

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, March 2, 2017
PadillaCRT, 1101 West River Parkway, 4th Floor Conference Room
Downtown East Neighborhood**

Present: Carina Aleckson, Tim Briggs, Elizabeth Campbell, John Campobasso, Tom Hayes, Phil Huebner, Varun Kharbanda, Brian Maupin, Paul Mellblom, Lynn Regnier, Carletta Sweet, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jackie Barrett, Marc Berg, Chris Fleck, Daniel Gumnit, Jeff Hahn, Kelly Stenzel, Alex Tittle, Tim Tucker

Guests: Megan Sheppard and Brian Walsh, Minneapolis Department of Civil Rights

I. Call to Order

President Paul Mellblom called the meeting to order at 11:33 a.m., and welcomed the guest presenters who introduced themselves. Thereafter Board members introduced themselves during which Paul thanked PadillaCRT and Tim Briggs for hosting.

II. Consideration of Agenda

The agenda was approved as submitted (LR/TB).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the February 2, 2017 Board meeting; Treasurer's report which included the F2017 Budget vs. Actual as of February 28, 2017 and Wells Fargo Bank Statement for February 1-28, 2017; Director of Downtown Partnerships for MDC/DID and Executive Director for East Town Business Partnership/2020 Partner's report for January 29-February 25, 2017; and Executive Coordinator's report for 2-01-17 to 2-28-17 (BW/CS).

IV. Presentation: Minneapolis Department of Civil Rights

Megan Sheppard (<https://www.linkedin.com/in/megan-sheppard-9337a674>) advised she and Brian Walsh (<https://www.linkedin.com/in/brian-walsh-5b79b62a>) came to introduce themselves to the ETBP Board and inform us of what they are working on in their department. The DCR (<http://www.minneapolismn.gov/civilrights/index.htm>) is a quasi-enforcement body for the City's Code of Ordinances and one of the activities in which they are currently engaged in is reaching out to businesses and business groups in Minneapolis to offer themselves as a resource, particularly as the Code relates to claims of discrimination (https://www.municode.com/library/mn/minneapolis/codes/code_of_ordinances?nodeId=COOR_TIT7CIRI). Then she distributed a 1-page document related to the responsibilities of employers that was created to allay fears of the immigrant community in the way they are perceived when they frequent businesses. This document will be made available along with her contact information in a pdf format for ETBP's purposes.

Walsh explained they are tasked by the Mayor and City Council to enforce these ordinances, one of which has been on the books for a very long, i.e., antidiscrimination. There has been a renewed interest based on recent fears heard from different immigrant communities, and a more recent and controversial ordinance has now been assigned to DCR, i.e., the Sick and Safe Time Ordinance (<http://sicktimeinfo.weebly.com/>) effective July 1, 2017. Walsh distributed a 2-sided Employer Checklist for the Board's reference he'll make available along with his contact information in a pdf format for wider distribution and gave the caveat there is an ongoing lawsuit and preemption effort at the Minnesota legislature (<http://minnlawyer.com/2016/10/14/mn-chamber-sues-minneapolis-over-sick-leave-mandate/>).

In closing, Walsh asked for the ETBP's help in implementing the ordinance and hoped they can all figure out workable solutions for employers and employees that don't turn unnecessarily contentious.

Dan clarified that the ETBP was engaged in the public discussion regarding the Sick and Safe Time

Ordinance. However, because of the configuration of the Board, it has eschewed taking policy positions. Instead it has been the conduit between its membership and elected officials/decision makers; it has been about the process, not the substance.

Paul inquired whether it counts if a company has a Paid Time Off policy. Walsh replied in the affirmative; it doesn't have to be called Sick and Safe Time.

V. Action Item: Bylaws Change for Neighborhoods

Paul advised the Board Development Committee, comprised of Carina, Carletta, Bert, Dan and himself, discussed codifying in the Bylaws seats reserved for the two officially recognized neighborhood organizations in East Town, i.e., Elliot Park Neighborhood, Inc., and the Downtown Minneapolis Neighborhood Association (reference Proposed Changes to Bylaws document dated 03/02/2017 under Board Members Only). The process for so doing requires introducing the proposed Bylaw change at a Board meeting (what it is being done in the instant meeting), and then taking a Board vote at a subsequent meeting (to occur at the April 6th meeting). The proposed change stipulates as follows:

Each neighborhood organization shall appoint a representative to the ETBP who shall be reviewed and approved by the same voting process as outlined in the Bylaws. This representative shall serve as liaison between the ETBP and their respective neighborhood organization, and provide regular updates to the Board on neighborhood matters. The neighborhood representatives are not subject to Board term limits.

