

Recap of the East Town Business Partnership Business Forum
Thursday, January 19, 2017, 11:30 a.m. – 1:00 p.m.
American Academy of Neurology, 210 Chicago Avenue South, 5th Floor Training
Room A
Downtown East Neighborhood of Minneapolis

- **Welcome, Introductions and District Events**

Paul Mellblom, President for the East Town Business Partnership, welcomed the audience to the January business forum, thanked the American Academy of Neurology for hosting and the audience for attending. He explained the purpose of the forums is to inform the membership of what's happening in the district as exemplified by today's topic and speaker, and provide networking opportunities.

Then he announced that in collaboration with the City of Minneapolis, the ETBP is hosting a Minimum Wage Listening Session on Monday, January 30th, 3:00-5:00 p.m., at Day Block Brewing Company, 1105 Washington Avenue, to gather feedback on a potential proposal for employers in Minneapolis (<http://www.ci.minneapolis.mn.us/minimumwage/MINIMUM-HOME>) to help formulate City policy; it will go before the City Council for approval in May 2017. There has been a lot of passionate debate both for and against it and the ETBP decided its role was to facilitate conversation and encourage members and businesses in East Town to participate and make their voices heard. At the session, City staff will be taking non-attributable notes.

Then he asked the audience to introduce themselves during which EPNI's Executive Director Lynn Regnier announced Nice Ride Minnesota (<https://www.niceridemn.org/news/>) is partnering with them again on another bike event on Thursday, April 20th. They are expanding last year's *Elliot Park on Wheels* to include an environmental component: Bike It. Hike It. Green It. Live It. They are looking for more partners and participants; more information to come.

Dan Collison, Executive Director for the ETBP, extended gratitude to the ETBP platinum members who help fuel the forums:

- Allied Parking, Inc.
- CenterPoint Energy
- Clear Channel
- Community Housing Development Corporation
- ESG Architects
- Hennepin County Medical Center
- House of Charity
- Izzy's Ice Cream
- Kraus-Anderson
- Minnesota Vikings
- Mortenson Construction
- Neka Creative
- NRG Energy
- PadillaCRT
- Thrivent Financial
- U.S. Bank
- Valspar
- Wells Fargo
- Xcel Energy

He noted that East Town has come into its own as exemplified by the following events:

- The next ETBP Business Forum is on Thursday, February 16th, 11:30 a.m. to 1:00 p.m., at Open Book, 1011 Washington Avenue South. The topic will be Placemaking, Downtown Improvement District, and Tactical Urbanism with featured speakers Max Musicant, Principal and Founder of the Musicant Group, and Ben Shardlow, Director of Urban Design at the Minneapolis Downtown Council/Downtown Improvement District.
- Wells Fargo Minneapolis WinterSkate (<http://www.downtownmpls.com/winterskate>) in Loring Park, open daily through the winter season.
- Upper St. Anthony Falls Lock Public Input Open House hosted by National Parks Conservation Association (<https://www.npca.org/>) and MSR Design on Tuesday, January 24th, 6:00-8:00 p.m., Mill City Museum. RSVP to Christine Goepfert, Senior Program Manager, NPCA's Upper Midwest Field Office in St. Paul at cgoepfert@npca.org or 612-270-8564.
- Midwinter Light: Creating Art with Ice and Light, January 27th through 31st, at The Commons, 425 Portland Avenue South (<http://www.commonsmpls.com/>).
- Town Hall Meeting with Senator Bobby Joe Champion on Tuesday, January 31st, 6:00-8:00 p.m., at Urban Research and Outreach Engagement Center (<http://uroc.umn.edu/content/town-hall-meeting-senator-bobby-joe-champion>).
- Off the Streets Super Run 5k (<http://www.offthestreets5k.com/>) to fight human trafficking on Saturday, February 4th, in the concourse of Target Field. Chris Fleck stated he was shocked to learn that Minnesota ranks 13th for sex trafficking and during the Super Bowl that number goes through the roof. They worked with Target Field to rent its concourse and encouraged the audience to participate; all proceeds go to help Youthlink (<http://www.youthlinkmn.org/>) and other organizations helping victims.
- Minneapolis Downtown Council annual meeting on Thursday, February 9th, 11:30 a.m. to 1:30 p.m., at the Minneapolis Convention Center Ballroom. Register by January 31st at <http://www.downtownmpls.com>.
- For Downtown Minneapolis Neighborhood Association events, visit <http://www.thedmna.org/>.
- For Elliot Park Neighborhood, Inc. events, visit <http://elliottparkneighborhood.org/>.

