

**Recap of East Downtown Council's Business Forum**  
**Thursday, November 20, 2014**  
**11:30 a.m. – 1:00 p.m.**  
**Meet Minneapolis, 250 Marquette Avenue South, 13th Floor Conference Room**  
**Downtown West Neighborhood of Minneapolis**

- ***Welcome, Introductions and Announcements***

After running the Meet Minneapolis's video touting Minneapolis as the host city for the 2019 NCAA Men's Final Four event, EDC Chair Paul Mellblom welcomed the audience to the November business forum and explained that the East Downtown Council is the business association serving the east side of downtown. The organization is growing and its staff, Dan Collison and Christie Rock Hantge, are doing a great job. Paul encouraged those who are not yet members or deeply connected to give us a second look as the EDC is always looking for board as well as committee members.

The EDC has been getting more deeply involved in trying to shepherd a great future for the district. Formerly known as an area where the Vikings stadium and a bunch of parking lots were located, it is now being transformed through several big projects into a vital area and a great neighborhood. The EDC's purpose and intent is to push that along so that it is a great self-sustaining neighborhood and as good as the different neighborhoods surrounding the downtown core. Conducting these business forums is one of the ways the EDC can help figure out how to make the neighborhood better.

Dan Collison then introduced himself: he is EDC's executive director, affiliated staff with the Minneapolis Downtown Council, and pastor at First Covenant Church in the heart of the district near where all of the high impact and high density projects are being built.

Dan extended special thanks to the 10 platinum sponsors who help pay for staff, communications, and engagement:

- Allied Parking
- CenterPoint Energy
- Hennepin County Medical Center
- Kraus-Anderson
- Minnesota Vikings
- Mortenson Construction
- NRG Energy Center
- PadillaCRT
- Valspar
- Wells Fargo

Dan then announced that the new soccer field in Elliot Park is undergoing construction. It is 80% completed, disrupted only by negative temperatures and a pile of snow. This is a Minneapolis Park and Recreation Board and North Central University partnership. While there is the strong potential for a \$300,000 donation, additional funds are needed to reach the project total of approximately \$1 million. Others who have contributed include: Aeon, Augustana Care, and HCMC each at \$5,000; Minnesota Vikings at \$40,000; and North Central University at \$150,000. To help push this project forward, Dan allowed NCU's Development Officer Chris Fleck to address the audience.

Fleck explained this will be a NCAA regulation size, synthetic turf soccer field going into Elliot Park next to Augustana Care and HCMC. He asked the audience to imagine next spring when families from many nationalities come together with soccer as their common language and after games they'll go for a bite to eat and to Izzy's for ice cream. Youth and young adults are meeting new families and mentoring relationships begin to be forged; this is a game changer for integration and community.

Fleck advised \$100,000 remains to be raised. The City and Hennepin County put in a little over

\$450,000. Fleck wants to schedule coffee meetings to: seek advice; network through their networks; and obtain five \$5,000, five \$10,000, and one \$25,000 donors who will be given a tax donation from NCU as well as their name on a thank you plaque in the park. At the conclusion of the business forum, Fleck passed out his business card attached to "Let's Build A Soccer Field Together" flyer. For more information, Fleck can be contacted via phone at 612-343-4742 or via email at [chris.fleck@northcentral.edu](mailto:chris.fleck@northcentral.edu). Thereafter, the audience introduced themselves.

Dan then explained that the two largest construction projects in East Downtown are the 11-block stadium development and the 5-block Ryan/Wells Fargo mixed-used development along with what is called The Commons. The EDC has been alternating between these two developments to provide periodic updates. This month he's pleased to have Minnesota Sports Facilities Authority Chair Michele Kelm-Helgen return with an update on the stadium construction.

- **Minnesota Multi-Purpose Stadium.** Michele Kelm-Helgen advised that the MSFA is a member of the EDC and appreciates the leadership of Dan, Paul and its board members.

The MSFA worked long and hard with the City to come up with an iconic design that would generate economic development in and around the stadium, generate big events a stadium could hold bringing people to the City, and attract companies and other real estate developers to the area.

