

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

1007 East 14th Street, Skyroom, Elliot Park Neighborhood

Present: Carina Aleckson, Jackie Barrett, Marc Berg, Tim Briggs, John Campobasso, Chris Fleck, Jeff Hahn, Hillary Hart, Tom Hayes, Brian Maupin, Paul Mellblom, Lynn Regnier, Kelly Stenzel, Carletta Sweet, Tim Tucker, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jeff Anderson, Joshua Clark, Daniel Gumnit, Varun Kharbanda, Alex Tittle

Guests: Tom Jollie, PadillaCRT

Tony Sterle, Save Our Minneapolis Parks

I. Call to Order

President Paul Mellblom called the meeting to order at 11:30 a.m., and thanked Tim Tucker, President and CEO of Augustana Care, for hosting and providing lunch.

Tim advised this Minneapolis location is AC's headquarters and it is approaching 2,800 employees. Referencing the Location Guide provided at each table setting, Tim noted AC continues to grow, e.g., it will be managing a new center in Colorado (<http://www.vaildaily.com/news/17288252-113/castle-peak-senior-care-community-celebrates-ground-breaking-in>). For more information, visit <http://augustanacare.org/>.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the February 4, 2016 Board meeting; Treasurer's report for February 1-29, 2016; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for January 31, 2016-February 27, 2016; and Executive Coordinator's report for 02-01-16 to 02-329-16 (CA/CS).

IV. Presentations

A. Save Our Minneapolis Parks Referendum. Tony Sterle, Campaign Manager for SOMP, distributed a two-sided page on which the face was the Citywide Asset Investment/Need Snapshot for 2000-2020 and 2040 Projected Gap, and on the back was the Elliot Park Capital Funding Snapshot for 2000-2040.

Then he explained the difference between regional parks and neighborhood parks and their funding sources. The former [Above the Falls Regional Park, St. Anthony Falls Regional Park, Minneapolis Chain of Lakes Regional Park, Mississippi Gorge Regional Park] are larger parks nationally renowned for their beauty, size and variety of features; fall under the jurisdiction of the Metropolitan Council; and receive funding from local, regional and federal sources. Conversely, the latter are smaller, sometimes square-block parks that house park buildings, athletic fields, wading pools (i.e., assets that are the most expensive to maintain); fall under the jurisdiction of the City and MPRB; and rely heavily on local tax dollars.

There is enough money to maintain our regional park system as well as to build new ones, but there isn't enough to maintain our neighborhood parks. For instance, in the case of Elliot Park it currently faces a \$15 million annual budget shortfall. Between the years of 2000 and 2015, the overall shortfall for Minneapolis neighborhood parks grew to \$111 million, and if

action isn't taken now, by 2040 the overall funding gap will grow to \$461 million and lead to an irreversible decline in the quality of our parks, i.e., condemnation of park buildings or removing or closing other assets.

Sterle explained that to prevent this funding gap from widening and closing of recreation centers that has occurred in St. Paul, SOMP, a citizen-led group, was formed to support a park referendum to be able to maintain parks for Minneapolis families and future generations. The referendum will ensure every resident has access to a high-quality neighborhood park and the benefits stemming therefrom. In order for the referendum to get on the November ballot, a simple majority vote by the Minneapolis City Council is required and encouraged those interested to call their City Council Member.

Thereafter, he entertained questions from the Board, distributed an informational brochure, and passed around a sign up sheet for those interested in supporting the referendum. For more information, visit <http://www.savemplsparks.org/>.

Dan advised that MPRB Superintendent Jayne Miller will be at the May business forum to provide an overview to a broader constituency.

- B. EDC Board Goals for 2016-2017.** As follow-on to the February board meeting, Paul explained the Executive Committee had reviewed the goals that Dan had established for himself for 2016 and had endorsed them as a pathway to where he would take the organization and as a measure to judge him against.

The EC thought this was a great opportunity for the Board to tie into and support his work in ways that make sense for the organization. Thus, the following four goals were developed:

- 1) Actively participate in expanding the EDC communication ethic to complement the work by staff;
- 2) Retain the membership dues growth of 2015 while increasing membership by 10% overall);
- 3) Support staff efforts and help lead efforts to create and implement a district brand; and
- 4) Support staff efforts to shine a spotlight on development initiatives, private renewal, and public realm improvements to benefit our district.

