

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, June 4, 2015**

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

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

I. Call to Order

President Paul Mellblom called the meeting to order at 11:32 a.m. and then board members introduced themselves for the record.

II. Consideration of Agenda

The agenda was approved as submitted (CS/CA).

III. Consideration of Consent Agenda

The consent agenda was approved which included minutes from the May 7, 2015 board meeting; Treasurer's report for May 1-31, 2015; Director of East Downtown Partnership/Executive Director of East Downtown Council's report for May 3-30, 2015; and Executive Coordinator's report for 05-01-15 to 05-31-015 (CS/VK).

IV. Presentations

A. EDC Committees and Sign Up. Dan thanked directors who had already signed up to serve on at least one of the four committees (i.e., Board Development; Business Forum; Membership, Marketing & Communications; and 2025 Plan East Downtown Development) and then passed around a sign up sheet for those who had not done so or were absent at the May board meeting explaining the purpose and time commitment for each.

B. Summer Membership Recruitment Engagement Plan. Dan explained that he and Christie are gearing up for this activity that is conducted in the summer when typically there are no board meetings or business forums scheduled. It is not a complicated process: renewals go out to entire database on July 15th; phone calls made to priority nonmember businesses with assistance of directors completed by August 1st; special email recruitment letters with link from Executive Director sent on August 1st; mail new member packets to those who have not yet responded by August 15th; and final follow up with all top recruits via phone or email by September 1st.

Dan then distributed a list of nonmembers and asked directors to review and submit to him by the next MMC meeting on June 18th the names of those on the list with whom they are familiar and wish to contact.

V. Action Items

A. Membership Rate Change. As a follow up to the May 7, 2015 board meeting wherein the Membership, Marketing and Communications Committee proposed to enact a new rate structure for the platinum level because there wasn't a significant premium over the diamond level, and because the EDC will need to increase its investment in the shared staff model with the MDC, Dan explained the proposed rate changes for all sponsor levels, except for individual, need to be solidified prior to engaging in the membership drive.

After discussion ensued wherein providing the context of value for membership should be articulated, the following new rates were approved for the 2015-2016 season (HH/CS):

Tier	Amount
Individual	\$50
Bronze	\$200
Silver	\$300
Gold	\$500
Diamond	\$800
Platinum	\$1,500

- B. *Donation to Elliot Park Soccer Field.*** Paul explained there is \$300 in a fund created for donations received from individuals who wish to contribute to EDC's activities outside of its normal purview (i.e., charitable work to better the community). Given the prominence and progress made toward the construction of a community asset, the new Elliot Park soccer field, he proposed adding \$200 to this fund in order to donate a total of \$500 toward North Central University's fundraising drive. Although this would not meet the \$5,000 minimum for recognition, the EDC's name would be mentioned at the grand opening on Tuesday, September 1st at 12:30 p.m.

Thereafter a motion to donate \$500 toward construction of the Elliot Park soccer field was approved (CA/TT) with Chris Fleck abstaining. Dan requested that Chris send an invoice to the attention of Brian.

VI. Updates

- A. *Downtown Minneapolis Neighborhood Association.*** Carletta advised that at the DMNA's May 18th board meeting, the chair presented a proposal to divide the organization into two separate associations based on its current workload of reviewing all the development occurring in both Downtown West and Downtown East that will be further exacerbated by the anticipated rise in population in each neighborhood. Therefore, it was surmised, a split in the organization into two separate associations (i.e., Downtown West keeping the DMNA name, and Downtown East renamed as the Mill District Neighborhood Association) would result in a stronger voice for the needs of the respective neighborhoods and a more manageable workload to review development activities. Although this was supposed to be a proposal, the chair forced a vote that won in favor of the split by 4 to 3. However, it has come to Carletta's attention that the Neighborhood and Community Relations Department has advised the board that this vote was premature as it did not receive community input and support and as a consequence were instructed to conduct at least two public meetings (one in each neighborhood) before the NCR would proceed.

