

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, June 2, 2016
Thrivent Financial, 625 4th Avenue South, Conference Room 280
Downtown West Neighborhood**

Present: Carina Aleckson, Jackie Barrett, Tim Briggs, John Campobasso, Joshua Clark, Daniel Gumnit, Chris Fleck, Jeff Hahn, Tom Hayes, Brian Maupin, Paul Mellblom, Kelly Stenzel, Carletta Sweet, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jeff Anderson, Marc Berg, Hillary Hart, Varun Kharbanda, Lynn Regnier, Alex Tittle, Tim Tucker

Guest: Winthrop "Win" Rockwell, Green Minneapolis

I. Call to Order

President Paul Mellblom called the meeting to order at 11:35a.m., and thanked Kelly Stenzel, Corporate Real Estate Leasing Manager at Thrivent Financial, for hosting and providing lunch (<https://thriventfinancial.catertrax.com/>).

II. Consideration of Agenda

The agenda was approved as amended to include a Green Minneapolis update after the consent agenda (CS/TB).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the May 5, 2016 Board meeting; Treasurer's report for May 1-31, 2016; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for May 1-28, 2016; and Executive Coordinator's report for 05-01-16 to 05-31-16 (CS/BW).

IV. Thrivent Financial Update

Kelly advised TF owns 2-1/4 blocks in downtown Minneapolis: this 1/2 block on which its corporate headquarters stands and the adjoining 1/2 block of surface parking to the east (<http://www.emporis.com/buildings/122792/thrivent-financial-building-minneapolis-mn-usa>); the full block of surface parking across 5th Avenue South between South 6th and 7th Streets; and the 1/4 block of surface parking at the NWC of 5th Avenue South and South 7th Street known as the Smith Brothers block, all totaling approximately 450 parking spaces.

TF is in the tail end of an evaluation process of its excess parcels being used as parking to develop a long-term strategic plan that supports revitalization in the area (<http://www.cushwakenm.com/aboutus/Pages/20141014.aspx>). TF is committed to downtown and does not plan on moving from this location and will be spending \$50-\$60 million over the next 10 years to upgrade the building so it remains a Class A office building.

After the merger of Aid Association for Lutherans and Lutheran Brotherhood, leadership and management moved to this downtown Minneapolis corporate campus, and operations staff moved to the rural Appleton, Wisconsin campus in the middle of a corn field comprised of a few hundred acres that are being slowly developed into residential property. TF is also committed to remaining at that campus.

According to a TF survey, parking is still important to its employee base that is sprinkled all over the 7 county metropolitan area (https://en.wikipedia.org/wiki/File:Twin_Cities_7_Metro_map.png). Using a dot matrix

platform, the downtown corporate campus is smack dab in the middle of where all employees are located throughout Minneapolis so moving to the suburbs would not be advisable.

If TF were to take the next step to redevelop some of its excess property, parking would need to be a component of it plus office, hotel, condominiums or apartments above with retail/restaurants on the first level. Development would occur in phases beginning with the parking lot behind its headquarters, followed by the east parking lot and then the Smith parking lot. Kelly will probably know something in the next couple months and by the end of the year he wouldn't be surprised if they go to market on one of those properties.

TF is aware of the effort to turn Portland Avenue into a more resident-friendly corridor (http://www.downtownmpls.com/news_article/show/514728?referrer_id=1285815) and one of the items on its agenda is to hopefully direct any development that occurs on the east lot to have some residential type of structure on the Portland Avenue side.

V. Presentations

A. Green Minneapolis Update. Executive Director Win Rockwell advised the process for the City to enter into a contract with Green Minneapolis to manage the new 4.2 acre Commons park has been slower than they anticipated; it's new and something the City has never done before. As a result, the Minneapolis Downtown Improvement District, which has the basic skills and already provides cleaning, maintenance and security in downtown, will manage the park for the first 6 months beginning on July 1st with a renewal option of 3 months if needed. In the meantime, the City Council has given staff more specific direction to enter into negotiation with GM (<https://www.minnpost.com/politics-policy/2016/05/downtown-minneapolis-group-temporarily-manage-east-commons-park-after-summer>).

Rockwell clarified that GM is an independent 501(c)(3) conservancy created with seed funding from the City, Wells Fargo, Minneapolis Downtown Council, and the Minnesota Vikings and that the Commons will not be the only project it will manage. GM will be entering into a public/private partnership to bring entrepreneurial business skills to run a public space in an appropriate manner to make it a terrific downtown destination.

