

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, May 7, 2015**

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

Present: Carina Aleckson, Marc Berg, Tim Briggs, Joshua Clark, Chris Fleck, John Campobasso, Daniel Gumnit, Tom Hayes, Varun Kharbanda, Brian Maupin, Lynn Regnier, Kelly Stenzel, Carletta Sweet, Bert Winkel
Staff: Dan Collison, Christie Rock Hantge
Absent: Jeff Anderson, Jackie Barrett, Jeff Hahn, Hilary Hart, Paul Mellblom, Alex Tittle, Tim Tucker

I. Call to Order

Vice President Carletta Sweet called the meeting to order at 11:30 a.m. and asked board members to introduce themselves during which Bert announced House of Charity's Day at Granite City Food & Brewery fundraising event on Thursday, May 28th. The flyer he distributed allows for 20% of a total tab to be donated to his organization.

II. Consideration of Agenda

The agenda was approved as amended to include under the consent agenda the Minnesota Charitable Organization Annual Report, and under focused discussion the potential repeal of spitting and lurking laws (BW/TB).

III. Consideration of Consent Agenda

The consent agenda was approved which included minutes from the April 2, 2015 board meeting; Treasurer's report for April 1-30, 2015; Director of East Downtown Partnership/Executive Director of East Downtown Council's report for March 29-May 2, 2015; Executive Coordinator's report for 04-01-15 to 04-30-015; and the Minnesota Charitable Organization Annual Report for the year ending 12-31-2014 (JC/BM).

IV. Presentation

A. Board Orientation. Dan explained that the East Downtown Council is a geographically-based business and professional association that supports the activities of businesses, nonprofit corporations and property owners in the Elliot Park and Downtown East neighborhoods of Minneapolis. Incorporated in 1979 as the Elliot Park Business and Professional Association (EPBPA), to more accurately reflect the organization's growing constituency and the rising of the phoenix from the ashes along the riverfront the name was changed in 1999 to what it is today to denote a more comprehensive, district-wide organization.

Dan noted that part of the essence of the EDC is getting people involved and then he quoted from James Kouzes and Barry Posner's *The Leadership Challenge*: "Leadership is ultimately about creating a way for people to contribute to making something extraordinary happen."

The EDC has a history in the last 3 to 5 years of being a very engaged business association, it has increased the board of directors from 15 to 21, the business forums have an amazing reputation amongst the guests and leaders who come and speak, committees continue to grow and be more effective, and it is known as having an active membership. Dan then gave an overview of the following:

- *Five-year (2013-2017) Strategic Framework.* The EDC hired Cathy Capone Bennett, a community and economic development consultant, to guide it through a strategic planning session [on July 17, 2013] that resulted in it being organized around four areas of strategic focus with specific goals developed under each in furtherance of its mission:

Areas of strategic focus	Goals
Connection and Collaboration	Support businesses in EDC area; and influence the EDC area brand
Advocacy and Resourcing	Maintain and expand organizational programs
Leadership and Voice	Increase presence and voice of EDC; increase and retain membership of the EDC; and clearly define the EDC brand
Sound and Sustaining Organizational Structure	Strategically connect organizational goals to staff and board capacity

At a time when the stadium legislation passed and delving further into what it should be in a time of catalytic change, the EDC, guided by the above areas of strategic focus, refined its goals for 2014-2015:

- 1) Adopt a new Executive Director model and necessary governance changes.
- 2) Develop EDC board capacity, diversity and collaborative edges.
- 3) Clearly define the EDC brand.
- 4) Influence the EDC area brand.
- 5) Enhance green space and public realm improvements.
- 6) Connect EDC Businesses and broader city residents to unfolding job opportunities.
- 7) Leverage transit improvements for future residential, office and retail growth.
- 8) Strengthen ties to the U of M, including physical connectivity.

Part of this was fueled by a grant from the McKnight Foundation and partnering with the Minneapolis Downtown Council who both emphasized some of these goals as priorities. These goals, in turn, guide the work of the EDC committees and are divided as follows:

Internal goals. Clearly define the EDC brand; and develop EDC board capacity, diversity, and collaborative edge.

External/partnership(s) goals. Strengthen ties to the U of M, civic organization and adjacent neighborhoods; leverage public and private initiatives for future residential, office, and retail growth; influence the EDC area brand; and enhance public realm experience.

- *Committees and Sign Up.* Dan described the focus of the five committees:

EDC Committees (four internal)

- Executive: an elected group that meets monthly and is led by the president.
- Board Development: meets quarterly and is led by the president.
- Business Forum: meets bi-monthly and is led by the executive director.
- Membership, Marketing and Communications: meets bi-monthly and is led by the executive director

EDC/MDC-DID (one external partnership)

- 2025 Plan East Downtown Development Committee Task Force: meets both monthly (small group) and bi-monthly (large group) and is led by the executive director. Dan announced there would be a special large group forum about HCMC's new clinic to be built in Elliot Park on Tuesday, May 12th, 9-10:30 a.m. at PadillaCRT. Unlike the presentation scheduled for the May 21st business forum, they will emphasize a development perspective, i.e., how they can enhance the built environment and surrounding blocks.

