

**Draft Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, February 4, 2015  
North Central University's Center for Youth and Leadership  
739 East 14th Street, Elliot Park Neighborhood**

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

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**I. Call to Order and Introductions**

President Paul Mellblom called the meeting to order at 11:32 a.m., and thanked Chris Fleck for hosting.

Chris welcomed the board, showed a 2-minute video of student and faculty testimonials, and explained NCU's mission, i.e., a Christ-centered, bible-based, Pentecostal school with commitments to academic excellence to prepare students to fulfill biblical models of leadership in ministry throughout the world.

Founded in 1930, NCU is 86 years young and is a co-educational, undergraduate, primarily residential college, owned and operated by 11 districts of the Assemblies of God, Minnesota being one of those districts. Over 50% of the 1,000 students are non-AG and come from multiple choice backgrounds.

Today NCU has 53 majors, a listing of which was made available via brochures. NCU has joint majors with Hennepin County Technical College, e.g., law enforcement, culinary arts. In 2015, NCU announced new majors including: Accounting and Finance, Computer Information Systems, Computer Science, Entrepreneurship, Marketing, Church Leadership, and Music Production. And if anyone has a need for an intern, whether in business, communications, marketing, or social services, NCU has CareerWire, an online job search database that allows NCU students and alumni to view job postings, post a resume, research potential employers, and network with professionals in the field.

Chris then announced that after 21 years of service, Dr. Gordon Anderson, the sixth president of NCU, is retiring in June 2017. CarterBaldwin Executive Search of Atlanta was hired to conduct the search for his replacement (<http://www.northcentral.edu/news/16/1/ncu-president-gordon-anderson-announces-retirement>).

Also, there are three new vice presidents: Dr. Andrew Denton, University Relations; Don Tucker, Academic Affairs; and someone coming on to replace Cheryl Book, Business & Finance, who is retiring this month.

In closing, Chris advised NCU is committed to increasing racial diversity and have hired a full-time staff person, Bill Green as Director, Multicultural & International Affairs in the University Relations Office, to help toward that effort.

**II. Consideration of Agenda**

The agenda was approved as amended adding District Branding Update under Presentations; and an Economic Development Association of Minnesota Overview under Other Business (CS/TB).

Paul then distributed the 1-page board skills matrix created by the Board Development Committee and asked the Board to fill it out and return it to him by the end of the instant meeting. It will be used as a tool for recruiting candidates with skills currently lacking on the Board.

Christie noted that one thing the Board will need to talk about in 2016 and in looking ahead to 2017, is the amount of money being spent on the business forums; in 2015 we were in the red by \$1,800. She has been conscientious in invoicing the no shows, and at the last forum at Day Block we barely broke even. Paul suggested a good place for this to be addressed is by the Business Forum Committee.

### **III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the January 7, 2016 board meeting; Treasurer's report for January 1-31, 2016; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for January 3-30, 2016; and Executive Coordinator's report for 01-01-16 to 01-31-16 (CS/BW).

### **IV. Presentations**

**A. Bring Your Own Bag Ordinance.** Although it may not affect EDC businesses individually since currently there are no grocers or businesses that use a lot of plastic bags, Dan explained that when a City ordinance is proposed that will affect business in a big way, it is important the membership is aware of it and participates in the public comment. As in the case of the Working Families Agenda, the EDC will not take a position. The goal is to get the membership engaged and to push it to the source.

The purpose of the ordinance is to help reduce litter, waste, and the impact plastic bags have on the environment. The proposed solution is to incentivize Minneapolis customers to bring their own bags when they shop, propose a ban on single purpose plastic bags, and propose a single purpose paper bag fee. This has been done in over 160 cities so it's not innovative but is new to Minneapolis and there is no other city in the state that has enacted bag bans. A phased-in implementation to begin in 2017.

Dan explained the Minneapolis Downtown Council is treating this as a pass-through of inform for its membership. It is considered a different category from uniform labor laws and ordinances; it's sort of a sector issue rather than a broad, all employers' issue.

Paul advised that in the absence of a tremendous amount of feedback from the membership, the EDC would not take a stance and if anyone has strong feelings about it to write to their City Council Member.

City Council Members Cam Gordon (Ward 2) and Abdi Warsame (Ward 6) proposed the BYOB ordinance. Dan announced an invitation to the membership was sent out to attend a Business Advisory Group meeting on Wednesday, February 19, 2:00-3:30 p.m. at Calhoun Square to hear CM Gordon discuss the proposed ordinance.

