

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, June 5, 2014**

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

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

I. Call to Order and Introductions

President Dan Collison called the meeting to order at 11:35 a.m.

II. Consideration of Agenda

Approved as submitted and displayed on screen (CS/VK).

III. Consideration of Consent Agenda

Approved as submitted which included the minutes from May 1, 2014; treasurer's report for both April and May of 2014; and the staff report for the period 05-01-14 to 05-31-14 (CS/VK).

IV. Presentation

- **West Bank Development.** Dan explained that many of the stakeholders and partners around the EDC district have been working on how to connect downtown to Cedar-Riverside / University of Minnesota and that the Star Tribune has been doing a great job of covering recent developments. Dan then displayed graphics taken from the May 1st Strib article (<http://www.startribune.com/local/blogs/257360211.html>) and highlighted the following:
 - The Saturday, June 14th opening of the Central Corridor LRT Green Line from Target Field Station in Minneapolis to the Union Depot in St. Paul. The West Bank stop will be the only station outside of downtown Minneapolis that will be served by both the existing Blue and the new Green LRT lines (<http://www.metrocouncil.org/Transportation/Projects/Current-Projects/Central-Corridor.aspx>).
 - The \$1.7 million Cedar Avenue street reconstruction project that will widen sidewalks, add pedestrian lighting and create additional on-street parking. The city estimates that 1,470 pedestrians walk along Cedar Avenue in that area.
 - The \$52 million, 6-story, 259-unit, mixed-income, transit-oriented housing project at 515 15th Avenue South. Named Five15 on the Park (formerly Currie Park Lofts), this project will be adjoining the Mixed Blood Theater and will benefit from substantial public funding. For a related Strib article, also visit <http://www.startribune.com/local/minneapolis/260860451.html>.

In the article Council Member Abdi Warsame, who represents the area, estimated that altogether these developments will be the largest infrastructure development for Cedar-Riverside in 30 years and that the area is getting attention that it's never had before.

David Frank, the city's director of transit-oriented development, said the overarching goal for Cedar-Riverside is to build on the small businesses and immigrant communities that are already in the neighborhood, allowing more people to use the area while not pushing out existing residents.

The above-mentioned West Bank developments and the I-94 5th Street off ramp project to repurpose it into a multi-modal connection between Cedar-Riverside and the downtown core are the kinds of developments the EDC should be aware of and advocating for to help make them a reality.

V. Action Items

- **EDC Debit Card.** Dan explained that it is unfair to have Christie use her own credit card for EDC expenses and, as a result, the Executive Committee agreed to consider having an EDC payment card issued for her use. The procedure currently followed is for Christie to apprise the treasurer of the expense and for the president and vice president to sign off on the expense for payment. After a brief discussion, a motion to have an EDC payment card issued for Christie's use was approved (LR/TT). Brian will work out the details with the bank

as to whether it should be a credit or debit card.

- **EDC Twitter Account.** Dan explained that the EDC had at one point a Twitter account and the only followers were Paul Mellblom and Mark Stenglein. After some research, Dan discovered no one had any information on the status of the account and since he has come to appreciate its role, particularly if linked to one's Facebook page, he would like to activate a new account and create a general background information sheet. Twitter is a quick way to do quick conversations and become looped into people who share commonalities. Furthermore, he believes influence is conversation and how connected you are to everybody then showed his "rules for the road," guidelines established for First Covenant that he adapted for the EDC. After a brief discussion, a motion to approve activating a new Twitter account was approved (CS/PM). Dan and Christie will work on the details of setting up this free account and will send board members an invitation to join.
- **Summer Schedule.** Based on the imminence of the McKnight grant, the July 4th holiday, and likelihood for some committee and task force meetings during this timeframe, the next board meeting was scheduled on July 17th. As is typical, there will be no business forums in July and August but standby for potential task force meetings.

VI. Updates

- **MAP Board Leadership Development Update.** MAP is waiting to hear from the EDC regarding next steps in the formation of its board structure. The two consultants assigned to work with the EDC on board leadership development and the strategic partnership with the MDC are Renae Oswald-Anderson, Director of ReDesign Services, and Gordon Grant, Senior Consultant of Strategic Services.

The McKnight grant has gone through all of the approval process and is now waiting final sign off from its board chair. Lee Sheehy, former director of Minneapolis CPED and current director of Region & Communities at McKnight, who helped shaped this grant had to step out of the process because he serves on the Ryan Companies' board and a conflict of interest was perceived. As a result, Sarah Hernandez had to reassemble the grant-reviewing group and bring Dan and Steve back to answer their questions.

Dan believes the EDC having been awarded the \$50,000 Great Streets Business District Support Grant [prepared by Aaron Hagar in July 2010] to study economic and demographic realities of the district was a key component to the McKnight grant being awarded.