Kelm-Helgen explained the construction milestones/schedule and displayed images of the process (reference Dan's business forum document). They are on schedule and have begun some of the exterior enclosure work. They anticipate substantial completion by July 2016 with the first football game being played in August 2016.

The project's strict equity goals were all exceeded due to the hard work of Mortenson Construction, its subcontractors, and MSFA's Equity Director Alex Tittle.

The MSFA does not foresee any significant disruptions over the next couple months related to street/sidewalk closure, LRT excessive noise, etc., but if something should arise, they regularly communicate with the neighborhoods and encourage everyone to apprise them of any disturbances.

Lastly, Kelm-Helgen advised that they were successful in their bid for the NCAA Final Four. Meet Minneapolis, the University of Minneapolis, and MSFA formed the nucleus of the steering committee that worked on this effort for 2 years. The park space, as a key piece of the infrastructure, was instrumental in getting this bid. The co-chairs are David Mortenson, CEO of Mortenson Construction and Mary Brainerd, CDO of HealthPartners; and honorary co-chairs are Lindsay Whalen of the Minnesota Lynx and Trent Tucker, former U of MN basketball player. More than 70,000 people will be coming to the City for this event and similar to the Super Bowl most of the visitors will be from outside of the Minnesota area. It will start on Thursday and lasts through Monday night and will include ancillary activities throughout the Twin Cities community.

- **The Super Bowl LII Bid Process.** Melvin Tennant, President and CEO of Meet Minneapolis, explained that the process actually started several years ago since the Vikings had to first express to the NFL its interest in hosting. Then he described the process Meet Minneapolis went through since it issued lead to major marketing hotels in partnership with other metro area destination marketing organizations on January 2nd of this year (reference Tennant's Super Bowl document). They were subsequently assigned a local NFL staff person, Brett Diamond, to help them shepherd through the process. Meetings with the NFL were held in New York to firm up the bid and answer all questions because once submitted you're not allowed to change it.

The key players were Michele Kelm-Helgen and her team, the Vikings, Meet Minneapolis, and Greater MSP came in later to help with the fundraising. They went into the bid with a commitment of \$34

million. Local influencers included the City, local convention and visitor bureaus (about 25 within the metro area), key hotels, corporate leaders, and co-chairs Richard Davis, CEO of U.S. Bank, Marilyn Carlson Nelson, co-CEO of Carlson Holdings, and Doug Baker, CEO of Ecolab Inc. With the assistance of Lou Ann Olson of Tunheim, Davis and Nelson gave the presentation in Atlanta before the 32 owners (<http://www.minneapolis.org/mnsuperbowl>). Tennant noted that they were well prepared and well rehearsed and believes New Orleans did not get the bid was because they were very casual in their approach. Looking at Indianapolis as a comparable city, he believes they can argue that it will be in the \$300 million range in terms of economic impact for nearly a week full of activities.

Meet Minneapolis maintained a lot of the administrative duties until the local organizing committee was established. Maureen Bausch, EVP of Business Development at the Mall of America, has been put in charge of organizing Super Bowl LII.

- ***Crime and Safety Update.*** Dan introduced Minneapolis Police Department 1st Precinct Inspector Medaria Arradondo by giving a brief biography then announced that Arradondo has been upgraded to Deputy Chief and Chief of Staff.

Arradondo explained that this past year was very busy in the 1st Precinct, e.g., the All-Star Game, Zombie Pub Crawl, Garth Brooks' record sell out at the Target Center, and all the different conventions and conferences that occurred. All of these activities make downtown a very thriving and vibrant place. With that comes a great responsibility for the MPD to make downtown is a safe place for everyone who lives, visit and works here. The MPD does a great job in catching the bad guys. What is important is perception; when things happen in downtown the perception of safety is difficult to overcome. When a sexual assault occurred in a downtown parking ramp, they quickly addressed the situation and the suspect was caught within 24 hours. Healing will need to take place to help restore the perception of safety. Arradondo believes that downtown is one of the safest cities in the U.S. With the growing residential developments in downtown, he has advised officers that they need to start policing the 1st Precinct as you would a neighborhood; that's the change in culture he's instilling in the officers.

