

**Recap of Annual Meeting of East Town Business Partnership**  
**Thursday, April 20, 2017, 11:30 a.m. – 1:00 p.m.**  
**Best Western Plus Normandy Inn & Suites, 405 South 8th Street**  
**Elliot Park Neighborhood of Minneapolis**

- **Call to Order**

Paul Mellblom called the annual meeting of the East Town Business Partnership to order at 12 noon, introduced himself as the ETBP's President and Principal/Architect at MSR Design, welcomed the audience, and thanked Michael Nobel, innkeeper and owner of Best Western Plus Normandy Inn & Suites, for hosting. Then he reviewed the annual meeting agenda (<http://easttownmpls.org/etbp-annual-meeting-on-april-20-at-the-normandy-inn/>).

- **Introductions, Sponsor Recognition and Announcements**

Dan Collison, Executive Director for the ETBP, also welcomed the audience and asked everyone to introduce themselves. After which he acknowledged the platinum members who make it possible for the ETBP to invest in staff time and initiatives that help make its programming valuable to the membership:

- Allied Parking
- CenterPoint Energy
- Clear Channel Outdoor
- 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
- Padilla
- Thrivent Financial
- U.S. Bank
- Valspar
- Wells Fargo
- Xcel Energy

Collison then announced the following upcoming events:

- This evening's Elliot Park Earth Fest, 4:00-7:00 p.m., at Elliot Park, 1000 East 14th Street (<http://elliotparkneighborhood.org/event/elliot-park-earth-fest/>).
- ETBP's first 2017 Happy Hour Networking Event on Tuesday, April 25th, 4:30-7:30 p.m., at Hyatt Place Minneapolis with Eric Nathanson, author of *Images of America: Downtown Minneapolis* (<http://easttownmpls.org/happy-hour-networking-event-on-april-25-at-the-hyatt-place-hotel/>).
- City of Minneapolis Neighborhood & Community Relations Department's Neighborhoods 2020 Community Conversation on Tuesday, April 25th, 5:30-8:30 p.m., at Plymouth Congregational Church, 1900 Nicollet Mall (<http://www.minneapolismn.gov/ncr/WCMSP-192856>).
- HCMC's North Loop Clinic & Pharmacy Open House on Wednesday, April 26th, 4:00-7:00 p.m., at 800 Washington Avenue North, Suite 190 in Tractorworks Building ([http://hcmc.org/clinics/NorthLoopClinic/HCMC\\_D\\_047259](http://hcmc.org/clinics/NorthLoopClinic/HCMC_D_047259)).
- Minneapolis Police Department's 1st Precinct Open House on Tuesday, May 16th, 11:00 a.m. to 2:00 p.m., at 1st Precinct headquarters, 19 North 4th Street (<https://www.mplsdowntown.com/event/mpd-1st-precinct-open-house/>).

- MDC's Explore Downtown Living on Saturday, May 20th, 10:00 a.m. to 5:00 p.m., at various downtown Minneapolis residential locations (<http://exploredtliving.com/>).
- Open Streets Minneapolis 2017 dates (<http://www.openstreetsmpls.org/>); downtown's is on Saturday, June 11th. This is a great opportunity for neighborhoods and businesses to come together to promote healthy living, local businesses, sustainable transportation and civic pride in Minneapolis.
- Upcoming ETBP Business Forums:
  - May 18th: *Women in Business and Education* featuring Becky Roloff, former CEO of the YWCA and current President of St. Catherine's University. A joint forum with the MDC-DID at St. Olaf Catholic Church; and
  - June 15th: *The Growing Mission of Metropolitan Economic Development Association (MEDA) and the Business Case for Regional Equitable Development* featuring Gary Cunningham, President and CEO, at Ryan Companies' new headquarters, Millwright Building, 513 South 3rd Street.

- **Election of Board Candidates**

Mellbloom advised the following slate of candidates were nominated for a 3-year term on the ETBP Board of Directors:

- Marc Berg, J. Selmer Law
- Elizabeth Campbell, Ryan Companies US, Inc.
- Chris Fleck, North Central University
- Lynn Regnier, Elliot Park Neighborhood, Inc.
- Carletta Sweet, Downtown Minneapolis Neighborhood Association
- Tim Tucker, Augustana Care
- Varun Kharbanda, Time Share Systems, Inc.

After receiving a motion by Al Swintek and a second by Tim Briggs to approve the slate of candidates as presented, the motion passed unanimously.

