

Recap of East Downtown Council's Annual Meeting

Thursday, April 21, 2016

11:30 a.m. – 1:00 p.m.

Best Western Normandy Inn

405 South 8th Street, Continental Room

Downtown West Neighborhood of Minneapolis

- **Call to Order and Introductions**

EDC President Paul Mellblom convened the April annual meeting at 11:32 a.m. Then he introduced himself, welcomed the audience, and thanked the Normandy Inn for hosting. Then he asked everyone to introduce themselves, and for Board members to indicate whether they were running for reelection.

- **Board Nominee Elections**

Mellblom explained in order to avoid having the entire Board up for reelection each year, at the beginning of 2015 the Bylaws were amended to stagger the terms of the new total number of directors of 21 so that each year only 7 would be up for reelection and would now serve a 3-year term. Those last year who drew a 1-year term, are up for reelection and each indicated a desire to run for reelection. In alphabetical order they are:

- Tim Briggs, PadillaCRT
- Tom Hayes, Hennepin County Medical Center
- Brian Maupin, Allied Parking Inc.
- Hillary Hart, Guthrie Theater
- Kelly Stenzel, Thrivent Financial
- Alex Tittle, Minnesota Super Bowl Host Committee and the Minnesota Sports Facilities Authority
- Bert Winkel, House of Charity

Thereafter, Chris Fleck moved and Al Swintek seconded a motion to appoint the slate of nominees to the Board for a 3-year term. The motion passed unanimously.

Mellblom indicated his excitement over the continuation of these individuals to serve on the Board as they and the rest of the Board have been instrumental in its progress.

- **Strategic Plan Report**

Mellblom explained there are four areas of focus within the EDC's strategic framework under which 2016-2017 internal and external goals have been established:

- 1) *Connection and Collaboration*

Internal goal: Enhance communication between members

External goal: Leverage 2025 Plan Development Task Force work into digital marketing platforms

- 2) *Advocacy and Resourcing*

Internal goal: Support member development projects

External goal: Work with Green Minneapolis to complete new park

- 3) *Leadership and Voice*

Internal goal: Complete and implement district branding

External goal: Leverage new district brand into downtown wayfinding and digital platforms

- 4) *Sound and Sustaining Organizational Structure*
Internal goal: Develop EDC staff continuity plan

The EDC works through the following committees to achieve its internal and external strategic goals and welcomes participation by its membership except on the internal Executive Committee:

- Internal EDC Committees (frequency):
 - Executive (monthly)
 - Board Development (quarterly)
 - Business Forum (bimonthly)
 - Membership, Marketing, and Communication (bimonthly)
- External Minneapolis Downtown Council/Downtown Improvement District (frequency)
 - East Downtown Development Task Force (monthly)

- **Year in Review**

Executive Coordinator Christie Rock Hantge advised she has been working with the EDC since 2012 and explained one of her responsibilities is helping to plan and coordinate the monthly business forums in partnership with Executive Director Dan Collison, and the Business Forum Committee comprised of Carina Aleckson, Jackie Barrett, John Campobasso, Jeff Hahn, Hillary Hart, Varun Kharbanda, Carletta Sweet, and Alex Tittle. Then she described the topics and presenters from the past season, i.e.:

- May 21, 2015: Dr. Jon Pryor, CEO of HCMC shared the plans for their new Ambulatory Outpatient Specialty Center (AOSC) project;
- June 18, 2015: Consultant Peter Hendee Brown shared the newly revealed design for the Downtown East Commons and how it will be completed over the next couple years.
- September 17, 2015: A conversation regarding district identity and aspirations with Ward 3 Council Member Jacob Frey, Ward 6 Council Member Abdi Warsame, and Ward 7 Council Member Lisa Goodman, all who represent the EDC district.
- October 22, 2015: Introduction of the newly appointed Artistic Director of the Guthrie Theater, Joseph Haj, who discussed the future vision of programming at the Guthrie and engagement with the broader community including how it will lead the way in sensibility and innovation in theater arts.
- November 19, 2015: The first joint forum with the Minneapolis Downtown Council. Received an update from the 2025 Plan Ending Street Homelessness Committee by Mikkel Beckmen from Hennepin County's Office to End Homelessness, Mark Hamel from Dorsey & Whitney, and Steve Cramer from the Minneapolis Downtown Council.
- December 17, 2015: A panel of leaders from the nonprofit health and human services organizations located in East Downtown, i.e., Catholic Charities, House of Charity, Minnesota Adult and Teen Challenge, and People Serving People. Speakers described the ways their nonprofit organizations provide holistic services for all ages and incomes, how they restore individual lives, stabilize neighborhoods, and address some of the systemic societal challenges of our time.