- **Overview of the Wards and Neighborhoods of East Town**

Collison advised prior to introducing today's featured speaker and topic, it is important to understand how we're connected as neighborhoods within wards. Using a slide presentation, he guided the audience through the neighborhoods of Downtown East and Elliot Park and Wards 3, 6 and 7 that comprise the East Town district, all of which can be found on the City's website under Council Wards (<http://www.ci.minneapolis.mn.us/council/maps/index.htm>) and on the recently launched East Town Development website (<http://www.easttowndevelopment.com/>) under the Resources page.

He noted that Elliot Park is the larger of the two neighborhoods and contains some of the larger healthcare institutions, historic housing narratives, and one of only two collegiate size soccer fields in Minneapolis.

Downtown East is the other half of East Town and includes the Mill District and the Mill City Farmers Market, the riverfront, performance and visual arts venues, and a variety of residential components.

Due to recent developments, there is now a new middle where it all comes together and includes The Commons, the LRT station and other transit options, U.S. Bank Stadium sports entertainment complex, the Wells Fargo towers, and more dining options including food trucks. This new middle is transforming the district and bringing the two neighborhoods together; thus the East Town district's time has come. It is a national event destination with more hotels being built and a population of about 10,000 residents and, according to the City's projection, it could be as many as 16,000 by 2030.

East Town has an incredible balance of affordable, market rate and transitional housing, but questions remain as to how we can continue to pursue a diverse narrative in a hot market.

Prior to the 2010 census (<http://www.minneapolismn.gov/census/2010/index.htm>) and subsequent to municipal redistricting (<http://www.minneapolismn.gov/redistricting2012/>), East Town was governed by Ward 7 Council Member Lisa Goodman, but as a result of changing demographics and increased development, the area now has a much more rich and diverse profile and municipal leadership, i.e.:

- Ward 3
(<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-143228.pdf>);
- Ward 6
(<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcms1p-143231.pdf>); and
- Ward 7
(<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcms1p-143233.pdf>).

Collison explained Minneapolis is a city of neighborhoods that primarily make decisions flowing up to ward leaders at City Hall as was done on Tuesday, October 25, 2016 at the Midtown Global Market for one of the Minneapolis 2040 interactive open house events.

- **Overview of the Comprehensive Plan: Envisioning Minneapolis in Year 2040**

Collison introduced CPED Principal Planner Beth Elliott by providing a brief biography (<https://www.linkedin.com/in/beth-elliott-aicp-34b419107>). She explained she's been the Downtown Planner for over 11 years and has worked with this group for many years through its iteration of names and benefitting from the relationships she has gained; it makes her and our jobs easier.

In addition to being the Downtown Planner, Elliott's current role is co-managing the update to the Minneapolis Plan for Sustainable Growth (http://www.ci.minneapolis.mn.us/cped/planning/cped_comp_plan_2030), and leading the civic engagement process. A lot has occurred over the last year and she is here to get us up to speed, explain how and why to be engaged, and where all this work is going.

Using a slide presentation, Elliott explained the comprehensive plan provides long-range policy guidance for the City, particularly for land use, and they are legally required by state statute and Metropolitan Council regulation to update it every 10 years. Other documents exist that offer more specificity than they can at the citywide level (e.g., Elliot Park Neighborhood Master Plan, Downtown East/North Loop Master Plan).

Following are the Plan Elements required by the Metropolitan Council Land Planning Act (§473):

- Land use (cannot have zoning codes unless you have a comprehensive plan and there should never be anything in the zoning codes that doesn't directly implement policies)
- Transportation (a hugely connected system regionwide and Met Council wants to keep it that way)
- Housing
- Parks and trails
- Water resources
- Implementation (of the <https://minneapolis2040.com/>)
- Natural resource protection

- Historic resource protection
- Public facilities plan

In addition to “Plan Elements,” there are additional expectations that we must meet, i.e., issues of regional importance identified by the Metropolitan Council.

- Economic competitiveness (don’t want to push and pull from each other)
- Resilience
- Equity (large recognition in Minneapolis to balance the playing field)

Elliott then briefly described past comprehensive plans and noted that as we think about what’s important to us now and looking out to 2040, it’s interesting to look back at the character defining themes that dominated Minneapolis comprehensive plans of the past, and to recognize that these plans reflect and codify our values at any given time. In the 1953 plan, the big ideas were about highways and helipads. In the 1962 plan, it was urban renewal and the beginning of highway construction. Environmental protection and downtown revitalization in 1982, mixed use and transit first in 2000, and sustainability, arts and culture, and multimodalism in 2009.

