

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, September 5, 2013
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

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

I. Call to Order

President Dan Collison called the meeting to order at 11:36 a.m. and explained that henceforth he would give an audio/visual presentation of the meeting's contents.

II. Consideration of Agenda

Approved as submitted.

III. Consent Agenda

Approved as submitted (CS/BW). Christie highlighted that the DMNA's annual meeting will be on Tuesday, October 8th at Open Book, 6-8 p.m. and will feature a 3rd Ward candidates' forum. JJ's Coffee + Wine Bar will be offering happy hour specials for attendees.

IV. President's Report

- **Consideration of amendment to Bylaws.** Dan explained that this proposed amendment, i.e., Membership Qualifications for Businesses Located Outside of the District Boundaries, was discussed at the July 17th Strategic Planning Session at which a quorum of the board was present as required under Article IX of the Bylaws. It will be the first amendment attached to the Bylaws and is proposed as follows: "Businesses that are located outside of the EDC district (as defined by Article IV, Section 4.01) can apply for all current levels of membership categories but will be considered "affiliate" members. Affiliate members will not be permitted to vote, serve on the EDC board, or receive district grants." Approved as submitted (TH/JC).
- **Update on collaboration with Minneapolis Downtown Council.** Dan explained that he has spent a lot of time with the MDC this summer because their primary senior clergy, Tim Hart-Andersen from Westminster Presbyterian Church, was on sabbatical for 6 months and as senior clergy, Dan stepped in to give the interfaith invocations at the MDC meetings. He has gotten to know Betsy Buckley, the interim CEO, who seems amenable to collaborating. They have five candidates they are vetting for the CEO position and hope to announce Mark Steinglein's successor in November.

Dan has been working on creating an ex officio seat on the MDC for the EDC president or assigned board member and is in discussions to conduct a 1-year pilot of this arrangement that could also lead to serving on the MDC executive committee. This is great positioning for the EDC, as it would expose it to a constant flow of information.

John reminded the board that Kraus Anderson has a presence on both the MDC as well as the Minneapolis Downtown Improvement District and that these organizations share the same board of directors and staff. Bruce Engelsma, Kraus' CEO, serves on the MDC board of directors, and John serves on the MDID budget committee and is available to take issues the EDC may have before both organizations. As the stadium moves along and as other development occurs the MDC and MDID will continue to analyze the potential needs of the businesses within the district.

Another part of Dan's experience was that he could sense that the MDC's engagement and involvement in the community needs to be revitalized. Since the EDC has a different membership and engagement model, Dan pitched to Buckley that the EDC could be complementary and that doing some programming with affiliate business associations could make us all stronger. The 2025 Plan is the MDC's marquee program and where the EDC could do some programming. Historically, the MDC has put a plan out and not really worked on implementation. Now they want to move toward a more direct level of implementation and that would require time and expertise. This is a great opportunity for the EDC as the MDC considers new paradigms for the way they

lead.

Carl inquired about the status of the downtown school initiative and emphasized the need for it to move along to help keep people here given the wave of residential development. Lynn, who sits on the subcommittee with Eric Laska of the DMNA, advised that a survey (www.surveymonkey.com/s/CVC5HSQ) has been developed and they continue to collect data. Dan speculated that it would probably need to be thrust into a development.

- **Presentation of 5-year strategic framework.** Dan presented the outcome developed as a result of the July 17th Strategic Planning Session and emphasized that it is a framework, not a plan, as it was all the EDC could afford and needs at this point. The first three of the four buckets, i.e., Connection and Collaboration, Advocacy and Resourcing, Leadership and Voice, are from the membership brochure and are what the EDC advertises to its membership about what it does. The fourth bucket, i.e., Sound and Sustaining Organizational Structure, is an internal mechanism to create a better follow through on measuring strategy. Under the four buckets, he populated goals that were stated in the document to begin to broadcast to the membership and to work on via four working groups: Strategy Committee, Business Forum Committee, Marketing Committee and the entire Board of Directors. Each of the working groups is assigned tactics to accomplish its goals. Dan advised that this is a working document and will be part of the President's Report going forward.
- **Consideration of \$250 contribution to the September 10th "Night to Unite" event.** Lynn clarified that this was an event originally sponsored by Aeon, House of Charity, and North Central University then Catholic Charities and EPNI joined the planning committee. They receive donations from other places as well and have been able to increase their in-kind donation so the actual cost to the major sponsors have been reduced from \$5,000 annually to \$1,500. As the fiscal agent, Lynn wrote the letter requesting the donation.