Thereafter, the above-enumerated Board goals for 2016-2017 were adopted (CS/JC).

V. Consideration of Revisions to the Bylaws

Carina explained the substantive changes to the Bylaws recommended by the Board Development Committee which were displayed and marked in red.

During discussion, Marc noted that the language regarding ex officio being a nonvoting member was unclear and should be clarified. This is not an uncommon model where there's a board elected by its membership pursuant to whatever annual or biannual provision spelled out in the bylaws. The executive director is commonly staff running day-to-day activities and bringing information to the board. The board works like a council that makes broad policy decisions and has the voting power. It was then agreed to add "shall be a nonvoting ex officio member."

Christie also recommended changing "prepares the financial records" to "responsible for financial records." Carina will incorporate these additional changes for the Board to vote on at

its annual meeting in April.

VI. Neighborhood Updates

- A. *Downtown Minneapolis Neighborhood Association.*** Carletta referenced her report included in the online board package for March.
- B. *Elliot Park Neighborhood, Inc.*** Lynn announced that there will be a U.S. Bank Stadium Hiring Fair at the end of April at the Minneapolis Convention Center (<http://www.vikings.com/news/new-stadium/article-1/US-Bank-Stadium-Hiring-Fair-Scheduled-for-April/7d52do70-e21d-4576-8ac5-42aee0469895>). She and Dan attended a meeting this morning and discovered they are pre-screening applicants who will have appointments over the 3-day fair. She believes it would be negligent if Elliot Park didn't participate in some manner because it has a great workforce including university students. She is looking for ways for Elliot Park to participate with those who attended the meeting.
- C. *Minneapolis Downtown Council.*** Dan reported on the following:
- 1) Mornings with Steve Cramer will talk about the National Initiative for Building Community Trust and Justice (http://www.downtownmpls.com/news_article/show/626353?referrer_id=1285815) on Wednesday, March 16th at 7:30 a.m. This initiative is a multi-faceted approach to rebuilding community trust in the justice system.
 - 2) Super Bowl LII Wayfinding Committee meets tomorrow. Cramer is the chair and the whole district branding piece is tied into this process.

VII. Committee Reports

- A. *Executive.*** Since no meeting was held, Paul advised there was nothing to report.
- B. *Board Development.*** As previously discussed, completing revisions to the Bylaws and Paul will post minutes from the last meeting held on Friday, February 12th. This committee is encouraging all Board members to help in recruitment efforts by bringing people to the business forums, encouraging them to join committees, and becoming members of the organization.
- C. *Business Forum.*** Dan advised they are developing next year's season, and it is a marketing tool coupled to recruitment because they serve as a front door to the organization. When the lineup is brought forward in the next month or two, we'll want to promote it as we head into June. Two of the ten forums we will be high-level collaborations with the MDC that relate to business development in the region.

What's healthy is we're leveraging the development conversations in timely ways, e.g., the March 17th business forum will be about U.S. Bank Stadium and Plaza, and the completion of the Wells Fargo towers and Ryan Companies new headquarters and leasing space.

Dan then gave the lineup for the annual meeting on April 21st, i.e., Water Works with Minneapolis Parks Foundation Executive Director Tom Evers. It is getting traction (a \$3 million General Mills grant) and is an important amenity improvement for the public realm.

In May they are lining up Melvin Tennant from Meet Minneapolis to speak about the rapid growth of hospitality; and perhaps Mary Bujold of Maxfield Research to speak about the rapid growth of housing.

- D. **Membership, Marketing and Communication.** Chris reported there are two new members: (1) Elizabeth Sherry at the Guthrie's Sea Change Restaurant for \$50; and (2) Siyad Abdullahi at The Language Banc for \$500.

There are also two members in process: (1) Sue Kruskopf of Kruskopf & Company who opened a Truth Bar in the Flour Exchange Building (<http://www.kctruth.com/kc-truth-bar-star-tribune/>). Dan met her at The (Real) Power 50 (<http://www.minnesotabusiness.com/real-power-50-2015>) last year and he is in conversations with her about having a happy hour event in the space; and (2) Ani Backa, Manager of Local Government, Community Relations & Economic Development at Xcel Energy, who is also interested in participating in the land use conversations. Thanks to Al Swintek for roping her in.

