

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, October 6, 2016
Augustana Care, 1425 10th Avenue South, 7th Floor Skyroom
Elliot Park Neighborhood**

Present: Carina Aleckson, Marc Berg, John Campobasso, Chris Fleck, Daniel Gumnit, Hillary Hart, Tom Hayes, Varun Kharbanda, Brian Maupin, Carletta Sweet, Tim Tucker, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jeff Anderson, Jackie Barrett, Tim Briggs, Jeff Hahn, Paul Mellblom, Lynn Regnier, Kelly Stenzel, Alex Tittle

Guests: Beth Shogren and Amanda Wigen, The Commons

I. Call to Order

Vice President Carletta Sweet called the meeting to order at 11:32 a.m., and thanked Augustana Care (<http://augustanacare.org/>) President and Chief Executive Officer Tim Tucker for hosting and providing lunch.

Tim then announced that as of today they broke ground on Brookside Senior Living's new campus in Montevideo, Minnesota (<http://brooksidecampus.org/>); and there will be a grand opening of the Castle Peak Senior Care project in Eagle, Colorado on Thursday, October 27, 2016 (<http://castlepeak.org/#&panel1-1>).

II. Consideration of Agenda

The agenda was approved as amended to reflect that Chris Fleck would give the Membership, Marketing and Communications Committee update (HH/BW).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the September 8, 2016 Board meeting; Treasurer's report which included the Wells Fargo bank statement for September 1-30, 2016; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for September 4-October 1, 2016; and Executive Coordinator's report for 09-01-16 to 09-30-16 (CA/JC).

IV. Presentations

A. The Commons. Park Manager Beth Shogren began by advising it is their primary goal to ensure The Commons is an active and fun amenity to everyone who lives, works and plays in downtown. Then she gave a brief history of her public realm experience with the Minneapolis Downtown Improvement District (<http://www.minneapolisdid.com/>) where, in association with Sarah Harris (<https://www.linkedin.com/in/sarah-harris-1a0b6721>), she spent 3-1/2 years bringing it to fruition then leading it as Chief Operating Officer until 2013. The DID currently has a short-term contract to oversee operations of The Commons until the City finalizes a longer-term contract with Green Minneapolis, the public/private nonprofit conservancy formed in early 2015 to spearhead fundraising, construct and eventually manage and operate the park. Although the Minneapolis Park and Recreation Board owns the land, the City has a 50-year lease to own and operate it.

Park Coordinator Amanda Wigen advised she worked for 4 years on Bryant Park (<http://www.bryantpark.org/>) in New York City which is also a program-based urban park which appeals to both residents and visitors, and her primary responsibility is to plan and coordinate events at The Commons.

Prior to management of The Commons being transferred to Green Minneapolis, Shogren and Wigen have been contracted by the DID to manage the 4.2 acre park, and they are hoping to engage the ETBP and its constituents to help create programs and amenities that will be an asset to the community.

Although the park is open (the east block held a grand opening on July 21st and the west block opened

a few weeks later), there are two major elements missing from Hargreaves Associates approved design (<http://www.minneapolismn.gov/www/groups/public/@clerk/documents/webcontent/wcms1p-147658.pdf>): the stage and support building, and a full-service restaurant. They have high ambitions, however, to get those funded and constructed over the coming years.

Using a slide presentation, Shogren described the park's features beginning with the winding paths, grassy mounds, heavily wooded more conducive to quiet reflection west block that also has a baseball mitten shaped infield area, to the more conducive to activity east block. Since its opening, beyond U.S. Bank Stadium events, there have been a variety of uses and sizes of events including bean bag toss challenges, dunk tank fundraisers, company picnics, weddings, and the Northbest Ads of Minnesota (<http://www.downtownmpls.com/northbest>), all of which have been good testing grounds to see what the park can handle and to help plan for 2017.

Gradually more families are discovering the play structure and enjoying the splash pad, and a variety of food trucks assemble during lunch hour along South 4th Street. They are trying to encourage people to use the park in order to learn what types of resources are needed. The web and social media presence is being worked on and they plan to publicize what's happening more aggressively in 2017; more larger-scale events are planned, e.g., ESPN's X Games are coming to U.S. Bank Stadium and will activate The Commons (<http://www.journalmpls.com/news/2016/07/espns-x-games-are-coming-to-u-s-bank-stadium/>).

