

**Draft Minutes from the  
East Town Business Partnership Board of Directors Meeting  
Thursday, July 7, 2016  
MSR Design, 710 South 2nd Street, 8th Floor Conference Room  
Downtown East Neighborhood**

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Present: Carina Aleckson, Jackie Barrett, Marc Berg, Tim Briggs, Daniel Gumnit, Chris Fleck, Jeff Hahn, Tom Hayes, Paul Mellblom, Lynn Regnier, Kelly Stenzel, Carletta Sweet, Bert Winkel  
Staff: Dan Collison, Christie Rock Hantge  
Absent: Jeff Anderson, Joshua Clark, John Campobasso, Hillary Hart, Varun Kharbanda, Brian Maupin, Alex Tittle, Tim Tucker

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**I. Call to Order**

President Paul Mellblom called the meeting to order at 11:33 a.m.

**II. Consideration of Agenda**

The agenda was approved as amended to include consideration of replacing the two retractable banners as the second action item (BW/CS).

**III. MSR Design Update**

Mellblom advised his firm is incredibly busy doing projects all over the country as usual, which is a good thing. They are having a good year and happy the economy is going well for at least 80% of the population. Most of Mellblom's work is with affordable housing and it's sad there's this big chunk of people who are left out. For more information, visit <http://msrdesign.com/>

**IV. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the June 2, 2016 Board meeting; Treasurer's report which included the Wells Fargo bank statement for June 1-30, 2016, and the F2016 Budget vs. Actual as of June 2016; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for May 28-July 2, 2016; and Executive Coordinator's report for 06-01-16 to 06-30-16 (CA/TB).

**V. Presentations**

**A. The Minneapolis Big Build Website.** Executive Director Dan Collison advised this is a campaign, led by the Minneapolis Downtown Council/Minneapolis Downtown Improvement District and Meet Minneapolis, to raise awareness, both regionally and internationally, about the transformation Minneapolis is undergoing prior to Super Bowl LII. This simple microsite provides some copy and lists major projects that will continue enhancing the vibrancy of our city. Dan explained he has listed 10-12 projects currently occurring in East Town that are not included on the site and he'll be reaching out to various Board members to help include them.

For more information, visit <http://www.mplsbuild.com/>.

**B. Commons Park Update.** Dan advised he'll be meeting with Green Minneapolis' Executive Director Win Rockwell tomorrow to discuss how the ETBP is rolling out its brand and to ensure its district branding work is in sync with what's happening with the "Commons," the name it will maintain for the near term.

GM is in the process of conducting its own marketing with ETBP member Rosemary Ugboajah of Neka Creative (<http://nekacreative.com/home/>). Dan believes Neka Creative also has a separate marketing contract with the City for the Commons and he's out there promoting all that ETBP is doing.

He reiterated that the City has entered into a short-term contract with the MDC-DID to operate the park between its opening on Thursday, July 21st through the end of 2016 (<https://www.minnpost.com/politics-policy/2016/05/downtown-minneapolis-group-temporarily-manage-east-commons-park-after-summer>). There will be a grand opening around mid day on July 21st and because of the complex fundraising, he was advised there will be no sponsorships for this event.

As we head into the fall, Rockwell will be asked back to update the Board on GM's contract with the City. Although U.S. Bank Stadium has control over half of the Commons for 100 days per year, GM with its separate operating board and staff will program the space for the remaining days of the year.

The Minnesota Sports Facilities Authority and Ryan Companies have given the ETBP permission to use their imagery when these grand openings occur. The ETBP will incorporate these images in its new brochure and website.

Carletta then asked Dan to pass on the concerns of the DMNA's Land Use Committee, i.e., there is inadequate space dedicated to dog relief at the Commons and they do not want what has happened to Gold Medal Park where residents from nearby buildings use it as their personal dog relief area; this concern was also expressed to Tony Barranco at its July 5th LUC meeting.

## VI. Action Items

- A. Registration of New Name for Trademark.** Paul advised that Board member and attorney Marc Berg (<http://www.jselmerlaw.com/index-8.html>) provided pro bono time to research the process and cost to register the organization's new name for trademark. Marc noted there may be a need for two filings, one for the name (approximately \$250), and one for the name with logo (approximately \$250) to protect and license it which will take 6 to 8 months for the United States Patent and Trademark Office (<http://www.uspto.gov/>) to process.

Although he did not have access to the original Articles of Incorporation, the organization's name has been officially changed to East Town Business Partnership with the Minnesota Secretary of State (<https://mblsportal.sos.state.mn.us/Business/SearchDetails?filingGuid=fa4ca270-b2d4-e011-a886-001ec94ffe7f>) at a cost of \$55. This is the second name change since its inception as the Elliot Park Business and Professional Association. The name has been changed on the bank account, and the name will be changed on a couple key contracts.