- January 21, 2016: The unveiling of the City's Downtown Public Realm Framework Plan by Planning Director Kjersti Monson, and Minneapolis Park and Recreation Board's Downtown Service Area Master Plan by Deputy Superintendent Jennifer Ringold, jointly known as Pathways to Places.
- February 18, 2016: The topic was Security Considerations for 21st Century Businesses. Hamse Warfa, founder and Principal of TAYO Consulting Group, LLC, discussed how businesses on the West Bank and the Somali community are engaging on this topic.

Glenn Sanders, Protective Security Advisor for the Minnesota District of Homeland Security, explored information sharing, business continuity in the face of disruptions, general preparedness, public/private partnerships in the realm of security, and resources most people are unaware.

- March 17, 2016: Minnesota Sports Facilities Authority Chair Michele Kelm-Helgen provided a detailed overview of completing the U.S. Bank Stadium and design of the LRT block and plaza, the largest contiguous multi-block development in the history of Minnesota.

Ryan Companies VP of Development Tony Barranco shared details of the opening of the two Wells Fargo towers, the three Edition mixed-used residential buildings, construction of a Radisson RED Hotel [by Carlson Rezidor Hotel Group (<https://www.carlson.com/news-and-media/news-releases.do?article=10104390>)], and Ryan's future corporate headquarters in the new Millwright Building.

Briefly looking ahead:

- June 16, 2016: A second joint forum with the MDC on *Growing the Minnesota Workforce Through New and Innovative Means* at North Central University; and
- September 15, 2016: A new joint forum with the Economic Development Association of Minnesota (<http://www.edam.org/>) at the new U.S. Bank Stadium.

For those unable to attend any of these events, Hantge referred the audience to the EDC website to read summaries prepared by Board member Carletta Sweet and extended thanks for her efforts. Then she thanked the audience for attending (attendance has grown substantially over the past couple years), the Normandy Inn for hosting today's event as well as the other venues visited over the past year. She encouraged those interested in hosting during the 2016-2017 season to let her or Collison know.

- **MDC-DID Partnership Update**

Steve Cramer, President and CEO of the MDC-DID, advised this is the second year of the formal partnership with the EDC and, in his perspective, it continues to be an enormously valuable and mutually beneficial way for both organizations to coordinate and amplify their efforts.

MDC continues to be excited about what's happening in downtown. Just when they thought things would slow down with the completion of the U.S. Bank Stadium, Wells Fargo towers, the Edition housing complex, and the Commons moving ahead, it feels like there is this whole new wave of development occurring and, as in the recent past, East Downtown is leading the edge of it, e.g., HCMC, Kraus-Anderson block development which the MDC held a member event about (http://www.downtownmpls.com/news_article/show/634650?referrer_id=225831), and the Armory.

Moving closer to the core of downtown expect that Opus Development's proposed mixed-use

residential project on the former Ritz Hotel block will begin in the near future; Shorenstein Realty Services and Ryan Companies' mixed-use residential project at 100 Hennepin Avenue is under construction; now that the NBA season has ended the Target Center renovations will begin; and investments are being made in older building, e.g., Baker Center (<http://fmlink.com/articles/transwestern-historic-baker-center-minneapolis-undergo-major-renovation/>) and Northstar Center (<http://www.startribune.com/in-downtown-s-northstar-center-a-plan-emerges-for-turning-offices-into-homes/372617131/>) due to the relocation of Wells Fargo's headquarters.

There's an abundance of new restaurants and hotels; the list seems to go on and on and it's very exciting.