Sweet also briefly described the other proposal the chair presented at the May board meeting, i.e., a boundary change whereby Downtown East/Mill District would extend its western border to 3rd Avenue South following a logical physical delineation and the cultural and political history of the existing neighborhood which helped to shape its identity.

Paul explained the EDC currently has two neighborhood associations serving on its board, the DMNA and EPNI. The implication is, if the split goes through, how the EDC adjusts its relationship to the two new associations.

For other updates reference her report included in the board package.

- B. *Elliot Park Neighborhood, Inc.*** Lynn reported that Public Works contacted her asking what the community thought about the 9th Street resurfacing from Chicago to 5th Avenues starting next weekend, and reducing the lanes from three to two and adding a bike lane. She recommended they come and present at the June 18th BLUH meeting to receive input. In the meantime, temporary lane stripes will be placed on the street. This is important to know because with the 7th Street ramp work about to begin and the permanent closing of South 5th Street, it is anticipated this will have an even greater impact on traffic.

Lynn then reported that the Minnesota AIDS Project property (1400 Park Avenue South) is under contract for development. Dan Hunt is selling to Weidner Apartment Homes to develop market rate housing who will make a presentation at the June 18th BLUH meeting. MAP would like to remain in the community if it can find 10,000-12,000 square feet. Dan suggested having them get in touch with George Sherman.

HCMC will also be at the BLUH meeting seeking support for a Conditional Use Permit for signage on the 6th Street side of its building. Final plans for the clinic may or may not be presented at that time.

Kraus-Anderson is working on a revised full-block development for its headquarters site.

For other updates reference her report included in the board package.

- C. *Great Streets Business District Support Grant.*** Dan reiterated that the City recommended approval for half of the grant proposal, i.e., the \$25,000 for the district branding project with PadillaCRT. He met with Senior Project Coordinator Rebecca Parrell yesterday to map out a specific plan. Next steps include (1) a half-day

charrette led by a national speaker to discuss the changing paradigm of brand essence; (2) benchmarking six districts that have transformed major and mid-market cities and the ways branding initiatives led by the business community enhanced everything; and (3) digging into Downtown East and Elliot Park as a new district idea and fleshing out how that may look. The EDC and key people from the MDC are invited as well as other marketing stakeholders.

Paul explained that the impetus for taking this leadership role in the branding effort was because of the Greater MSP's proposal to label the area as the stadium district. Because the district is a lot more than the stadium, expands into the neighborhoods, and for over 30 years has been an amorphous leftover space, they decided it was time to take the lead on how the world sees this area.

Dan advised that the Metropolitan Council has already sold the rights to brand/sponsor the Downtown East LRT station to the Minnesota Sports Facility Authority and Minnesota Vikings at approximately \$100,000 and \$250,000 respectively annually. Dan has engaged and will again in the fall with the respective entities so that the EDC will know their plans and be able to provide input.

D. *Minneapolis Downtown Council.* Dan reported on the following:

1. Hired Winthrop Rockwell as the first executive director of Greening Downtown Minneapolis, the nonprofit conservancy tasked with overseeing the Downtown East Commons (<http://www.journalmpls.com/news-feed/downtown-council-names-executive-director-of-greening-downtown-minneapolis>). They need to raise \$22 million to build the park and Mayor Betsy Hodges is co-chairing the fundraising effort (<http://www.startribune.com/design-unveiled-for-downtown-east-commons-park/305257791/>).
2. Construction begins soon on the Nicollet Mall Project (<http://nicollet.wpengine.com/construction>).

VII. Committee Reports

A. *Board Development.* Paul advised there is nothing to report as we are now living out the efforts of the past year.

B. *Business Forum.* Dan reported the following:

- *June 18, 2015.* Topics: *The Downtown East Commons Design and Implementation* by Peter Hendee Brown at Hope Community Church. This is the last business forum for the 2014-2015 season prior to the 2-month summer break in July and August.
- *September 17, 2015.* For the beginning of the 2015-2016 season, Dan has all three City Council Members locked in and it will take place at the Hyatt Place Minneapolis.
- *October 24, 2015.* Thanks to new EDC Director Hilary Hart, we will feature the Guthrie Theater's new Artistic Director, Joseph Haj at the Guthrie Theater on the **fourth** Thursday of the month.

