

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, October 2, 2014**

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

Present: Tim Briggs, John Campobasso, Daniel Gumnit, Tom Hayes, Varun Kharbada, Brian Maupin, Paul Mellblom, Lynn Regnier, Carletta Sweet, Bert Winkel
Staff: Dan Collison
Absent: Jeff Anderson, Jackie Barrett, Christie Rock Hantge (staff), Carl Runck, Tim Tucker

I. Call to Order

President Paul Mellblom called the meeting to order at 11:32 a.m.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

Approved as submitted which included the minutes from September 4, 2014; treasurer's report for September 2014; Executive Director's report for September 2014; and the Executive Coordinator's report for 09-01-14 to 09-30-14 (CS/BW).

IV. Presentations

- ***Kraus-Anderson's Headquarters in Elliot Park.*** John Campobasso advised that based on issues raised by the Minneapolis Planning Commission as well as the Elliot Park community, K-A withdrew its submittal for the proposed corporate headquarters in order to re-orientate the structure to the corners of 5th Avenue South and South 9th Street and face the parking lot west of The Lennox Historic Lofts (reference the site plan and directional elevations by Pope Architects). The City's philosophy is that since they want to see greater density on the block as a whole, they would prefer to reserve the South 8th Street side of the block for it and place K-A's 4-story project on the South 9th Street side of the block. Because of this new orientation, they had to change some design functions and materials to reflect the historic nature of the South 9th Street neighborhood still with the anticipation of breaking ground sometime in November.
- ***PadillaCRT Proposal for East Downtown District.*** Dan Collison explained that there's a convergence of the 2025 Plan East Downtown Development Committee Task Force that is a big and rising component of his work with the MDC and EDC's priority to establish a brand. When you think about the complexity of multi-nodal and all the perspectives of the built environment, branding a district is something that cities and development corporations do. Considering the EDC's size and scope, branding is a big ask. However, the EDC has great companies such as PadillaCRT, is networked into the largest business association in downtown Minneapolis, and there are a lot of reasons why the EDC is positioned to lead this conversation.

Dan then updated the board on the EDDCTF he is leading. There are 41 organizations represented including City Hall, CPED, financial institutions, business associations, landscape architects, utility providers, developers, nonprofits, transit, equity specialists and landowners.

This task force is looking at five key perspectives that constitute its tracking buckets: planning and design; policy and governance; cost and funding; projects and critical path; narrative and recruitment. Two listening sessions were held this summer: the inaugural on July 17th at Valspar to get caught and learn about all the development planning assets including toolkits for developing parking lots to EPNI's Master Plan; and on August 21st at PadillaCRT to discuss what it takes to develop a district. It was very interesting because it got to the questions of brand.

Dan then displayed and described the various maps that come into play for the area, i.e.: CPED's district map used for its East Downtown Parking Lot Study; the Minnesota Legislature maps for Districts 59B and 61A; the City's map for Wards 3, 6 and 7; GreaterMSP's map for the east downtown district; EPNI's DEEP District map; the Downtown East/North Loop Master Plan map; and the St. Anthony Falls Historic District map.

The DE/NL map is a transit-oriented (dumbbell) map and it has been great to have Beth Elliott at the table; she keeps emphasizing how they are empowering development around the transit hubs. What we have here at the LRT is a profound contribution to the public realm and built environment and what they can do to

incentivize development. We have seen what has happened in the North Loop and there is every reason to believe that we can have our own version and even more because this is a larger district. And the riverfront is never emphasized enough as part of our district. There is so much going on down there that the EDC will want to continue to emphasize that area when it markets its district.

All of the components of the district will contribute to what the brand essence is so what's in a name? Studying Boston's as well as other major cities' downtown map, there is no single nomenclature; some are directional, some affiliated to icons, and some related to the water. Even if maps exist like these, the locals will call them something different. There are multiple naming perspectives in play but what makes it to the map is what wins the day, e.g., the North Loop won the competition over the Warehouse District so it stands to reason that the EDC, with other partners, might be able to win too. Naming the district can be done to a positive degree for regional attractiveness and gravitas while respecting the characteristics of the respective neighborhoods EDC represents. Comments from the board expressed displeasure for Downtown East because it's the name of a specific neighborhood, and anything denoting "stadium" since it's only a portion of the district.

Dan advised that he and Steve Cramer are working together to meet with Brian Lamb, Metro Transit's general manager who is key to the naming, branding, design as well as funding for the DE LRT. The narrative difference between this and the Target Field Station is political.

