

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, November 3, 2016
PadillaCRT, River Parkway Place, 1101 West River Parkway, Falls Conference Room
Downtown East Neighborhood**

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

Staff: Dan Collison, Christie Rock Hantge

Absent: Jackie Barrett, Varun Kharbanda, Alex Tittle

Guests: Elizabeth Campbell, Ryan Companies
Phil Huebner, Minnesota Vikings

I. Call to Order

President Paul Mellblom called the meeting to order at 11:34 a.m., thanked former PadillaCRT CFO Tim Briggs (<https://www.linkedin.com/in/timbriggs3>) for hosting, and welcomed the two Board candidates, Elizabeth Campbell and Phil Huebner who in turn gave a brief but compelling explanation for wanting to join the Board.

II. Consideration of Agenda

The agenda was approved as amended to include under Action Items consideration of Phil Huebner as a Board member (CS/TB). Thereafter, the Board introduced themselves.

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the October 6, 2016 Board meeting; Treasurer's report which included the Wells Fargo bank statement for October 1-31, 2016; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for October 2-29, 2016; and Executive Coordinator's report for 10-01-16 to 10-31-16 (CS/CA).

IV. Presentation of the East Town Development Website

Executive Director Dan Collison explained he is shared staff with the Minneapolis Downtown Council / Downtown Improvement District and his work is based on their *Intersections Downtown 2025 Plan* goals (<http://www.downtownmpls.com/page/show/423275-2025-plan>) that are implemented through six committees: (1) Development; (2) Greening & Public Realm; (3) Transportation; (4) Downtown Experience; (5) Ending Street Homelessness; and (6) Festival of Ideas, Minneapolis Idea eXchange (MiX).

Dan's work is focused primarily on the Development Committee's efforts for the East Town district and he carries out his shared staff function through a subcommittee called the East Town Development Work Group which has had as part of its work plan for the past year the creation of a digital bookshelf that was recently launched, i.e., the East Town Development website (<http://www.easttowndevelopment.com/>). Then he guided the Board through the easy-to-use WordPress website, fueled by the McKnight Foundation Region & Communities grant (<https://www.mcknight.org/grant-programs/region-and-communities>). He described the About Us, Development Projects, News, and Resources pages, and explained it is a hybrid between a promotional piece for the district and a land use asset library for the average person as well as larger corporations and developers interested in the area. As it is a work in progress, he is seeking input and feedback on its execution, as well as images and developments that impact the district from Board organizations not yet captured on the site.

This group meets on the third Tuesday of each month and covers an array of topics from specific projects to studying existing plans. However, it does not work on area master plans as that is the purview of the City of Minneapolis and many plans already exists for the district as exemplified by the documents found under the Resources page. The City has been stepping up to create a digital framework for all of their studies and reports and David Fields, consultant for Minneapolis CPED on development in East Town, has been helping to build the ETD reference library. Carletta Sweet has been taking the ETD meeting

notes for the site.

Dan noted it is exciting to begin to create an ecosystem of web presence, i.e., the newly branded bread and butter business association-focused website; the newly launched land use website with the same brand; the potential for a more visitor centric district website that he is working on with Leah Wong (<https://www.linkedin.com/in/leahwong>) and Meet Minneapolis (<http://meetminneapolis.com/>); and a new Park and Portland Residential Corridors website led by BKV Architects.

Lastly, Dan noted that Greater MSP CEO Michael Langley advised him they plan on updating their Downtown East District Strategic Vision (<https://www.greatersp.org/clientuploads/Downtown%20East%20--%20The%20Next%20Generation.pdf>) and that it would be interesting to see how it interacts with what they are doing.

V. Action Items

A. Consideration of New Board Members. Mellblom excused the two candidates from the meeting for Board discussion. Upon their return, Elizabeth Campbell was approved to serve the remaining term of Joshua Clark who relocated out of the district, and Phil Huebner was approved to serve the remaining term of Jeff Anderson who removed himself from the Board due to time and location conflicts (CS/LR).

B. Consideration of 2017 Budget. Dan explained the 2017 Budget and Notes to the Budget. Of note is an increase proposed for the ETBP contract with the MDC-DID for Dan's services from \$15,000 to \$25,000; and for Executive Coordinator Christie Rock Hantge from \$18,000 to \$21,600 to provide additional support for the 2025 Plan East Town Development Committee, Project Management for District Branding Engagement, and other items as assigned. Thereafter, the 2017 Budget was approved as presented (MB/CS).

C. Consideration of Revised Executive Coordinator Job Description. Dan explained the changes made to this job description (<http://easttownmpls.org/wp-content/uploads/2016/10/ETBP-Executive-Coordinator-Job-Description-10-10-16.pdf>) reflect the additional services Christie will be providing as indicated in the 2017 Budget. This document was received and filed as presented.

