

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, January 8, 2015**

PadillaCRT, 1101 West River Parkway, 4th Floor Conference Room

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

I. Call to Order

President Paul Mellblom called the meeting to order at 11:35 a.m.

II. Updates

Lacking a quorum, Paul proceeded to the Updates portion of the agenda.

- **DMNA.** Carletta referenced her update included in the board package and gave the list of panelists for the January 22nd Riverfront Vitality Forum: John Anfinson from the National Park Service; Nan Bischoff from the Army Corps of Engineers; Janna King from the Economic Development Services; and Tom Meyer from Meyer Scherer & Rockcastle Architecture. Ward 3 Council Member Jacob Frey will introduce the panelist and MRP Executive Director Kathleen Boe will moderate.
- **EPNI.** Lynn referenced her update included in the board package and added that the Building Land Use and Housing Committee will meet next Thursday, January 15th, 7:00 p.m. at the Elliot Park Recreation Center. Topics include HCMC's clinic update, and Dan Collison talking about a proposed high school in Elliot Park. Also, on January 22nd at 3-5 p.m. EPNI is hosting a building party for the community to allow touring of the facility. Finnegan will open its taps for this event.

III. Consideration of Agenda

Once a quorum was reached, the agenda was approved as amended by Paul removing minutes from the December Board Development Committee and Board Strategy Committee under the Consent Agenda since neither of those committees met that month (CS/TB).

IV. Consideration of Consent Agenda

Approved as submitted which included minutes from the December 4, 2014 board meeting; Treasurer's report for December 1-31, 2014; Executive Director's report for November 30, 2014 to January 3, 2015; and the Executive Coordinator's report for 12-01-14 to 12-31-14 (CS/BW).

V. Presentations

- **LRT Station/Transit-Oriented Development (TOD) Overview.** EDC Executive Director Dan Collison explained that he chairs the 2025 Plan East Downtown Development Committee Task Force that represents the entire downtown business community that focuses on issues related to East Downtown. This task force conducts presentations on critically important topics four to five times a year. At the December 16th task force meeting, David Frank gave a presentation on TOD and perspectives on the East Downtown LRT hub and Dan has culled down the salient points to present to the EDC board.

Dan quoted the Metropolitan Council's definition of TOD: "It is walkable, moderate to high density development served by frequent transit with a mix of housing, retail, and employment choices designed to allow people to live and work with less or no dependence on a personal car." Dan stated that it is a philosophical movement and approach to city planning as he discovered at the 2014 Rail~Volution event he attended this past fall in Minneapolis and St. Paul.

Dan displayed an early 20th century map of downtown Minneapolis streetcar routes and a current map of Metro Transit's Blue and Green Lines for rail travel and the Red Line for Bus Rapid Transit (BRT) to demonstrate the growth in transit; these are primary hubs moving a lot of people. Around the East Downtown LRT however, surface parking lots dominate the area leaving it largely underutilized and unattractive to other investment. The Mayor's Economic Panel has urged CPED to identify a number of "key enterprise development priorities" on which to concentrate development and infrastructure resources. The Downtown East/Metrodome Station was one of the nine areas listed that lie within transit corridors.

Dan also discussed corridors of opportunity — the Bottineau Transitway connecting Minneapolis to the northwest suburbs; the Nicollet-Central Streetcar Alternative downtown the retail corridor of Nicollet Mall; the Orange Line BRT between Minneapolis and Burnsville; and the Southwest Light Rail Transit, the Green Line extension to Eden Prairie — right of way improvements, and areas of redevelopment opportunities.

It is David Frank's job to be a matchmaker between property owners and developers to determine if they are interested in taking advantage of these potential redevelopment areas, e.g., in the West Bank area, East Lake Street near Hiawatha Avenue, Nicollet Avenue at East Lake Street, and the I-35W Access District. The success of the North Loop's growth over the past decade can be attributed to the TOD around the intermodal Target Field Station that drove the population, residential and mixed-used development. Dan predicts this will happen in East Downtown when more development occurs around its LRT, i.e.: greater density, less parking, better public realm, mix of uses, very walkable, and taming the car.

