

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, March 6, 2014**

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

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

I. Call to Order and Introductions

Vice President Carletta Sweet called the meeting to order at 11:30 a.m. and asked members and guests to introduce themselves.

II. Consideration of Agenda

Approved as amended moving Tailgating Task Force Update after Consent Agenda (JA/JC).

III. Consideration of Consent Agenda

Approved as amended changing “KPMB” to “KPM**G**” and “Conroy” to “Con**wed**” after the first bullet under the President’s Report in the February 6th minutes (JC/TB).

IV. Tailgating Task Force Update

Jeff Anderson distributed a document entitled “The Future of Vikings Tailgating — Stadium Implementation Committee Discussion” and explained that it was a presentation they gave to the Minneapolis Stadium Implementation Committee on July 25, 2013 to discuss the challenges they have coming up with tailgating at the new stadium.

Tailgating is a big tradition for Vikings’ fans and is an important piece of the game-day experience. However, given the Ryan Companies development with the Star Tribune property, although they are in full support of that project and any development around the stadium, they will lose some significant tailgating opportunities. Prior to stadium legislation passing in 2012, they had a “Term Sheet” agreement with the City of Minneapolis and State of Minnesota wherein all parties are to work together to expand the tailgating zone generally east and south of the stadium (<http://mn.gov/governor/newsroom/pressreleasedetail.jsp?id=102-37065>).

Currently, there are 822 game-day parking spaces on three Vikings-branded lots (Purple Lot 1, 2 and 3) that are all on Star Tribune property that will be developed by the Ryan Companies. There are also private non-Vikings-branded lots within the current tailgating zone that offer tailgating opportunities.

Jeff then relayed the results of their June 2, 2013 survey to 21,751 single-game ticket buyers and season ticket owners to determine their level of tailgating activities. Of the 3,112 respondents, 841 indicated they host a weekly tailgating activity averaging 10 guests per tailgate activity/vehicle or approximately 8,400 tailgating participants. The Vikings believe the total number is closer to 10,000 (for additional results reference the Executive Summary page of the document). Jeff advised that one important result was more than 50% of those surveyed said they would not consider parking or tailgating in a lot further away from the stadium if the Vikings provided a shuttle. However, this reluctance may be due to the fact that they never had to use a shuttle service and may be willing to adjust their habits given the tailgating challenges they will be facing at TCF Bank Stadium and the LRT. The Vikings are currently working through those issues with the U of M.

The Vikings also conducted a study of downtown surface parking lots on game day with Impark (Imperial Parking Corporation), their parking contractor, and developed a map of potential lots for tailgating to determine how the zone could be expanded. Additionally, they have worked with the City regarding licensing requirements and ordinances related to tailgating and how they can better communicate and evaluate the program to the fans and the neighborhoods if the zone is expanded.

Lynn then explained that after the above-reference presentation was made to the SIC, the City formed its own Tailgating Task Force which was comprised of a representative from DMNA, EPNI, MDNA, and City employees representing different departments.

Further, EPNI also convened its own tailgating task force comprised of four residents from Elliot Park along with representatives from Augustana Apartments, House of Charity, North Central University, and Aeon. The EPNI task force focused on two issues: (1) that nothing would be put in place to stop future development of the surface parking lots; and (2) concern over public drinking parties within the residential areas of the neighborhood and being sensitive to NCU students and House of Charity clients. They also focused on two types of tailgating: with alcohol, and family-oriented without alcohol. This task force met with Lester Bagley and Jeff who advised them that there would be a family-oriented no alcohol zone in the new stadium. The EPNI task force is trying to capitalize on this situation to make those types of tailgating opportunities within the neighborhood.

As a result of its efforts, this task force has prepared a proposal that will be presented before its board for review and consideration next Monday. Thereafter, the task force will present its proposal to Bagley and Jeff then submit it to the City's TTF for review and consideration. In the process of their due diligence, they discovered that there is a dwindling number of opportunities for expanding the tailgating zone and noted that any expansion of tailgating would only apply to License Class A lots (e.g., Krauss Anderson).

A brief discussion ensued wherein Jeff and Lynn elaborated on the various tailgating opportunities being explored (e.g., the plaza space, the proposed 2-block park, parking cars at an angle along South 4th Street, shutting down other streets, at parking meters).

V. Action Items

- **Executive Director Task Force Proposal.** Paul Mellblom explained the Recommendations document dated February 26, 2014 that was distributed in advance of the board meeting. This came out of the opportunity for the Minneapolis Downtown Council to facilitate and pay for an Executive Director for the EDC / MDC to help them achieve its goals for the 2025 Plan for this area of the city. At the task force level, it was decided that the EDC should have a part-time ED to meet the needs of the neighborhood as this area becomes more active. From that point of view, two scenarios were developed based upon the funding stream: (1) the MDC receives funding from the McKnight Foundation to contract with the EDC (won't know until the end of May 2014); or (2) in the absence of #1 that the EDC have at least \$50,000 raised, promised or reasonably expected to fund this position.