In advance of a contract, GM will begin to ramp up development of programming ideas in order to make it a successful downtown destination. You can have clean, safe and neat, but still nobody will come if it's not interesting, active and appealing. The programming is the coin of the realm in making it happen.

As a conservancy model, one of the ways to be responsible stewards is to tend to the economics of the park. The estimate of the cost of running this type of downtown destination park calibrated against similar models around the country is in the neighborhood of \$2 million annually. An example in its own category is Bryant Park in New York City (<http://bryantpark.org/>) which is completely self sufficient. It has created such a brand identity that concession revenues, sponsorships, and other philanthropic support cover all costs. This successful model is what the GM will work toward emulating.

Related to programming, GM is looking at four major themes that may attract sponsorships: (1) health, fitness and wellness; (2) free performances; (3) nature and sustainability; and (4) reading, language and literature.

GM is committed to reaching out to the downtown community and all of Minneapolis to

make this a welcoming and inclusive place; it will convene a group by invitation to ask for suggestions and if oversubscribed will continue the outreach process. It is a work in progress and he is optimistic they are on the road to creating a lively and interesting destination.

Thereafter, Rockwell entertained questions from the Board during which John Campobasso, an Operations & Services Budget Committee member of the DID (<http://www.minneapolisdid.com/budgetopscommittee>), clarified that the services they will provide for the Commons park will be delivered under a separate performance contract, separate from the services they provide to the community as a whole and paid for from a separate funding source.

B. District Branding/Renaming Initiative. Executive Director Dan Collison explained there are two parts to this presentation: (1) an update on the rollout of PadillaCRT's Phase 1 marketing plan; and (2) the Membership, Marketing and Communication Committee's motion to align EDC's name to the new district brand name.

1) Phase 1 Rollout. The district branding team is working quickly with even more PadillaCRT pro bono time and resources from the McKnight Foundation and MDC to immediately socialize the East Town brand. First and foremost, members need to be advocates for its use in the community, i.e., tell why it's necessary, explain the brand story, and encourage people to use it. Referencing his interview with Minneapolis St. Paul Magazine (<http://mspmag.com/>) for a July 2016 article on East Town, Dan explained the magazine interviewed former Mayor R.T. Rybak who stated he had rather the area be called the Armory District, but he'll now support the new name. It's catching on and people are beginning to use it (Lester Bagley, EVP of Public Affairs for Minnesota Vikings; Council Member Jacob Frey).

The rationale for district branding is because: it will be called something so why leave it to chance; this is our opportunity to provide direction and add value to our community; and we are placemaking and naming, and brand is a key defining element of what we want to be.

The district branding process results in: regional gravitas – an area of downtown that can attract desirable development; wayfinding – creates a definable and findable area with key landmarks; balance – known for multiple reasons and activities; and engaged citizens and organizations who “belong” to a community.

The following steps will be taken to bring the East Town brand to life:

- Apply it to organization's letterhead, website, brochures, etc.;
- Provide members and the community tools to use it through “how-to-use” brand guidelines and materials (e.g., condo developers to use term and logo in promotional materials);
- Seek use by “partners” who have operations in community (e.g., get map makers to use the term, developers to use it on construction signs, Commons' management to recognize us, etc.); and
- Market it to community using the brand (e.g., banners on light polls, create the East Town concert series in the Commons, etc.).

The timing for this rollout involves the following steps:

- Begins today by changing organization name and apply new brand;
- This month (June) create the functional art needed to share with others (the basic guidelines are complete) and disseminate via our website;
- Begin contacting partners now to help in identifying opportunities and making connections with decision makers; and
- Ideally, it would be great to get some significant visual use of our brand in the community by the park opening or U.S. Bank Stadium opening.

Next steps involve recruiting volunteers, fleshing out plan with details and priority activities, and finding funds and willing supporters.

Dan advised his immediate outreach with a pitch kit will be to HCMC, Kraus-Anderson, the Armory, Ryan Companies, everything stadium (MSFA, SMG, Minnesota Vikings); he is meeting with multiple people within these institutions to move the process forward. The Board will also be invited to participate and then he will need to coordinate these activities with Minneapolis CPED, MDC, and Meet Minneapolis.