Chris then gave an update on the two MMC meetings. At the February 18th meeting, he defined membership growth and retention goals for the next 12 months; discussed a working group for the LRT communications to get East Downtown as a destination for both the Green and Blue Lines that Tom agreed to be the owner of; reviewed the quarterly newsletter Christie created; and discussed the importance of the district branding process and how imperative it is for every committee member to know every aspect of the process — recommending another subcommittee to help with press and marketing plan and strategies going forward.

On February 29th, he held a meeting specifically focused on membership and reviewed the six honest serving men, i.e.: What, Why, When, How, Where and Who. The goal for each of the members which included Joshua Clark, Laura Fitzgibbon, Carletta and himself, is to make 3 to 4 in-person calls a month and report back to Chris in writing at the end of the month. There is a prospect list of almost 200 companies or individuals but most of the data is out of date. Dan advised the MDC has bought into Salesforce CRM where this data could be managed, however there may be a cost to the EDC.

Lastly, Chris advised that Laura will work with Dan to update the brochure.

VIII. Presentations *continued*

- C. **District Branding Update.** Tom Jollie, SVP at PadillaCRT, advised they have successfully put out a slate of brand names and stimulated community discussion.

Dan has been tallying results from the survey Christie sent to the EDC's membership. Then he explained the politics behind the survey submitted by the *Mill City Times*, the results of which are expected to be provided to Jollie for crunching.

Dan reported on the outcome of his and Tom's meetings with City Council Members. They were told by Jacob Frey the name of the park, i.e., the Commons, will not change between now and the opening of the stadium and minimally for the next 2 years. It is assumed they'll have another conversation with Frey about it. Lisa Goodman eventually began to understand and applaud them for their efforts.

And even though they approved the grant to conduct district branding, there has been a lot of confusion with the CPED staff. However, Dan feels this project is stronger than ever because people understand it better. Watch for the *Star Tribune* article by Kristen Leigh Painter soon to be released featuring him regarding this process (<http://www.startribune.com/neighborhood-groups-businesses-marketers-get-creative-with-east-end-of-downtown-minneapolis/371822991/>).

Dan and Jollie have also met with the executive staff of Meet Minneapolis which has a brand destination full-time employee, Greater MSP which is advancing a coordinated regional brand to promote the region's assets, and the MDC staff. The takeaway from these meetings is that "east" should be in the name and the ones that appear at the top are East Loop, East Town, East Village, and East Hub.

Dan and Paul also met with David Frank of the North Loop Neighborhood Association to discuss how its neighborhood got its name. But it's the name of a neighborhood not a district so do we become the counter part of that neighborhood by becoming East Loop?

Jollie indicated that the Communications Committee rolling this out will be very important. You can build a brand and name around anything if you put enough effort behind it. We don't have a lot of dollars so part of this hybrid process of having lots of community discussion and having branding experts weigh in is to try and find that name that is going to organically fit in so we don't have to do a lot of work, i.e., replicate what might happen naturally only do it faster. Further, that it needs to fit together with Commons. In the Twin Cities, areas or neighborhoods that have a park, the names are usually synonymous; that's going to happen to some degree.

Jollie explained that as EDC's branding consultants, they are taking all of the input and will recommend three names to the Board to vote on in April. Thereafter, they will do a creative treatment and examples of how the name can be used throughout the district as well as find people who would incorporate it into what they are already doing.

Dan clarified that prior to the EDC's vote in April, there needs to be a community-wide meeting scheduled to explain the process leading up to the recommendation of the three names and see whether it produces information that would change the opinion about the recommendations.

During discussion, Lynn noted that there have been good joint meetings at Open Book, however it has not attracted an audience from Elliot Park and suggested having more than one community meeting with one held in Elliot Park. Dan commented that the meeting should occur in Elliot Park.

Jollie concluded that it has been interesting to get everybody's feedback; people are actively engaged in giving out ideas and it speaks well to the process being employed. Whether they've heard positive or negative feedback, it positively impacts the process and will make whatever they come up with at the other end top rate.

IX. Adjournment

There being no further business, the meeting adjourned at 1:00 p.m. (CS/MB).