

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, May 5, 2015
1010 Building, 1010 South 7th Street, Lower Level Conference Room
Downtown East Neighborhood**

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, Lynn Regnier, Kelly Stenzel, Carletta Sweet, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jeff Anderson, Jackie Barrett, Alex Tittle, Tim Tucker

Guest: Brian Prentice, PadillaCRT

I. Call to Order

President Paul Mellblom called the meeting to order at 11:33 a.m., and thanked Varun Kharbanda, owner of Timeshare Systems, Inc., and the 1010 Building (<http://www.1010building.com/>) for hosting.

Varun then gave a brief overview of the 15-story, 166-unit, mixed-use Iron Clad apartment building to be erected along Washington Avenue South; the 8-story, 153-unit Moxy Hotel to be erected along Chicago Avenue South; and the 4-story office building to be erected along Norm McGrew Place just north of the beginning of the Hiawatha Bike Trail. All three structures will wrap around a 465-stall, enclosed parking structure with 3 stories above grade and 1 story below grade with the top of the structure providing a roof deck amenity for the hotel guests, residents, and office workers.

Varun described the various design features intended to activate the site and explained remnants from the stone wall that supported the viaduct to carry depot-bound trains over Washington Avenue will be incorporated into the design. The reason for the name “Iron Clad” is because a former large grain elevator located on the site burned down and was replaced by another one clad in iron. Financing is in place and groundbreaking is anticipated to occur in 6 months.

For more information, visit

<http://www.minneapolis.gov/www/groups/public/@cped/documents/webcontent/wcmsp-178553.pdf> or <http://ironcladmn.com/#welcome>.

Another project in the works is the conversion of the 1010 Building into a more economical price point 150-room hotel on the first four floors, with 50 apartments above geared toward patrons of HCMC.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the April 7, 2016 Board meeting; Treasurer’s report for April 1-30, 2016; Director of East Downtown Partnership / Executive Director of East Downtown Council’s report for April 3-30, 2016; and Executive Coordinator’s report for 04-01-16 to 04-30-16 (CA/BM).

IV. Presentations

A. District Branding Update. Paul briefed the Board on what transpired at the April 25th special district branding community meeting at North Central University’s Trask Workshop Center. A distilled slate of three potential names for the district was presented (i.e., *East*

Village, East Town and East Loop), and feedback from the audience was solicited.

Brian Prentice, Vice President & Creative Director at PadillaCRT, was asked to attend the instant meeting to present on two of the brand concepts that were further developed based upon feedback received. What has emerged are a couple solid names (i.e., *East Town* and *East Loop*), and a couple solid logo solutions (i.e., the tilted to the left, capitalized high-energy mark not unlike the tilted grid of downtown Minneapolis, and the looping “e” mark with the green space in the center) from which to choose.

The names and logos were embellished with photographs taken of architecturally significant buildings within the district and overlaid with bright, high-energy colors for use on banners, bus shelters, etc.; this is most successful when the buildings are identifiable and recognizable.

An alternative to photographs were pictographs of the U.S. Bank Stadium; Minneapolis Armory; a tree to represent the Commons Park; and a graphic embracing the street grid map and light rail pathways with the park in the middle.

Discussion ensued during which Prentice responded to questions, and Dan provided context for why these two names and logo options were chosen. Then prior to vote, Paul allowed Board members to make the case for their preferred name and logo which, after two votes, resulted in the following:

- Twelve for *East Town*; and
- Five for *East Loop*.

- Eight for the tilted capitalized mark; and
- Eleven for the looping “e”.

Paul concluded by noting the big scheme is to have consistency across the three disparate neighborhoods of Elliot Park, Downtown East and the riverfront Mill District of the Downtown East neighborhood so that when people come into the area we all exist as one place. Then he thanked everyone for their participation.

B. House of Charity Expansion Project. Using a slide presentation, HOC (<http://www.houseofcharity.org/>) Executive Director Bert Winkel explained their mission is to feed those in need, house those experiencing homelessness, and empower individuals to achieve independence. He spoke about Jennifer, a Certified Nursing Assistant who came to HOC a couple years ago because an accident she had resulted in disability, job loss and homelessness. Through HOC’s assistance, she is now exploring employment training to return to the field of healthcare.

Bert then made the case for why HOC is working on a capital campaign to fund an expansion of their facility. First he described who they serve:

- Long-term homeless
- People with addictions
- People with mental illness
- Veterans
- Single adults, women, and men

And the services they provide:

- Housing: 356 clients in transitional and 114 clients in permanent supportive

- Free public meals: 130,827 served in the Food Centre at 714 Park Avenue South
- Day By Day outpatient program: 211 clients
- Free public showers: used by 1,014 individuals at 510 South 8th Street
- Volunteers: 1,966 contributed 3,735 hours

Then he explained that based upon the Amherst H. Wilder Foundation's most recent survey, 1,618 people experience homelessness in Hennepin County on any given night; down from 3 years ago because of affordable and supportive housing. Yet there is still an affordable housing crisis because the fair market rate for housing in Minneapolis is approximately \$800 and if one is making minimum wage of \$8 per hour, one would need to work 62 to 77 hours per week just to pay the rent.

Many people experiencing homelessness in Minneapolis need supportive services to stabilize their lives. There is a high need for HOC's addiction and mental health services. The outpatient waiting list in 2016 was 31 for men and 24 for women.

Supportive housing is cost-effective:

- One night in Hennepin County jail \$308.76
- One visit to the emergency room \$214-431
- One night in detox \$196
- One night at HOC \$45.16

Supportive housing also offers a positive rate of return to society by reducing reliance on publicly funded emergency services, i.e., for every \$1 invested, \$1.32 is returned to society.

