

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

**818 South 2nd Street, Livingston Conference Room, Downtown East Neighborhood**

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Present: Carina Aleckson, Marc Berg, Tim Briggs, John Campobasso, Joshua Clark, Daniel Gumnit, Chris Fleck, Jeff Hahn, Hillary Hart, Tom Hayes, Varun Kharbanda, Brian Maupin, Paul Mellblom, Kelly Stenzel, Carletta Sweet, Tim Tucker, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jeff Anderson, Jackie Barrett, Lynn Regnier, Alex Tittle

Guest: Tom Jollie, PadillaCRT

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**I. Call to Order**

President Paul Mellblom called the meeting to order at 11:32 a.m., and thanked Hillary Hart, General Manager of Guthrie Theater, for hosting and providing lunch.

Hillary advised that since the Board last met, the Guthrie announced its 2016-2017 main stage season ([http://www.guthrietheater.org/20162017\\_season](http://www.guthrietheater.org/20162017_season)); the studio stage season will be announced in about 2 to 4 weeks. Then she encouraged the Board to attend their production of Harvey [a lighthearted family comedy about a 6-foot-tall invisible rabbit named Harvey] opening on April 9th on the Wurtele Thrust Stage. There's another major initiative occurring at the theater, but she's unable to discuss it at this time so watch the news for its unveiling (<http://www.citypages.com/arts/guthrie-theater-announces-game-changing-initiative-8201422>).

Hillary then announced that the new Managing Director, Jennifer Bielstein, began work this past Monday. At some point when Bielstein's schedule calms down, she will be invited to introduce herself to the Board. [This appointment completes Artistic Director Joseph Haj's management team.] For more information, visit <https://www.guthrietheater.org/>.

**II. Consideration of Agenda**

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

**III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the March 3, 2016 Board meeting; Treasurer's report for March 1-31, 2016; 2015 MN Charitable Organization Annual Report; 2015 IRS Form 990-EZ; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for February 28, 2016-April 2, 2016; and Executive Coordinator's report for 03-01-16 to 03-31-16 (BW/BM).

**IV. Presentations**

**A. District Branding Update.** Executive Director Dan Collison advised that he and Tom Jollie, SVP at PadillaCRT, have been working hard and running fast to get to this point where key strategic decisions need to be made.

Jollie noted that their recent work leading up to today's presentation was about narrowing the name down to three, which has been done. The goal for today is to agree on the three names; PadillaCRT's creative group is already ideating around them so if there's a change he needs to know right away.

Using the iceberg analogy within his slide presentation, Jollie explained they are placemaking

and part of process is to brand the place. When thinking about the media coverage received, everyone focused on the name, that part of the iceberg over the horizon that everyone sees. But there's so much more to it, i.e., the larger piece of placemaking which is happening below the horizon.

Jollie then explained the rationale behind this district branding effort:

- It's inevitable (it will be called something);
- It's an opportunity to be proactive; and
- Brands have purpose and value, e.g., it engages citizens and leadership, and is important to wayfinding.

Also, it is clear from the listening sessions, brand workshop, and community discussions held, there are two distinct communities within the district that want to retain their identity, so we need to do this and it is EDC's opportunity to be proactive about this whole process which has been collaborative throughout.

The brand vision, "East Downtown: A Vibrant, Multifaceted and Connected Community" which came out of a brand workshop with Kelly O'Keefe, Organizational Brand Strategist, is the core essence of the brand framework.

Jollie then reviewed the slate of names his creative team has agonized over. And, as a fun exercise, he noted the trendy neighborhood communities he Googled which resulted in no rhyme or reason; they were all over the map. After the slate of names were socialized, and two polls conducted (by EDC and *Mill City Times*), the top line results were:

- East is a must have in the name;
- Must work well with the name of the new park, i.e., the Commons;
- Strong desire for simplicity; and
- Fit and relate to other community names.