2) Renaming Initiative. MMC Committee Chair Chris Fleck thanked the volunteer members of this committee, comprised of Board members Tom, Joshua and Carletta, and advised they have committed to meeting a couple times a month over the next several months to help identify and support what needs to be done. The first step was to change the organization’s name to align with the new district brand name of East Town. Through several discussions and receipt of feedback from the Business Forum Committee members, the MMC is recommending changing the name from East Downtown Council to East Town Business Partnership. The rationale was based on the mission statement, what drives new membership in terms of wording, and how “association” and “partnership” are trending on Google; association is trending down and partnership is trending up.

Chris then opened up the floor to discussion during which Christie noted that when she first brought the “partnership” idea to the committee it was because it’s becoming a more commonly used name with business associations, it is already aligned with Dan’s title with the MDC (i.e., Director of East Downtown Partnership), and gives the organization an opportunity to expand its mission.

After additional discussion, the Board unanimously approved changing the organization’s name to East Town Business Partnership (CF/CA). Dan then advised the official name change will occur once Board member Marc Berg handles all the necessary legal documentation, but in the meantime, there will be a transitional period over the next couple of months whereby both the old and new name and logo will be used. The goal is to have everything complete and in place by the September 15th joint business forum with MDC and EDAM at the U.S. Bank Stadium’s Fire Club.

C. First Covenant Church Site Redevelopment Proposal. Dan explained approximately 5 years ago he had asked the EDC Board what type of development they wanted on FCC’s site that would be an asset to the community. The conversation loped along until the stadium development came forth which changed the conversation, and when HCMC’s new clinic development came forth which changed the conversation yet again. Now there is this new conversation, i.e., the redesign of the entire block bounded by Chicago Avenue, South 6th Street, Bud Grant Way, and South 7th Street except for approximately 16,500 square feet of restaurant space at the intersection of Chicago Avenue and South 6th Street where the former Hubert’s Café and Sports Bar existed.

This development will be constructed in partnership with the new owners of the restaurant space that will be renamed Erik the Red (<http://www.smart-associates.com/carbones-pizza/>), Community Housing Development Corporation who will manage the property (<http://chdcmn.org/>), Ryan Companies who will build the project (<http://ryancompanies.com/>), and Urban Works, the project architects (<http://www.urbanworks.com/>).

Using a slide presentation, Dan showed images of the site and surrounding properties, and described the site plan and materials for the proposed L-shaped, 6-story, mixed-use development with 154 units of new workforce housing, approximately 12,375 square feet of ground level commercial space along South 6th Street, and 135 underground and 53 surface parking stalls for a total of 188 parking stalls. FCC will remain on the site with an upgrade to the back entrance and an underground connection to the underground parking. There is a health, fitness and wellness narrative to this development; HCMC's Upstream Innovation Center (<http://healthegy.com/upstream-health-innovations-seeks-to-reduce-problems-downstream/>) leases space at FCC to conduct design and program charrettes to ensure this development has health-related components.

This plan is contingent upon the execution of a land swap with the new restaurant owners. They plan to break ground in September 2016 and finish by November 2017. The project is currently being called East Town Apartments.

Dan thanked Tom and the HCMC executive team for being instrumental in connecting with Glen Gunderson of the YMCA of the Greater Twin Cities about opening a 24-hour facility in the commercial space.

They are in conversations with the Super Bowl LII Host Committee regarding leasing the proposed development to host an array of executive and technical personnel activities; that along with other grant requests and foundation participation will help fill the gap financing needed to implement the development. Additionally, they are working with some of the sponsors the Host Committee uses, e.g., Becker Furniture and Best Buy, to furnish the rooms that will eventually go to new affordable housing for homeless vets.

For more information, visit

<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmSP-180347.pdf>.

D. Stadium Transportation Management Plan. Dan gave a recap of the presentation given by Billy Langenstein, Director of Event Services at U.S. Bank Stadium, SMG Minnesota; and Patrick Talty, General Manager, SMG for U.S. Bank Stadium, to the Executive Committee on Tuesday, May 24h.

Using a slide presentation, Dan explained it is a fully integrated, interdisciplinary plan that includes:

- Accessibility Drop Off/Pick Up
- Metro Transit Staging
- Charter Bus Staging
- Taxi Staging
- Limo Staging

- Shuttles-Restaurants/Hotels
- Uber/Lyft
- Pedi Cabs
- Employee Shuttle
- Bike Lanes and Parking
- 100 ft. secure perimeter

They are currently toward the end of the TMP timeline. Having reviewed the Environmental Impact Study and developing a strategy for the most efficient method for entering and exiting vehicles to and from parking facilities, etc., they are implementing the Community Communication Plan, and educating and training staff.

