

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

People Serving People, 614 South 3rd Street, 3rd Floor Conference Room

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

I. Call to Order

After picking up lunch from People Serving People's (PSP) cafeteria, President Paul Mellblom called the meeting to order at 11:47 a.m. and thanked Daniel Gumnit for hosting and providing the lunch.

Daniel then spoke about his organization. It is the regions' largest for homeless children and their families and they will have close to 400 people staying with them tonight, the vast majority of which are children at the average age of 6 years. They have seven floors above of dorm-size emergency shelter rooms and the first three floors are devoted to programming. They are an interesting public/private partnership: Hennepin County gives them a small stipend to pay for the security guards, heating and lighting; and all of the programming offered to permanently end family homelessness is paid through philanthropy. Hennepin County meets its mandate to not put homeless children out on the street, and their philanthropy partners meet their mandates to end poverty and homelessness. Hennepin County is the referral resource for PSP's guests. The average stay is 39 days after which they have found housing or have gone into some type of program or have disappeared into the ether. There are a lot of great organizations that assist in this work who have their own niches, e.g., Bert's organization, House of Charity, St. Stephen's Human Services, and PSP is fortunate to have an ecosystem here that's really focused on helping families. To envision what their guests look like, it's typically a married couple aged 19-21, or a single woman with 3+ children all under the age of 7 so there's a sea of toddlers around here.

II. Consideration of Agenda

Dan noted that under Presentations he would also present on the LRT Station and Plaza, and the East Downtown Development Committee Task Force because they are all intertwined. Thereafter, the agenda was approved as amended (CS/BW).

III. Consideration of Consent Agenda

Approved as submitted which included the minutes from October 2, 2014; Treasurer's report for September and October 2014; Executive Director's report for September 28-November 1, 2014; and the Executive Coordinator's report for 10-01-14 to 10-31-14 (CS/BW).

IV. Presentations

- **CPED Park Design Review Panel.** Dan stated that it was a privilege to serve on the 11-member Park Design Review Panel (PDRP) on behalf of the EDC. Having served on the Park Committee Mayor Rybak put together, and Paul and Jim Norkosky having served on the Stadium Implementation Committee prior to that, this panel is also comprised of an esteemed group of people who have seasoned experience in selecting design firms. To name a few, there's Goodman who has been a Council Member for 16 years and has been a part of every selection committee whenever one was required; Tom Fischer, Dean of the College of Design; and Matt Tucker, Assistant Professor at the College of Design.

On October 29, 2014 the CPED staff review group, who had reviewed the 14 proposals submitted from around the world, made a presentation to the PDRP recommending three plus one alternate for selection. The PDRP has chosen three finalists and interviews will be conducted and a selection made on Wednesday, November 12, 2014. Those finalist and their presentations will remain confidential until the PDRP gives permission to disseminate the information. The EDC is considered a factor in community engagement connecting to the businesses.

Next Monday he is sitting in on the opening business plan meeting for the conservancy, the primary fundraising agent for the Park, at the MDC which is in charge of launching it. Ryan Companies has committed \$250,000 towards the estimated \$10 million budget.

- ***Downtown East LRT Station and Plaza.*** Dan advised that he was asked to help understand what's going to happen at this transit hub, e.g., what it will be named, how it will be built, and how we can influence it so that it's positive to the district. With Christie, Paul and Steve Cramer's input, he met 2 weeks ago with Hennepin County Commissioner Peter McLaughlin, Metro Transit General Manager Brian Lamb and his executive and marketing staff, and Steve Cramer to discuss how this will be carried out. Essentially, Metro Transit will build the pedestrian bridge spanning Chicago Avenue South and be responsible for the station itself, kiosks and queuing; and the Minnesota Sports Facilities Authority will be responsible for everything else. Metro Transit and the MSFA are currently in contract negotiations regarding their respective responsibilities. The budget for the pedestrian bridge is \$8.7 million and it is Metro Transit's desire to sell rights to pay for the construction (Cramer, however, is skeptical about being able to achieve this).

Because the North Loop neighborhood had more reasons to animate the Target Field Plaza — the Twins have 80 home games, the emerging convergence of four LRT and one commuter rail lines, the lively and evolving neighborhood is built up to the edge of Target Field — Hennepin County, the Minnesota Twins and Target Corporation spent approximately \$90 million to build experience and public realm outside of the Target Field Station.

In this case, although there will not be a dollar match to what was spent in the North Loop, CPED, the MDC and other stakeholders want a facility that is active and valuable to the community throughout the year. The East Downtown Development Committee Task Force has discussed this and it is a real opportunity to create placemaking.

Going forward, Dan and Cramer will have meetings with the MFSA and Council Member Jacob Frey to learn their respective aspirations with the goal of having each plus MSFA give a presentation to the larger group of the EDDCTF in the first quarter of next year.