Then he passed around a sign up sheet and asked everyone to serve on at least one of the committees.

- *Shared Staff Model: Director of East Downtown Partnership and Executive Director of East Downtown Council.* There was a strong sense ever since the strategic planning session conducted in 2013 that the EDC did not want to become an organization similar to that of the Saint Paul Riverfront Corporation as a stopping point in development. Instead, it felt that the MDC was poised to think creatively because it had a change in leadership and if there were a way to work together then the EDC would pursue that option. To do so would require a significant shift in its current structure and culture. Thus, at the end of 2013 MAP for Nonprofits was hired to guide the organization's transition from a volunteer-run organization to an organization with a paid executive director, and to enhance its governance capacity.

A task force was formed to develop a case, plan, and process for an Executive Director hire. Simultaneously, MAP facilitated a board self-assessment to help directors understand where the board is today, and identify how the board needs to change in the future.

To help determine the appropriate partnership model to pursue with the MDC, Gordon Goodwin from MAP facilitated a MDC/EDC working group at which the model for how nonprofits typically realign was discussed (reference The Realignment Spectrum). The various levels of the spectrum show Collaboration as the least form of cooperation up through Merger/Acquisition being the most with full integration. The result of this exercise was structural alignment through the shared staff model. It

benefits each organization and is the safest, easiest, and the most catalytic. Technically, Dan is a staff member of the MDC and he is on contract with the EDC. One third of his time is devoted to the EDC and two-thirds of his time is devoted to the MDC because it is more financially invested but it works well because they don't see it as tightly defined differences; there are shared aspirations and each work on the same issues. He stated that it is exciting work and it brings value to both organizations.

Dan is in the process of applying for another round of a McKnight Foundation grant to be able to continue this shared staff model for 2 more years.

V. Action Items

- Board Member Term Allocations.** As Dan mentioned earlier, one of the goals within the 5-year strategic framework is to develop board capacity and diversity. Carletta explained that as a consequence the Board Development Committee was created to further this goal. During this committee's work, a board profile was developed to ascertain the professional skills and expertise of the directors and to identify areas in which it lacked experience and expertise. Furthermore, it was determined that in order to capture those diverse skills, increasing the number of directors would be required. Also, to ensure there would *not* be a complete turnover of the board each year, term lengths would need to be staggered. Since there are now 21 directors, the terms were divided into 1 year, 2 years, and 3 years. When the 1- and 2-year terms expire, those terms will convert to 3-year terms. Directors may serve up to two consecutive 3-year terms after which they are required to step off the board for at least 1 year before reapplying.

Dan distributed a directors contact list and explained that the MDC has engaged Salesforce, a new web-based platform for organizing its members. The EDC is now participating and studying it for next year.

Term lengths were determined by drawing a slip of paper with numbers 1 through 3 written on them from a basket Carletta carried around. This was also done for directors not in attendance and the results follow:

Director	Term	Expiration
Jeff Anderson	3	2018
Carina Aleckson	3	2018
Jackie Barrett	3	2018
Marc Berg	2	2017
Tim Briggs	1	2016
John Campobasso	3	2018
Joshua Clark	2	2017
Chris Fleck	2	2017
Daniel Gumnit	3	2018
Jeff Hahn	3	2018
Hilary Hart	1	2016
Tom Hayes	1	2016
Varun Kharbanda	2	2017
Brian Maupin	1	2016
Paul Mellblom	3	2018
Lynn Regnier	2	2017
Kelly Stenzel	1	2016
Carletta Sweet	2	2017
Alex Tittle	1	2016
Tim Tucker	2	2017
Bert Winkel	1	2016

- Consideration of Executive Committee.** Carletta explained that the Strategy Committee, now known as the Executive Committee, put forth the following slate of officers:

President: Paul Mellblom

Vice President: Carletta Sweet
Treasurer: Tim Briggs
At Large #1: Daniel Gumnit

They are seeking another At Large director who has served on the board for at least 1 year. After discussion, Brian Maupin was nominated to serve in the At Large #2 position. Thereafter, the entire slate of the Executive Committed was approved (JC/LR).

- **Conflict of Interest Agreement.** This document was placed at each director's seat and was included in the board package and Carletta asked them to sign and return them to Christie.

