

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, April 6, 2017
HCMC Upstream Health Innovation at First Covenant Church, 810 South 7th Street
Elliot Park Neighborhood**

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

Staff: Dan Collison, Christie Rock Hantge

Absent: Jackie Barrett, Elizabeth Campbell, Jeff Hahn, Phil Huebner, Alex Tittle, Tim Tucker

Guests: Andrea Brown and Samantha Dempsey, Upstream Health Innovations

I. Call to Order

President Paul Mellblom called the meeting to order at 11:35 a.m., and thanked Upstream Health Innovations for hosting.

Andrea Brown, Human Centered Designer, introduced herself and colleague Samantha Dempsey, Senior Human Centered Designer, and explained their work is about using design methodology and a human-centered philosophy to improve the upstream health at HCMC, i.e., overcoming the social determinants and systemic barriers to health through collaborative action. As an example of their work, she and Samantha spent this past Monday, Tuesday and Wednesday learning about permanent supportive housing in the community which included a tour of a few of the developments and learning about how they use their services and support structures to create permanent housing. They have also worked on employment projects by helping HCMC patients to not just physically heal but to also get back into the community productively.

Dempsey added the basis for what they do is equity and trying to understand how UHI can use design to improve equity or reduce the barriers in the community; how they as a healthcare institution can intervene and promote health before patients show up at their hospital as opposed to meeting them when they arrive and then try to change what's happening. For more information, visit <http://upstreaminnovations.org/>.

II. Consideration of Agenda

Executive Director Dan Collison added consideration of up to \$2,500 for the Board strategic planning retreat under Action Items. Thereafter, the agenda was approved as amended (LR/BW).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the March 2, 2017 Board meeting; Treasurer's report which included the F2017 Budget vs. Actual as of March 31, 2017 and Wells Fargo Bank Statement for March 1-31, 2017; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership/2020 Partners' report for February 26-April 1, 2017; and Executive Coordinator's report for 3-01-17 to 3-31-17 (CA/TB).

IV. Presentations

A. Itasca Project: Leadership Cohort

Dan reminded the Board it had a preliminary discussion about the Itasca Project (<https://www.theitascaproject.com/>) pilot project with downtown focus at the March 2nd meeting; it relates to the new McKnight Foundation Region & Communities grant he's applying for on behalf of the MDC which has relevance for the ETBP, i.e., economic prosperity for all with a downtown centric lens.

Although this 1-year pilot project would focus on the entire downtown sector beginning south from Loring Park to the northeast central riverfront neighborhoods on the east bank (<http://www.minneapolismn.gov/www/groups/public/>

[@cped/documents/webcontent/convert_257946.pdf](#)), engagement with near neighborhoods in the downtown and near downtown neighborhoods of opportunity, Dan's work will focus on East Town and North Loop with some CBD perspective.

An invitation to companies to pay for their executives to participate will be developed; they are working with R.T. Rybak from the Minneapolis Foundation and Bradford Hewitt, CEO of Thrivent Financial, to create a meaningful program.

The IP itself is an Executive Discussion Cohort model that focuses on the cultural competency and associated power of leaders to transform their workplace cultures to achieve an inclusive and diverse organization. It has frank, open, and confidential conversations built around sharing best practices and successfully building diversity of all forms in their organizations as a means toward competitive advantage. It is comprised of up to 15 CEOs in the metro region, from all sectors – public, private, and nonprofit – who commit to participate in bi-monthly meetings facilitated by Amherst H. Wilder Foundation staff who would conduct the Intercultural Development Inventory (IDI) Assessments (<https://idiinventory.com/products/the-intercultural-development-inventory-idi/>) over the course of a year. Dan's contact at AHWF is Kristine Martin, VP of Wilder Center for Communities (<https://www.wilder.org/AboutUs/Our-People/Pages/Staff.aspx>).

The Executive Discussion Cohort will establish a baseline of metrics that both inform and assess the efficacy of its efforts to eliminate racial disparities in employment. Each member of the Cohort will annually submit to Wilder Research the same mutually agreed upon data points relevant to employment equity to:

- Measure and communicate change in the organization and eventually the region;
- Encourage data-driven decisions, using own data over time, and aggregated data for comparison;
- Guide the creation of mentorship pairings, if individual organizations choose to share their data with each other;
- Serve as a role model to other organizations; and
- Incentivize others to join the Executive Discussion Cohort.