Substance abuse treatment's return on investment is also well documented, i.e., for every \$1 spent on drug treatment services, \$12 is returned to society.

More housing and services are needed to reverse this crisis and HOC has the opportunity to expand and needs partners to:

- Construct 65 units of permanent supportive housing serving people experiencing long-term homelessness, veterans, youth (years 18 to 24);
- Expand the addiction and mental illness treatment facility;
- Construct a new Food Centre with improved dining room and kitchen; and
- Upgrade to the current transitional housing at 510 South 8th Street.

Of the total \$23 million needed to construct this development, \$18 million will be sought from government sources (they are seeking tax credit funding through Low-Income Housing Tax Credits which can be a long, drawn out process), and \$5 million will be sought from private sources.

Bert then described the site and floor plans designed by Paul's firm, MSR Architecture. HOC purchased the Finance and Commerce property at 615 South 7th Street which will be razed during Phase 1 to construct the 5-story west end building of the L-shaped project. The ground level will contain the new Food Centre with an entrance on South 7th Street, an adjoining kitchen, food storage area, and the counseling center with an entrance on the west facing Portland Avenue South. The second level will be dedicated to Day By Day programs, and levels three to five will be housing units.

Then, during Phase 2, the existing Food Centre will be razed to construct the 5-story east end building. The ground level will have 18 covered parking stalls, a large bike storage and repair

room (working with couple bike maintenance related organizations interested in sponsoring this), and property management office. Level two will be HOC's administrative offices and those housed at 510 South 8th Street will relocate here, and levels three to five will be housing units with a roof top terrace and community room on the fifth level. All units will be smoke-free and pet-friendly with easy access to public transportation. There will be a connecting corridor between the two buildings.

The addiction and mental illness treatment facility will double its current capacity to serve up to 100 clients. There will be more private meeting space, two large and two small group rooms, and office space for increased staff. The new Food Centre will have three sides of floor to ceiling windows, an indoor vestibule, and off street loading dock.

- C. First Covenant Church Site Redevelopment Proposal.** Due to the time constraint, this presentation was postponed.

V. Action Items

- A. Nominations of Officers and Two At Large Members for Executive Committee.** Paul solicited nominations for President, Vice President, Treasurer and two At Large. He advised the Executive Committee is currently comprised of himself as President, Carletta Sweet as Vice President, Tim Briggs as Treasurer, and Daniel Gumnit and Brian Maupin are the two At Large, and of those he, Carletta, Tim and Daniel expressed interest in remaining. Thus far, he has only heard from Hillary who has expressed an interest in replacing Brian who is transitioning off of the Executive Committee. This roster is not preordained so if anyone else is interested, let him know prior to the next meeting when officer elections will be held.

Responding to questions, Dan advised it has not been a succession model like the MDC but the general feel is 3 to 5 for roles and, based on the dynamics of the Board, then shift things around.

- B. Committee Designations.** Dan displayed the chart of current committees and their members, i.e., Executive; Board Development; Business Forum; Marketing, Membership and Communication; and East Downtown Development Task Force. With the exception of the EC which now has nominees, he noted participation on them should be formalized as well next month.

VI. Neighborhood Updates

- A. Downtown Minneapolis Neighborhood Association.** Carletta referenced her report included in the online board package for May
- B. Elliot Park Neighborhood, Inc.** Lynn announced their annual meeting celebrating 40 years is on Monday, May 9th at Elliot Park Recreation Center. Topics include: First Covenant Church site redevelopment and district branding by Dan Collison; HCMC's Ambulatory Outpatient Specialty Center (AOSC) project; and U.S. Bank Stadium Traffic Management Plan by Billy Langenstein, Director of Events.
- C. Minneapolis Downtown Council.** Due to the time constraint, this update was postponed.

VII. Committee Reports

- A. **Executive.** This was discussed earlier under Action Items.
- B. **Board Development.** No report was given.
- C. **Business Forum.** Due to the time constrain, this report was postponed.
- D. **Membership, Marketing and Communication.** Chris Fleck reported there were no new members who signed on in April. The MMC is starting a new year for annual membership drive, i.e., May 2016 through April 2017; and the membership renewal drive for those who signed on in 2015-2016 will occur in July 2016 through September 2016.

Recapping the goals for the May 2015 through April 2016 season, the MMC did not retain 90% of existing members (loss 7 and retained only 54); however, did exceed the 10% membership increase (obtained 15 new members). Goals for the May 2016 through April 2017 season are to retain 90% of the existing members (i.e., 63) and increase membership by 10% (i.e., 7 new members). Chris has included a stretch goal of 12 new members.

Chris then reported that at the April 21st MMC meeting, they unanimously voted in favor to recommend aligning the name of the EDC with the new name chosen for the district. Since the Board chose “East Town” earlier in the instant meeting, this begins a process by which the MMC will need to recommend a complete new name to the Executive Committee, e.g., East Town Business Association or East Town Business Partnership. Thereafter, a motion to empower the MMC to develop an appropriate new name was approved (PM/CS).

VIII. Old / New / Other Business

Chris announced the annual NCU Open on Monday, June 6th, 10 a.m. to 6:30 p.m., at Brackett’s Crossing Country, 17976 Judicial Road in Lakeville, MN. This golf tournament supports the NCU’s Scholarship Fund. For more information, visit <https://www.northcentral.edu/events/ncu-open-2/>.

IX. Adjournment

There being no further business, the meeting adjourned at 1:05 p.m. (MB/HH).