Dan reminded the board that last September they had a spirited conversation about what its plan should be for special requests and recapped the criteria discussed then proposed that the board: (1) establish a line item in our annual budget for "Special Requests and Sponsorships for Member Events"; (2) approve a simple criteria for approval; and (3); provide a "Funding Request" document for applicants. For the instant request, it would go under Miscellaneous unbudgeted as it would exceed the \$100 budgeted amount.

Additions proposed for the draft Request for Financial Support or Sponsorship of an Event included: how will you meet the prerequisites; date of event; and total anticipated attendance.

Thereafter, the proposed process for Special Requests and Sponsorships for Member Events and the accompanying draft Request for Financial Support or Sponsorship of an Event as amended was approved (CS/VK). A brief discussion ensued regarding having EDC's logo on the advertisement going forward and getting a timely request in order to meet the deadline.

Then the Request for Financial Support or Sponsorship of Night to Unite in the amount of \$250 was approved (DC/CS).

V. Stadium Implementation Committee Update

Paul Mellblom advised that the SIC has completed its work and has been disbanded. There will be a follow on Public Realm Committee that Dan will serve on for EDC that will look at the issues that started to percolate up through the process about the quality and development of the neighborhood (the area between the red and yellow lines as depicted on Exhibit A in Paul's document) versus the area the SIC concentrated on (within the red line).

The original SIC vision for the stadium was "the best urban football stadium in the country at the core of a vibrant place". Paul is not sure it will be that; most of the people he's spoken too feel disappointed by the process. He felt good that they got a lot of language in but was frustrated by the results of the SIC because the language wasn't stronger. They didn't command or demand or require; they recommended.

For context, Paul pointed out that the height of the new stadium would be as tall as Center Village, the Graves Hotel, and Skyscape (see Exhibits C2 and C3) and the current stadium is 100 feet lower at the apex of the dome. It is a really big building and it will have zinc panels on the side so they did get language put in regarding bird safety design. There will be a lot of trees and a park wrapped around it. He also discussed the proposed changes to 5th and 6th Streets (see Exhibit E) that city staff felt was an important part of the planning process.

Whether you like or dislike the design of the stadium, there's a real strong front and back to it and it goes against some of the design principles. Nonetheless, it was the will of city staff and a lot of people downtown to have it face downtown, i.e., the money shot. And based on what the design is now, Paul is convinced the open plaza will be nothing but a big windswept plaza. The positives are that it'll look great on television and you'll have great visual shots looking down across the green park (if its done and works well), and the nice new Ryan project which he believes will be really wonderful for its urban sensibility and addressing street life. The negative is that a lot of the aspirations for this being an urban site are not panning out. The stadium will remain a single use building analogous to a shopping mall; you've got a bunch of ways in and everything that happens inside is still going to be invisible from outside. You'll be able to see through the windows on the front but around the rest of the building it's not going to be really animated. Urban design would have had structures appended to the building all around; the 73 design principles were to push the urbanization of this project beyond being a single use site. They didn't meet the requirements.

As the last lever for a business entity and community, Paul encouraged the board to push the local politicians to make the spaces around the stadium active and engaging (e.g., playground equipment, exercise stations) with sidewalk connections and traffic signals.

Since the SIC is done, Dan requested that this topic remain on the agenda but under a different name such as ongoing stadium developments.

VI. Alatus Mixed-use Development Proposal

Carl Runck gave an audio/visual presentation on Alatus' proposed 13-story, 319 rental unit, mixed-used project to be erected on a 50-year-old parking lot located at 301 Washington Avenue South across from The Depot Minneapolis. To the east of the proposed development is the 1,400-stall underutilized Gateway Parking Ramp that will help out Wells Fargo's employees. Carl advised that one of the reasons Alatus exists is because they bought a portfolio of parking ramps from the city so that they could develop apartment projects and office buildings next to or on top of parking ramps. They've had their eyes on this site for a long time and the owners reached out to them in January and they've reached a deal and are well underway to building this project before the wave of apartments end in downtown Minneapolis.

Carl described the site plan and explained that they also own the skyway above the alley that is connected to the Gateway across 4th Avenue South. They have improved the interior and are proposing public access to it on 3rd Avenue South that will serve the restaurants and public well. The site is one of five blocks on Washington Avenue that is being redesigned into more of a boulevard at a cost of \$1 million per block. The Alatus development will occur simultaneously with that of the Washington Avenue redesign project and will make it feel more like a residential street.