Dan explained this is a unique opportunity to take a regional statewide model for leadership training and he is excited that it is coming to bear in the downtown area with the MDC as the parent sponsor, and the ETBP and 2020 Partners as co-sponsors.

B. Business Forum Proposal for 2017-2018 Season

Dan reported on the following topics which continue to evolve:

- September 21, 2017: *Making a Mall for Everyone: The Nicollet Mall Project*. Since the Nicollet Mall is slated to be completed by the end of the year (<http://www.mplsbuild.com/projects/nicollet-mall-project/>), this will be a joint celebration of accomplishments with the MDC. Paul asked that focus be centered on why do we in East Town care and noted it will have more public art than anyplace in Minnesota except for the Walker Art Sculpture Garden.
- October 19, 2017: *Destination Transformation 2030: Meet Minneapolis Tourism Master Plan*. Presentation on the long-range goal to be a region that hosts 50 million visitors annually through regional branding and marketing, and efforts across an array of sectors (http://cdn.minneapolis.org/digital_files/7729/destination_transformation_2030.pdf). Paul asked that the focus be centered on how this will be relevant to East Town and what opportunities exist to participate or help implement.
- November 16, 2017: *Super Bowl 52: Let's Get the Party Started!* An overview of all the activities and events of Minnesota's moment on a global stage (<http://www.mnsuperbowl.com/>).

- December 21, 2017: *Water Works Riverfront Development Phase 1* (<https://mplsparksfoundation.org/projects/water-works/>). Dan added that Friends of the Lock and Dam (comprised of Kjersti Monson, former Director of Long Range Planning at the City; Paul Reylets, former CFO of Valspar; and other private interests) are working to turn the Upper St. Anthony Falls Lock and Dam into a visitor and interpretive center to complement the Water Works project (<http://www.startribune.com/riverfront-advocates-propose-new-park-at-minneapolis-lock-and-dam/397154421/>).
- January 18, 2018: *Helping Businesses Lead on Waste and Pollution Reductions*. A joint forum with the Economic Development Association of Minnesota with panel representatives from the state, city and county.
- February 15, 2018: *Innovations in Startup Companies*. A joint forum with the Economic Development Association of Minnesota with Jacquie Berglund from the FINNnovation Lab (<http://growlermag.com/downtown-minneapolis-brewtel-concept-to-include-finnegans-brewery/>), and Jeff Hahn from Day Block Brewing Company (<https://www.dayblockbrewing.com/>).
- March 15, 2018: *Affordable Housing is More than an Oxymoron*. East Town affordable housing developers and programs. Daniel Gumnit suggested that given federal policy is integral to whether one can do affordable housing, a representative from the local U.S. Department of Housing and Urban Development should also be invited.
- April 19, 2018: *Post Super Bowl Bold North Extravaganza*. Annual meeting with encore presentation by The Theater for Public Policy (<http://t2p2.net/>), or Brave New Workshop (<http://www.bravenewworkshop.com/>).
- May 17, 2018: Opening of the HCMC Clinic and Specialty Center (<http://clinicbuilding.org/>). Since they are looking at April 4th to see patients, Tom Hayes advised this would be a safer time to hold this and they could use their new community room.
- June 21, 2018: Opening of Kraus Anderson Block Project (<http://www.krausanderson.com/portfolio/kraus-anderson-block/>).

C. 2017-2018 Strategic Goals

Dan advised he and Paul discussed reporting the accomplishments of the 2016 strategic goals and then, keeping in mind the plan to conduct a strategic planning retreat this summer, providing the proposed strategic goals for 2017-2018 at the annual meeting on Thursday, April 20, 2017.

When the first 5-year strategic plan was developed which sunsets this year, there were four key elements within the strategic framework from which to measure against: (1) Connection and Collaboration; (2) Advocacy and Resourcing; (3) Leadership and Voice; and (4) Sound and Sustaining Organization Structure, all under which internal and external goals were developed.

