

**Draft Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, February 6, 2014  
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

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Present: Jeff Anderson, Jackie Barrett, Tim Briggs, John Campobasso, Dan Collison, Tom Hayes, Varun Kharbanda, Brian Maupin, Paul Mellblom, Lynn Regnier, James Scott, Carletta Sweet, Bert Winkel  
Guest: Judy Sharken Simon, MAP for Nonprofit  
Staff: Christie Rock Hantge  
Absent: Carl Runck, Tim Tucker

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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 and indicated under "President's Report" on the overhead projector (CS/TB).

**III. Consideration of Consent Agenda**

Approved as submitted (CS/LR).

**IV. President's Report**

- **Personal introduction by new EDC Board Member Tim Briggs.** Tim advised that he grew up in Osseo, Wisconsin, home of the world famous Norske Nook Restaurant & Bakery. He currently lives in New Brighton, Minnesota with his wife and two youngest children. The three eldest are all out on their own. Tim graduated from University of Wisconsin-Eau Claire then worked 6 years at KPMG, the audit, tax and advisory services firm in Minneapolis, and Conwed Corporation in St. Paul. The last couple jobs prior to his current position were as CFO at EMPI, a medical device company, and Spanlink Communications, a call center software company. For the past 8 years he has been CFO at PadillaCRT who recently acquired a Richmond, Virginia public relations company and as a result are one of the top 10 independent public relations firms in the country. They are busy wrestling with all the integration and year-end work. Tim stated that he is excited to be a part of the EDC and believes the next couple years are going to be interesting.
- **MAP Update on Board Development.** Dan explained that he and Christie met with Judy Sharken Simon prior to the instant meeting to discuss board development, board chair selection, terms, and a host of things that during his tenure on this board have been very informal and non-systematized. As they were working through some exercises, what impressed Dan was that the EDC is a good board with a good composition and board development will make it even better. The process will be to refine and improve upon the 2009 Board of Directors job descriptions by articulating expectations and goals, board nomination process, geographic and segment representation, skill set and personality profiles.

Simon reiterated that nothing is broken but they are trying to get more strategic and more formalized so that all the good things the EDC has going for it can keep going and be sustainable into the future with some best practices used by other organizations in their recruitment process by getting a few more things down on paper so that you can ascertain gaps and be more strategic in filling board positions through a task force or nominating committee or governance group. They are pulling this information together and will probably have something for the board to review in March in terms of list of skills and qualities. It will probably mean some revisions to the by-laws so that the new formalized process is aligned with it.

**V. Land Use Report**

- **Valspar Corporation Signage Variance Application.** Jackie Barrett explained that during renovation of the former headquarters building at 1101 South 3rd Street, when they removed the paint from the back of the building they were pleasantly surprised that a ghost sign (i.e., Minnesota Linseed Oil Paint Company) was revealed. They want to leave it there to honor the company's history for when it was constructed in 1903. They also want to emphasize who they are today and have proposed a steel sign for the middle of the 5-story structure with their brand name "Valspar" and tag line "if it matters, we're on it" (reference her presentation within the EDC Board Meeting 2-6-14 document). To honor the historic guidelines for signage, old historic lights will illuminate the sign on the outside and will draw your attention to the ghost sign.

Jackie advised that they presented this proposal along with two other typical red Valspar signs that have already been approved (one on the front entrance and one on the back entrance). This one was denied because of the height. She believes that the code is 28 feet and this sign would be 42 feet. Valspar has been working through the process of a variance for about 4 months requiring additional paperwork and extra money. They have been informing the neighbors (EDC now and DMNA later that evening) and are seeking their support. Jackie stated that it will be an attractive sign and will highlight their Valspar Applied Science and Technology (VAST) campus and who they are.

Paul stated that we should be celebrating the fact that a Fortune 500 company has a presence and has chosen to stay here and to include this somehow in the letter of support. Thereafter the letter of support was approved as amended (PM/CS).

Jackie advised that they have been moving lab equipment into the building for the past 4 months and will begin moving people in by February 14th. Dan explained that a business forum dedicated to Valspar and Kraus Anderson is on the radar for the fall.

- **Block 1 Liner Parcel (728 South 4th Street) RFP.** For those unable to attend the February 16th joint neighborhood meeting at Open Book, Dan presented the Block 1 Liner Parcel RFP. Paul advised that according to the *Minneapolis/St. Paul Business Journal*, only two proposals were submitted: (1) Mortenson Development for a 300 room hotel; and (2) Ryan Companies for a 28-story apartment tower of 282 units with ground floor retail/restaurant.

Dan explained that the February 4th deadline has passed and the City Planning Commission would conduct land sale review in March and April of this year.