- **Park Committee.** Based on what transpired at the May meeting and in response to the current and increasing gridlock of process, Dan stated the need for city and park board leaders to step up and create a model and referenced the solution-based, op-ed former mayor R.T. Rybak published that articulated the problems (see Dan's email dated June 1st). Rybak, and CM Jacob Frey and others are working on, proposed that a separate entity be formed (e.g., Minneapolis DID or MDC) to operate the park. The EDC has a stake in this park and needs an immediate sense of vision for the short as well as long term, and a cohesive operational process. After discussion ensued regarding entity formation to operate the park (e.g., Minneapolis Parks Foundation) and programming issues, Scott agreed to look into who at CPED helped shepherd along Gold Medal Park to bring that wisdom back to the board and Dan will continue to agitate in a positive way with all business leaders until something happens.
- **DMNA Update.** Carletta highlighted a number of events from her update submitted in advance of the board meeting.
- **EPNI Update.** Reference Lynn's update submitted in advance of the board meeting. In addition, she reported that a McKnight grant planning team would meet five times over the next couple months. This team includes Dan, Bert and Carletta and will be facilitated by Jonathan Bucki of the Dendrōs Group. They will be looking at the future of EPNI and how it will collaborate with the EDC, DMNA and the whole district so as not to duplicate and replicate efforts.
- **MDC Update.** Dan reported on the following:
 - The \$50 million Nicollet Mall redesign project is moving ahead (<http://www.nicolletmallproject.com/>);
 - Advocating for the 2018 Super Bowl to be in Minneapolis;
 - Was involved in the 2014 All-Star Game planning process;

- The 2025 Plan East Downtown Development Committee has kicked off;
- The Interchange - Target Field Station opened;
- Conducted a community planting day at Peavey Plaza (<http://www.minneapolisdid.com/event/show/85073001>);
- Advocating for the Southwest LRT project;
- Hosting a downtown retail stakeholders group; and
- The next membership event is on Thursday, June 26th, 7:30-9:00 a.m. at the DLR Group, 520 Nicollet Mall and will feature downtown safety initiatives. To register, contact Marybeth Weisberg at mweisberg@downtownminneapolis.com.

Dan commented that he has become increasingly aware of the role the EDC and MDC plays, i.e., being the ones to help create the social structure in the built environment, help businesses thrive and connect to residents, and help everyone understand and work with each other.

VII. Committee Reports

- **Business Forum Development Committee.** Reference Dan's EDC Board Meeting 6-5-14 document for upcoming forum topics. As we move into the membership drive, Dan would like to have a good sense of what topics will be through the first have of next year in order to drive membership enthusiasm.
- **Membership Committee.** Dan reported that Hyatt Place Minneapolis at 425 South 7th Street is our latest member. Hyatt Hotels Corporation acquired the Comfort Suites hotel that occupied the middle floors of the 26-story Centre Village high-rise. The building also contains a parking ramp and condominiums on the top floors. Following a \$15 million renovation (<http://finance.yahoo.com/news/stahl-construction-completes-hyatt-place-145900131.html>) it was rebranded Hyatt Place and Joshua Clark, the sales manager, is our contact. For a snapshot of the past season's outcome, reference Dan's Membership Report chart within his EDC Board Meeting 6-5-14 document. As Dan gears up for the summer membership drive, look for information regarding how the board can become involved to share the load.
- **Proposed Committees for 2014-2015.** Dan explained his rationale behind the proposed committees for the upcoming membership year (reference the Comment section in the 2014-2015 EDC Committee Structure Proposal document). Some of these committees will be led by him as the executive director and others will be led by board members who will need to step up to the task.

Dan also explained that concurrent with the McKnight grant, Mike Ryan and Steve Cramer invited him to chair a subcommittee of the 2025 Plan Development Committee that is focused on East Downtown in order to fulfill specific objectives, build an inventory, set annual objectives, and track progress and interconnectivity to other 2025 Plan committees and working groups (reference East Downtown Development Subcommittee Proposal section within the above-referenced document). This would be this committee's premier project to get everyone focused on what is happening in the district and to help the best ideas find the best plans. Carl advised that he would pass on the links to the whole marketing campaign to bring businesses from the suburbs to downtown (e.g., Greater MSP's Downtown East document).

VIII. Resignation of President / Appointment of President

As previously planned in anticipation of the McKnight grant to the Minneapolis Downtown Council for EDC's executive director services, the board accepted Dan's resignation as president (CS/VK). The Executive Director Task Force (i.e., Daniel Gumnit, Paul Mellblom, Lynn Regnier, Carletta Sweet, Bert Winkel) will reconvene to flesh out the contract requirements based upon two tracks: if the McKnight grant goes through; and if it does not.

Thereafter, the board appointed Paul Mellblom as president to serve the remaining term of the outgoing president (TB/VK).

IX. Adjournment

The meeting adjourned at 1:00 p.m. (JC/VK).