Public realm projects are making good progress as well, e.g.:

- *Nicollet Mall Redesign.* After a single bid came in over budget (<http://finance-commerce.com/2016/02/new-nicollet-mall-design-replaces-pavers-to-trim-costs/>), the \$50 million project is now a go and the City Council will award the final bid in its next committee cycle once a contractor is identified. The project will transition from the utility work that has been occurring to actually building out the design for completion by the end of 2017 in time for Super Bowl LII.
- *Commons Park.* The fundraising campaign to raise the \$22 million to cover construction plus related costs is above the 50% mark, and they anticipate several more millions will come in the near future. Right now they are trying to figure out how to activate the space for the near and long term. Opening should occur approximately late September/early October.
- *Protected Bike Lanes.* Projects include 3rd Avenue South (<http://www.minneapolismn.gov/cip/2016/WCMS1P-150686>), and Washington Avenue South/County Road 152 reconstruction (<http://www.hennepin.us/residents/transportation/washington-ave-mpls>) to add this type of transportation option to the downtown ecosystem.

There is a lot of good stuff, but Cramer indicated that there are plenty of challenges ahead to manage all of this success in terms of communicating activities, helping people get access around downtown, and enhancing public safety. Intentional work and planning will be undertaken by the DID and Meet Minneapolis from now through 2017.

In 2017, they will be launching a new streamlined tiered peer system on how properties will be charged for DID services to reflect the more intense development occurring in East Downtown.

He has been watching the district branding process from the safety of his office on Nicollet Mall.

In closing, Cramer thanked the EDC and Collison in particular as he is the connective tissue that allows this partnership to work effectively. He gains from his insights and all the energy he brings to bear on everything he takes on.

- **Membership and Program Growth**

Collison explained 2 years ago they studied whether the EDC and MDC should merge, remain separate or what would be the best fit. Ultimately, it was decided to have a shared staff person, the role he plays, and this collaboration is the healthiest functioning relationship that gives value to the whole downtown. It is a privilege for the EDC to be connected to everybody.

He further explained the EDC was really grass roots with a little over 30 members back in the 2010

season. To date that membership has doubled. Membership fees help pay for staff and projects, and grants are written to help cover the costs for every program.

The new relationship with the MDC has leveraged influence and program strength, e.g., he and Marybeth Weisberg, Membership Manager at the MDC, recruit members for both organizations and it has a wide reaching influence that covers the entire downtown.

Collison then acknowledged and thanked EDC's platinum members:

- Allied Parking
- CenterPoint Energy
- ESG Architects
- Hennepin County Medical Center
- Kraus-Anderson
- Minnesota Adult & Teen Challenge
- Minnesota Vikings
- Mortenson Construction
- NRG Energy Center
- PadillaCRT
- Ryan Companies
- Valspar
- Wells Fargo

Collison then advised he is in conversations with the following potential members:

- Tammy Hartman, Vice President of Public Affairs at Clear Channel Outdoor (<http://clearchanneloutdoor.com/>); and
- Becka Anders, Communications Consultant at Xcel Energy (<https://www.xcelenergy.com/>).

- **Preview of 2016-2017 Business Forum Season**

Collison noted the EDC does not only host forums that bring economic good, it also promotes big ideas and has conversations about emerging projects and issues that will affect a large amount of people, e.g., the Business Forum Committee has been working on the following topics for the 2016-2017 season:

- September 2016. Through its relationship with the Super Bowl Host Committee, will delve into Super Bowl 52 (<http://www.mnsuperbowl.com/>) to understand what it means to businesses in the EDC district.
- October 2016. Will hear from Win Rockwell, Executive Director for Green Minneapolis, the new nonprofit created to maintain and program the new Commons Park. Through its relationship with GM, the EDC will help program meaningful public use of the space beyond the set days the space will be used by the Vikings.
- November 2016. Will have a joint forum with the MDC to explore the transforming nature of what philanthropy is doing in the 21st century.
- December 2016. Will gather all of the legislators who represent the district at the capitol.
- January 2017. Reached out to the Carlson School of Business to talk about change and how rapidly it's happening.

- February 2017. Will hear from Michael Langley, CEO of Greater MSP, who will provide an update on the Downtown East District Strategic Vision report (<https://www.greatermsp.org/clientuploads/Downtown%20East%20--%20The%20Next%20Generation.pdf>).

- **The Water Works Project**

Collison explained that due to the busy schedule of Tom Evers, Minneapolis Parks Foundation's Executive Director, we have the privilege of hearing from Jennifer Downham, Chief Development Officer at MPF (<http://mplsparksfoundation.org/about/our-staff/>), and Katherine Lamers, Design Project Manager at the Minneapolis Park and Recreation Board (<https://www.linkedin.com/in/katherine-lamers-a362a211>). Then he read a brief biography of each.

