

## Recap of East Downtown Council's Business Forum

Thursday, June 20, 2013

11:30 a.m. – 1:00 p.m.

First Covenant Church, 810 South 7th Street

Elliot Park Neighborhood of Minneapolis

- **Welcome and introductions.** EDC President Dan Collison introduced himself and explained that this was the last Business Forum of the season; it runs from September through June. The next Business Forum is on Thursday, September 19, 2013. He is in talks with Izzy's Ice Cream and anticipates being able to have them as the keynote speaker at that time. The luncheon portion of that event will take place at Padilla Speer Beardsley followed by a walk to the ice cream facility across the street. Izzy's is the newest business to the neighborhood, has been in business for 13 years, and has done some fantastic ways of integrating technology and sustainability into their products.

During the months of July and August, although there will be no Business Forums, the board will continue to work by executing its membership drive and reaching out to the 175 identified businesses within the Downtown East/Elliot Park (DEEP) District who have yet to join. There is increasing enthusiasm growing for the EDC as we see hundreds of millions of dollars flowing in and the potential for 10,000 construction workers coming into the district over the next 3-5 years. Also, the board will conduct a strategic planning session with Bennett Consulting to tee up what it thinks will be key strategic goals to accomplish for next year.

Dan informed the audience that he has begun reaching out to various city officials, business owners and the Minneapolis Downtown Council to ask: "As the population is about ready to double, as business is about ready to surge, as we're seeing an expansion of housing, industry and commercial within the blocks we represent, who should the EDC be?" Ward 7 Council Member Lisa Goodman responded by stating that she thinks we should lean into what we do well now and do it better, i.e.: build value through initiatives, be a critical source of information, and convene all the parts of the district for the common good. Dan commented that Goodman is one of the voices the EDC has had at its Business Forums from time to time and will be one of three council members intersecting the district after the November 5th elections.

Dan then welcomed the EDC's newest board member, James Scott, General Manager of the Guthrie Theater. The Guthrie has hosted some of EDC's Business Forums and has been a fantastic member for a number of years. James joined the Guthrie in 2000 as an Assistant Production Director focusing on touring and international programming at the former Guthrie Laboratory on North 1st Street. Then James was part of the transition team that made the physical move to the current Guthrie location within the district. In 2007, James rose to his current position as GM and his department administers five collective bargaining agreements, contract negotiations for Guthrie directors, designers, national and international presentations. Having a fine arts organization on the 15-member board rounds out EDC's industry representation.

Dan announced that membership renewal is underway and part of that is making calls to prospective members with a goal of increasing membership by 25%. This is the best game in town. A home business can join for a little more than an expensive bottle of wine (\$50), and a larger company can be a leader for less than a cheap wedding dress (\$600), and tiered entry levels reflecting the philosophy that we find value in representing a broad array of businesses. Business diversity is where we get maximum strength. We are rebuilding the website and have credit card payment accessibility through PayPal and other features including a Google interactive map, and to see your company represented digitally.

The audience was then invited to introduce themselves, after which Dan introduced the guest speaker.

- **Peoples Stadium Construction Overview.** Tom Schmall, Director of Project Development of Mortenson Construction, gave an audio-visual presentation on Mortenson's background, its pursuit of the multi-

purpose Peoples Stadium project, and what they are doing currently.

Mortenson Construction is a family organization founded in 1954 by M. A. Mortenson, Sr. and its one purpose is to build structures and facilities for the advancement of modern society. There are nine U.S. regional offices and nine industry dedicated groups and the team working on the stadium (housed in the basement of their Golden Valley building) is from its Sports Group, recognized as one of the nation's leading sports builders with more than 2,100 team members across the U.S.

From the time the legislation passed and the law was signed, until Mortenson presented its proposal, they had anywhere between 10-15 people working on their pursuit strategy and the image they came up with was the compilation of what meant the most to stakeholders and represents what Mortenson could do for *Building the Peoples Stadium Together*.

As a part of the overall planning process, they mapped out timeline tasks, assigned project team members, identified solutions to project challenges, analyzed various options, and built a plan to execute. They also digitally scanned the LRT around the Metrodome to understand how it will interrelate during construction and studied the topography and all the utilities connecting through the site. The virtual design construction specialists created pros and cons scenarios based on how many seasons the Vikings would be playing at the TCF Stadium to help analyze the best approach for construction cost and use. One of the images depicted how they could build a stadium with the Metrodome still there. A four-dimension video (the fourth being time) depicted the stadium being virtually built, where construction equipment would be on the project, how traffic would flow and its impact on South 5th and 6th Streets so they could address any questions concerning logistics in advance. These planning tools will help elevate the level of understanding contractors' need for bidding. Schmall's role is to lead these preconstruction efforts.

Schmall emphasized that this is an iterative process, considering the number of people involved in the design – well over 50 individuals from HKS and Mortenson – and that there is a daily exchange of information that is analyzed by specialists causing the design to evolve even more. The advancement of technology and the ability to meet at a moment's notice, whether via WebEx or GoToMeeting or videoconference, aids in everyone advancing their portion of the design.

Thereafter, Schmall entertained questions from the audience.

- **Conclusion.** Dan thanked Tom Schmall for his presentation and assured the audience that there will be more dialogue with Mortenson, the MFSA and all the pieces and parts of the stadium development process.

Dan then thanked the audience for attending and for their interesting questions and advised that they should have received an email regarding the a collaborative downtown neighborhood organizations (i.e., EDC, Downtown Minneapolis Neighborhood Association, Elliot Park Neighborhood, Inc., Mill District Neighborhood Association) forum on Monday, June 24th at Open Book, 1011 Washington Avenue South, 6:30-8:00 p.m. There will be a brief update from MSFA Chair Michele Kelm-Helgen followed by Mike Ryan and Rick Collins from the Ryan Companies who will present their East Village redevelopment proposal and take questions from stakeholders.