D. Consideration of Executive Director Succession Plan. Carina Aleckson explained why this document was prepared, i.e., to have a process in place in the event of a planned or unplanned departure of the Executive Director (<http://easttownmpls.org/wp-content/uploads/2016/10/Executive-Director-Succession-Plan.10252016.pdf>). Of note is the ETBP Executive Committee may take the opportunity to evaluate and consider any potential changes to the relationship between the ETBP and the Minneapolis Downtown Council; and that the Minneapolis Downtown Council will have representation on the Search Team.

After responding to questions, approval of the Executive Director Succession Plan was postponed until Dan has a chance to review it with the Minneapolis Downtown Council.

E. Board, Committee Members and Staff Media Policy. Hillary Hart explained the 1-page Media and Social Networking/Online Behavior policy document she adapted for the ETBP. It is a boilerplate protection for the organization at its highest level so that no one is intentionally using the brand, business information or trade secrets.

After a brief discussion, the Media Policy was approved as presented and it will be applicable to current Board and Committee Members and Staff, and as a part of onboarding materials for new Board and Committee Members and Staff (PM/CS).

VI. Updates

A. Executive Director Monthly Progress Report. Dan explained that when the Executive Committee was developing the Executive Director Succession Plan, it also discussed the ED's annual review process. Although the Board receives hours worked and names of people with whom he meets in the monthly Work Reports (<http://easttownmpls.org/wp-content/uploads/2016/10/MDC-EDC-Work-Report-October-2016-Sheet1.pdf>), the concern expressed was that the Board should be made aware of all the project work that flows up into the annual set of objectives. Henceforth, Dan will also be submitting a Work Objectives Report with current work activities highlighted in red to aide in the review process (<http://easttownmpls.org/wp-content/uploads/2016/10/OCT-2016-Staff-Objectives-Report.pdf>). He will also be tracking:

1. *Minneapolis 2040*. State law requires comprehensive plan updates every 10 years. To meet regional planning requirements overseen by the Metropolitan Council, the City must complete an updated plan in 2018 (<https://minneapolis2040.com/>); and
2. *City of Minneapolis Minimum Wage Study*. Dan explained subsequent to the October 6th Board meeting, he convened a task force comprised of Carina Aleckson, Jeff Hahn and Hillary Hart (who could not make the initial meeting) to discuss the City's Minimum Wage Study (<http://www.ci.minneapolis.mn.us/minimumwage/MINIMUM-HOME>). The task force acknowledges the complexities of the issue but has refrained from taking a position since individuals on the Board represent various institutions that have a stake in the topic which would create a conflict of interest.

Discussion ensued during which it was proposed to issue to the membership the Southwest Business Association's survey (<http://easttownmpls.org/wp-content/uploads/2016/10/Minimum-Wage-Survey-Text.pdf>). Discussion also revolved around the fact that when this organization was formed in 1979 as the Elliot Park Business & Professional Association it weighed in on issues, but when it evolved into the East Downtown Council and more recently the ETBP, it has not weighed in on issues and would now need to decide whether and when to do so going forward. This discussion could be a part of a strategic planning session.

Thereafter, the Board decided it would continue to be a conduit of information and help equip its membership so that their voices can be heard on issues if they so choose by issuing a link to the survey.

- B. Downtown Minneapolis Neighborhood Association.** Carletta referenced her report included in the online board package for November.
- C. Elliot Park Neighborhood, Inc.** Lynn announced they are pleased with the name of the new hotel at the Kraus-Anderson full-block development, i.e., the *Elliot* after the Elliot Park neighborhood (<http://www.startribune.com/kraus-anderson-unveils-the-elliot-the-hotel-portion-of-its-downtown-minneapolis-project/399062841/>).

VII. Committee Reports

- A. Executive.** Paul advised they have reformulated the Executive Director's review process, the form for which will be sent to the Board for filling out. Going forward it will be sent out a month in advance of the budgeting process.
- B. Board Development.** Postponed until the December Board meeting.
- C. Business Forum.** Postponed until the December Board meeting.

D. *Membership, Marketing and Communication.* Referencing his report submitted in the November online Board package (<http://easttownmpls.org/wp-content/uploads/2016/11/ETBP-Member-Report-10.31.pdf>), MMC Chair Chris Fleck reported as of October 31st there are 84 members, 50 of which have renewed and 16 have not renewed; assignments will be made to follow up with the unrenewed. The new member list is comprised of 12 companies for a total revenue of \$7,800.

Chris then gave a brand engagement update. The tools have been posted to the website; Dan will send an introductory letter to the platinum members; and then Chris will follow up with the marketing departments of the membership to encourage their use (<http://easttownmpls.org/help-spread-the-east-town-brand/>).

VIII. Adjournment

There being no further business, the meeting adjourned at 1:03 p.m. (HH/CA).