

**Draft Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, September 3, 2015**

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

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Present: Jackie Barrett, Marc Berg, Tim Briggs, John Campobasso, Daniel Gumnit, Joshua Clark, Chris Fleck, Jeff Hahn, Tom Hayes, Brian Maupin, Lynn Regnier, Paul Mellblom, Kelly Stenzel, Carletta Sweet, Bert Winkel

Staff: Christie Rock Hantge, Dan Collison

Absent: Carina Aleckson, Jeff Anderson, Hilary Hart, Varun Kharbanda, Alex Tittle, Tim Tucker

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**I. Call to Order**

President Paul Mellblom called the meeting to order at 11:38 a.m. and thanked board member Daniel Gumnit for hosting and providing lunch. Daniel then gave an overview of People Serving People's services (<http://www.peopleservingpeople.org/>) and encouraged members to assist the organization with its much needed diaper drive.

**II. Consideration of Agenda**

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

**III. Consideration of Consent Agenda**

The consent agenda was approved which included minutes from the June 4, 2015 board meeting; Treasurer's report for June 1-30, 2015 and July 1-31, 2015; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for August 2-29, 2015; and Executive Coordinator's report for 06-01-15 to 08-31-015 (CS/TB).

**IV. Presentations**

**A. Kraus-Anderson Site Development Proposal.** Using a slide presentation John Campobasso introduced KA's new plans for redeveloping its headquarters located on the block bordered by South 8th and 9th Streets and 5th and Park Avenues South in the Elliot Park neighborhood of Minneapolis (<http://www.journalmpls.com/news-feed/developer-plans-brewtel-headquarters-in-elliott-park>). ESG Architects' design is a four-building development complex comprised of, beginning at the corner of 5th Avenue South and moving counter-clockwise:

- KA's 5-story, 100,000 square-foot headquarters;
- A uniquely-designed 3-story building to house Finnegan's micro brewery on the ground floor, event space on the second floor, and a "Finnemation" co-working incubator office center on the third floor;
- One 7-story, 148-unit brewtel facing South 9th Street; and
- One 17-story, 300-unit apartment complex along Portland Avenue (adjacent to Jim Stanton's Portland Tower at the corner of South 8th Street and Portland Avenue South) with townhouse-style first floor walk-ups similar to what can be found throughout the historic district of the neighborhood.

The design also calls for a multifunctional gathering space in the center of the complex with neighborhood accessibility, and an enclosed 2-story collaborative space linking the hotel to the brewery. There will be 2-stories of below-grade parking with approximately 500+ stalls for KA employees and residents of the housing component only and some swing space for hotel occupants.

John advised this design went before EPNI's Building, Land Use and Housing (BLUH) committee on August 20th and received preliminary approval and now they are seeking a letter of support from the EDC. Once a number of entitlements and environmental measures are completed, construction can be begin in the first quarter of 2016 with a completion date anticipated by mid 2017 during which time KA will need to move to another location.

John announced that KA is collaborating with the Portland Avenue Corridor study and will be hosting the next East Downtown Development Committee large group meeting on Tuesday, September 15th at which that study and their headquarters redevelopment project will be presented.

After John responded to questions, sending a letter to the City in support of the design concept as presented was approved (CS/LR with Joshua Clark abstaining).

- B. *Summer Membership Recruitment.*** While distributing a list of non-renewed members and nonmembers, Dan encouraged board members to identify 5 to 10 nonmembers they'd be willing to contact to become new members; he'll reach out to the non-renewed for the opportunity to connect with their executive staff who may only need a gentle prodding to renew.

Dan explained that he and Christie have managed an agile but simple database approach to the process and the membership revenue analysis included the 2014 Actual of \$28,165, the 2015 Projected of \$37,320 (on pace to exceed this based on efforts that will continue through May 2016 – beyond December 2015 it becomes an incentive to join from that period on through the next season for the same amount); and the 2015 To Date Actual of \$32,450.

Dan then reported on the current membership: 6 new members; 39 renewed members, and 25 non-renewed members (some on this list did an early buy-in so total will be adjusted down). In reviewing the membership history, in the 2014-2015 season, there were the same number of members as in the 2013-2014 season, but revenue almost doubled because of the change in the membership structure. This year is a wonderful opportunity to press into more of the nonmembers as has been occurring with the assistance of Joshua Clark and Chris Fleck on behalf of the Membership, Marketing, and Communication Committee.