TOD is a means to an end to achieving community objectives. It is more than transit, it's part of a community's vision for growth. Building partnerships is essential and is the basis to gain broader support and success.

VI. Action Items

- **Consideration of Revised EDC Bylaws.** Paul reiterated the rationale for the proposed changes to the Bylaws brought forward by the Board Development Committed at the December 2014 board meeting. Under Section 4.01. the two officially recognized neighborhood associations within the district were included as members; under Section 7.02. the number of directors were increased from 15 to 21, and terms were staggered to prevent full board turnover; and under Section 7.11., the role of the Executive Committee was codified resulting in the dissolution of the Strategy Committee. Thereafter the revised Bylaws were approved (CS/BW).

VII. Updates (Continued)

- **MDC.** Dan announced that its annual meeting is on Tuesday, February 3rd. He'll be attending and as shared staff will represent both organizations and bring information back to the EDC.
- **2025 Plan East Downtown Development Committee Task Force.** From a working standpoint, this has been the centerpiece of the McKnight Foundation grant. Dan has been working with Beth Elliott, David Fields and the small working group to prepare a formal update regarding East Downtown development that will serve as a narrative and set of principles to empower, understand and critique development as it comes down the pipeline. They are also preparing the 2015 structural approach and objectives. McKnight is leaning into a slightly different nuance in its Region and Community grants. Dan then quoted what Program Director Lee Sheehy said about it:

"Critically important throughout our work, and embedded within McKnight's Strategic Framework, market orientation and making impact at scale each offer considerations for specific strategies and tactics that drive our program. For example, for some time now our team has been mulling over three threshold strategic questions:

1. Can change be sustainable, if uninformed by or unattached to market forces?
2. To make the best decisions in a changing world, is it possible to separate market orientation or scalability from our impact on complex systems?
3. Can mission-related impact reach critical mass without reaching scale?"

The good news about Question 1 is that the City is investing in a full market analysis to be released in May/June of this year that will flow through this task force.

Regarding Question 2, Dan believes it is important to say how does market connect to reality and when we come with proposals can we see it through to the end.

Question 3 is a density question. As you're building cities, CPED is saying build deep, big and dense.

- **First Covenant Church**
 - *Mill City High School (MCHS)*. Dan advised that MCHS would take place in a portion of the church. It successfully competed for a federal Charter School Program start-up grant in May 2014 and began to receive federal funds in September 2014. That same month, it received approval from the Minnesota Department of Education to operate a public charter school. The goal is to secure 150 students this fall and grow up to 300 students. For more information, visit <http://www.millcityhigh.org/>.
 - *Workforce Affordable Housing*. Dan advised that Ryan Companies in collaboration with Community Housing Development Corporation are doing a massing study on FCC's site for 130 to 150 workforce affordable housing units.
- **Other Initiatives**
 - Dan advised that he'll be having discussions with Jon Pryor and Scott Wordelman of HCMC is about hospitality or some adjoining development that can enhance the aspirations of HCMC.
 - Dan has had conversations with Lynn, DMNA's Chair Chad DiDonato, and CPED regarding EDC leading a new community engagement process with development that benefits the neighborhoods and brings us together as a district. This will be part of a proposal seeking a grant from CPED to conduct a yearlong study to refine how we can help have stronger roundtables and push forward the best ideas.

VIII. Committee Reports

- **Board Development**. Paul advised that now that the amendments to the Bylaws have been passed, next steps include determining how the terms will work and strategically pursuing new board members. The next meeting is scheduled for Monday, January 12th at MSR.
- **Business Forum**. Dan reported that Steve Cramer will be the featured speaker at the January 15th forum and he'll highlight the 2025 Plan's philosophy on urbanism and how the downtown grid fits with its spines and access points. Peter Brown, the project manager hired by the City for the Nicollet Mall Redesign Project, will give an update on its progress.

