

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

MSR Design, 710 South 2nd Street, Suite 800, Large Conference Room

Present: Carina Aleckson, Marc Berg, John Campobasso, Joshua Clark, Chris Fleck, Daniel Gumnit, Hillary Hart, Tom Hayes, Brian Maupin, Paul Mellblom, Carletta Sweet, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jeff Anderson, Jackie Barrett, Tim Briggs, Jeff Hahn, Varun Kharbanda, Lynn Regnier, Kelly Stenzel, Alex Tittle, Tim Tucker

I. Call to Order and Introductions

President Paul Mellblom called the meeting to order at 11:33 a.m., and then he gave a status update of MSR. It is busting at the seams and offers were made to three people over the past 2 days. The economy is good so people are spending money which means buildings are being constructed. Most of MSR's work is outside the metro area which is unusual because it's usually out of state; however, most of the projects he's been involved with have been local.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the December 3, 2015 board meeting; Treasurer's report for December 1-31, 2015; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for November 29-January 2, 2015; and Executive Coordinator's report for 12-01-15 to 12-31-15 (CS/CA).

IV. Presentations

A. On the Green Line Marketing Study. Dan advised recently he has been doing some marketing work for the Green Line (<http://onthegreenline.com/>) and forwarded to the board an invitation to attend the *On the Green Line Listening and Outreach Session* on Tuesday, January 12th at Open Book led by Jamie Schumacher of the West Bank Business Association (<http://www.thewestbank.org/>). While under construction, Metro Transit empowered the WBBA and the Midway Chamber of Commerce (<http://www.midwaychamber.com/>) to lead stakeholder engagement to help activate and promote businesses along the Green Line.

When Dan became aware of the marketing tools created to promote the Green Line, he was shocked to learn there was a zero presence/no mention of the East Downtown LRT hub under the Green Line Districts (the map shows LRT stops from the Lowertown Artist District in St. Paul to the West Bank in Minneapolis), but now that he has been making more connections with Metro Transit (e.g., General Manager Brian Lamb, and Director of Customer Services and Marketing Bruce Howard) related to district branding in East Downtown, he is able to leverage a \$1,000 marketing grant from Metro Transit to develop a stronger connection of our LRT hub to the LRT Green Line to St Paul.

Dan then guided the board through the thorough and well prepared but outdated Green Line Visitors' Guide (<http://onthegreenline.com/wp-content/uploads/2013/09/Green-Line-Visitors-Guide.pdf>) and encouraged board members to attend the 1-hour listening session at Open Book and discuss what the Green Line means to their employees, local restaurants and businesses, and the new park. His sense is that the downtown business community hasn't paid attention to the marketing of the East Downtown LRT; they see it as more of a utility to get employees to and from and whether they go further east along the Green Line to St. Paul

is their business. Dan would argue that our hub is a very important priority as restaurants and the new park come on line, as the district grows, and as our brand becomes known. At least for the EDC, we should be fully integrated into all of their promotional materials.

This work is supported by the Central Corridor Funders Collaborative (<http://www.funderscollaborative.org/>).

B. City's Housing Goals and East Downtown Housing Aspirations. Dan explained that the East Downtown Development Committee Task Force is paying close attention to how housing can be an important contribution to fulfilling the 2025 Plan's goal to double the downtown population. Feedback from the development community has been that East Downtown is the new frontier; it's where development is happening and will continue to happen for the next 10 years. The McKnight grant secured is an imperative to drive the conversation to include a diverse array of housing and develop a complete community.

Dan then gave a recap of the December 15th EDDCTF Large Group Meeting held at Valspar where Andrea Brennan, Minneapolis CPED's new Director of Housing Policy and Development, presented the metrics for the City's housing goals and how they performed against them (reference the EEP and Housing Goals document dated 12152015). He advised that the City has purchased Tableau (<http://www.tableau.com/>) data visualization software to facilitate internal and external data sharing, visualization, and interpretation.

Dan also summarized CPED Principal Planner Beth Elliott's presentation given at the same meeting. She described the three phases of activity (i.e., stagnation, planning, and now implementation) that have occurred in East Downtown since 1980, the numerous studies conducted to date (e.g., Downtown 2010 Plan, Elliot Park Master Plan, East Downtown Parking Lot Study), the process for updating the Minneapolis Plan for Sustainable Growth, and the broad vision for East Downtown (reference same document).

The City's role in implementing its citywide housing policies is to: identify and eliminate barriers; separate fact from fiction; build and improve public infrastructure; and be a partner in development. At a future EDDC task force meeting they will conduct a deeper dive and analyze what sites can potentially be turned into housing.

The City's housing priorities for 2016 and beyond is to update and submit its Comprehensive Plan to the Metropolitan Council in accordance with the MC's Housing Policy Plan. Inclusionary housing is a front burner item; Council Member Lisa Binder is proposing to incentivize more mixed-income housing, but developer Kelly Dorn bristled over imposing a requirement on developers (<http://www.startribune.com/minneapolis-may-push-harder-for-affordable-housing-units/361643841/>). The East Downtown is a prime district for having these conversations.

Discussion ensued during which Paul noted it is hard to make development work purely on private capital so that the strings/incentives that municipalities and government sources place on developers is, e.g., we'll give you X amount of dollars plus 10% if you do Y. They'll prioritize your proposal over others to see how they rank against one another; they'll give you more points if you're willing to do Y which usually ends up costing more money, risks, or delays. Then he made a distinction between the universe of nonprofit and universe of for profit developers. The former has a different business model where they rely almost purely on accessing different pots of government funds and, as a result, are much more confined to what they can do. Whereas the latter rely on their own bank accounts, mortgages and

everything else that costs money, and sometimes government funds and, as a result, are much less confined to what they can do. In the case of The Rose project (http://www.architectmagazine.com/project-gallery/the-rose_o), there was this messiness in trying to satisfy both nonprofit and for profit developers and reconciling differing agendas. Paul believes what the City is trying to say is we have these two universes, how can we find commonalities to get them to say they want to be in this slice of the world here. Typically, both Minneapolis and St. Paul have requirements where they want private developers to put in 10% of affordable units into a project. The difference is all those private developments agree to have their affordable units for 10 to 15 years, and then what we're starting to see beyond that is those units are being flipped over to market rate because they can make more money as in the case of the Carlton Artists Lofts on University Avenue in St. Paul which is at the end of its tax credit period.