In partnership with the MDC, this group has been handed the opportunity and voice to think about a new model of community engagement. Having obtained the \$25,000 worth of pro bono hours from PadillaCRT and coupling that with the City's Great Streets Business District Support Program grant if awarded in 2015, this could be a part of catalyzing a new engagement model. Rebecca Parrell of CPED Business Development is very bullish on the idea to work with PadillaCRT and a new model of community engagement that would bring the business community in dialogue and partnership with the neighborhood associations.

Regarding potential art pieces for the plaza, Dan noted that he attended a meeting at City Hall where the City of Lakes Rotary Club presented on Tonehedge, an external interactive wind and percussion art piece then distributed the preliminary renderings. It has been tested in a couple parks and has been super popular. The cost to install and maintain would be \$450,000. It is a creative idea and would draw people to the space.

- ***East Downtown Development Committee Task Force.*** Dan advised that he and Cramer have had discussions about the continuation of the McKnight grant as it pertains to this task force.

Also, he'll be meeting with Dr. Jon Pryor of HCMC on Friday to discuss whether his team would be interested in partnering with the EDDCTF on a campus/neighborhood process to explore, from a neighborhood perspective, what could soften the edges of the hospital. Dan has taken time to study the Emanuel Hospital in Portland, Oregon and with the help of the City of Portland they were able to transform the space around its buildings through an intentional 10-year process that included public realm and built environment enhancements and development. Cramer, Mike Christenson of Minneapolis Community & Technical College and the former director of CPED, as well as other stakeholders he met at the YouthLink Executive Sleep Out have encouraged him to work with HCMC to explore the 15 blocks around it so that in partnership with Eliot Park they could catalyze interesting development perspectives.

Dan then explained the EDDCTF's three-pronged purpose and advised that Beth Elliott of CPED will lead a strategic listening session in a couple weeks to establish 3-, 6- and 12-month goals for 2015.

V. Action Items

- ***FY 2015 Budget.*** Dan guided the board through the 2015 Budget Notes and related documents included in the board package. Thereafter, the FY 2015 Budget was approved (CS/BW).

- **MDC Shared Staff Proposal, Objectives, Job Description and Financial Agreement.** Paul noted that these documents grew out of looking opportunistically toward how the EDC could best represent its constituents and be actively engaged as well as the work of Executive Director Task Force. Thereafter, the Shared Staff Proposal, Objectives, Job Description and Financial Agreement documents were approved (CS/BW). Dan advised that he will have a two-sided business card with his respective titles and will be getting a new email address with the MDC.

VI. Updates

- **DMNA.** Carletta highlighted that the DMNA board meeting is at 6 o'clock that evening at Open Book then deferred to Christie regarding key presentations, i.e.: Hennepin Theatre Trust's *Made Here* initiative (www.madeheremn.org) turning downtown vacant storefront windows into galleries and this season's new *Brilliance! Made Here* filling storefront windows with art inspired by light; the Nicollet Hotel Block RFP <http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-132418.pdf>; and Mortenson's development proposal to build an AC Hotel by Marriot on a vacant lot at North 4th Street and Hennepin Avenue.
- **EPNI.** Reference this report that was included in the board package.
- **MDC.** Dan reported on the following:
 - The Minneapolis Idea eXchange (MIX) initiative was launched at City Center on October 2nd.
 - At its annual gala on October 30th, board member Carl Runck received the 2025 Plan Leadership Award for Development.
 - Key initiatives include greening Minneapolis conservancy, organization, fundraising plan, DID programming expansion further east.
 - The City's Public Realm Framework Plan and the MPRB's Downtown Service Area Master Plan (<http://www.minneapolisparcs.org/documents/design/downtown-service-area-master-plan/DTSAMPPProjectDescriptionV4.pdf>). Currently, it is unclear what role Dan will play. Carletta advised that she has been appointed to the MPRB's Steering Committee.

VII. Committee Reports

- **Board Development.** Paul advised that they plan to bring forward at the December board meeting changes to the Bylaws related to length of terms, size of board, and configuration of the executive committee with the expectation that everything will be in place by the annual meeting in April 2015. They have also developed a good list of potential new board members and welcomes additional candidates from the board.
- **Business Forum.** Dan advised that they are getting legislators for December and are lining upcoming events and rearranging later season forums to make them timely and appropriate. There's a new committee member, Jessica Johnson, an attorney at Gray Plant Mooty and member of Hope Community Church.
- **Membership, Marketing and Communication.** Dan guided the board through the past and current reports. They have now identified 240 businesses within the district. There are 13 new members, 43 renewed, 15 un-renewed, and 71 total engaged. Membership income is up \$10,000 from last year. Although 7 members under last year's, there are several un-renewed members he believes will renew and the lack of engagement by restaurants is the casualty of raising the rates. What they've learned is either they remove the lunch coupons from the platinum level or raise the platinum level. On the other end of the spectrum, what to do about low hospital/restaurant engagement needs to be revisited.
- **Strategy.** Paul advised that there is no update to report since the SC had not met since its last meeting.

VIII. Adjournment

The meeting adjourned at 12:48 p.m. (CS/BM), after which Daniel gave a brief tour of PSP's programming space and offices of the collaborative partners. For more detailed information, visit www.peopleservingpeople.org.