The February 19th forum on *Access and Equity: The Convergences of Economic Vitality and Human Flourishing* will consist of an all-star cast with Alan Arthur of Aeon (housing), Pam Costain of AchieveMpls (education), Mayor Betsy Hodges, and Alex Tittle of MSFA (labor). What Dan hopes to accomplish is to see how all these areas connect together. According to Brad Linville, Project for Pride in Living VP of Education, some people think that the future of high schools as they exist today is over; they will be pulled into the competitive college environment and co-opting more direct lines to high schools as a way to work on the workforce problem. One creative way to work on this is happening in Detroit Lakes then he referenced the Star Tribune article (<http://www.startribune.com/local/287419621.html>) about a new high school on a college campus; this may be an emerging model. Dan also discovered that Mike Christenson of Minneapolis Community and Technical College (MCTC) is in partnership with Augustana and Hennepin County to connect their workforce with education, employment and housing to engage people from a broader array of economic and racial backgrounds.

Dan still has a lot of preparation to do for the March 19th forum on *The Convergence of Technology and Transportation in East Downtown*. He wants the forum to help people understand all the menu options available to use different modes of transportation and how technology is making it easier to do so. He will be in touch with Lucy Galbraith, Transit Oriented Development Manager for Metro Transit.

- **Membership, Marketing and Communication**. Dan advised that Izzy's Ice Cream is celebrating 13 days of giving during the first couple weeks in February and asked the EDC to spread the word. Since the EDC has no protocol for promoting fundraising events, and Izzy's hasn't paid its membership invoice, Dan asked the board how they want to handle it so that there is consistency going forward. After a brief discussion, information received from active members would continue to be forwarded to the board and posted on EDC's website and facebook page.

Tom Jollie, SVP of PadillaCRT, continues to be engaged with the EDC on the district branding effort and will

proceed to map out this yearlong effort. The grant Dan's applying for from CPED is to match PadillaCRT's pro bono services and he is exploring synergies with Ryan's Downtown East mixed-use development.

Dan explained that many companies and business associations have short experiential videos designed to introduce people to their organizations. He has been in contact with Will Keeler, a photographer in East Downtown, to create such a video for \$2,000 to generate visitation to the business forums and drive membership. This amount would include Keeler attending the next two forums to get footage and placemaking stuff. Dan then played a video sample of Keeler's work he produced for a bike co-op. The question posed was whether to pay for it out of EDC's reserves or to pursue corporate sponsorship in time for the annual meeting in April.

After a brief discussion, Christie advised that she has been involved with the Economic Development Association of Minnesota (EDAM) for a very long time and over the last 4 years, they have membership categories similar to what EDC has and over and beyond that they have sponsorship opportunities that take place during their two conferences. At the award program in January, they do videographies of the award winners and they get a sponsor for that program; the one for the past couple years has been Finance & Commerce. She suggested F&C could also be a potential sponsor for EDC, i.e., someone who is not a member but who has stake in this community. Furthermore, in talking with Scott Marquardt who has been a very active member of EDAM, he has found people will start calling him when it's sponsorship time because they're excited about putting their names on events. Thereafter, the board approved the \$2,000 expenditure for the video. The MMC Committee will test the waters for sponsorship opportunities (TH/CS).

Lastly, Dan reported on the EDC's current membership: there are 15 new, 45 renewed, and 13 un-renewed for a total of active engaged of 60, and a total of \$28,065 in funds received, nearly double of what was received in 2014. This does not include Ryan Companies who will become a platinum member, and the new University of Minnesota School of Nursing Practitioner Clinic.

- **Strategy.** Paul reported that he received good feedback from several individuals to the letter he co-authored with Dan and distributed at the December 15th business forum as well as via email. As a follow on, they are developing a membership survey to distribute in the spring to validate that membership supports and believes what the EDC is doing. The next meeting will be held on Tuesday, January 20th at MSR.

IX. Old / New / Other Business

Dan announced he's taking a trip to Denver at the end of the month and, as a consequence, has studied the Denver Union Plaza, a 16-block private/public development project [conducted by Hargreaves Associates, AECOM and SOM] and will connect with a couple of the business community leaders, specifically, Tamara Door, President and CEO of Downtown Denver Partnership and is the equivalent of Steve Cramer.

X. Adjournment

The meeting adjourned at 12:50 p.m. (CS/TB).