Based on the above results, the creative team's own thinking, as well as O'Keefe's input the following three names were chosen for development:

- *East Village or EastVille* (the millennial pick on East Village). Pros are it's different from other downtown names in play right now and it denotes a shared sense of community. Cons are it is not very creative and copying other city names; village is too quaint; too residential and there's an existing development by that name in Elliot Park.
- *East Town*. Pros are it complements Uptown; town allows for multiple neighborhood feel; and it's a common name with Central Business Districts. Cons are it is low brow in tone, overused, and not very creative.
- *East Loop*. Pros are it complements North Loop; story of train loop in North Loop and the story of the Blue and Green Lines coming together to form East Loop as a transportation hub is an idea people are embracing; and it's young and contemporary. Cons are it duplicates an existing name; loop is all about trains, not light rail.

Jollie stated that through creative execution, they can make these names interesting and something to be proud of versus coming up with a highly creative name that everybody has an allergic reaction to.

Paul then asked the Board to hold up the number of fingers for the name they reacted favorably toward, and for those who didn't have a favorable reaction toward any of the names to hold up a fist. In this Round 1 vote, the results were: 6 for East Village/EastVille; 3 for East Town; 6 for East Loop; and 3 fists.

Subsequent to a lengthy exchange of opinions during which Joshua noted how, because the way the world works now, we need to figure out the easiest, quickest, most accurate way to describe something [resulting in the shortening of names]. For example, East Town will end up as E-Town, EastVille will become E-Ville or Evil (the worst derivative). Thereafter, a Round 2 vote yielded the following results: 0 for East Village/EastVille; 7 for East Town; 5 for East Loop; and 6 fists.

In response to why now and should we do this at all, Tom explained that one tweet by the Vikings will reach more people than any of our companies will reach in 6 months. The voice of the Vikings will be huge so this is EDC's magic moment to give them something to use from the first tweet they send, the first season ticket they send to the first person who walks through the door and sees the jumbotron spinning around. If we don't roll this out soon, we'll miss out on this opportunity.

Dan then announced there will be a community meeting to unveil these names on Monday, April 25th at North Central University, Trask Worship Center, but he needs direction as to who to share these names with prior to then because City staff awarded the EDC \$25,000 for the project, and elected officials, particularly Council Member Goodman's office, have asked for them. He and Jollie are willing to meet with them to smoke out what they feel. The City understands it's not their decision, not even a politicized matter; it's the privilege of the business community to do this.

Paul proposed Dan and Jollie come up with a process for engaging with the necessary stakeholders for a more coordinated rollout.

Jollie clarified that at the April 25th community meeting there will be creative execution of the three names as a final opportunity to provide input. Based on that input, it will then be the EDC's role to choose one of the names. Jollie does not think it necessary to have an additional survey. The unveiling of the chosen name will occur at the EDC's May business forum.

**B. Greening Downtown Minneapolis.** In Win Rockwell's absence, Dan advised that GDM is in pressurized negotiations with the City for an operations contract. Ultimately, it will be the group that the business community will turn to for programming of the new Commons park. GDM will be fully developed as a conservancy in the next 6 months to a year. The EDC will be closely involved and a key advisory group to the programming. The major focus now is to get the park open and a meaningful program structure in place that interacts with what the stadium does for 100 days of the year. Fundraising continues, but there's still a ways to go (<http://www.startribune.com/for-new-downtown-park-businesses-raise-about-half-of-22-million-goal/365063051/>).

**C. First Covenant Church Site Redevelopment.** Dan announced that the YMCA is scoping out whether to locate a satellite facility in the retail space of the proposed housing project on the First Covenant Church redevelopment site at the corner of South 6th Street and Bud Grant Way (9th Avenue South). The YMCA is interested in polling all of the

institutions located within the EDC district to determine whether it would be an asset for them if they were to locate there. Dan thanked those Board members who have already spoken with the YMCA and stated this is the moment to advocate for an important organization that fosters healthy living and social responsibility desiring to locate in the district. There will be more about this development in the near future.