Paul explained since this cost expenditure was not a budgeted item, Board approval is required. Thereafter, a motion to expend for the registration of the new name and logo was approved (CS/CA). Meanwhile, the Executive Committee is tasked with updating the Bylaws to reflect this change.

- B. Replacement of Retractable Banners.** Executive Coordinator Christie Rock Hantge advised since the September 15th business forum will kick off and present the organization's new name and brand to the membership and stakeholders, she thought it would be appropriate to update the retractable banners and, as a consequence, she obtained a bid for replacing both of the 3-year-old banners, i.e., \$1,100 for design and printing.

After responding to questions, a motion to replace both retractable banners for \$1,100 was approved (CS/MB). Christie noted that the banners' design change is contingent upon receipt of new images before they go to print. Dan advised they are trying not to use digital imagery and as new projects are completed they will be featured on subsequent updated banners.

Lynn asked to ensure the banner also has "stay" to the live, work and play phrase because of all the hospitality projects going on. Paul jokingly recommended "stay, sit and obey" be included because of the issues related to dog relief areas.

## VII. Neighborhood Updates

- A. *Downtown Minneapolis Neighborhood Association.*** Carletta referenced her report included in the online board package for July.
- B. *Elliot Park Neighborhood, Inc.*** Lynn referenced her report included in the online board package for July.
- C. *Minneapolis Downtown Council.*** Dan reported on the following:
- 1) *Pianos on Parade.* The East Town piano painted by artist Ryan Sapp did not sync with its location; it's in front of Marquette Plaza on Nicollet Mall in Downtown West. The PoP in East Town is *The City and the Garden in Song* by Benjamin Davis Brockman in front of the American Academy of Neurology on South 2nd Street. The next closest is *The Community Gathering Experience of Music* by Kenneth Caldwell in front of Thrivent Financial on South 4th Street in Downtown West. This program (<http://www.downtownmpls.com/pianos>) was done in partnership with Keys 4/4 Kids (<http://www.keys44kids.org/pianos-on-parade/>).
  - 2) *Minnesota Super Bowl LII Wayfinding Committee.* At 3 p.m. today, he and PadillaCRT SVP Tom Jollie will make an East Town district branding presentation before this multi-organizational regional committee (<http://www.mnsuperbowl.com/>). They will give an overview of:
    - What ET is – a new name for district that encompasses three areas (Elliot Park, Downtown East, Mill District) for the purpose of placemaking and wayfinding;
    - How ET came to be – desire to "brand" emerging community, collaborative effort of 65 members, a year-long inclusive project with broad community support;
    - How ET is being adopted – members are incorporating it into their communications materials, media is starting to use it; and
    - What's next for ET – seeking collaborative partners to market it in all of the built environment amenities, e.g., light pole banners (managed by the MDC for the City), wayfinding banners, billboards, utility box wraps, window or door clings on buildings in area, street furniture, events and activities, etc. Jollie is encouraging the ETBP to use local events and activities to get these materials into the community's hand.

Dan has had early conversations with Leah Wong, the Event, Marketing, and PR

Professional at MDC to include default banners in its 2017 budget for when light pole banners are otherwise not in use.

Dan advised according to CPED's Planning Director Kjersti Monson's overview of the City's wayfinding policy (<http://www.ci.minneapolis.mn.us/cped/lrp/WCMS1P-139326>), it is a disastrous compendium of nonconforming signage. It is unlikely that this committee can clean up the whole city to prepare for the Super Bowl. However, there will be good system-wide conversation to help understand what can be done at least in the downtown area.

- 3) *MnDOT I-35W Lid Initiative.* Last month Dan attended a 3-day freeway lid Technical Assistance Panel (TAP) convened by Urban Land Institute's Minnesota District Council (<http://minnesota.uli.org/>) at the request of Commissioner Charles Zelle (<http://dot.state.mn.us/information/commissionerbio.html>) to introduce concepts on how a lid might be implemented along the I-94 corridor (<http://www.twincities.com/2016/06/13/lid-over-interstate-94-mndot/>) and, as it relates to East Town, to explore one over I-35W ([http://www.mncrew.org/uploadedFiles/MNCREW\(Chapter\)/News/FC\\_HighwayLids\\_april2016.pdf](http://www.mncrew.org/uploadedFiles/MNCREW(Chapter)/News/FC_HighwayLids_april2016.pdf)) connecting Downtown East to the Cedar-Riverside neighborhood and the West Bank Business Association (<http://www.wbba.thewestbank.org/>). Dan attended because it relates to the 2025 Plan's eighth goal of forging connections to the University of Minnesota (<http://www.downtownmpls.com/page/show/423275-2025-plan>) which is only a mile and half from City Hall to the center of its campus. There's already the connection via Washington Avenue South and potentially seeing it widen and beautified, but there's the deeper dive of connecting via the bridge and is something cities around the country are considering as an economic land use issue and a social healing narrative. A full report is expected to be released by ULI Minnesota within the next 30 to 60 days.