**B. MDC/DID Goals for 2016.** Dan explained the following are the five high-level priorities for 2016:

- 1) Maintain focus on safety in Downtown;

- 2) Implement first steps of the DID Strategic Plan (i.e., the expansion into East Downtown);
- 3) Policy advocacy that reflects the membership;
- 4) Continue to grow membership; and
- 5) Facilitate implementation of the 2025 Plan.

**C. EDC Proposed Goals for 2016-2017.** Paul explained that tied into the previously stated MDC/DID's goals are the EDC's goals to begin thinking about for the upcoming April 2016 elections. In an email he sent to the Executive Committee (comprised of himself, Brian, Carletta, Dan, Daniel, and Tim Briggs) on January 20th, were the goals Dan had set for himself for the MDC which Paul used as a starting point in establishing realistic goals that will stretch the EDC as an organization.

Paul surmised that up until Dan came on as staff, the EDC had floated along and responded to things as they came up. However, over the last couple years, the EDC has shifted to a more strategic approach to planning where it wants to go, as demonstrated in the high-level goals of the strategic framework developed in 2014. The goals now being proposed are a first step in being more specific:

- 1) **Connection and Collaboration.** The Board will actively participate in expanding the EDC communication ethic to complement the work by staff, being mindful of both internal and external communications.

Retain the membership dues growth of 2015 while increasing membership by 10% overall. This is a goal that the Executive Committee believes the entire Board should be actively engaged. Chris, Dan and Joshua of the Membership, Marketing and Communication Committee are fearless in going out and talking to people about the virtues of the organization and this presents an opportunity for those less extroverted to challenge themselves to recruit members and get them to serve on committees.

- 2) **Advocacy and Resourcing.** Support staff efforts to shine a spotlight on development initiatives, private renewal, and public realm improvements to benefit our district.

Dan explained there is a hierarchy of advocacy that he wants to honor and respect as important for the district. Some things are super great to absolutely promote; others need more nurturing and support because they are harder to do and there's less money involved.

- 3) **Leadership and Voice.** Support staff efforts and help lead efforts to create and implement a district brand.

Ideally, Paul would like for the Executive Committee to bring forth action steps for implementation of these goals to be adopted by the next Board.

**D. District Branding Update.** Tom Jollie, SVP at PadillaCRT, guided the Board through the district branding process that led up to the naming concepts. Normally in his business, they go back to the idea factory in a secret room and cook up all these great ideas, find tons of research to support those ideas, bring back three finished ideas and make a beautiful presentation to convince you that they have found the right one. But what they are doing for the EDC is different from their usual assignment; he'll present some of the names they're kicking around to receive the EDC's initial feedback. This is important as it will be this organization that will choose which name to rally around.

Jollie then summarized the vision statement; brand purpose; brand pillars (vibrant, multifaceted, connected); and brand framework.

Then he explained the objective of the next phase, i.e., to develop a name that properly identifies and positions the area in a desirable way; is true to the brand platform; compliments other potential community elements (the park); has community support; is somewhat intuitive; and to provide a plan for usage and implementation.

The proposed process involves:

- Presenting a slate of names for input, comment and feedback (what’s being done today);
- Refining to slate of three, solicit community input;
- Selecting one name
- Developing three graphic treatment concepts;
- Soliciting community input;
- Selecting one concept; and
- Finalizing “logo” and name typography and develop brand guide.

Jollie then described the different sources for what’s in a name (complements of Wikipedia), i.e.:

- History – Longfellow, Warehouse District
- Geography – Lowry Hill
- Location – Uptown
- Landmarks – Stadium Village
- Streets – Lyn-Lake
- Purpose – Gateway
- Physical Descriptions – The Wedge
- Ethnicity – China Town, Ventura Village
- Made Up – Dinkytown
- Acronym – SoMa (South of Market)

Next he explained the wish list developed based on feedback received:

- East. Don’t confuse with other “east,” the East Side of St. Paul, East Metro, East Bank, etc.
- Distinctive. We are a creative city, let’s show it.
- History. Is there anything of historical significance?
- Fit. Needs to “fit” with the other downtown names. Needs to work with, be the same as or compliment the park’s name. Nothing too weird.
- East Downtown or Downtown East.