Daniel noted that The Rose's 47 units and House of Charity's 65 units are wonderful, but the bottom line is the need is exponentially greater than what the respective affordable housing developers can offer.

In closing, Dan advised he's trying to be the person who convenes for the common good by advocating for both for profit and nonprofit developers. His commitment for affordable housing is real including the institutional work at First Covenant, and we want to keep driving residential growth and pushing the question so that at least our district can say we've worked on it.

V. Updates

- A. *Downtown Minneapolis Neighborhood Association.*** Carletta highlighted that following the January 19th board meeting there will be a Stadium Traffic Community Forum with Billy Langenstein, Director of Event Services at U.S. Bank Stadium. Christie added that someone from the MSFA will also be in attendance and it will be held at the Mill City Museum. Also, there will be a Community Feedback Forum on The Future of Tailgating in Downtown on Tuesday, January 26th at Open Book. For additional information, reference Carletta's report included in the online board package for January.
- B. *Elliot Park Neighborhood, Inc.*** Reference Lynn's report included in the online board package for January.
- C. *Minneapolis Downtown Council.*** Dan reported on the following:
- ***Nicollet Mall Construction Bidding Issue.*** After a lone construction bid for the project came in \$24 million higher than expected, the City is scrambling to reconfigure the planned overhaul of Nicollet Mall (<http://www.startribune.com/mpls-officials-scramble-to-redesign-nicollet-mall-overhaul-after-project-hits-snap/366001561/>).
 - ***Transportation and Transit Funding Agreement for 2016 Legislative Session.*** The MDC will probably weigh in on this matter (<https://www.minnpost.com/politics-policy/2016/01/lawmakers-consider-putting-transportation-funding-question-minnesota-voters>). The business community will be advocating for its passage. Joshua who sits on the MDC's Transportation Committee believes it will be a win for Minneapolis because its based on commuter traffic and funds realized from the federal government and they're looking for an increase for that and most of those dollars will come from the Twin Cities metro area. If it comes down to nothing passing, all those funds would essentially go the

Twin Cities corridor and the outlying areas of Minnesota would not receive anything.

- **MDC Annual Meeting.** The 60th annual event is on Tuesday, February 2nd, 11:30 a.m. to 1:00 p.m. at the Minneapolis Hilton, 1001 Marquette Avenue South (<http://www.downtownmpls.com/>). Ticket prices are \$90 for an individual and \$850 for a table. They are going to unveil some new branding; maybe a new name.
- **Skyway Open Golf Tournament.** This 10th annual event runs from Friday, February 26th through Sunday, February 28th and benefits the 2025 Plan's Committee to End Street Homelessness (<http://www.skywayopen.org/#skyway-open>).
- **Holidazzle.** Responding to Carina's inquiry, Dan advised he hasn't heard the full report on the 2015 event. From internal conversations, it was a smaller project on a smaller budget. There was pretty good engagement and Loring Park was a good host. This use to be a \$1 million plus project and it had to be scaled back; the sponsors weren't willing to pay in a time when they're trying to rebuild the mall. They tried to create a meaningful experience on a \$400,000 plus budget.

Christie noted the families who came downtown to the Holidazzle are now traveling to Arlington, Minnesota to attend the 1-day, 5-year old Arlidazzle (<http://www.arlingtonmnchamber.com/events/arli-dazzle/>) and the community of 1,500 grows to 20,000.

- **East Downtown Development Committee.** At the Tuesday, January 19th task force meeting, Michele Kelm-Helgren will give a presentation on the LRT station design and again in March for the broader community.

VI. Committee Reports

- A. Executive.** Paul advised they met on November 23rd (reference his notes included in the online board package for December) and are tasked to: (1) conduct Dan's annual performance review; (2) follow up on the strategic planning retreat; and (3) create an Executive Director succession plan.
- B. Board Development.** Paul advised they are scheduled to meet on Friday, January 15th at his office. They will be looking at the slate of candidates who will be up for reelection at the April 2016 annual meeting, discuss what has been accomplished in the past year, and related topics.
- C. Business Forum.** No update was provided by Dan.
- D. Membership, Marketing and Communication.** Chris, the new MMC chair, reported on membership as of January 7, 2016 and advised un-renewed members are the focus. The membership rate changed which is why you'll see 2@\$150, 1@\$250, etc. We're down seven members and our annual goal is to retain 90% of existing members and to increase members by 10%; he believes we're missing the mark on that so will work with team to improve that percentage.

Chris then discussed the lost members. Both Aloft and the American Red Cross transitioned off over a year ago (i.e., in 2013) in terms of payments. Dan advised Mill City Times plans to renew but not the Mill District Neighborhood Association. Christie and Dan have reached

out to Bethlehem Baptist for its payment.

Chris then reported on the outcome of the last MMC meeting held on December 17th at MN Adult and Teen Challenge at which it was decided to allow those who sign up now through summertime and have paid in full that their membership be in effect through the end of the 2016-2017 season. This is for new members only.

Chris will send an email to board members who agreed to follow up with specific names of his list.

VII. Adjournment

There being no further business, the meeting adjourned at 12:32 p.m. (CA/BW).