

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, December 5, 2013
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

Present: John Campobasso, Dan Collison, Tom Hayes, Varun Kharbanda, Brian Maupin, Paul Mellblom, Jan Olsen, Lynn Regnier, James Scott, Carletta Sweet, Bert Winkel
Staff: Christie Rock Hantge
Absent: Jeff Anderson, Jackie Barrett, Carl Runck, Tim Tucker

I. Call to Order

President Dan Collison called the meeting to order at 11:32 a.m. Then Dan, who had attended the Vikings Stadium groundbreaking on December 3rd, showed the 4D rendering of what construction will take place at the site over the next 3 years.

II. Consideration of Agenda

Approved as revised and indicated in red under "President's Report" and "Business Forum Development Committee" on the overhead projector (BW/JC).

III. Consent Agenda

Approved as submitted (CS/BW).

IV. President's Report

- **Consideration of Jan Olsen's Resignation / Tim Briggs' Appointment.** Jan explained that she has loved every minute of her 4 years on the EDC. When she joined she took over Ann Biggar's place, the office manager at Padilla Speer Beardsley. Jan explained that many years ago she served on the Downtown Council's board and has always been in love with downtown Minneapolis and wanted to continue to be active so she jumped in when the opportunity arose. She has gotten to know some wonderful people on the board and appreciates everything she has learned. The EDC is moving into new territory and representation from her firm needs to be at a higher level to bring more strategic thinking and a different level of influence that will be helpful to the EDC. Jan hopes to continue attending the business forums with Tim when it doesn't conflict with other staff commitments.

Dan and several members of the board thanked Jan for her contributions particularly during staff recruitment, the "Can You Picture It?" media contest, and on business forums development. Thereafter, Jan's resignation and appointment of Tim Brigg to serve out the remainder of her term was approved (JO/CS).

- **Consideration of January 2014 Board Meeting Date.** Due to the New Year holiday, the regularly scheduled first Thursday of the month meeting date, i.e., January 2, 2014, was moved to the second Thursday of the month, i.e., January 9, 2014 (CS/BM).
- **Consideration of Executive Coordinator's Revised Job Description.** As background, Dan explained that from the very beginning of Christie's tenure, she was being asked and needed to perform tasks beyond the scope of the job description written because of EDC's need to increase its capacity due to certain expectations. This revised job description relates to the FY2014 Budget increase for the position and reflects what has actually been billed for this past year and will preclude the need to bill separately for additional tasks.

Christie then described the nuances made to the existing job description. Responsibilities are broken down into the following categories: board support; membership support; bookkeeping/financial management; web site management/social media; and grant writing. Then she read through the qualifications for this position. This is currently fluid as she identifies other tasks performed throughout the month not yet identified. Brian stated that since the EDC had hired an accounting service [Bill Cranford of Finalys] to help with the filing of the 990s and Charitable Organization forms that this be included as well to show the value of the position. Any other tasks the board would like to include should be submitted in advance of the January 2014 board meeting where a more final version will be submitted for approval.

- **Consideration and Approval of FY2014 Budget.** Via Bert's suggestion, Dan advised that it's okay to present a profit or loss budget versus bringing in the income level from reserves. Because the EDC is not creating a highly technical budget, it's okay to say we have a loss budget. It really isn't income to pull from cash reserves it's just what we're going to do to true it up. Some of the line items will not be spent because they are tied to grants that may not be received. What will be spent is the proposed increase for Christie of \$300 per month for a total of \$1,000 per month to reflect what she is providing for the organization. Thereafter, the RY2014 Budget was approved as presented (CS/LR).
- **Round Table Discussion: Meeting with Joyce Wisdom, Executive Director, Lake Street Council.** Dan thanked board members for attending the round table and advised that in light of EDC's previous conversations about strategy, capacity and staffing, he would begin today's discussion with what was heard in the round table and how it may apply to the EDC then move toward the MAP for Nonprofit proposal he distributed for consideration.

Tom Hayes led off the discussion by stating what struck him most about the meeting:

- The Lake Street Council has a complicated set of networks. There's the overarching LSC [stretching 6 miles] from France Avenue to the Mississippi River and within that corridor they have 7 business node associations and 16 neighborhood associations; a model that seems to work. Tom had the impression that LSC felt they could always do better in terms of engaging with the leadership of those business node associations and they are making that work by keeping all lines of communication open and engaged on the LSC.
- LSC took the focus off membership and put it on living the value of the organization and creating value for everyone along the corridor. This made Tom think how the EDC could do this going forward. Dan advised that this connects to a word that gets used by architects and planners, i.e., "placemaking".

Other comments included staff is not just in the office they are everywhere and are the first ones through the door of new businesses. Food and restaurant locations are focused on and are part of building interest along the street as well as drawing those outside the community to the area, e.g., sponsoring a booth at the Food & Wine event. They are the advocacy voice for their businesses at every level of government.

Dan stated that it is always wonderful to study and benchmark off of other people's lessons.

