

**Recap of East Downtown Council's Annual Meeting**  
**Thursday, April 17, 2014**  
**11:30 a.m. – 1:00 p.m.**  
**Best Western Normandy Inn, 405 South 8th Street**  
**Downtown West Neighborhood of Minneapolis**

- ***Welcome and introductions***

EDC President Dan Collison welcomed the audience, introduced himself and thanked Mike Noble for hosting the event. Then he explained that the EDC is an organization that is committed to the economic vitality of the East Downtown District. As this area goes through historic redevelopment, the EDC is pleased to be a part of what some are calling “the final frontier” of downtown development and will play an increasing role through three value propositions: strengthening the vitality of East Downtown Minneapolis through private and public initiatives; being a critical source of information for our constituents; and collaborating with all of the parts of Downtown Minneapolis for the common good.

- ***Year in Review***

Dan quoted from *The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations* by James M. Kouzes and Barry Z. Posner. “Leadership is ultimately about creating a way for people to contribute to making something extraordinary happen.” He believes this is what the EDC does best — it works to find ways for the member organizations to contribute to this incredible moment of city building. How did the EDC do this over the past year?

- Began year with a strategic planning retreat that resulted in four disciplines within a framework for leadership: connection and collaboration; advocacy and resourcing; leadership and voice; and sound and sustaining organizational structure. Within this framework, goals were established for each discipline.
- Under connection and collaboration, advocacy and resourcing, made business forums more effective, further reaching and more strategically connected to all that is happening in the district, e.g.:
  - September: Izzy’s Ice Cream Kitchen and Scoop Shop, Jeff Summers and the power of social entrepreneurialism and sustainable technologies;
  - October: Former Mayor Rybak and Key Leadership from the City’s Community Planning and Economic Development department discussed “From flat parking lots to meaningful density: The New Face of Community Planning and Economic Development for Minneapolis and Downtown East” (visit <http://edcmpls.org/> for other past presentations).

Also began new multi-organizational forums with Elliot Park Neighborhood Inc., Downtown Minneapolis Neighborhood Association, and the Mill District Neighborhood Association.

- Under leadership and voice, partnered with the Minneapolis Downtown Council and leveraged the new projects that were unfolding which, in turn, drove membership.
- Under sound and sustaining organizational structure, hired MAP for Nonprofits consultants to assess the EDC and help it determine what it needs to prepare for the next 5 to 10 years. This consultancy resulted in revised job descriptions, and a board profile grid to improve the leadership recruiting process. Dan then thanked Christie Rock Hantge, Executive Coordinator, for all her contributions throughout this process.

This process also concluded that additional staff was needed and thus an Executive Director Task Force was created resulting in an approved draft Executive Director job description and a motion to Dan as the new part-time Executive Director contingent upon negotiating a start date and finalization of one of two possible funding tracks. Dan will continue in his role as the Senior Pastor of First

Covenant Church and leverage his 4 years of EDC volunteerism into this new role.

- ***The Year Ahead***

Dan explained that the year ahead is important and pivotal for the organization and will focus on: continued commitment to the 5-year strategic framework; reorganizing the leadership structure to include the role of Executive Director; and partnering with the Minneapolis Downtown Council to achieve five objectives: (1) leveraging transit improvements for future residential, office and retail growth; (2) connecting city residents to resulting job opportunities; (3) enhancing green space and public realm improvements; (4) strengthening ties to the University of Minnesota, including future physical connectivity; and (5) developing EDC board capacity, diversity and collaborative edges.

- ***Election of Board of Directors***

Dan asked the audience to introduce themselves and for board candidates to explain why they wish to continue on the board. Thereafter, he read the slate of 15 candidates that included James Scott of the Guthrie Theater and Tim Tucker of Augustana Care who were not in attendance. Carletta then moved and Varun seconded a motion to approve the slate of candidates as announced by Dan. The motion passed.

- ***The Birthplace and Future of Healthcare in the Twin Cities***

Dan introduced the guest speaker, Jon L. Pryor, MD, MBA, and CEO of Hennepin County Medical Center, and gave a brief summary of his biography (<http://hcmc.org/about/executive-leadership/index.htm>).

Dr. Pryor explained that East Downtown is the cradle of Twin Cities' hospitals. Then he gave a historical overview of Hennepin County Medical Center, what they are today, and what they anticipate they will be in the future (reference his presentation contained with the Annual Meeting PowerPoint document).

Thereafter, he entertained questions from the audience.

- ***Closing Announcements***

Dan announced the following:

- May 13th Ryan Companies Downtown East Project groundbreaking ceremony at TBD, 8:45 a.m.;
- May 15th Business Forum at 1010 Metrodome Square, 11:30 a.m.: "The Minnesota Vikings: The New Game Day Experience" with Steve LaCroix, Chief Marketing Officer, and Lester Bagley, Vice President of Public Affairs;
- May 15th Joint Community Meeting on Ryan Companies' Downtown East Project at Open Book, 6:30 p.m.; and
- June 19th Business Forum at TBD, 11:30 a.m.: "Meet the Three East Downtown City Council Members."