Some near-term events at The Commons include:

- 1) People Serving People (<http://peopleservingpeople.org/>) family fitness on Friday evening, October 7th;
- 2) Marching bands warm-ups for the 12th Annual Youth In Music Band Championships (<http://www.youthinmusic.org/>) on Saturday, October 8th; and
- 3) Medtronic Twin Cities Marathon (<https://www.tcmevents.org/events/medtronic-twin-cities-marathon-weekend-october-7-9-2016/marathon/>) on Sunday, October 9th.

The Commons is considered the centerpiece of Downtown East redevelopment as it is nestled among the two new Wells Fargo office towers to the north along South 4th Street, the Edition Apartments to the west along 5th Avenue South, the historic Minneapolis Armory to the south along South 5th Street, and the new U.S. Bank Stadium to the east along Chicago Avenue. It has 24-hour staff on site: two hospitality staff during the day to ensure the park is clean and well maintained and security guards overnight.

Shogren and Wigen then sought the ETBP's advice and assistance in engaging its constituency to determine what programs the community would like to have at The Commons via, for example, a community charrette. Dan advised he has already provided them with a list of connections that include organizations in the Downtown East, Elliot Park and West Bank/Cedar Riverside neighborhoods, but did not include the larger employers in order that they may connect directly with them.

Thereafter, Shogren answered questions from the Board related to permitting, costs, and permissible uses. For more information, she can be reached at 612-339-0910 or BShogen@commonsmpls.com.

- B. Executive Director 2017 Objectives/Reporting Structure.** Dan explained this is a follow up to Executive Committee meetings wherein succession planning (led by Carina Aleckson) and a more robust review process (led by Bert Winkle) were discussed to help the Board understand the unique nature of his shared staff position with the Minneapolis Downtown Council which was made possible by the two McKnight Foundation grants. These 2017 objectives were developed due to the unique symmetries of the organizations and past initiatives and are divided as follows (reference <http://easttownmpls.org/wp-content/uploads/2016/09/MDC-EDC-2017-Shared-Staff->

[Objectives.pdf](#) included in the online Board package):

- 1) MDC/DID McKnight Grant Objectives;
- 2) ETBP Objectives, some of which are tied into the 2025 Plan goals, e.g., engagement with the “Lid” Project or MnDOT Healthy Communities initiative (<http://www.minnesotago.org/draft-plans/smt-p-draft-plan/chapter-5#healthycommunities>), a report of which will be released in early November;
- 3) MDC/DID Objectives; and
- 4) Joint MDC/DID, ETBP Objectives. Dan highlighted the various task forces on which he serves, e.g.: a City of Minneapolis Business Advisory Group; an ad hoc group of near neighborhood associations; and a multi business association, multi chamber group studying policy issues.

In addition to continuing to provide leadership and report on the above objectives, the Executive Committee has asked that Dan create, as part of his monthly report, a separate table highlighting what has been done related to these objectives.

A brief discussion ensued regarding the amount of work involved for one person to handle, the time required for execution, the amount of project management/other staff needed, and the income stream required to support the position, after which it was noted that the ETBP owes a debt of gratitude to both Christie and Dan for putting in way more time, energy, passion, intelligence and spirit than for what they are being compensated. Until more memberships are obtained at the higher level, it is important to leverage the MDC and grants to keep the position and programs in place and moving forward.

- C. City of Minneapolis Wage Study and Business Policy.** Dan referenced the documents he emailed in advance of the Board meeting: CPED’s Minimum Wage Increase Study presentation to the Committee of the Whole dated Wednesday October 5, 2016 (<http://www.ci.minneapolis.mn.us/www/groups/public/@clerk/documents/webcontent/wcmosp-187647.pdf>); Request for Committee Action of the same date (<http://www.minneapolismn.gov/www/groups/public/@clerk/documents/webcontent/wcmosp-187332.pdf>); and the Minimum Wage – Engagement Plan of the same date (<http://www.ci.minneapolis.mn.us/www/groups/public/@clerk/documents/webcontent/wcmosp-187466.pdf>). He would like the ETBP to consider over the next couple months how to engage the membership on this issue; he already has a survey template from the Southwest Business Association (<https://swba.wildapricot.org/>).