The 6 new members include:

- 1010 Washington Wine and Spirits (<http://www.1010wws.com/>)
- Eagle Bolt Bar (<http://eagleboltbar.com/>)
- ESG Architects (<http://www.esgarch.com/>), thanks to the Kraus-Anderson project
- Minnesota Teen Challenge (<http://www.mntc.org/>) who will host the December forum
- Plumbers Local 15 (<http://www.plumberslocal15.com/>)
- Swervo Development Corporation who has purchased the Armory to convert into an event center

Thereafter, Dan collected the lists from board members with the businesses either checked or written in they are willing to contact and briefly reviewed who would be contacting whom on the priority nonmembers. Dan will send out an assignment list, database, and a script to follow.

## V. Updates

- A. *Downtown Minneapolis Neighborhood Association.*** Carletta advised that as of this date, there is a movement to postpone the September 21st vote to decide whether to split into two neighborhood associations. Apparently a number of DMNA board members are disenchanted with the process as it has turned some neighbors against neighbors and that was contrary to the goal of the engagement process.

And, although there were two informational/feedback sessions scheduled in each neighborhood, there is still the belief there was insufficient participation by members in Downtown West resulting in an under-representation of that neighborhood's input.

There are two remaining informational/feedback sessions (reference her report in the board package) next week with an executive committee meeting scheduled to follow the last one on September 10th to decide how to proceed.

Carletta then passed around 1-page fliers regarding the October 26, 2015 Mississippi Minute Film Festival at the Mill City Museum and encouraged those who are or know film buffs to submit entries by Tuesday, September 15th. For more information, visit <http://www.mississippiminute.org/>.

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

**B. *Elliot Park Neighborhood, Inc.*** Lynn reported on the following business activities:

The Gamut Gallery will be moving to the vacant building next to EPNI's former office space at 717 South 10th Street (<http://www.journalmpls.com/news-feed/gamut-gallery-will-relocate-to-elliott-park>). There will a celebration in October and she'll forward the information.

She met with a Christian education company which has been working with North Central University that is in the process of moving into EPNI's former space at 719 South 10th Street.

The White Room bridal boutique moved into the Sexton Lofts (<http://www.journalmpls.com/news-feed/the-white-room-bridal-boutique-opens-in-sexton-lofts>).

Moving ahead with a Free Arts Day project initially pursued through the City's a Community Innovation Fund program in collaboration with Downtown Families Minneapolis (<http://downtownfamiliesmpls.org/>), DMNA, and FreeArts Minnesota (<http://www.freeartsminnesota.org/>) but was not funded. It will take place on Saturday, October 24th, 10 a.m. to 2 p.m. at the Elliot Park Recreation Center for 200 children of poverty and their families. Although outside of the Elliot Park neighborhood, they will be reaching out to the residents of the Francis Drake Hotel and People Serving People and will be seeking donations for healthy foods and snacks for the day.

**C. *Great Streets Business District Support Grant.*** Dan advised Phase 1 of the district branding project with PadillaCRT is coming to an end. He's meeting with SVP Tom Jollie this afternoon to review progress to date.

In culmination of a year's worth of work that included benchmarking of what other cities have done, PadillaCRT conducted an inspiring branding workshop at their office on Tuesday, July 28th, with Kelly O'Keefe, Organizational Brand Strategist; Kate Bissen, Assistant Account Executive; and Jollie himself (reference EDDCTF notes of the same date), and therefrom a summary will be crafted. Both Meet Minneapolis (<http://mplsdev10.minneapolis.org/>) and Greater MSP (<https://www.greatersp.org/>) have agreed to allow their marketing staff to review the summary and, in addition to being brought before the EDC, will also be brought before EPNI and DMNA.

Phase 2, next year's work, will require reengaging PadillaCRT and applying for another round of the GSBDSG. Senior Project Coordinator Rebecca Parrell has encouraged pursuing the same about, i.e., \$25,000, to create a marketing plan, branding updates, and a family of visuals to accompany what is discerned in Phase 1.

The final phase will be implementation and will require another surge of funding. The Minneapolis Downtown Council and Downtown Improvement District is tentatively thinking that as the expansion programming comes into being may be a way to roll in some of that money with the goal of having all of this done (i.e., website built, identity wrapped up) by the 6th month mark in advance of the February 2018 Super Bowl.