Additionally, at Rail~Volution 2014 when he met Peter McLaughlin, 4th District Hennepin County Commissioner whose work has shaped transportation across the state, was advised by him that \$90 million was invested at Target Field to build the pedestrian bridge and external space. McLaughlin told Dan that his challenge for the DE LRT is the fact that there will be much less activity, games and programming to drive that amount of money to that hub and asked Dan to send him what he's working on so now he and Cramer are on both McLaughlin's and Lamb's radar.

Dan then read Beth Elliott's quote that summarizes the EDDCTF's work and advised that she is committed to it and is bringing more CPED personnel onto the smaller working group. Other participants include Alex Tittle, Director of Equity, MSFA; Bruce Jacobson, Director of Landscape Architecture, Cuningham Group; Mic Johnson, Director of Metropolitan Design Center, University of Minnesota, who will be devoting an entire semester to east downtown as well as an open house for the EDC like the one for the "lid over I-35W" project shown at IDS's Crystal Court on April 8, 2014; John Breiting, chair of the Minnesota Chapter of the Urban Land Institute; John Slack, Senior Landscape Architect, Perkins+Will. This group will convene sometime mid-October. The challenge for Dan is to capture the group's aspirations in a systematic way and have something to report. This is a great opportunity and has wedged the EDC in the MDC's work.

A big piece of this is establishing brand and thanks to Tim Briggs for letting us know about the potential PadillaCRT pro bono work. The proposal (reference Dan's board meeting document) is to take the EDDCTF and determine whether it merits district designation. The reason why we do think it merits it is because of all of the large-scale, mixed-use development, a new city park, the LRT hub, rapidly growing residential population, and the call for equanimity from leadership of the respective neighborhood associations. This is not a traditional "help us with a logo and define the EDC's brand essence" request, this is bigger than that. PadillaCRT will sometimes give as much as \$25,000 that the EDC would have to match and merit some grant support from CPED, McKnight or someone who can see this as a regional project that the EDC is providing leadership for.

Paul believes that getting someone to match it, particularly CPED, amplifies the EDC's voice because it brings the credible support to the table and would be a more successful effort. Dan also plans to engage Rebecca Parell in CPED's Business Development about the Great Streets Neighborhood Business District Program, and if he can get support from Beth Elliott and Chuck Lutz on this idea, and PadillaCRT is able to put in half, we may be able to build a reason for a bigger budget that is more influential.

Lastly, Carletta reminded the board that branding the area Downtown East should be off the table as it is one of the neighborhoods within the district, and Daniel stated that "stadium district" or "Ryan" or "Wells Fargo" likewise should not show up in the branding of the area.

V. Updates

- **Park Committee.** Dan advised that the PC has concluded its work (reference the DT Park: Principles and Guidelines document approved on August 14, 2014 included in the board package).

Part A of this process was the Stadium Implementation Committee charged with making recommendations to the City on design plans for the Vikings stadium and surrounding infrastructure. Part B was the Park Committee charged with establishing a vision and principles to guide the development of a new 2-block, 4.2-acre park in Downtown East. Now they have moved onto Part C, a Park Design Selection Committee charged with selecting a landscape-architecture team to design the new park. Dan then enlisted those who agreed to serve on the EDC ad hoc park committee (i.e., Daniel, Brian, Lynn, Carletta, and Bert) to be a reading and review group and that everything he receives related to this process he'll forward to them for feedback.

The City sent out the RFP and they have already received 20 submittals (reference RFP Submittals and Interviews submitted in the board package for selection criteria and process).

- **DMNA.** Carletta highlighted the Monday, October 20th Riverfront Summit at 5:30 p.m. that will debut the Mississippi Minute Film Festival, and the Tuesday, October 21st DMNA Annual Meeting, 6:30 p.m. at The Depot Minneapolis. She is running for reelection and encouraged those who can attend to support her bid. Also, that Dan and Steve Cramer were filmed and interviewed earlier that morning for the event. Dan explained that he was asked about what the EDC is and its priorities for 2015.
- **EPNI.** Lynn reminded the board that they have a newsletter that is sent out on the first of every month and if anyone wished to receive it to let her know. The October 1st edition features the Elliot Park soccer field, EDC, Christie, and a calendar of events. She also advised that Triangle Park who co-won the DID's Best Large Green Space and will be having a fundraiser on October 30th (for details reference the newsletter).
- **MDC.** Dan reported on the following:
 - The MDC-Hennepin County Workforce Partnership. Because the McKnight grant has an equity jobs component, he is tracking some of what the business community is working on and HC has just put a full throttle effort into working with Minneapolis Community & Technical College, some high schools and technical colleges in creating a pipeline so that the people can get to jobs.
 - The MDC Gala on Thursday, October 30th, 5:30 p.m. featuring the first annual 2025 Plan leadership awards. This is their fall fundraiser at \$200 for an individual ticket. Dan will be attending at no cost as staff.