Dan then reported on the internal and external accomplishments within each goal for 2016, e.g., under:

- Connection and Collaboration, a new quarterly newsletter was launched;
- Advocacy and Resourcing, launched East Town Development website (<http://www.easttowntdevelopment.com/>);
- Leadership and Voice, comprehensive community engagement and delivery of new brand platform, which he considers one for the history book for an organization of this size; and
- Sound and Sustaining Organization Structure, detailed staff and continuity plan completed.

And then the proposed goals for 2017-2018:

- Connection and Collaboration, innovate new ways to connect members in sector affinity groups (internal goal), 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 goal);
- 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 goal).

V. Action Items

A. Consideration of Change to Bylaws

As a follow up to the March 2nd Board meeting, Paul explained this proposed change to the Bylaws came out of the Board Development Committee's desire to ensure representation on the ETBP Board of Directors by the two neighborhood organizations within the East Town district; it would fall under Section 7.03: Neighborhood Representation, and is written 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.

After a brief discussion during which it was clarified that each neighborhood representative has a designated **voting** seat and codifies current practice, the proposed change to the Bylaws was approved (MB/TH) with Lynn Regnier abstaining.

B. Consideration of 2016 Tax Filings

Executive Coordinator Christie Rock Hantge reported on the following forms she prepared with Michael S. Wilson (<https://www.linkedin.com/in/michael-wilson-72868b9>), tax accountant and contractor to the City's Neighborhood and Community Relations Department (<http://www.minneapolismn.gov/ncr/>). She has worked with Wilson for many years (she provides the financial information and a rough draft of the filings and Wilson reviews and prepares the final reports) and advised he also provides audit services to the DMNA.

1. **IRS Form 990.** This is an informational tax form that most tax-exempt organizations must file annually. It is due every year by the 15th day of the 5th month after the close of the organization's tax year, i.e., May 15, 2017. The 2016 IRS Form 990 was approved as submitted (DG/MB).
2. **2016 MN Charitable Organization Annual Report.** This report is used by a charitable organization registered to solicit contributions in Minnesota and it must be filed annually with the Attorney General's Office. It is due by the 15th day of the 7th month after the close of the organization's fiscal year-end, i.e., July, 2017 and there's a \$25 filing fee. The 2016 MN Charitable Organization Annual Report was approved as submitted and to pay the \$25 filing fee (CS/TB).

C. Consideration of Funds for Strategic Planning Retreat

Paul explained when the Executive Committee discussed having a strategic planning retreat it recognized no line item existed in the budget for this activity. Meanwhile, he sent inquiries to five organizations about facilitating the retreat and received responses from three: (1) MAP for Nonprofits which is unavailable until late summer; (2) Andrea Fox Jensen, a sole proprietor, who is unavailable

in 2017; and (3) Cincinnatus which responded quickly.

After speaking with Trudy Ohnsorg, Partner and Treasurer at Cincinnatus (<http://www.cincinnatus.com/trudy-ohnsorg.html>), Paul received their proposal for \$2,150 which includes external conversations, and he's excited about moving ahead with this organization. The suggested process will build upon the successful implementation of the 2013-2017 strategic plan and proceed forward while being willing to consider new ideas. This proposed 3-hour retreat would potentially occur in July at a time when the Board would normally meet; he'll circulate options to secure a date and time that works best for the majority.

After responding to questions, contracting with Cincinnatus and allocating up to \$2,500, drawn from the ETBP's reserves, for a strategic planning retreat was approved as requested (CS/TH).