- **ETBP Progress and Strategic Plan**

Collison explained, spurred by the unfolding development opportunities within our district, in 2012 the ETBP [then known as the East Downtown Council] convened a full-day strategic planning session to evaluate its strategic position related to the direction and capacity of the organization and its input into the future business and economic development of what is now known as East Town, the brand for which is accessible at <http://easttownmpls.org/help-spread-the-east-town-brand/>. The 5-year (2013-2017) strategic framework that resulted therefrom focused on participating in building the economic future of the area in four key ways: (1) Connection and Collaboration; (2) Advocacy and Resourcing; (3) Leadership and Voice; and (4) Sound and Sustaining Organizational Structure, and was to be accomplished by achieving the internal and external goals established under each strategic area that would have the maximum influence and impact for the organization.

This strategic planning exercise also ultimately led to a pilot program with the Minneapolis Downtown Council/Downtown Improvement District for a shared Executive Director who would provide new strategic leadership alongside the MDC staff, MDC Executive Committee, and 2025 Plan committee leaders so that the businesses in East Town are more engaged in the membership and programming of the MDC/DID.

Collison then reported on the internal and external accomplishments within each goal for the 2016-2017 season, e.g., under:

- *Connection and Collaboration (Internal)*: Enhance communication between members
  - New quarterly newsletter launched;

- Member surveys on time sensitive topics (e.g., Minneapolis ordinances); and
- Member event promotions at forums, on website and social media.

*Connection and Collaboration (External):* Leverage 2025 Plan Development Task Force work into digital marketing platforms

- Website launched November 2016;
- Continued promotional work plus new Park and Portland Visions; and
- New Park and Portland website to be launched in 2017.

- *Advocacy and Resourcing (Internal):* Support member development projects
  - Launched East Town Development website (<http://www.easttowndevelopment.com/>);
  - East Town Development meetings in collaboration with 2025 Plans; and
  - Development Spotlight in Forums.

*Advocacy and Resourcing (External):* Work with Green Minneapolis to complete new park

- Grand opening of Commons in July 2016;
- Ongoing cross-promotion of events and programs; and
- Strategic planning with Green Minneapolis staff.

- *Leadership and Voice (Internal):* Complete and implement district branding
  - Comprehensive community engagement and delivery of new brand platform (historic for an organization of this size);
  - Change of organizational name to align to new brands; and
  - Ongoing outreach to members, media, and broad array of stakeholders.

*Leadership and Voice (External):* Leverage new district brand into downtown wayfinding and digital platforms

- Plymouth and Metrolink Transit brand uses;
- Outreach to ETBP members;
- Construction banners;
- Meet Minneapolis, MDC-DID; and
- Super Bowl 52 Wayfinding Committee.

- *Sound and Sustaining Organization Structure (Internal):* Develop ETBP staff continuity plan
  - Detailed staff and continuity plan completed.

Because the 2013-2017 strategic plan has come to an end and its goals have been achieved, Collison then explained the proposed internal and external goals for the 2017-2018 season:

- *Connection and Collaboration:* Innovate new ways to connect members in sector affinity groups (internal); and leverage Park and Portland Avenue Vision for development and opportunity sites to promote new corridor development that emphasizes mixed use and diverse housing growth (external).
- *Advocacy and Resourcing:* Develop a downtown small and medium size business growth strategy with emphasis on minority- and women-owned businesses (internal goal), and work with Green Minneapolis to promote and develop Commons Park (external goal);
- *Leadership and Voice,* collaborate with the MDC-DID on retail business growth strategies for East Town, advocate for public realm improvements (internal goal), and leverage new district brand into downtown wayfinding and digital platforms (external goal); and

- *Sound and Sustaining Organization Structure*: Develop new 5-year strategic plan for growth (internal).

Lastly, Collison noted the ETBP is grateful for the shared staff program and strategy with the MDC/DID and the privilege of serving alongside its President and CEO Steve Cramer as the Director of Downtown Partnerships; and as of January 1st, he also has the privilege of serving alongside the 2020 Partners' Chair Nick Koch as its Executive Director, all of which has allowed him to continue forging strategic collaborations between diverse business voices, civic leaders, and the emerging residential communities of downtown Minneapolis.