On behalf of Evers, Downham thanked the EDC for inviting them to present and advised Collison is invited to schedule a tour of the Water Works site when appropriate for the EDC's schedule. She also thanked supporters of the EDC who are also supporters of the MPF, i.e., ESG Architects, Cynthia Froid Group, and MDC, and then thanked the individual supporters present in the audience.

Using a slide presentation, Downham advised the MPF is relatively young at about 10 years old, compared to the MPRB which is 130 years old. Its mission is to seek to ensure the economic, environmental, civic and cultural health of Minneapolis and the region by creating the Next Generation of Parks™ that meet the demands and reflect the values of our generation and those to follow. They try to accomplish this as a voice of the private sector adding a needed perspective and additional resources to ensure Minneapolis makes smart investments toward innovation and equity of parks, trails and green spaces, all the things that define a vibrant city.

Within the past 18 months, they have doubled the number of staff to six and have a strong and engaged board of directors comprised of leaders in the community (<http://mplsparksfoundation.org/about/board-members/>). Although started by the MPRB to support its efforts, the MPF is a separate 501(c)(3) and chooses projects every year to lend a hand.

Minne the Lake Creature (<http://mplsparksfoundation.org/projects/minne/>), their public art piece that floated on various bodies of water throughout the city, will be taking a "Minne" vacation to have repairs done.

Displaying an aerial map, Downham noted the areas shaded in turquoise depict parks that already exist, and the area shaded in lime green is the RiverFirst initiative (<http://mplsparksfoundation.org/riverfirst/>) which is returning 5-1/2 miles of the riverfront to the public realm from downtown to the upper limits of the city as much as possible as industry changes. The St. Anthony Falls Lock and Dam closed last June and barge traffic is no longer there and the remaining industry on the riverfront is not necessarily needed at those points and the MPF hopes to reclaim that space back into mixed-use development and green space to enliven the community, and bring health, wellness and economic benefits for a wide range of neighborhoods.

The MPF is undergoing a \$30 million RiverFirst campaign, \$15 million of which is needed to cover two main projects: Water Works; and the 26th Avenue North trail link and pier because the north side has been disconnected from the river between I-94 and the industry along the riverfront. Currently, the City is doing a fantastic greenway with a protected bike lane on 26th Avenue North (<http://www.minneapolismn.gov/cip/2016/WCMS1P-127156>) and the MPF will ensure it will not dead end at the river. It can, with not too significant amount of effort, connect under the [Northern Pacific-BNSF Minneapolis Rail Bridge] from Orvin "Ole" Olson Park where the trail does dead end and make a beautiful gathering space. When complete, it will connect from Theodore Wirth

Regional Park to the riverfront, connect the north side to downtown, and connect the whole Grand Rounds Scenic Byway System.

Thus far, they have raised \$9.3 million of the \$15 million needed for these two projects and they have a duty to make sure they give this fantastic asset to communities that haven't had access.

Continuing with the slide presentation, Lamers gave a brief history of the process leading up to the 4 acre Water Works project. It is an important pivotal part of the city. It has been a sacred site long before Minneapolis became a city and where indigenous people still come from all over North America to visit the St. Anthony Falls. It is where the city was born and the changing industry built the city. The original water intake for the city's drinking water came from this area and is why the project is called "Water Works."

This project completes the MPRB's 30-year vision for Mill Ruins Park (https://www.minneapolisparks.org/parks_destinations/parks_lakes/mill_ruins_park/#group_3_16241), a formerly underutilized area that was transformed into the fourth most visited park space in Minneapolis with 2.3 million visitors in 2014. Although this park had extensive redevelopment, e.g., the Stone Arch Bridge turned into a pedestrian bridge, extension of West River Parkway along the west side of the Mississippi River, and mill ruins exposed for their interpretive value, it is still incomplete. Some of the access points onto it for bicyclist are underwhelming and unsafe, circulation is confusing, and there are a lot more ruins than has been exposed and celebrated that are crumbling both above and below ground. Once you get to know the park, it's a great place to see and visit, but not much to do. There's no visitor support, amenities or programming on the site.