VI. Updates

A. Executive Director Monthly Review. Dan reported that the Executive Committee met this past Monday to discuss preparations for an upcoming strategic planning session during which a desire for the ETBP to innovate beyond what it is currently doing while being mindful of the changing milieu was expressed. This may or may not require adopting a new framework, more of which Paul will discuss later in the instant meeting. Moreover, because much of the ETBP's work is tied to the Minneapolis Downtown Council's 2025 Plan goals and submitting another McKnight Foundation Region & Communities grant in April 2017 (<https://www.mcknight.org/grant-programs/region-and-communities>), he has drafted the following economic prosperity initiatives for the Board's consideration:

- *Diverse Small Business Growth in the Downtown Sector.* When Dan met with Sarah Hernandez, Program Officer at McKnight, they discussed whether downtown is accessible to everyone in the city and an opportunity for small businesses, particularly for those who are straining to obtain capital (i.e., minority-owned businesses), to grow and thrive. Following are proposed ways in which the business community could address this initiative:
 - Research the field of small businesses in downtown Minneapolis through an equity lens with key driving exploratory questions, e.g.:
 - ❖ How many minority and women owned?
 - ❖ How many employees of color?
 - ❖ What are real and perceived barriers?
 - Host a series of special forums targeted to small business growth in downtown with, e.g.:
 - ❖ Collaborators: Minneapolis CPED (<http://www.minneapolismn.gov/cped/index.htm>), Small Business Office (<http://www.minneapolismn.gov/business/B-TAP>), Business Advisory Group (<http://www.ci.minneapolis.mn.us/licensing/WCMS1P-133289>); Metro Independent Business Association (<https://www.buylocaltwincities.com/>); West Broadway Business and Area Coalition (<http://westbroadway.org/>); West Bank Business Association (<http://www.thewestbank.org/>); and

- ❖ Potential Topics: Navigating City programs; doing business in downtown; downtown hospitality.

Discussion ensued during which favorable support was expressed for this initiative. Elizabeth Campbell expressed the importance of being mindful of the intractable disparities in the African American and American Indian communities, pay equity issues related to gender, and tracking immigrant progress.

Dan stated East Town is one-third of the downtown geographic imprint (Downtown Central and North Loop being the other two thirds) and if we could lead in some of this conversation, it is a unique opportunity to leverage our growing brand and a way for business owners to find their way into the district.

- *Itasca Project with Downtown Leadership Focus.* The IP (<https://www.theitascaproject.com/>) is an employer-led civic alliance focused on building a thriving economy and improved quality of life in the Greater Minneapolis-St. Paul region through collaborative trisector (private/public/nonprofit) partnerships. Activity is initiated only when it is believed their participation can make a difference and at least one business executive has committed to leading the charge. Its guiding principles are:
 - Unique contribution on a limited number of issues;
 - Facts first;
 - Cross sector, diverse perspectives; and
 - Impact driven by participants.

Dan and MDC/DID President and CEO Steve Cramer are proposing a 1-year leadership development program focused on “a downtown for everyone” that would entail:

- Partnering with the Amherst H. Wilder Foundation (<http://www.wilder.org/>) whose staff would conduct the Intercultural Development Inventory (IDI) Assessments (<https://idiinventory.com/products/the-intercultural-development-inventory-idi/>);
- Inviting 20 executive leaders from the boards of MDC-DID, ETBP, 2020 Partners;
- Conducting open and close full-day retreats, ten 2-hour sessions, individual meetings; and
- Developing action plans that feed back into each company.

Dan emphasized this is preliminary; he, Cramer and Kristine Martin, VP of Wilder Center for Communities (<https://www.wilder.org/AboutUs/Our-People/Pages/Staff.aspx>), are still in discussions and if it proceeds it would take off later this year or early 2018.

Dan further explained that the Itasca model covers the top éschelon of executives, whereas the James P. Shannon Leadership Institute (<http://www.wilder.org/Community-Leadership/James-P-Shannon-Leadership-Institute/Pages/default.aspx>) covers neighborhood groups, and then there’s this big gap in the middle. This pilot project is about getting at the middle group (e.g., senior directors of human resources, CEOs of smaller companies).