Lastly, Jollie described the potential names developed:

- Concept 1: North Loop, East Loop, We Do, E Do, Uptown, East Town
- Concept 2: East Central Square, East Central District, East Central Park
- Concept 3: East Downtown Promenade, Promenade District, Promenade Park
- Concept 4: Celebration Square, Celebration Heights, Celebration Park
- Concept 5: Mississippi River Heights, Mississippi Heights Square, Mississippi Heights Park

- Concept 6: Newsmaker Square, Newsmaker District, Newsmaker Park.

Other names considered that did not make it to the conceptual phase included: Aurora Heights; Waaban Square; SoFa (South of Fifth Avenue); East Hub; Portland and Park; East Village; and Nordic Village.

Lively discussion ensued with Board members providing feedback on these concepts during which Dan advised the City Council will decide the name for the new park. Dan will make the list of names available to the Board to be able to submit further input.

## V. Committee Reports

- A. Executive.** Paul advised they conducted a performance review of Dan; it was positive as he is doing great things. Dan put together his goals for 2016 that the EC is using to shepherd the goal creating process for the Board.
- B. Board Development.** Paul reminded the Board to fill out the 1-page board skills matrix and return them to him before they leave.

This committee is asking all Board members to try and recruit someone to join one of the EDC committees, attend business forums, and to become members as we are the best ambassadors from a personal perspective on the value the organization brings to its membership.

This committee also reviewed the 7 members up for re-election (those who drew a 1-year term last year). Paul contacted each of them and heard back from 6 of the 7 and each expressed interest in remaining on the Board and their names will be placed on the ballot. At some point in the future, we may move toward a more competitive process and the skills matrix will be used to fill areas the Board is deficient.

- C. Business Forum.** Dan highlighted the security forum on February 18th at the 1010 Building; and the annual meeting on April 21st at which Tom Evers will present on Water Works. Since General Mills recently awarded \$3 million to the Minneapolis Parks Foundation, Dan thought it would be great to get an update on this project. This committee is beginning to plan for the next season.
- D. Membership, Marketing and Communication.** Chris reported there are two new members, Rick Crispino and Rosemary Ugboajah, bringing the current membership up to 65. He encouraged Board members to welcome them when they see them.

Dan advised he has connected with Xcel Energy and is trying to get them as a platinum member.

## VI. Economic Development Association of Minnesota Overview

Christie advised the reason for her absence at the January business forum was due to her attendance at the EDAM (<http://www.edam.org/>) winter conference. She has now moved into the position of president for 2016. Then using a slide presentation which she also placed on the Board Members Only page, she explained EDAM is a statewide association of professionals specializing in the field of economic development. She also described its programs and composition of its membership; John is also a member.

John noted he was president back in 1997 and is still active in the organization. He commented it's great Christie has become the president. EDAM is a good organization that represents a lot of communities, sharpening their skill sets.

Christie noted that John is also active in the Minnesota Economic Development Foundation (<http://mnedf.org/>), another group on which she volunteers, and the two groups together are planning EDAM's 50th anniversary in 2017.

Christie hopes there are opportunities for the EDC to collaborate with EDAM this year, e.g., since both organizations are looking at doing a stadium presentation, she has spoken with Dan about this as well as to introduce the EDC's new brand to them.

## **VII. Neighborhood Updates**

**A. *Elliot Park Neighborhood, Inc.*** Lynn extended kudos to Kraus-Anderson who brought three different renditions of their development plans to the community and the City, and the third one just hit it out of the ballpark. EPNI approved KA's mixed-use development project and it is moving through the City process.

Dan announced that one of the last gatherings in KA's space is the next EDDC task force meeting on Tuesday, February 16th. There will be an update on the project with the latest visuals; an update on the Portland Avenue Residential Corridor Initiative with new images from ESG Architects; and Jeff Washburne of the City of Lakes Land Trust, will present how land trust organizations are being used to create economic solutions for affordable housing within market rate developments.

**B. *Downtown Minneapolis Neighborhood Association.*** Carletta encouraged the Board to read her report included in the online board package for February.

## **VIII. Old / New / Other Business**

Christie advised that because the EDC exceeded the \$50,000 revenue threshold in 2015, as opposed to submitting a 990 postcard as she has done in the past, a 990-EZ form needs to be submitted so she will be working with Mike Wilson to complete the Minnesota forms.

Dan announced that PadillaCRT has granted the EDC another \$25,000 of pro bono work for the district branding process. He is completing the finishing touches for the grant proposal and will be seeking neighborhood engagement and letters of support.

## **IX. Adjournment**

There being no further business, the meeting adjourned at 12:56 p.m. (CA/BW).