Dan then entertained questions from the Board during which information was sought about the status of the 5th Street Reconnection/Samatar Crossing project (<http://www.minneapolismn.gov/cip/2016/WCMSP-173830>). Lynn advised construction for this project was to begin as soon as the 7th Street Ramp opened (<http://www.dot.state.mn.us/metro/projects/i94minneapolis/>) but has been delayed amid concerns by the Cedar-Riverside neighborhood over increased vehicular traffic (<http://www.startribune.com/samatar-crossing-hits-roadblock-over-traffic-concerns/388329331/>) and as a result have sent City planners back to the drawing board. Lynn has invited Steven Hay, Transportation Planner from the City's Department of Public Works, to come before the EPNI BLUH Committee in July or August with an update.

## VIII. Committee Reports

- A. **Executive.** Paul advised there is nothing new to report.
- B. **Board Development.** Paul advised there is nothing new to report, but the committee will probably meet over the next couple months.
- C. **Business Forum.** Dan advised there will be no forums in July or August; however, in addition to the joint ETBP, MDC and EDAM forum at U.S. Bank Stadium's Fire Club on Thursday, September 15th, there will be two to three other joint forums in the upcoming

2016-2017 season (<http://easttownmpls.org/2016-2017-etbp-business-forum-series/>).

**D. Membership, Marketing and Communication.** Chris reported he has reached out to the Board and general membership to join, as well as to NCU's School of Business for interns to help expand the load of its work. Then he gave an update of what has been accomplished since the committee met on July 6th at NCU:

- 1) *Summer membership renewal.* Christie has forwarded to Chris a spreadsheet of ETBP's constituents who she will send an email reminder to renew; this is done prior to any Board member contacting existing members.
- 2) *New brochure.* Fortunately this was not executed when the committee first considered updating it several months ago. Barsuhn Design created the original brochure in trade for its membership. When recently contacted, BD recommended using nondigital imagery and waiting until some of the bigger developments are completed to secure newer images. Now that Dan has secured permission to use some of the developments' imagery, he's negotiating with Neka Creative to create a new brochure in trade for its membership.
- 3) *Social media and website rebuild.* Chris, Christie and Dan met with Board member Jeff Hahn of Internet Exposure (<https://www.iexposure.com/>) this morning and reviewed ETBP's current website and considered starting a visitor-centric website – might need to write a grant for it – that is managed through the partnership capacities of the MDC and/or Meet Minneapolis. Since the ETBP currently does not have the resources to implement, they will track it as a project over the next 6 to 8 months. Meanwhile, the philosophy is to remain a member-centric website; therefore they will not rebuild or change it, only make internal tweaks, e.g., changing the Uniform Resource Locator (URL). Furthermore, they will use PadillaCRT's recommended tagline of "Find it in East Town".

Dan advised he is overseeing the building of two micro-sites that will go on a "development" tab, i.e.: East Town Development as part of the 2025 Plan Development Committee's land use group; and Portland Avenue Residential Corridor. The MDC will pay for the hosting of these sites and the McKnight Foundation grant will fuel the cost for building them. They will be coming online in the next 60 to 90 days.

- 4) *Brand pitch packet.* Another PadillaCRT recommendation was to have a member partner pitch packet that would include a letter and guidelines on how to use East Town's logo. Dan then reviewed his punch list of activities for this final phase of PadillaCRT's work:
  - Wayfinding
  - Brand guideline document for those who use brand
  - Agreement to sign for those who download graphics
  - Create new "Find Us in East Town" band mark
  - Pursue unsold space in members' program guide

The ETBP is not spending a lot of money on this; it's a way to bring value to and help members grow. Chris then thanked Jeff for his website counsel, and Tom for attending meetings with Metro Transit to understand how to leverage ETBP's branding on its transitways.

- 5) *July and August networking events.* Yet another PadillaCRT recommendation was to conduct networking events. Joshua has been coordinating this and the first is tentatively

scheduled for Thursday, July 28th, 4-6 p.m., at one of our newer members, KC Truth (<http://kctruth.com/>), 310 4th Avenue South. The featured speaker will be Wendy Blomseth (<https://www.linkedin.com/in/wendyblomseth>) of the *Minneapolis/St. Paul Business Journal* who will discuss professional networking. They are working on getting a hospitality partner to provide free adult beverages.

They are also looking at two Thursday dates in August, the 18th or the 25th but are leaning toward the latter. Stay tuned for more details. Since the ETBP will not be spending its few precious dollars on this, the opportunity is to find sponsoring partners willing to pick up the tab and get their name featured.

Lastly, Chris thanked Dan in securing the U.S. Bank Stadium platinum membership, and announced the next MMC Committee meeting will be on Wednesday, July 20th, 3-4 p.m., at NCU.

## **IX. Adjournment**

There being no further business, the meeting adjourned at 12:38 p.m. (CS/MB).