The Traffic and Parking Models informed them of where people were arriving from (i.e., the 7 county areas and via interstate highways, county roads and metro transit corridors) and in what numbers and were overlaid on top of each other resulting in a Supply/Demand Model that identified four parking zones that could be organized into arrival and departure corridors.

Dan then described the color coded vehicular drop off/pick up areas for the various modes of transit; it has pushed what was in the old stadium's back parking lot onto the adjacent streets.

The Bike Plan stipulates that no bike lanes are closed during events, there are 188 complimentary bike racks, and a ride share facility will be located at the corner of 11th Ave and South 2nd Street.

In summation, the U.S. Bank Stadium will have between 10-20 major events each year. The site perimeter is very similar to the Metrodome. Hooded meters will be at the event price per the city (price TBD). Tailgating Locations are still being discussed. The TMP is a living plan.

VI. Action Items

- A. Letter of Support for Minnesota Vikings Game Day Street Closure Test.** Dan read a letter he drafted to be sent to the Minnesota Vikings' EVP Lester Bagley in response to Bagley's request for input from the EDC regarding the testing of street closures on Portland and Park Avenues between South 4th and 5th Streets on weekend game days only. After a brief discussion, the Board voiced no objection to the letter being submitted and Christie strongly recommended that the two neighborhood associations (DMNA and EPNI) be approached about this street closure test.
- B. Election of Officers and Two At Large Members to Executive Committee.** Paul advised he received no additional nominations for officers or the two at large members to the EC. The slate proffered was himself as President, Carletta Sweet as Vice President, Tim Briggs as Treasurer, and Daniel Gumnit and Hillary Hart as the two At Large. Thereafter, the slate was unanimously approved (CA/BW).
- C. Website Update Contract.** Dan thanked Christie for the great job she had done in reskinning the website with the adopted name and logo. They will be meeting with Board member Jeff Hahn to garner his web expertise (<https://www.iexposure.com/>) in furtherance of effective and measurable outcomes from the website's design, development and marketing.

Christie then explained that the annual hosting contract with Vivid Image (<https://vimm.com/>) is up for renewal and because the ETBP is in a transition phase, to offset costs she is hoping VI will allow her to prorate payments on a monthly basis until a decision is made as to which direction the ETBP is headed. Some of the funds will likely come out of the cash reserves. Thereafter, a motion to expend \$650 to renew VI's annual hosting contract was approved (CS/DG).

- D. Summer Board Meeting Dates.** Paul explained the Board typically does not meet in the months of July and August, however, he is proposing to do so on July 7th. The Board voiced no objection.

Christie then advised the meeting in September falls before the Labor Day holiday and queried whether it needed to be moved to September 8th. After a brief discussion and poll, the September 8th date was agreed upon.

Lastly, Christie noted that she will be sending out the 2016-2017 Board meeting dates and will be seeking volunteers to host at their respective business locations.

VII. Neighborhood Updates

- A. Downtown Minneapolis Neighborhood Association.** Carletta referenced her report included in the online board package for June.
- B. Elliot Park Neighborhood, Inc.** In Lynn's absence, reference her report included in the online board package for June.
- C. Minneapolis Downtown Council.** Dan noted the East Town's Pianos on Parade in front of the American Academy of Neurology (<http://www.downtownmpls.com/pianos>).

VIII. Committee Reports

- A. Executive.** Election of officers and at large members was handled under Action Items.
- B. Board Development.** No report was given.
- C. Business Forum.** The trigger has been pulled on the 2016-2017 season. September's All Things Stadium in partnership with the Minneapolis Downtown Council/Downtown Improvement District is already lined up and Dan will begin calling speakers to line up the remainder of the year and expand member engagement (e.g., themed happy hour with KC (Kruskopf & Company) Truth).
- D. Membership, Marketing and Communication.** Chris advised his report is a work in progress. In May, there were 69 members and Dan recently brought on three new members (Clear Channel, Xcel Energy, U.S. Bank) for a total of 72 members.

Discussions are being held to begin the 2016-2017 annual membership drive; and the 2016-2017 annual renewal drive is July through September.

IX. Adjournment

There being no further business, the meeting adjourned at 1:04 p.m. (BM/CS).