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

1. *Downtown East Commons.* \$7 million out of the \$22 million necessary to build the 4.2-acre urban park has been raised (<http://www.journalmpls.com/news-feed/committee-has-raised-7-million-for-downtown-east-commons>). Dan is getting to know Winthrop Rockwell, the first executive director of Greening Downtown Minneapolis (the nonprofit conservancy tasked with overseeing the Downtown East Commons), who he gave a bike tour of the district.
2. *Open House.* Visit MDC/DID's newly renovated office space on Wednesday, September 9, 2015, 4-6 p.m., at the Young-Quinlan Building, 81 South 9th Street, Suite 260. Come and meet folks in the business core. Dan spends at least half of each business day there and it's a great way to interact with the staff.
3. *2015 Gala and 2025 Plan Leadership Awards.* This event will take place on Tuesday, October 20, 2015 (<http://www.downtownmpls.com/2025awards>).

Take note of updates and invitations that EDC board members can attend as affiliate members.

4. *East Downtown Development Committee Task Force.* Dan chairs this committee and it continues to have momentum on the following projects:
  - a. Portland Avenue Residential Corridor has played a role in how ESG Architects have approached the EDC and there is tremendous momentum to see density rise in this corridor.
  - b. Center for Urban and Regional Affairs (CURA) is deploying interns and executive staff to conduct a full land analysis of housing in particular and will present in November. Dan also has an equity scorecard toolkit from an affiliate organization that will co-present.
  - c. Health and the Built Environment is developing principles about how things work as the environment is built (reference EDDCTF notes from August 25, 2015).
5. *McKnight Foundation Grant.* To keep the joint MDC/EDC relationship going, Dan and Steve Cramer applied for another grant and were awarded a 2-year grant of \$100,000. Portions will go toward Dan's salary, the EDDCTF, website development, Christie's salary and others on the team as things come along. A major part of Dan's summer was devoted to hammering out this 30-page grant and give both organizations some fuel for a couple years. The EDC Executive Committee will need to assess its budget going forward.

## VI. Committee Reports

- A. **Board Development.** Paul, who chairs this committee, advised it meets quarterly and have yet to meet in this new season.
- B. **Business Forum.** Dan reported that the kickoff for the 2015-2016 season is on Thursday, September 17, 2015 at the Hyatt Place Minneapolis. The three City Council Members who represent the EDC's district will discuss development, district identity, and economic aspirations. Dan advised that the Bellvue Downtown Association (<http://www.bellevuedowntown.org/>) from Bellvue, Washington is doing an intercity visit in Minneapolis that day and expect 35 people at this forum. Thereafter, Dan will give them a tour of the district.

Over the summer hiatus, Dan, Paul and Christie held a roundtable discussion about topics for the upcoming season and because many of the construction updates conducted last year are wrapping up, they considered doing a district development spotlight on projects large enough or fulfilling a critical niche such that its development strongly advances the EDC's goals for economic vitality. Following is an initial list of projects to highlight:

- Kraus-Anderson block
- Ryan/Wells mixed-use project
- Downtown East Commons implementation
- Stadium, LRT block, and transportation plan
- Sherman Associates mixed-use and housing
- HCMC clinic
- Portland Tower
- First Covenant site workforce housing and retail
- Bobby and Steve's Auto World planned expansion
- Water Works
- Mortenson's mixed-use plan for Guthrie liner parcel

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

**C. *Membership, Marketing and Communication.*** Dan who chairs this committee advised that it meetings bi-monthly and its first meeting in the new season will be on Thursday, September 17th in advance of the business forum.

**D. *Executive (formerly Strategy).*** Paul advised this is the only committee whose chair must be the president and it includes the other officers (Carletta Sweet the vice president, and Tim Briggs the treasurer) plus two at-large board members (Daniel Gumnit, and Brian Maupin the former treasurer). However, board members are welcome to step forward to chair any of the other committees.

Paul convened an executive committee meeting on Thursday, August 27, 2015 at his office attended by Dan and Tim Briggs. Topics discussed (reference his notes included in the board package) included: (1) holding a strategic planning retreat at his office, MSR Architecture, on Thursday, October 29th at either 8 a.m. to 12 p.m., or 1-5 p.m.; a Doodle poll will be sent to gauge board availability; (2) district branding; (3) 2018 Super Bowl preparations; and (4) executive director succession planning.

## **VII. Adjournment**

There being no further business, the meeting adjourned at 12:51 p.m. (CS/TB).