

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

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
Absent: Jeff Anderson, Carl Runck and staff person Christie Rock-Hantge

I. Call to Order

Vice President Carletta Sweet called the meeting to order at 12:00 p.m.

II. Consideration of Agenda

Approved as amended to include the stadium design unveiling event under the President's Report (BW/JC).

III. Executive Nominating Committee Report

- **Approve 2013 Executive Committee.** Approved as submitted (JO/PM).
- **Approve 2013 Subcommittee Chairs.** Approved as submitted (PM/JO).
- **Consideration of appointment to Stadium Implementation Committee and Planning Subcommittee.** Lynn explained that she had spoken with Chuck Lutz regarding the process for filling this position and potential conflict of interests. The position was initially City Council approved, however Lutz felt that the EDC need not go through that process again since there would be only two to three more meetings then the 1-year appointments would officially end in June when the work is done. If the SIC were to be resurrected (they are uncertain of next steps when this piece of work as legislated is done), then the EDC would be required to revisit the process but in the meantime the EDC could send another representative.

Thereafter, Paul Mellblom was appointed as EDC's representative (DC/CS). Lynn will notify Lutz of his appointment.

IV. Consideration of April 4, 2013 Board Meeting Minutes

Approved as submitted (CS/BW).

V. President's Report

- **Thoughts on transition of leadership/succession planning.** In the interest of transparency, Dan Collison explained that after having spoken with a number of the veteran EDC directors and having met regularly with Christie, he discovered a backlog of work items that he and Christie addressed with the former president who subsequently decided to step away. It was an awkward exchange and not his intention for this to happen, but it is his goal and desire to have Thrivent continue as a member and for the former president to feel welcome.

Another outcome of having healthy discussions with veteran directors was to establish succession of leadership plans, specifically, to rotate the president every 2 to 3 years while looking for the next person to step forward. This can bring a more resilient rhythm to the EDC board and executive committee — fresh eyes, ears and thoughts — as well as to the district because of access to leaders from different institutions, different perspectives and different networks.

Dan explained that his new role as president and the leadership skills he possesses feels right because he has been thrust into a lot of the development conversations taking place. He likes to organize and pull these conversations together and he enjoys working with Christie who is ready to roll and has a lot of capacity. Bringing good organization and intentionality is going to double and triple the EDC's efforts.

Discussion ensued about the former president's years of service and contributions to the EDC and the appropriate means to commemorate him. As initial next steps to try and re-engage, Dan will draft a 'thank you' letter and

forward it to the board via email for input.

- **Stadium design unveiling event.** Dan will be attending this event on Monday, May 13th at the Guthrie. Lynn asked whether the entire board had received the invitation and reminded them to RSVP by Monday, May 6th.
- **Continued discussion on hosting neighborhood meeting post stadium design unveiling.** Dan pondered the original intent to do so particularly now that it's the program topic for EPNI's annual meeting on Monday, May 20th. Lynn understood the original intent was if any issues/concerns arose from the EDC/EPNI/DMNA they wished to bring to the SIC with one voice, to conduct a joint meeting, but things have moved along more rapidly and we're now in a different place and may not need to have a joint neighborhood meeting.

Discussion ensued to ascertain whether MSFA Chair Michele Kelm-Helgen had been confirmed for EDC's business forum on May 16th. If so, it will address the need for hosting a neighborhood meeting. Going forward Dan would like to keep the stadium construction roadmap series in the rhythm of the business forums. [Later in the instant meeting, Lynn, who had sent an email to Michelle, confirmed her attendance.]

- **Agenda restructuring.** Dan suggested that since the business forums are the number one product of the EDC, to move discussion about them after the Membership Report as Business Forum Development. Bert then suggested placing certain items that are routine and do not require discussion under a "consent agenda" to be approved as one item. Paul also recommended that if a specific item does need to be addressed that it's placed on the agenda as a separate item of that committee. Varun inquired whether the EDC should be tracking what's going on at the City Council on matters that are relevant to its district. Dan noted that it is too voluminous and suggested postponing discussion for another time.