VI. Updates

- **Downtown Minneapolis Neighborhood Association.** Carletta referenced her update included in the board package.
- **Elliot Park Neighborhood, Inc.** Lynn reminded the board of EPNI's annual meeting on Monday, May 11th and asked them to pass the word to friends and neighbors.
- **Great Streets Business District Support Grant.** Dan advised that half of the grant was recommended for approval, i.e., the branding project with PadillaCRT who stepped in with a 1-year \$25,000 pro bono assistance to (1) ascertain brand essence for the district, (2) complete a marketing strategy for disseminating that brand, and (3) implementation (e.g., updating the structural elements of the EDC, working with the neighborhood organizations, tying into the expansion of the DID). The additional \$25,000 from the City will hopefully get them through the first two phases.

They did not recommend the second half requesting funds to create a new development engagement strategy, as it was not well understood and unclear as to how a new strategy would relate to existing engagement work. Some people working on this from the inside feel it was a missed opportunity because the EDC is interacting with a lot of development efforts (e.g., Portland Avenue corridor) but they fall outside of the targeted Great Streets area. Dan's been advised that they are, however, worthy of approaching foundations to fuel through other means.

- **Minneapolis Downtown Council.** Dan reported on the following:
 - *Board Meeting Highlights*
 - Inaugurated Explore Downtown Living, a free 2-day tour of 22 apartment complexes that will take place on Saturday and Sunday, May 16-17, 2015, from 10 a.m. to 5 p.m. each day.
 - 2025 Plan quarterly forum focusing on public realm on Tuesday, May 12, 2015, 4:30-6 p.m.
 - Breakfast Roundtable focusing on workforce development and higher education on Wednesday, May 20, 2015, 7:45-9 a.m. The MDC is in partnership with Hennepin County and MCTC to study this topic.
 - *4th Annual Placemaking Residency.* Dan and Ben Shardlow are organizing a day of free events focusing on the Portland Avenue corridor on Wednesday, May 13, 2015 and will include a walking/bike tour of Portland Avenue from the riverfront to Franklin Avenue with stops along the way to hear brief updates on various projects. If unable to attend all events, he encouraged attending the following:
 - Breakfast at the Minneapolis Club with guest speaker Dr. Richard Jackson who will present on health in the built environment and help participants explore important narratives for land use.
 - Celebration and Envisioning event at the Mill City Museum, 1:30-3 p.m. featuring a panel of experts. For more information and to register, visit <http://www.riverfrontcorporation.com/east-downtown/>.

VII. Committee Reports

- **Business Forum.** Dan reported the following:
 - *May 21, 2015.* Topic: *Hennepin County Medical Center New Clinic Update* at North Central University.
 - *June 18, 2015.* Topics: *CPED Long Range Plan* by Kjersti Munson, and *Downtown East Commons* by Peter Brown at Hope Community Church.

Dan then noted that he had updated the draft 2015-2016 business forum schedule pursuant to feedback received from the committee.

- **Membership, Marketing and Communication.** Dan noted that the committee recommended conformity in naming levels, i.e., leader to diamond, on the brochure and membership materials.

They are also proposing to enact a new rate structure for the platinum level, i.e., \$1,500, because at the current amount of \$1,000, 10 free lunches are provided as a premium (a \$200 discount) resulting in only a \$150 difference over the diamond level. Another reason for the proposed increase is because the EDC's contribution to Dan's salary was \$7,500 and with the amount of community engagement involved the MDC will want the EDC to increase its investment in his role. The idea is that the platinum sponsors value the community engagement they're getting out of the EDC's EC thereby increasing staff capacity and improving the organization's infrastructure.

Discussion ensued and subsequent to Brian's recommendation to consider raising all sponsor levels, this matter was tabled to the June 4th board meeting since the next MMC committee meeting isn't until June 18th, the same date as the next business forum at which they'd like to have the sponsor levels finalized.

VIII. Focused Discussion: Potential Repeal of Spitting and Lurking Laws

Daniel cautioned that he is not advocating a position one way or the other but is seeking information (reference the May 7, 2015 *Star Tribune* article by Nicole Norfleet). PSP has been approached to weigh in from an organizational perspective and one that participates with other big associations. There are laws on the books that make it illegal for people to spit on sidewalks and to lurk. Lurking is different from loitering and there are many people in our community who believe these laws are aimed at African Americans, Jim Crow in the 21st century. Others argue that it is a quality of life issue and that the police need a legitimate tool to keep people from lying in wait to commit crime. Statistically, there is some marginal evidence that a higher proportion of African Americans are arrested for this, but the numbers are not massive, i.e., 15 people arrested for spitting in the past 7 years, and a few hundred for lurking.

Daniel brought this before the EDC because he wondered whether the directors had been thinking and talking about it within their organizations and what the EDC is going to do if approached about it. It is time sensitive because there will be another vote in the committee level at the City Council in 2 weeks.

After an exchange of opinions, the board decided that as the voice of a broad spectrum of business interests, it would take no position or action on this matter.

IX. Adjournment

The meeting adjourned at 1:07 p.m. (MB/KS).