VI. Committee Reports

- **Board Development.** Paul referenced the minutes from the September 14th BDC meeting included in the board package and explained that they will propose to expand the board from 15 to 21 and to increase the terms from 1 to 3 years so that each year 7 board members would be up for reelection the purpose for which is to create long-term institutional stability.

Discussion ensued about the BD proposal. Daniel explained that his organization debated the 3-year with two terms and the 2-year with three terms and they found their board members preferred the latter versus the former. It's the same number of years but it allowed them to recruit people who didn't want to make a 3-year commitment and still provided the institutional stability. Also, in order to meet Charities Review Council requirements, we'll need to have term limits. Both Lynn and Carletta indicated that their neighborhood associations have 2-year terms with no term limits established.

- **Business Forum.** Dan advised that we have Michael Langley, CEO for Greater MSP coming up in a couple weeks and that at the last BFC meeting, based on priorities and timing, they discussed moving the order of some of the springtime forums because Elliot Park needs time to cook so the transit and technology topic was moved to an earlier date. For February, he has begun booking the speakers for the equity forum and is hoping to get the Mayor to do a flyover of housing, education and jobs. Alan Arthur of Aeon will speak for the housing piece, Pam Constain of AchieveMpls will speak for the education piece, and Alex Title of MSFA will speak for the construction labor jobs piece.

- **Membership, Marketing and Communication.** Dan reported that Chris Fleck and Joshua have agreed to hit the entire list of nonmembers or approximately 150 contacts as an initial wave. He'll check in with them in another 30 days because he may need the board to become involved. The board and staff focus will be on the nonrenewed. Dan showed the list of nonrenewed he has contacted thus far and for the remainder: Paul will contact Watson-Forsberg and Zen Box Izakaya; John will contact Periscope and Plumbers Union Local 15; Varun will call Bobby & Steve's Auto World #2 and Mahoney Dougherty Mahoney; Tom will contact Excelen Center for Bone & Joint Research and Education; Lynn will contact Band Box; and Dan will contact Bob Day of RE/MAX. No one knew anyone or anything about BDC Management.

Dan advised that last year we had 72 members and now it's still in the 50s but there's a lot of nonrenewed that we're driving through; however, cash received is 30% better than last year. Brian noted that for the first time ever the luncheons didn't cost us money due to the increase in the forum cost and lack of discounting it on the membership except for the top group.

- **Strategy.** Paul advised that the SC agreed its focus in the coming year will be on three strategic objectives (reference his SC meeting notes from September 23rd and note that this meeting occurred at MS&R):
 1. *Pursuing financial and organizational self-sufficiency* so that if the MDC relationship goes away we can keep doing the good stuff that we started doing.
 2. *Defining our value proposition* so that we are relevant to our membership and this is being addressed through the Board Development Committee (e.g., reference October email from Christie sent to the EDC membership on Paul's behalf soliciting participation on EDC committees).
 3. *Defining the relationship with MDC to be mutually beneficial to both agencies* and this is being addressed by Dan's ongoing work with the MDC.

VII. Focused Discussion/Strategic Thinking

Dan advised that at the upcoming business forum, Hyatt Place is providing free food and he's running around like crazy inviting the whole planet to come as a way to grow membership. In lieu of people paying for lunch, it's recommended to have them contribute to a new EDC Community Advocacy Fund because in the past when requests came from the community for events like Night to Unite, the EDC pulled it from the general budget. Establishing this fund will allow the EDC to be more intentional in responding to these requests. Dan reminded the board that a process for financial support for events that will benefit the whole community was approved and is an early preamble to a more serious look at creating a nonprofit part of the EDC. He is learning a lot from serving jointly on the MDC staff about how they do their programming, fundraising, how they organize, select and what criteria is used. Eventually, the EDC will need to move to more programming that will benefit membership and the broader community as a whole and this fund will start to help do that.

VIII. Other / Old / New Business

Paul announced that he went to the Audubon Society's protest against the MSFA's decision to not use bird-safe glass on Saturday, September 27th at the Downtown East LRT station. He was very impressed with the speakers. For more details, visit <http://audubonchapterofminneapolis.org/2014/09/join-us-in-protesting-the-decision-not-to-use-bird-safe-glass-in-the-new-vikings-stadium-on-saturday-september-27-at-1-pm-at-the-building-site/>. He also noted that both the Minneapolis City Council and the Minneapolis Park and Recreation Board passed resolutions in support of bird-safe glass.

IX. Adjournment

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