Henceforth, the items to be included under the consent agenda, unless discussion/highlighting is required, will include the minutes, treasurer's report, marketing report, and neighborhood updates. Dan's goal is to frontload the conversation on the most important issues that will grow the EDC constituency and make the business forums relevant.

- **Times for board and marketing committee meetings.** Dan suggested compressing the marketing committee to a half hour (i.e., 11:00-11:30 a.m.) to be immediately followed by the board meeting (i.e., 11:30 a.m. to 1:00 p.m.). He will send an email to the board for further input.
- **Continued discussion regarding board strategic planning/goal setting session for 2013-2014.** Dan thanked Paul again for hosting the session at MS&R on April 9th and expressed amusement over the discussion about the St. Paul Riverfront Corporation (SPRC) as a possible model and recalled someone had expressed it was an awful idea. Like getting a complex structure requiring millions of dollars and creating another layer between government and developers would be a great idea. Dan then stated that one of the pieces that will be new is setting some organizational rhythm and strategic planning for the board. We've dealt with the budget, which is good, but the sequence in his mind is that you develop strategy and objectives before budgets. Hopefully this time around we can move the EDC to a list of aspirations that will guide the business forums.

Paul thought it was a good conversation and was glad that David Fields informed us about the big picture issues. He considered it complementary to Fields' presentation at the EDC annual meeting on April 18th at the Normandy Inn as it helped us to think about the pieces and parts that have been ongoing, the opportunities beginning to emerge for this part of the downtown, and the role of the city. Paul believes that the follow up to this session is for the EDC to jump in and carry it forward and answer the question how is the EDC going to be relevant/proactive to what happens in the community and to the businesses via its forums. The EDC should work closely with DMNA and EPNI to form a strategic alliance to make one big megaphone instead of three little megaphones and to find our commonalities and figure out ways to jointly influence development. Further, that the SPRC is very effective but would not be a good model; it's a private nonprofit that is expanding to meet the needs of St. Paul. We want to focus our energy on what we perceive is best for our community.

Lynn mentioned that EPNI has a couple grants with McKnight and when they met with them recently was asked to submit a request for \$25,000 to hire a consultant. The proposal she is putting together for McKnight is twofold: (1) assess EPNI's role and future sustainability as resources are changing and (2) determine how to make DEEP or

something like it happens. She explained that EPNI has never been in a position to provide the necessary resources and leadership to implement the DEEP initiative; it was all about collaboration. Given the SIC, what's happening in the DEEP district, the leadership coming up through the EDC and the idea of the three organizations, there will be some money (if EPNI is approved) to start the conversation. Lynn also mentioned that she would be attending a meeting on May 14th with Peter Brown at McKnight to learn more about \$750,000 that may be available for something related to the DEEP initiative that might work with expanding this type of conversation. It's all about collaboration and making ourselves bigger and stronger.

Carletta believes the DMNA leadership realizes that working together is the rational way to go. Dan stated that with Christie working for both the DMNA and EDC and Carletta serving on both boards is an intuitive leadership parallel, and with the EDC's very close historical ties with EPNI it can be a powerful coalition.

Dan then recommended dissolving the membership subcommittee, as its responsibilities would be subsumed under the president. Approved as recommended (DC/BW).

Dan also recommended establishing a strategy subcommittee to bring meaningful annual objectives/goal setting content to the board. Approved (DC/CS). Dan will send an invitation to the full board to determine interest in participating and when to convene.

VI. Treasurer's Report

- **The April 1-3, 2013 Report.** Brian Maupin explained the following:
 - Began April with a balance of \$34,121.54
 - Made one deposit: \$210.00 for Business Forum receipts; 14 paid lunches, 12 coupons used, 2 complimentary for speakers
 - Income totaled \$34,331.54
 - Issued five checks to:
 - Catholic Charities for \$5,457.80 (façade reimbursement)
 - Christie Rock for \$700.00 (Invoice #6)
 - Normandy Kitchen for \$419.93 (business forum luncheon)
 - Century Link for \$40.25 (March 2013 phone service)
 - Online Detail for \$3.00 (research on deposits)
 - Expenses totaled \$6,620.99
 - Ending balance was \$27,710.55 (*note balance date will be changed from 2012 to 2013*)
 - Approved to receive and file as amended (BW/CS).