The Water Works site is north of what is called the "Lower Mill Ruins" within the greater Mill Ruins Park. Its design process began with the RiverFirst initiative and the community engagement process of the Central Mississippi Riverfront Regional Park Master Plan update that the MPRB approved in 2015

(https://www.minneapolisparks.org/_asset/d6kvqt/central_riverfront_masterplan_approved.pdf). This process was facilitated by SCAPE Landscape Architects and Rogers Marvel Architects (<http://mplsparksfoundation.org/2013/07/08/news-release-scape-with-rogers-marvel-named-water-works-park-designers/>) and is the starting point for where they are today. What they are trying to accomplish is to create spaces that will bring people to the area and stay, e.g., play areas, amphitheaters for performances, interactive water features, open lawns, a park pavilion building with a staff desk, flexible community space and restaurant.

The site is challenging as it is sloped and there is the need to work carefully with the existing ruins to try to create usable space, pedestrian and bicycle circulation. They also have the goal of trying to restore the ecological function of the river; it is an international flyway and they want to give residents and visitors a healthy place to immerse themselves in the river experience.

Given that water is so important to the site, they have a bold rainwater reuse and recycle project to capture water that falls on the site and reuse it, and to take water off of nearby private properties' roofs as a district approach to rainwater reuse. Cisterns can be used to capture water for irrigation, flush toilets, water features, and infiltration areas on site where people can see a more holistic approach to how water and the land can interact.

Displaying a map, Lamers noted that the green shaded area adjacent to South 1st Street is the Mezzanine Phase of construction beginning in 2017 and opening in 2019; and the orange shaded area between West River Parkway and the Mississippi, is the Riverside Phase with construction beginning in 2021 and opening in 2023. They are still in process of getting a design team on board.

There is a parallel project going on, i.e., the Fuji Ya demolition and historic restoration of Columbia

Mill, the process of which will begin this winter.

Thereafter, Water Works: A Gateway Park to the Mississippi River from Minneapolis Parks Foundation on Vimeo (<http://mplsparksfoundation.org/projects/water-works/>) was shown followed by a Q&A.

For more information, direct questions to Downham at Jdownham@MplsParksFoundation.org, or Lamers at Klamers@MinneapolisParks.org.

- **Closing Announcements:**

- Mike Noble of the Normandy Inn advised as part of this year's Earth Day, the Friends of Triangle Park (<http://minneapolistrianglepark.org/events.html>) will have a park cleanup beginning at 9:30 a.m., on Saturday, April 23rd and welcomed those interested to join them.
- Al Swintek of CenterPoint Energy advised as part of the City's South 8th Street Reconstruction Project, CP will be removing the large cast iron gas main and installing a new 16 inch diameter steel gas main from 3rd to 13th Avenues South beginning the first of May and lasting for a couple months. Cards were made available with the website to sign up for construction updates (<http://www.centerpointenergy.com/us/InYourCommunity/Pages/ConstructionZoneProjectSites/Minneapolis-8th-Street-S.aspx?sa=mn&au=bus>).
- Collison announced the following:
 - On Thursday, May 19th, the business forum topic will be *The Rapid Growth of Housing and Hospitality in East Downtown* with Meet Minneapolis CEO Melvin Tenant; City's Director of Housing and Development Andrea Brennan; and MPRB Superintendent Jayne Miller who will discuss the proposed parks referendum;
 - On Monday, April 25th, the community district branding meeting will be held at North Central University to reveal three potential names for the district;
 - On Tuesday, April 26th to Thursday, April 28th, the U.S. Bank Stadium Hiring Fair;
 - On Saturday, May 7th, the opening day of the Mill City Farmers Market at Chicago Avenue and South 2nd Street;
 - Monday, May 16th through Sunday, May 22nd is Minneapolis Bike Week (<http://www.mpls bikeweek.org/>);
 - DMNA's various meetings (<http://www.thedmna.org>); and
 - EPNI's various meetings, particularly its annual meeting on Monday, May 9th celebrating 40 years (<http://elliottparkneighborhood.org/>).

- **Adjournment**

In closing, Mellblom thanked the EDC's platinum sponsors and for everyone else who contributes to the vitality of this part of downtown. Being a part of the EDC gives it the ability, in partnership with the neighborhood organizations, to collectively work on the betterment of the business community.

Thereafter, Sweet moved and Winkel seconded a motion to adjourn. The motion passed at 12:58 p.m.