The remainder of the season will be fleshed out as we go along.

C. *Membership, Marketing and Communication.* Reference the Summer Membership Recruitment Engagement Plan discussed under Presentations and action taken under Membership Rate Change above.

Paul then announced that Hilary Hart's predecessor, James Scott, is now the director of the Capri Theater in North Minneapolis (<http://thecapritheater.org/>).

D. *Strategy.* This is now the Executive Committee and it will begin to meet on a monthly basis beginning in July at a date, time and location TBD. As part of long-term strategic thinking, Paul advised two topics will be addressed: (1) who are the voices not being heard in the community and how can the EDC bring them into its deliberations; and (2) succession planning for when Dan goes away.

VIII. Presentations (continued)

- C. **Radisson RED Hotel Project.** Carl Runck advised that as a former EDC Director who has been highly involved with developments in downtown Minneapolis [as Director of Real Estate Development at Alatus], and now in Downtown East since he joined Ryan Companies [as Director of Development] this past December, one of the projects he's been working on for the past several months is the new Radisson RED project, a 5-story, 164-room hotel to be erected on South 3rd Street between Portland and Park Avenues (<http://www.journalmpls.com/news-feed/ryan-proposes-radisson-red-hotel-for-downtown-east>).

Displaying an aerial map of Downtown East, Runck pointed out the five blocks Ryan Companies purchased and described what stage of development each parcel is undergoing marked by the following legend:

- A for the two Wells Fargo office towers
- B for the Radisson Red Hotel on Block 69
- C for the Block 68 office building to be similar in scale to the Depot Office Center
- D for the Edition Apartments (as in newspaper edition)
- E for the Block 1 residential tower
- G for the Downtown East Commons Park

Live, work and play is definitely a part of the grand vision for Ryan's developments. Initially Block B was going to be affordable housing but it didn't work out. Then Carlson Hospitality Group who owns RR and is heavily involved with the new stadium and wanted a presence in this burgeoning and exciting new neighborhood, proposed this project for this site.

Graven Images of Scotland, UK (<http://www.e-architect.co.uk/architects/graven-images>) designed this property with local architects Elness Swenson Graham (<http://www.esgarch.com/>). RR is very tight on its branding image and wanted something urban and sophisticated, one step down from its Radisson BLU brand as seen at the Mall of America. RR will be launched throughout the world and this will be the first one in North American. Unique to this hospitality group, it will have a third-party restaurant.

From a design perspective, the inverted U-shaped frame building will be clad with matte metal panels with a façade color and shape meant to blend into the background of the city. It will feature oversized clear windows throughout to accent the activity and energy within the hotel, and a two-pipe heating and cooling system like the higher-end condominium buildings. Guest rooms will have finished concrete flooring with an urban lofty design that will benefit from the natural light from the oversized windows.

The entrance to the hotel is through a red tinted glass box accented with backlighting leading to the iPad check-in lobby and a modern version of a Scottish pub. There will be an outdoor patio facing Portland Avenue and a 7,000 square foot retail space that the CBRE Group is marketing on their behalf. Because on the other side of Wells Fargo complex below the apartments they are close to signing leases with new restaurants occupying 3,000 to 5,000 square feet, restaurants larger than that who want to locate in Downtown East can do so at RR and help liven up South 3rd Street.

Construction is anticipated to begin by September-October 2015 with completion by the following year in time to showcase it for the Super Bowl.

Thereafter, Runck entertained questions from the board.

IX. Focused Discussion/ Strategic Thinking

Paul led a brief discussion on whether to change the time of the monthly board meetings. The issue was initially raised due to the difficulty Jeff Anderson has in coming in from the Vikings' office in Eden Prairie. Now that the new board is in place he took a straw poll for those who prefer to meet in the mornings, those who prefer to meet over the lunch hour, and those who could do either. Thereafter, he decided to send time options to the entire board via email.

X. Adjournment

The meeting adjourned at 12:57 p.m. (MB/KS).