VII. Façade Improvement Grants

- **Allied Parking.** Brian Maupin advised that their project is complete and he has submitted the paperwork to Carletta for either she or Dan to finalize and submit for reimbursement. He will bring before and after pictures to the next board meeting. Carletta clarified that there is one outstanding document to be completed (the Completion Certificate) and she has asked CPED Project Coordinator Rebecca Parrell to forward it to Dan's attention to move the process along.

VIII. Membership Report

Dan Collison advised that he secured a \$600 membership swap with Meet Minneapolis. As a follow up to the business forum at their facility, Dan met with Michael Rainville who has been with the organization for approximately 20 years. Benefits of membership include ability to purchase and buy-in to some of their distribution models, website, convention center, and some of the hotels. Because Meet is a public relations firm doing specific tasks to promote Minneapolis, Dan thinks it will be a beneficial relationship and will try and create niches that match our constituency rather than a broad outreach, e.g., have a brochure or presence at the Convention Center for restaurants with a membership on the EDC. It will be interesting to see how engaged they will become with the EDC.

Dan then explained that the membership and renewal effort is the same staged process as last year where at some point he will engage board members. A procedural question he posed was how to treat affiliated memberships that are approved outside of the four membership levels. Does approval of this type of membership need reconsideration each membership cycle or can it be considered in perpetuity? The board agreed that once initially approved, and the

entity remains in good standing, it can be considered in perpetuity.

Lastly, Dan explained that Christie has worked hard to get a bid under budget for the website to be ported over to a different host (see Vivid Image quote included in the board package) that will add functionality, online meeting registration, ticket sales and membership, and an annual safe and sound” hosting and upgrade plan. Carletta commented that the DMNA, although it has not taken its service to the proposed level, is pleased with Vivid Image. Thereafter the total quote of \$2,395 was approved as submitted (PM/JO).

IX. Marketing Committee Report

In Tom Hayes absence, John reported that the MC had been engaged in tactical activities, but has decided to pull back and push the pause button on them — i.e., development of the brochure and utility box advertising — in order to look at an outline of a plan to determine what we’re trying to accomplish, then within that plan determine the appropriate tactical activities to implement.

X. Business Forum Development

In response to Dan’s request for key forum items that need to be addressed, John commented that long term we should know that we want to remain connected with city council members, legislators, and stadium construction-related events (have Jeff give key checkpoints) and lay it out on an annual basis. Dan would like to have mapped out by July what the entire season will be and promote it (not unlike what the Guthrie does), as it will build momentum and desire for membership.

XI. Neighborhood Updates

- DMNA
 - Carletta referenced the update she submitted [via email](#) then highlighted two impending events: the RiverFirst Schematic Design Presentation and Open House that evening on May 2nd, and the second Washington Avenue Design charrette on Friday, May 3rd.

- EPNI
 - Lynn reported on the following:
 - The notification she forwarded regarding MnDOT’s closure of the Park Avenue and Portland Avenue bridges over Interstate 94 for reconstruction.
 - Their annual meeting on Monday, May 20th at Elliot Park Recreation Center. They will have a stadium design unveiling panel with MSFA Chair Michele Kelm-Helgen, city staff for the SIC Chuck Lutz, and Vikings Director of Corporate Communications Jeff Anderson. They will also hear from some elected officials, however Mayor Rybak is unavailable. The picnic social begins at 5:30 p.m. followed by the business meeting at 6:00 p.m. then the program begins at 7:00 p.m. EDC members should have received emails/postcards about the event. Next time she will have more information regarding the proposed athletic/soccer field at Elliot Park and what’s going on at Franklin Steele Square. Hereafter she will submit a written report to be included under the consent agenda.

Varun, who wasn’t aware of EPNI’s annual meeting, will be added to their distribution list to ensure he is also aware of the Building, Land Use and Housing (BLUH) committee meetings. Dan stated that the information feed is really important on a number of levels: for the edification of the EDC, and the ability to sift through timely updates to determine what our constituents need to know that will impact their businesses. Dan will place this as a topic for the strategy committee.

XII. Adjournment

The meeting adjourned at 1:30 p.m.