This study has been underway for over 2 years, and the research team, led by the Roy Wilkins Center at the University of Minnesota, reviewed existing peer reviewed literature on minimum wage changes and replicated techniques prevalent in other studies to simulate the relative impact of a minimum wage increase in Minneapolis and Hennepin/Ramsey Counties.

The study found that of the city’s 311,000 workers, 47,000 would be impacted by an increase to \$12 an hour and 71,000 would be impacted by an increase to \$15 an hour. The study concludes that workers of color would disproportionately benefit from a minimum wage increase. The study’s perspective, which was met with a fair amount of debate and skepticism, was there would not be any significant job losses due to proposed minimum wage increases either in Minneapolis or in Hennepin or Ramsey Counties.

Council Members expressed a potential downplaying of the real impact on the industries that will be affected the most that could lead potential businesses, particularly those on the borders of Minneapolis, to leave. Dan noted that similar to the Sick Leave conversation, by having Minneapolis create a policy different from the surrounding cities will have an island effect.

Discussion ensued about how this would or would not affect the businesses of Board members during which it was noted that since wages are set by the state, the ETBP should push back and encourage

state legislators to adjust it throughout the whole system. Dan noted neither Steve Cramer nor the MDC Board have published any statements about this, but a negative to this conversation is regional competitiveness, i.e., messaging that the City will legislate ordinances in a complicated environment where it is already costly to do business.

Thereafter, it was agreed that Dan would send an email to the Board seeking volunteers to work on a Minimum Wage Task Force that would operate within the City's Engagement Plan Timeline to engage the ETBP membership and make a recommendation to the Board (LR/CA).

V. Action Items

- A. ETBP Brand Trademark and Usage Agreement.** Marc Berg explained the only difference in the document since the last Board meeting is the reference to the Style Guide. Thereafter, the License Agreement was approved as revised (CS/TH). The process for which members will gain access is still to be developed.
- B. Revisions to Bylaws.** Carina Aleckson explained she made the necessary "Search and Replace" procedure changing East Downtown Council with East Town Business Partnership; she will now change the date in the heading to agree with the date in the footer. Thereafter, the Bylaws were approved as amended (CS/HH).
- C. Executive Director Succession Plan.** Postponed until the November Board member to incorporate proposed changes recommended by Carletta.

VI. Neighborhood Updates

- A. Downtown Minneapolis Neighborhood Association.** Carletta reminded the Board that she is co-hosting the Minneapolis Riverfront Partnership's *Backyard by the River* friend-raiser event on Tuesday, October 11th, 5:30-6:00 p.m., at Mississippi Watershed Management Organization's headquarters, 2522 Marshall Street NE, beginning. Then she referenced her report included in the online board package for October for other activities.
- B. Elliot Park Neighborhood, Inc.** In deference to several Board members' institutions, Lynn reported that EPNI Board member Elizabeth Beissel had knee surgery at HCMC and post surgery recovery at Augustana Care. She was pleased with the care received at both neighborhood institutions.
- C. Minneapolis Downtown Council.** Dan reminded the Board of the *2016 Gala/2025 Leadership Awards* event is on Thursday, October 20th, 5:30-9:30 p.m., at the Renaissance Minneapolis Hotel at The Depot (<http://www.downtownmpls.com/2025awards>).

VII. Committee Reports

- A. Executive.** Postponed until the November Board meeting.
- B. Board Development.** Postponed until the November Board meeting.
- C. Business Forum.** Postponed until the November Board meeting.
- D. Membership, Marketing and Communication.** Referencing his report submitted in the October online Board package (<http://easttownmpls.org/wp-content/uploads/2016/10/ETBP-Member-Report-10.5.pdf>), Chris Fleck reported we are going through the renewal period and that since May 1st there are 81 members, of which 48 have renewed (6 of which are grandfathered in from 2015) and 16 are in flux.

Then he displayed the list of 11 new members as of May 1st, extending kudos to Dan for his outreach in securing these memberships for a total of \$7,600. Dan noted it is worth celebrating that over the past 5 years, we have doubled the membership, quadrupled income, and leveraged partnerships that didn't exist before.

Lastly, Chris displayed the list of memberships awaiting renewal; it will be divided among the MMC to follow up on.

VIII. Adjournment

There being no further business, the meeting adjourned at 1:02 p.m. (CA/HH).