## VI. Business Forum Report

- **January 16th Business Forum Recap.** Dan reflected on the fact that there were 15-16 people who were not registered who showed up. This was a learning curve for one of the new member organizations. It was a little chaotic and these are the types of things that Christie has to deal with and because of her efforts things went smoothly. Dan also stated that the presenters were at the top of their field and that the topic was complex beyond the average small business' purview and specialized to all that is going on with the stadium.
- **February 20th Business Forum.** Topic: "Impact of the Arts in the Mill District: Education, Performance and Medicine" featuring Kyle Carpenter, CEO, MacPhail Center for Music; Joe Dowling, Director, Guthrie Theater; and Dr. Jon Hallberg, Medical Director, Mill City Clinic. This will be held at the Guthrie's Level 5 Café.
- **March 20th Business Forum.** Topic: "Disaster Preparedness for Businesses" featuring American Red Cross Minnesota CEO Phil Hansen and will be held at Red Cross.
- **April 17th Annual Meeting Business Forum.** Topic: "Introduction of new HCMC CEO Dr. Jon Pryor, plus an update on the Downtown Medical Office Building, and 5-Year Strategic Plan" to be held at the Normandy Inn.
- **May 15th Business Forum.** Topic: "Downtown Crime and Safety Update" at TBD.
- **June 19th Business Forum.** Because Council Members (i.e., Jacob Frey of Ward 3, Lisa Goodman of Ward 7, and Abdi Warsame of Ward 6) are all over the map and have difficulty in breaking away on third Thursdays, Jeff was asked if this could be the "The New Face of the Minnesota Vikings Organization" event. He will kick it around with his folks.

The next Business Forum Committee meeting is scheduled for Thursday, February 20th, 10:30 a.m. at the Guthrie just prior to the business forum. Dan advised that the group is working on adding a new sponsorship level to allow members to have the company brand and information presented at each business forum. They are also thinking about the fall lineup.

## VII. Membership Report

Dan advised that it was a great season and that there are no changes from the last report but he has created a simple appeal letter to nonmembers for an early recruitment pitch. Having received board approval he will proceed in sending out the letter.

## VIII. Executive Director Task Force Report

Paul Mellblom advised that board members Lynn and Carletta, and Daniel Gumnit of People Serving People serve on this task force with him. The TF has determined that an ED should be hired because the East Downtown area is changing rapidly and this is a great opportunity to capitalize on and respond to this change as leaders of that

change. It also recognizes that Dan has been doing the work as an ED as a volunteer and it isn't fair to expect that he should continue to do so without being compensated. If Dan were to leave, all that embedded knowledge would go away with him. The TF discussed what should be done short term as well as long term. Short term, Dan has been talking with the MDC who will be submitting a proposal to McKnight to fund a part-time ED for the EDC in conjunction with the MDC. They've gotten good feedback and this would be a 1-year endeavor and would allow the EDC to explore and define a relationship with the MDC. The board needs to figure out what to do to make this successful if this funding is secured as well as find a new board chair.

If this funding is or even if it isn't secured, the EDC will need to look beyond the first year and determine how such a position could be funded. Suggestions included earned revenue specifically from the business forums, charging more for special business forums, creating new higher membership levels predicated on corporate size, and creating sponsorships to buy visibility.

Through this process, will need to document the roles and responsibilities of the ED, board chair and staff. Also need to figure out whether to hire an ED before we have all the money in hand or to hire with the ambition that we're going to raise the money or somewhere in between.

The long term picture settles on two issues: what's the value proposition that the EDC brings to the constituents it serves; and is there something the EDC can do better to increase our value to these constituents. Let's be clear about the answers and then really start to sell the EDC.

Next steps will be to create a job description for the ED, creating first year goals and metrics so that the ED can be successful, part of which is raising revenue and figuring how it fits into the existing strategic plan, and figuring the feasibility of raising revenue for the long term to support an ED. The TF is looking toward having a final report for board approval at the March meeting and subsequently to the wider membership at the April annual meeting. In the meantime, Paul encouraged those with further questions and feedback to feel free to submit them to him.

## **IX. Other Business**

***Great Streets Business District Support Program (BDS).*** Christie reported that after the January board meeting, she and Dan met with Rebecca Parrell, Senior Project Coordinator at CPED to brainstorm ideas (e.g., making substantial improvements to the EDC website, purchasing some sort of membership database software, marketing and branding projects) after which she and Dan were not very optimistic because they were told that unless capital improvement projects have a long-term sustainable plan for maintenance the City would not pay for it. Parrell was, however, open to the idea of an overall branding and marketing campaign for the area but questioned whether this was the right time to do so given the initial stages of the stadium construction and the nascent stages of the Ryan and Wells Fargo development.

Christie also reported that subsequent to that meeting, she reached out to Tim at PadillaCRT to ascertain what it might cost to do an extensive marketing/branding campaign for the district. He passed her on to Carrie Young of PadillaCRT and discovered that it would be very expensive, e.g.: a new logo alone would be \$5,000-10,000 so a full campaign would range from \$5,000-75,000. They do have a pro bono grant funding process and Carrie recommended that the EDC submit a proposal in October. Tim advised that he would follow up on the pro bono process.

Looking forward, Christie surmised that one way to potentially partner with the MDC is, if the EDC were to get a grant from PadillaCRT as well as funding from CPED to do an overall plan, say in the overall plan that we are now closely associated with the MDC and that the DID is looking to expand into the EDC area which would be a potential source of revenue to help create sustainability for the capital improvement projects identified in the marketing campaign.

***City of Minneapolis Park Committee.*** Dan advised this is kind of in a pause phase because he believes the mayoral turnover is impacting it a little bit and there's a lot of internal work to do to figure out where the money is coming from and how to sustain it.

## **X. Adjournment**

The meeting adjourned at 1:00p.m.