They are proposing retail on both corners of the main floor facing Washington Avenue and currently have two Letters of Intent from big name local restaurateurs. Andrea Christenson of Cassidy Turley was hired as the commercial leasing agent. Alatus believes that Harry's Food & Cocktails (formerly at 500 Washington Avenue South) and other restaurants closed because they lacked an auto drop off so they pushed the city for a porte-cochère like at The Carlyle at 100 3rd Avenue South. The Planning Commission, Public Works and Hennepin County are all for it. Now they can have valet service and attract people from out of town.

The second floor will contain most of the amenities: a luxurious community clubroom-type space in the middle with outside space adjacent on both sides (i.e., a Zen courtyard on one side and a pool on the other), and a residents-only access point for those who walk to and from work via the skyway. On the third floor above the clubroom they are proposing to have a doggy playground and spa with the best amenities available.

The building façade will have a limestone feel to reflect the historic and modern nature of the area. At 13 stories, it will be built with concrete and, as a consequence, they will be positioning their product between the Nic on Fifth (which will be at top market rent that doesn't exist in Minneapolis right now), and between Mill City District Apartments to make the numbers work. They have a very efficient floor plan design and not a lot of wasted common areas. All units will have balconies with those that are inset on Washington Avenue. The only variance that they have to obtain is for the units to be at least 15 feet away from the skyway. Next steps include going before the Planning

Commission on September 16th and if they receive approval they should have permits in hand by the end of October.

VII. Marketing Committee Report

Tom Hayes advised that the MC has been extended to an hour and will next meet just prior to the next board meeting on Thursday, October 5th, 10:30 a.m. at First Covenant Church then encouraged those interested to attend. At today's Strategy Committee held at Padilla Speer Beardsley's Riverview Room, time was spent on the area branding/naming and it was determined that: there probably isn't a great opportunity for creativity around the naming of this district — neither the EDC nor anyone associated with the EDC has the funding to be successful with creative branding of the district; while Beth Elliott says it's a blank canvass/open book, it's logical to have it as either East Downtown or Downtown East because that is what this area is, however, due to the neighborhoods that comprise the former, the latter may not be the preferred choice.

The EDC concluded that it is in its best interest as well as that of the district to use East Downtown as the recognized nomenclature for this part of downtown. There probably isn't a long branding or naming process or a big stakeholders' process to take us through it. The rest of the board should weigh in on the determinations and conclusion.

Dan believes it is important to put a stamp on it right now because we live and work here and understand that because of the neighborhoods that comprise the area, using Downtown East (a neighborhood itself) excludes Elliot Park and the Mill District and proposed drafting a document for immediate review and approval by the respective neighborhood associations to submit to city leaders. Discussion ensued wherein varying neighborhood perspectives were expressed. Thereafter, the matter was tabled for resumption at the next board meeting.

VIII. Membership Report

Dan described the 11 new, 29 renewed, and the 24 un-renewed memberships (half of which he believes will eventually renew) and how they populate across the membership levels. This is an upward trend being engaged with a total of 64 businesses and 177 having been identified. Historically, at the end of the 2010-2011 season the EDC had 37 members; at the end of the 2011-2012 season it had 41 members; at the end of the 2012-2013 season it had 55 members; and hopefully at the end of this season we'll have 80 members, representing 51% of the constituency.

Dan explained that he is doing personal outreach particularly to un-renewed members. Money received from memberships is EDC's budget since it isn't receiving funds from any other sources and is important in setting the 2013-2014 budget and perhaps some programming.

Dan thanked the board for their efforts and complimented Carletta for having contacted a total of 50 businesses (five of which became new members and one of those became an exchange member).

IX. Business Forum Development

Dan reminded the board that these business forums are its bread and butter; that's how it engages and where everything happens.

- **September 19th Business Forum.** Confirmed with Jeff Sommers, owner of Izzy's Ice Cream. The location has moved to the American Red Cross across from Padilla Speer Beardsley who acquired CRT/tanaka and will be conducting a companywide staff meeting that date. The merged PadillaCRT would like to open its doors to future EDC business forums.
- **October 19th Business Forum.** Working on having Mayor Rybak, and CPED regarding the East Downtown Parking Lot Study.
- **November 21st Business Forum.** Working with David Tinjum, Bridgewater Lofts homeowner and co-founder of the *Mill City Times*, on the idea of a small business forum.
- **December 19th Business Forum.** Working on a panel of the three new Council Members representing the EDC district.

X. Adjournment

The meeting adjourned at 1:05 p.m.