Paul then explained the Executive Director Job Description document he had also distributed. It is based on what Dan submitted as the various tasks and responsibilities he has been engaged in and assumed as President and Membership Director. Thereafter, with the assistance and guidance of Amy Wagner of MAP and assessing best practices, the TF developed the job description for an executive director.

Paul described the additional steps that would need to be taken to ensure an effective transition to an ED as well as other important issues to consider (e.g., the need for a space/home base at a business location separate from First Covenant Church; the need for ED TF members involved in relationship building with the McKnight Foundation and Steve Cramer of the MDC).

Paul advised that this is the final report of the ED TF and concludes the work for which it was tasked. He is submitting it to the board for consideration and ratification.

After entertaining questions and further discussion, the consideration of this proposal was postponed to the April 3rd board meeting. Paul encouraged those with further questions and comments to submit them to the ED TF via email in advance of the next board meeting.

- **Board Member Job Descriptions and Agreement.** Christie Hantge advised that simultaneous to the work of the ED TF, she, Dan and Judy Sharken Simon of Map met to discuss board leadership and recruitment. As a consequence, and after studying board member and executive committee job descriptions the EDC had in-house, they developed the various job descriptions and board profile grid distributed in the board package toward the aim of becoming a more professional organization.

Simon reiterated that this is an attempt to get processes more formalized. Since the EDC is looking to grow as an organization, it makes sense to separate out the job descriptions and make the upcoming board renewal cycle more strategic in terms of thinking about who the EDC has now and who it will need and to

put a process in place. Thereafter, the Board Member Job Descriptions and Agreement was approved as submitted (TT/PM).

Christie advised that a separate discussion was held regarding term limits, which are currently for 1 year, and the need for staggering them so that there is no complete board turnover. Any change will affect the bylaws.

- **2014-2015 Membership Renewal Structure Proposal.** Christie explained that this document evolved out of the Business Forum Planning Committee's discussions concerning ways to increase membership and expand ability to raise money through sponsorship. In January 2014 she was tasked with developing a membership renewal proposal to submit to the board for consideration by March 2014. In preparation, Christie compared EDC's membership dues with other Minneapolis business associations' dues and discovered that the EDC is on the low end. Currently, the EDC brings in more through Sponsor and Leader levels compared to its other categories. In Proposal #1, if dues were raised incrementally there would not be a substantial increase to cover the costs for the things the EDC is trying to accomplish over the next couple years. In Proposal #2, with a first time member category added, a more descriptive name change for the remaining categories and a nominal increase, it would bring in approximately \$5,300 based on current membership. In Proposal #3, which was based on number of employees, John commented that it would become too complicated to implement and difficult to ascertain how much money could be raised and, therefore, recommended Proposal #2. The Platinum membership would be a new sponsorship level where those who joined at that level would receive benefits others would not (e.g., free lunches for one member from their firm for the 10 business forums, recognition on EDC home page and/or on banners, bus shelter signs, a 2-minute commercial/presentation at each of the business forums).

Christie advised that another component of this proposal is to increase the fee for the business forum lunches from \$15 to \$20 given the venues at which they are held and the fact that the current fee is not covering EDC's cost. This would be implemented in September 2014. Thereafter, Proposal #2 and increasing the business forum luncheon fee to \$20 were adopted and approved (JC/VK).

Lynn then proposed a radical idea, based upon her experience as a member of a Rotary, that members paid for lunches whether they were in attendance or not. Something she recommended the EDC to think about down the line. Varun suggested that perhaps we could also have raffles; selling them something at each business forum in order to bring in revenue all year long.

VI. Updates

- **MAP Board Leadership Update.** Judy Sharken Simon advised that the next steps under the terms of EDC's board development agreement with MAP is to review the bylaws to ensure they are in compliance with what is considered best practices and legal. Terms and term limits is part of that piece. They will also be talking about board engagement and opportunities and ways to be more effective through board agenda structure and format. They will also finalize the recruitment process and refine the board profile grid.
- **Membership Update.** Christie Hantge reported that Day Block Brewing joined at the \$50 Restaurant level; Howard Young, an Elliot Park resident, joined at the \$50 Individual level, and that US Bank's branch at HCMC renewed at the \$150 Supporter level.
- **DMNA Update.** Reference the document Carletta submitted in advance of the board meeting.

VII. Business Forum Report

Christie Hantge reported on the following:

- **March 20th Business Forum.** Topic: "Disaster Preparedness for Businesses" featuring American Red Cross Minnesota CEO Phil Hansen and will be held at Red Cross. Christie will update the board via email regarding the parking situation once arrangements have been confirmed.
- **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: “The Minnesota Vikings: The New Game-day Experience” at the 1010 Building. Varun needs to confirm whether the Business Forum Development Committee meeting can also be held prior to the Business Forum and whether tours of the facility would be conducted.
- **June 19th Business Forum.** Topic: “Meet the Three EDC City Council Members” (i.e., Jacob Frey of Ward 3, Lisa Goodman of Ward 7, and Abdi Warsame of Ward 6) plus a “Downtown Crime and Safety Update” at TBD.

VIII. Adjournment

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