**D. 2016 Placemaking Residency.** Dan advised he's been working with Ben Shardlow, David Fields, and the Saint Paul Riverfront Corporation on this year's Placemaking Residency (<http://www.riverfrontcorporation.com/2016-full-schedule/>). The theme is "Design for Equity" and will feature local as well as national speakers. On Tuesday, May 10th, the Minneapolis Downtown Council, Minneapolis Downtown Improvement District, and the EDC will be hosting an event from 8:30 a.m. to 12:00 p.m., at First Covenant Church's auditorium. Featured speakers will include EDC Board members and others, e.g.:

- Alex Tittle on the new U.S. Bank Stadium;
- Steven Hay, Transportation Planner at City of Minneapolis, on Samatar Crossing (existing 5th Street exit ramp to be repurposed into a 2-lane road with a pedestrian walkway and bike path);
- Win Rockwell, Executive Director of GDM, on the Commons;
- Bert Winkel on the House of Charity affordable housing expansion project;
- Scott Wordelman, Vice President of Ambulatory Delivery and Support Services, on HCMC's Ambulatory Outpatient Specialty Center (AOSC) project;
- Anita Tabb, District 4 MPRB Commissioner, on the Elliot Park soccer field; and
- Elizabeth Flannery, President and CEO of the Community Housing Development Corporation, on the First Covenant Church redevelopment (groundbreaking could occur in September).

There also will be a walking tour. Dan will forward registration information about this free event.

## V. Consideration of Amended Bylaws

As a follow on to the March 2016 Board meeting, Carina Aleckson explained the changes made to the Bylaws for consideration. Thereafter, the Bylaws were adopted as amended (MB/CS).

## VI. Neighborhood Updates

**A. Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report included in the online board package for April.

**B. Elliot Park Neighborhood, Inc.** In Lynn Regnier's absence, reference her report included in the online board package for April.

**C. Minneapolis Downtown Council.** Dan encouraged the Board to read the March 2016 MDC News Update (reference email dated March 31st from MDC Member News) which covered the following two 2016 legislation session issues:

- 1) A resolution was adopted in support of additional funding for transit and transportation investment ([http://assets.ngin.com/attachments/document/0092/8383/MDC\\_Executive\\_Committee\\_Transportation\\_resolution.pdf](http://assets.ngin.com/attachments/document/0092/8383/MDC_Executive_Committee_Transportation_resolution.pdf)).

- 2) A Housing Options Coalition was created to address one of the barriers to more ownership housing options in the form of condominiums. The Development Committee first highlighted the need for reforms to the process by which litigation can be brought and proposed a series of statute changes to lower the risk of litigation and encourage cooperation between developers, contractors and owners to resolve legitimate construction-related issues.

## VII. Committee Reports

- A. **Executive.** Since no meeting was held, Paul advised there was nothing to report.
- B. **Board Development.** Paul advised that the 7 candidate slate for this month's annual meeting election includes the following Board members: Tim Briggs, Hillary Hart, Tom Hayes, Brian Maupin, Kelly Stenzel, Alex Tittle, and Bert Winkel. Last year, by a blind drawing, each of these individuals drew a 1-year term in compliance with the new staggered terms established and, when recently asked, each agreed to run again. When re-elected they will now serve a 3-year term.

Going forward, the BDC will determine whether to open up the nomination process to the community or to first seek the intentions of members whose terms will be expiring.

- C. **Business Forum.** Dan advised they are developing next year's season but due to time deferred additional comments for the Membership, Marketing and Communication report.
- D. **Membership, Marketing and Communication.** Chris reported there is one new platinum member, i.e., Tammy Hartman, Vice President of Public Affairs at Clear Channel Outdoor (<http://clearchanneloutdoor.com/>). Thanks to Daniel Gumnit for bringing her to the EDC.

There are also two members who expressed interest in joining and are being processed: (1) Becka Anders, Communications Consultant at Xcel Energy (<https://www.xcelenergy.com/>); and (2) Adrian Thomas, Technical Sales Manager at Whizkid Tech (<http://www.whizkids.tech/>).

The next MMC meeting is prior to the annual meeting on Thursday, April 21st, 10:30-11:30 a.m. at the Best Western Normandy Inn.

## VIII. Old / New / Other Business

Paul reminded the Board that the next business forum is the annual meeting and the featured speaker will be Tim Evers, Executive Director of the Minneapolis Parks Foundation, who will give an update on the Water Works project (<http://mplsparksfoundation.org/category/projects/water-works/>).

## IX. Adjournment

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