

Recap of East Downtown Council's Holiday Business Forum

Thursday, December 6, 2012

Guthrie Theater's 50th Anniversary Presentation

This business forum convened at the Guthrie Theater's Level Five Café, 818 South 2nd Street in the Downtown East neighborhood of Minneapolis.

- After guests were allowed to mingle and network, EDC President Jim Norkosky opened the forum by introducing himself and asked others to introduce themselves. Jim then:
 - Announced that the next business forum will be on Thursday, January 17, 2013, 11:30 a.m. at Meyer, Scherer & Rockcastle, 710 South 2nd Street where a presentation will be given on four successful urban designs from around the country that have elements that could be used in the planning around the stadium district. There will also be someone speaking on behalf of the 2025 Plan regarding increased housing for the area.
- Trish Santini, Guthrie's External Relations Director, welcomed the EDC and neighbors then advised that they kicked off their 50th season in September of this year but the official anniversary is May 7, 2013. The Guthrie will be dedicating a weekend in June 2013 to celebrate what it has accomplished over the past 50 years and what it hopes to accomplish over the next 50 years.

Currently running on the Wurtele Thrust Stage through December 29, 2012 is their holiday classic *A Christmas Carol*, its 38th appearance at the Guthrie. And on the McGuire Proscenium Stage through January 20, 2013 is *The Servant of Two Masters*, which is brilliantly funny, silly, a little bit naughty with a lot of improv and good for multigenerational audiences. If interested in the show, Trish encouraged the guests to take advantage of the 50% off tickets coupon included in the packet that staff will hand out at the end of the business forum. This packet will include a guide to the rest of the shows in the 50th season as well as information on their robust educational programming for youth and adults, e.g., presentation skills training or team building which is a great way for staff, employees and perhaps even the EDC to get together.

The 50th Anniversary weekend is broken into two sections:

- On Saturday, June 22, 2013 three different dinner party events will be held throughout the building topping off with the centerpiece of the evening *BEHOLD: A Gala Performance*.
- On Sunday, June 23, 2013 will be a building-wide *Community Celebration Day* to engage the community beyond what exists in their blue building and extending throughout the neighborhood. Trisha welcomed those with ideas to reach out to her. This day is designed to introduce those who haven't been there before and to give new information to those who have been there before. It will be a very active day from 10:00 a.m. to 4:00 p.m. with activities occurring in every space in the building including all of the classrooms, rehearsal rooms, and theaters. Activities include 20-minute sampler classes for kids; *Milly and Tillie*, a family-friendly show in the Dowling Studio produced by Open Eye Figure Theatre; a 30-minute film retrospective of the history of the Guthrie on a rotational basis in the McGuire Proscenium; and a getting to know the magic presentation in the Wurtele Thrust Stage that will reveal the tricks of that stage and the production department. It is truly a day designed for families to come down and play. For more information visit <http://www.guthrietheater.org/50th> or contact Trisha directly at www.trishas@guthrietheater.org.

Trisha explained that the biggest hurdle for them when they moved into this location was helping the community understand that they are a very different organization from what they were on Vine Place. Back then, 20 people would come through the door at the same time for the same reason, now 20 people come through the door at the same for 20 different reasons as they are now truly a public space. It is a

very different relationship with the community and one of the things she finds most exciting because now that there is such a broader array of points of entry, the community gets to decide how the Guthrie adds value and they can be responsive to this feedback and become more engaged in the community.

Thereafter a brief Q&A ensued.

- Jim conducted a raffle for tickets to the Guthrie Theater by having John Campobasso call off two numbers between 1 and 41. The winners were Julianne Fries from Augustana and Kevin Frazell from First Covenant Church.

Responding to John's request, Jim gave a brief update on the Stadium Implementation Committee and Planning Subcommittee. Jim advised that they presented the vision and principles for the design of the stadium and how it fits into the planning of the neighborhood. Since then they met with HKS at the stadium at which they sought feedback on the principles and guidelines. He was told that they were very well thought out, comprehensive, and what they expected from the City and the surrounding community because of all the great architectural icons we already have. Jim explained that they specifically talked about how the new stadium will not look the way it does now. Key principles include accessibility to all, scalable to the surrounding community, transparency (less visual barriers), and sustainability for the environment (they will push for them to pursue LEED certification). Going forward, Jim believes that it will be mid-January when schematic designs will be made public and presented to the SIC and given a certain time in which to react. Right now the SIC is fine-tuning what it has drafted and once it has been approved he'll forward it to the board and place it on the website.

Jim then thanked the audience for attending, reminded them of the January 17th business forum at MS&R, the April 18th annual meeting and board elections, then adjourned the meeting.