- **Year in Review**

Fresh off the Boston Marathon in which she ran on Monday, April 17th, ETBP Executive Coordinator Christie Rock Hantge summarized the 2016-2017 Business Forum season which began after the April 2016 annual meeting:

- May 19th: *The Rapid Growth of Housing and Hospitality in East Town* with featured speakers Melvin Tennant, President and CEO of Meet Minneapolis, and Andrea Brennan, the City's Director of Housing Policy and Development, held at the Guthrie Theater.
- June 16th: *Growing the Minnesota Workforce through New and Innovative Means* with featured speakers Peter McLaughlin, Hennepin County Commissioner for District 4; Peter Frosch, VP of Strategic Partnerships at GREATER MSP; and Steve Cramer, President and CEO of MDC-DID, held at North Central University.
- September 15th: *All Things Stadium* with featured speakers Michele Kelm-Helgen, Chair of the Minnesota Sports Facility Authority; Steve LaCroix, EVP & Chief Marketing Officer of the Minnesota Vikings; and Patrick Talty, General Manager of SMG for U.S. Bank Stadium. A joint forum with MDC-DID and Economic Development Association of Minnesota held at U.S. Bank Stadium.
- September 29th: The inaugural Happy Hour Networking Event, *The Art of Networking* with featured speaker Wendy Blomseth from the Minneapolis St. Paul Business Journal, held at KC (Kruskopf & Company) Truth Bar.
- October 20th: *The Communication of Change* with featured speaker Dr. Lori J. Abrams, PhD, held at Thrivent Financial.
- November 17th: *Engaged Philanthropy: It Takes More Than Writing a Check to Impact Society* with panel moderator Susan Hammel, Minnesota Council on Foundations, and featured speakers Jacqueline Berry, 3Mgives K-12 Education; Michael Dominowski, Thrivent Financial Foundation; Kittie Fahey, Greater Twin Cities United Way; and Mary Jane Melendez, General Mills Foundation. A joint forum with MDC held at Greater Twin Cities United Way.
- December 14th: Holiday Happy Hour Networking Event, *One Minute of Fame* where everyone in attendance had a minute to promote their business and current opportunities, held at Best Western Plus Normandy Inn & Suites.
- December 15th: *The Business Side of the Super Bowl* with featured speaker Alex Tittle, ETBP Board Member and VP of Business Connect and Corporate Affairs for the Super Bowl Host Committee, held at the Guthrie Theater.
- January 19th: *The Comprehensive Plan: Envisioning Minneapolis in Year 2040* with featured speaker Beth Elliott, Principal City Planner at Minneapolis CPED, held at the American Academy of Neurology.
- February 16th: *Placemaking, Downtown Improvement District, and Tactical Urbanism* with featured speakers Max Musicant of The Musicant Group; and Ben Shardlow of the MDC-DID, held at Open Book.
- March 16th: *Leadership and Philanthropy* with featured speaker R.T. Rybak, held at Day Block Event Center.

Rock Hantge advised recaps of the business forums can be found on the ETBP website at <http://easttownmpls.org/calendar/>

[business-forum-recaps/](#), and thanked ETBP Board Member Carletta Sweet for her great work in preparing them.

- **MDC-DID Partnership Relationship**

President and CEO Steve Cramer advised the MDC-DID's partnership with the ETBP is alive and well due to the significant efforts of Collison. The joint staff arrangement created a couple years ago has provided new strategic leadership in pursuing the 2025 Plan (<https://www.mplsdownatown.com/2025plan/>) goals in East Town and, as of January 2017, in the North Loop with 2020 Partners, and the ability to partner on timely initiatives and programs.

Two current initiatives of importance include the Nicollet Mall reconstruction project (<https://mplsdowntown.com/nicollet-construction-enters-home-stretch/>) which will be substantially complete by November 2017; and the 2017 downtown safety plan (<https://mplsdowntown.com/downtown-safety-plan-2017-outlined-thursday-press-conference/>) that focuses on outreach, activation, legislative solutions, and law enforcement.

Another initiative of utmost importance for employers and their employees, under the 2025 Plan goal to lead the nation in transportation options, is to support additional funding for future transit and transportation investments in our region. Given the current federal administration's proposed budget threatening transit funding in Minnesota (<http://www.tlcmnnesota.org/trump-budget-proposal-threatens-transit-minnesota-across-u-s/>), he's headed to the State Capitol directly after this event for a meeting on transportation financing [Conference Committee on HF861 - Transportation Omnibus Bill].

Thereafter, Cramer thanked Collison, Mellblom and Rock Hantge for their dedicated work, the audience for its support, and the Normandy Inn for hosting.

- **Park and Portland: Vision for Development**

Collison explained this effort stems from the ETBP's external/partnerships goal to leverage the 2025 Plan Development Committee's work in East Town, with a special focus on diverse housing growth, under the leadership of the East Town Development Group (<http://www.easttowndevelopment.com/>). One piece of this work is studying the corridors that cross sect through the neighborhoods within East Town that are considered essential for residential growth. Then he thanked the Boarman Kroos Vogel (BKV) Group for all of its pro bono work and advised this presentation is an important outreach piece they hope will be useful to landowners, developers, and the community as a whole – it has been presented before the executive team of Hennepin County Medical Center and Hennepin County, before both the Board and BLUH Committee for EPNI, before both the Board and Land Use Committee for DMNA, and soon it will be presented before Ward 7 Council Member Lisa Goodman's constituency.