This 3-year process to deliver the updated plan to the Met Council by 2018 was kicked off last April and requires all that time to get it done. The City Council adopted a mission statement: Minneapolis 2040: An inspiring city growing in equity, health and opportunity; and the following six core values: growth, equity sustainability, livability, competitiveness, good government (an infographic on the website designed by Arlene Burkett).

Because a lot of city departments do not work in policy but in programs, regulations and enforcement instead, internally they are trying to get every department “enterprised” and working on the details of the comprehensive plan. They have people from all across the City enterprise sitting on technical working groups, reacting to engagement and funneling it back into their process and cycling back again; this is way more than what the Met Council requires.

Elliott and Gretchen Musicant (mother of Max Musicant) are co-chairing the public health research team which has a holistic perspective that there needs to be health in all policies and serve as the watch dog for a lot of the other technical teams making sure there is language about active living and other human development. Arts and culture is always a value and incorporated into the comprehensive plans. Technology and innovation is new this year and how to eliminate the digital divide.

Elliott then described the engagement plan process beginning with the launch at the Community Connections Conference in April 2016 to raise awareness of the process, through the next engagement push at the April 1, 2017 Community Connections Conference, through 2018 when staff will produce the final plan document and show how it reflects public input. She will be going to other groups in downtown so they can start thinking about their role in the process and how to be involved at the April CCC.

Their engagement goals are:

- Meaningful and Relevant Dialogue: The community feels that the dialogue has been meaningful and relevant to their interests and daily lives.
- Inclusive Representation: The perspectives and participation of a broad range of community members are equitably represented in the plan.
- Access to Information and Opportunities: The public has the information they need to participate in ways that are appropriate to their experiences and lifestyles.
- Contributions Have Impact: The public feels their input has been thoughtfully considered and sees their contributions reflected in the plan.

- Empowering Experience: Community leadership and capacity has been built through the process.
- Effectively-Used Resources: Government resources are used wisely and effectively.

Then she described the methods of engagement and the level of success for each:

- Large convening events – Community Connections Conference, Big Questions meetings
- In-person interaction – Community Dialogues, Meeting-in-a-Box, Street and Cultural Festivals
- Technology-based tools – Interactive website, Augmented Reality
- Creative tools – Artist-designed infographic, Third Place Pop-Up Gallery, Urban Planning Zine, Six-Word

Some of the past engagement events included the MayDay Festival and Juneteenth Festival where they used a six-word story tool; she also showed a video of the event (<https://www.minneapolis2040.com/event/twin-cities-juneteent>). And in October, they engaged on the four topics required in the comprehensive plan, i.e.: transportation, jobs, housing and environment and broadly about their vision for a healthy and equitable city. They had a station for each topic and an area for the visionary questions with social practice artists who designed a Deep Dive with a Planner mini focus group within an open house for more in-depth discussion. City staff facilitated the Deep Dive with a Planner discussion and notes were taken via graphic recorder, a GoPro camera was used to see how designs changed over time, performance artist Eric Avery produced tv2040. There were also poets and graphic artists. Elliott believes it was money well spent to make an interesting and dynamic open house.

Elliott then described some of the groups with whom they have had dialogues. They plan to revisit each during each subsequent phase to build relationships, increase transparency and be held accountable and responsible:

- Metropolitan Urban Indian Directors
- East African leaders
- Southeast Asian leaders
- African American Leadership Forum
- Skyway Senior Center
- Minneapolis Youth Congress
- Waite House
- NACDI Breakfast Bites
- Minneapolis Advisory Committee on People with Disabilities

For more information about the process and to review the raw data gathered over the engagement process, visit <https://minneapolis2040.com/>. Thereafter, Elliott entertained questions from the audience.

- **Closing Remarks**

Mellblom thanked the AAN for hosting, Beth Elliott for her presentation, and the audience for attending. Then he reminded them of the Minimum Wage Listening Session on Monday, January 30th, 3:00-5:00 p.m., at Day Block Brewing Company, and the next ETBP business forum about Placemaking, Downtown Improvement District, and Tactical Urbanism on February 16th at Open Book.