The cost for this 1-year pilot program is \$40,000. The McKnight Foundation may give something towards Dan’s administrative involvement; he believes it is a nice companion to the idea of small business recruitment.

- B. *Downtown Minneapolis Neighborhood Association.*** Carletta Sweet referenced her report included in the online Board package for March.
- C. *Elliot Park Neighborhood, Inc.*** Lynn Regnier referenced the monthly *Elliot Park Newsletter* distributed by her office and reminded everyone of the April 20th Earth Fest (<http://elliottparkneighborhood.org/event/elliott-park-earth-fest/>) promoting healthy living, i.e., “Bike It. Hike It. Green It. Live It.” This week they received confirmation from two new supporting

partners, i.e., Kraus-Anderson and Ryan Companies, and have a grant from the Mississippi Watershed Management Organization to promote the Mississippi River Green Team program (<http://mwmo.org/learn/mississippi-river-green-team/>) and educate residents/employees throughout the year on ways to protect the water quality and habitat.

Because Bethlehem Baptist Church will be conducting a bike drive, they will connect them with Free Bikes 4 Kidz (<http://fb4k.org/>), and have 100 helmets coming from the American Academy of Neurology. Lynn is finalizing their marketing materials so connect with her for inclusion. All are welcome to participate and donate.

VII. Committee Reports

- A. **Executive.** Paul reiterated the Executive Committee, comprised of Tim Briggs, Dan Collison, Daniel Gumnit, Carletta Sweet and himself (minus one person due to the departure of Hillary Hart), met this past Monday and is moving forward with shaping a half day strategic planning retreat for the Board. He is preparing a solicitation letter in search of a facilitator that will be sent to four organizations: Cincinnatus (<http://www.cincinnatus.com/>), United Strategies (<http://www.unitedstrategiesllc.com/>), Fox Advancement (<http://foxadvancement.com/>), and MAP for Nonprofits (<http://www.mapforprofits.org/>).

It is not anticipated background work or revisiting our mission will be needed, but rather start from the successful completion of the 2013-2017 strategic plan, and think about what outcomes we want to achieve over the next 5 years. To frame the discussion, the following questions were developed:

1. What is the ETBP's value proposition?
2. What things (programs, services) not being done in our district that should be done, or not being done well that the ETBP might be able to accomplish?
3. Are there other organizations with whom ETBP should strategically align?
4. What metrics should be used to measure success?

With the above framing questions and a good facilitator, the ETBP should be able to develop its goals for the next 5 years being mindful of its members/clients needs and changing trends. A poll will be sent out in May to determine the best date to conduct this retreat.

Once the new Board is seated, another non-officer will be designated to serve on this committee.

- B. **Board Development.** Paul advised the lion share of this committee's activity related to the Bylaws change previously introduced and reiterated that all of the seven members whose terms are expiring will be seeking reelection, i.e., Marc Berg, Elizabeth Campbell, Chris Flex, Varun Kharbanda, Lynn Regnier, Alex Tittle, and Tim Tucker.

Dan explained that part of the deliberation was, although seats are not assigned to institutions, they have been in conversations with the Guthrie Theater's Managing Director Jennifer Bielstein because the institution and its spaces have been a key partner to the ETBP.

Tom Hayes noted we should think beyond the big institutions because a small business, such as Sawatdee Thai Restaurant, has been coming to the events and seems to be surviving.

Paul concluded that over the coming years this committee will be much more active in recruiting, interviewing, and getting to know people to potentially fill seats as each year a third of the Board members' terms will expire.

- C. **Business Forum.** Dan had no update, but Paul reiterated that the next one will be on Thursday, March 16th at Day Block Brewing Company featuring former Minneapolis Mayor R.T. Rybak.

D. *Membership, Marketing and Communication.* On behalf of MMC Chair Chris Fleck, Dan advised there have been no changes since last month (<http://easttownmpls.org/wp-content/uploads/2017/02/ETBP-Member-Report-2.2.17.pdf>).

Paul advised the Membership Survey went out to 70 members and they have received 13 responses thus far which were generally positive. Then he encouraged those who have not yet responded to do so. Dan advised he sent the information to the MDC by the deadline but it didn't make the cut to be included in the MDC Member News.

VIII. Adjournment

There being no further business, the meeting adjourned at 12:45 p.m. (CA/CS).