VI. Updates

- A. Executive Director Monthly Review.** Dan referenced his 2017 Work Objectives Report (<http://easttownmpls.org/wp-content/uploads/2017/04/MARCH-2017-Staff-Objectives-Report.pdf>) which contains current activities highlighted in red. He noted there are upsides and downsides to focusing on East Town and having a wider net partnering with the MDC. As a result of the latter he has had two meaningful membership conversations with McGough Construction (<http://www.mcgough.com/>) and NTH (formerly Nelson, Tietz & Hoye, <http://www.nth-inc.com/>), both of which were in attendance at the joint forum on March 16th at the Day Block Event Center with R.T. Rybak. These joint events give him a recruitment edge and he believes both companies may join the ETBP at a platinum level; each are interested in land use, improving their portfolios, and being a part of an emerging part of downtown.
- B. Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report included in the online Board package for April.
- C. Elliot Park Neighborhood, Inc.** Lynn Regnier distributed color printed posters and postcards about their April 20th Earth Fest (<http://elliotparkneighborhood.org/event/elliott-park-earth-fest/>) promoting healthy living, i.e., "Bike It. Hike It. Green It. Live It." It is free and open to the public. ETBP Board participants/sponsors include: First Covenant Church; HCMC; House of Charity (its chef will be cooking at the taco bar); Kraus-Anderson; and North Central University. There will be lots of activities including Wheel Fun Rentals (<http://www.wheelfunrentals.com/Content/Home.aspx>), Hug a Tree photo booth, guessing games, and 30 Days of Biking (<http://30daysofbiking.com/>) who will be riding by. She encouraged the Board to pass the word and to attend.
- D. Minneapolis Downtown Council/Downtown Improvement District.** Dan reported on the following:
- The Nicollet Mall reconstruction project is scheduled to be substantially completed by the end of November (<https://mplsdowntown.com/nicollet-construction-enters-home-stretch/>);
 - The downtown retail conversation is heating up and the MDC is convening forums and working with Minneapolis CPED to target specific retailers for growth, particularly as it relates to how Macy's will be converted into new space (<https://mplsdowntown.com/photos-morning-steve-cramer-featuring-downtown-retail/>). Dan will go into that environment and pull out information and strategies to put into play in East Town.
 - To achieve a more vibrant and thriving downtown, a downtown safety initiative has been released (<https://mplsdowntown.com/downtown-safety-plan-2017-outlined-thursday-press-conference/>) and it will be implemented in conjunction with safe closing times at liquor establishments and enforcement of Municipal Code 385.65 (http://www.minneapolismn.gov/www/groups/public/@regservices/documents/webcontent/convert_258060.pdf). East Town needs to pay attention to what's happening in the Warehouse District and North Loop because parking, safety and nightlife issues are coming our way.

- Federal budget proposal threatens future regional transit line growth and would negatively impact the vitality of the state (<https://metro council.org/News-Events/Transportation/Newsletters/Transit-at-the-Capitol.aspx>) and businesses that rely on transit to get their employees to work. Dan advised organizational work is being done by the MDC, Minneapolis Regional Chamber of Commerce, and Meet Minneapolis to address this issue. After some discussion, Paul will draft a letter to the ETBP membership to inform them of this issue and encourage them to share their views to their employees and legislators.
- A new 3-dimensional skyway navigation app is being developed in sync with Super Bowl LII via the pro bono efforts of Honeywell [see also article by Skyway My Way, an existing resource, at <http://www.skywaymyway.com/>].

VII. Committee Reports

- A. **Executive.** See Consideration of Funds for Strategic Planning Retreat above.
- B. **Board Development.** See Consideration of Change to Bylaws above.
- C. **Business Forum.** See Business Forum Proposal for 2017-2018 Season above.
- D. **Membership, Marketing and Communication.** MMC Chair Chris Fleck distributed and reported on the results of the 2017 Member Survey <http://easttownmpls.org/wp-content/uploads/2017/04/2017-ETBP-Membership-Survey-Results.pdf>), and Membership Report as of April 5, 2017 (<http://easttownmpls.org/wp-content/uploads/2017/04/ETBP-Member-Report-4.4.17.pdf>).

Fleck advised a hot button he sees is, outside of receiving the newsletter, there was a big theme of people wanting a central place to receive data and communication and getting updates on what's going on downtown.

VIII. Old / New / Other Business

Tom Hayes announced and distributed flyers to HCMC's North Loop Clinic and Pharmacy Open House on Wednesday, April 26th (http://hmc.org/clinics/NorthLoopClinic/HCMC_D_047259).

IX. Adjournment

There being no further business, the meeting adjourned at 1:10 p.m. (CS/CA).