In terms of trends, the biggest crime is thefts from motor vehicles; people leaving electronics, backpacks, and laptops in plain view. With the Holidazzle Village coming up after Thanksgiving, he's encouraging folks to "keep your junk in the trunk." He's looking forward to next year and having in Downtown East more foot beat officer presence; it will be important as the community continues to grow.

- ***Urban Design and Programming in the Built Environment***

Dan explained that this topic is important because studies indicate greening and safety catalyze local investment, visitor spending, environmental cost savings, and increase public health vitality. As stakeholders in a rapidly redeveloped environment, it is important for us to understand how all of the pieces work including the idea of public realm. One key partner that is already doing this is the Minneapolis Downtown Improvement District. Dan then introduced Ben Shardlow, Director of Public Realm Initiatives for the DID, by giving his biography.

Shardlow posed five questions (reference his presentation within in Dan's forum package). First, what is the DID? It is a business led nonprofit that operates a special service district that encompasses a 120-block area of downtown. Within that area they provide public space enhancements services on sidewalks, i.e., cleaning, greening, safety and other enhancements through partnerships. Service levels are tiered: core, standard plus and standard. There is a higher level of service provided and paid for within the core where there is more pedestrian activity, the need to clean more often, and more directions need to be given. The EDC district is within the standard level of service because currently there is less pedestrian activity but they anticipate that will change.

Second, what is the public realm? It is public space and is broader than the area of activity the DID serves, i.e., it includes streets, parks, privately owned public spaces, the river, bridges, and trails. A major

public realm investment is coming to East Downtown, The Commons, along with the space surrounding the new stadium and around the development Ryan Companies is building will be very critical to the future dynamic neighborhood we want to create in East Downtown.

Third, what do urban design and programming have to do with safety in the public realm? As East Downtown develops, the way that the buildings are designed will make huge difference on the safety and vibrancy of the district. Private investments and facilities influence the safety outcomes on the sidewalks in downtown Minneapolis, e.g., the parking ramp that existed on the corner of Nicollet Mall and 4th Street (on the site where Xcel is building its new headquarters) had real as well as perceived safety concerns. This corner was an ambiguous space, nothing was happening and as such illicit activities occurred.

In order to connect urban design and public safety, you need to become familiar with the well-established field of Crime Prevention Through Environmental Design. CPTED principles of design affect elements of the built environment through: natural surveillance, natural access control, territorial reinforcement, and maintenance.

A program the DID instituted last year to help spaces that weren't working for one reason or another was "tactical urbanism" and advised that Dan served on the committee. As background, Shardlow explained that he began working with DID in mid 2012 and soon realized that they had core services but a lot of conversations were about a few safety hot spots. With his background he saw them as design problems that keep them from being successful. The tactical urbanism project is the DID's attempt to have low-cost, nimble, tactical interventions in space to try and get better outcomes for real and perceived safety and they are excited about opportunities to look at sites in East Downtown.

Fourth, why does this matter to East Downtown? Every year the DID does a perception survey and for the first time last year they went beyond asking general questions to dividing survey questions up by geography. Most who responded do not spend much time in East Downtown and rated the area lowest in the quality of the public realm and level of safety.

Fifth, what can we accomplish together? Shardlow suggested that it depends entirely upon what the EDC wants to do. There are lots of different ways groups are working to drive investment improvements in the district and there's going to be a conversation developing over the next year or two over whether the service levels will change in East Downtown and whether the geography of the DID district changes. The need for the services of the DID and the level of safety concerns will be driven by the kinds of development that happens here. If there is the kind of development that uses accepted CPTED design principles and is intentional about creating a space people feel safe walking from place to place, there will be less need to pay DID ambassadors to greet people because there will already be people out and it will be safe.

- **Conclusion**

Dan thanked Meet Minneapolis for hosting, the speakers for their presentations, the platinum sponsors, and the audience for attending. Then he announced:

- The next business forum will be on Thursday, December 18th, 11:30 a.m.-1:00 p.m. at the Guthrie Theater. The topic will be *Connecting East Downtown to all of Minnesota* with elected leaders representing the EDC district.