V. Staffing Development Plan / MAP for Nonprofit Proposal

To frame this discussion, Dan explained that when the EDC conducted its strategic planning retreat this past summer Cathy Bennett helped create a 5-year strategic framework around four key areas (reference President's Report) under which seven goals were fleshed out and the resources needed to obtain these goals. And under almost each goal it was determined that it would take more human hours either through staff or board development. As a consequence, Dan met with Sarah Hernandez of the McKnight Foundation, who agreed with the findings and indicated that they would give money for staffing but would also be willing to pay for the consulting services of MAP for Nonprofits.

Thereafter, Dan met with Judith Alnes and Julie Dappen of MAP who indicated that EDC's big scope is to increase its capacity and strategic path, and since we have a strategic framework to focus on capacity, i.e.: board development; funding and employment of a part-time executive director; and ensuring the executive director is leadership versus administrative, accounting and technology. Then Dan met with Judy Sharken Simon and Amy Wagner of MAP to answer clarifying questions, the result of which produced the 4-page MAP Client Agreement dated December 4, 2013 and has some flexibility in it. The traditional model is if you go to the next step, you need an executive director then flow from there to decide the rest of the structure.

Dan then explained the various components of the Client Agreement and the input he received from the Marketing Committee who had seen and discussed the CA prior to the instant meeting. The EDC can't just think the traditional model, there has to be some creative ways to keep everyone engaged. After further discussion ensued, the Client Agreement was approved as submitted that will be paid for out of EDC's reserves (PM/CS).

Dan will send an email reaching out to all who are willing to serve on this strategic effort. They will convene 2 hours in advance of the regularly scheduled board meetings.

VI. Marketing / Communications Committee Report

Tom Hayes asked for approval of:

- The purchase of two banners [33.5"W x 78.7"H Single Sided, cost = \$275 with Graphics] (CS/JC).

- Suspension of the Marketing Committee for 6 months in light of the MAP Client Agreement (CS/JC).

VII. Business Forum Development Committee Report

Dan reported on the following:

- **November 21st Business Forum at Normandy Inn.** Dan thanked Paul for recommending Mikkel Beckmen; his presentation on homelessness was well received. Dan delivered Colin Barr's presentation in his absence.
- **December 19th Business Forum.** Topic: "Envisioning Downtown Minneapolis in 2025 Part Two: Development" at the Guthrie Theater. Mike Ryan, Chair of the Development Committee, will give an overview and Rick Collins will give an update on the Ryan project and park in Downtown East
- **January 16th Business Forum.** Topic: "The role of minority construction labor amidst a cast of thousands," featuring Robert Woods of NAMC; Michele Kelm-Helgen and Alex Tittle of MSFA; Lynn Littlejohn of Mortenson Construction; and Ravi Norman of Thor Construction at First Covenant Church. Dan will follow up with John to discuss appropriate questions to pose to the presenters.
- **February 20th Business Forum.** Topic: "Impact of the Arts in the Mill District: Education, Performance and Medicine" featuring leaders from MacPhail, the Guthrie and The Mill City Clinic at TBD. Dan will follow up with James to obtain his recommendations.
- **March 20th Business Forum.** Topic: "Disaster Preparedness for Businesses" featuring American Red Cross Minnesota CEO Phil Hansen at Red Cross.
- **April 17th Annual Meeting Business Forum.** Topic: "Introduction of new HCMC CEO Dr. Jon Pryor, plus an update on Downtown Medical Office Building, and 5-Year Strategic Plan" at TBD.
- **May 15th or June 19th Business Forum.** Topic: "2013 Election Results: East Downtown Grew from One to Three Minneapolis Council Members at TBD.

VIII. Strategy Committee Update

Dan advised that the calendar and been circulated and is ongoing, the budget has been approved and about to kick off a new strategic effort.

IX. Membership Report

Dan reported that there are three new members: National Association of Minority Contractors; Bob Day RE/MAX; and Brick Industry Association for a total of 17 new, 41 renewed and 11 who have not renewed. There is a positive level of retention. What he and Christie will be working on next is the early recruitment cycle that begins in February and March to get people to buy in before they end the season and stay through the following year.

X. Stadium Implementation Committee Update

Paul commented that all of his points are moot because the SIC no longer exists and the stadium is under construction and it will be what it will be and believes it was a lost opportunity. The SIC had no teeth behind the design principles that were developed.

Dan reminded members that Michele Kelm-Helgen would be giving an update on the stadium construction's impact on the community at the January 2014 business forum and that there will be multiple streams of communication to keep the community engaged. The EDC is also willing to be a convening entity as it did at the joint neighborhood meeting at Open Book this past June.

Lynn advised that the other piece is the City's Tailgating Committee on which she serves along with Gerry Ewald of the DMNA. EPNI also has its own tailgating task force and they will be having a community meeting and will keep the EDC informed and invited toward a goal of having a memorandum of agreement with the Vikings to take to the City. Lynn explained that tailgating takes place on Class A licensed lots that allow alcohol and not all of the lots in Elliot Park comply. The City is also looking at tailgating on closed side streets on game day. They're looking at many options and opportunities.

XI. Other Business

Lynn advised that David Fields has retired from EPNI and is uncertain of his next steps. The organization itself is in transition and she appreciates everyone's patience.

XII. Adjournment

The meeting adjourned at 12:53 p.m. (CS/BW).