Plan initiatives as presented at a recent meeting he attended at the Hennepin County Central Library. Initially there were nine and now they have been reorganized into four (see attached 2025 Organization Chart).
  - Development chair Mike Ryan reported on what's happening in development;
  - Public Realm chair David Wilson reported on greening initiatives;
  - Downtown Experience chair Tom Hoch reported on Hennepin Avenue and its artistic, fun and green connections to the Walker; and
  - Downtown Community chair Cathy ten Broeke reported on homelessness efforts.

Dan mentioned that a number of EDC board members sit on subcommittees and that our presence on them helps build bridges and relationships.

#### **XI. Adjournment**

The meeting adjourned at 1:00 p.m. (CS/PM).