Robin Mooney advised she leads Business Development for BKV Group (<https://www.linkedin.com/in/robinmooney1>) out of its Minneapolis office and is chartered to grow their national presence. She thanked Collison for asking them to be a part of this study and noted they are a full-service architecture, interior design, and engineering firm with the expertise and credibility needed to be a part of this study and to bring a global perspective to help inform the study. The most notable and closest projects they have worked on are Mill District City Apartments, Abiitan, and Mill City Quarter and with that expertise hope to continue to help grow and develop an incredibly activated community. They are excited to share what the team has done and to help foster conversation and collaboration between the public and private sectors on the wonderful opportunities for development in Minneapolis.

Jeff Hemer, Managing Architect at BKV Group (<https://www.linkedin.com/in/jeff-hemer-3b3749a>), noted as a multidisciplinary firm, a lot of people have been contributing to the study along with local landowners and developers, and a major piece of this study is looking at opportunity sites, most of which

are in the south edge of East Town in Elliot Park. They are building on the Elliot Park Master Plan and a recently completed Residential Development Framework that will be incorporated into the study.

Using maps within a slide presentation, he and Tom Erickson, Architectural Designer (<https://www.linkedin.com/in/tom-erickson-91961161>), described the boundary of the study area, character zones, land uses within the character zones, zoning, building heights, circulation and transit, and opportunity sites.

Opportunity sites look at surface parking and sites deemed underutilized. As development infills these areas there will be a better opportunity for mixed-use development with multifamily residential above retail. The maps recognize projects in process; so much is changing that Google Earth has not caught up yet. They are updating the map as development occurs and are seeking input from others who may more current information.

They also described and displayed images of the characteristics of the Park and Portland corridors through the various character zones beginning at Mill City Museum for the former and West River Parkway for the latter, through South 10th Street for the former and Franklin Steele Square for the latter.

Next they described the street sections for each corridor which provide additional setbacks and green space to enhance the pedestrian realm. They have been working with Ben Shardlow, Director of Urban Design at the Minneapolis Downtown Council/Downtown Improvement District, for guidance on streetscape design; they are still in the process of developing overall guidelines by zone and are seeking input.

- **The Commons Park: Now and in the Future**

Beth Shogren, Executive Director of Green Minneapolis (<http://www.greenminneapolis.org/about/staff/>), reminded the audience of the important public and private entities that came together to develop the 4.2 acre urban park, i.e.: Ryan Companies US, Inc.; Wells Fargo; the Minnesota Sports Facilities Authority (MSFA); and the City of Minneapolis.

When The Commons (<http://www.commonsmpls.com>) was completed (the grand opening was on July 21, 2016), Shogren and her colleague, Amanda Wigen who is responsible for planning and coordinating all events, had a short-term contract with the DID to oversee its operations until the City finalized a contract with Green Minneapolis, the 501(c)(3) created by the MDC for that purpose (<http://www.ci.minneapolis.mn.us/www/groups/public/@clerk/documents/webcontent/wcmstp-191530.pdf>).

Using a slide presentation, Shogren displayed an image of the site before its development, an image of it today (i.e., the Hargreaves Associates design sans two major elements: the stage and support building, and a full-service restaurant), images of the surrounding developments, and of activities held in the park to date.

There are four entities involved in the management of The Commons: the Minneapolis Park and Recreation Board which owns the land; the City which leases the land from the MPRB (<http://minneapolisparksmn.iqm2.com/Citizens/DetailLegiFile.aspx?Frame=&MeetingID=1344&MediaPosition=&ID=2476&CssClass=>); DID which had an interim contract to operate through 2016; and Green Minneapolis which has a contract to operate and program through the end of 2017.

Shogren then described some of the programs that will be held this summer: Kubb lessons; early childhood music classes; food trucks; farmers market; film screenings; and running techniques (<http://www.commonsmpls.com/eventcalendar>). A full schedule will be released in May.

Thereafter, Shogren entertained questions from the audience related to permitting, costs, and permissible uses. She advised Mill City Farmers Market will operate the market on Tuesday evenings beginning July 18th and encouraged the audience to submit their programming ideas and requests for its use.

- **Adjournment**

After thanking the audience for attending, and the speakers for their presentations, Mellblom adjourned the meeting at 1:05 p.m.