

**Draft Minutes from the  
East Downtown Council Board of Directors Meeting  
Thursday, January 9, 2013  
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

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

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**I. Call to Order**

President Dan Collison called the meeting to order at 11:35 a.m.

**II. Consideration of Agenda**

Approved as submitted and indicated under “President’s Report” on the overhead projector (CS/JA).

**III. MAP for Nonprofit**

After board and staff introductions, Judy Sharken Simon explained her role as Strategic Services Consultant for MAP — she works with organizations on board development, organizational development and strategic processes and planning. Then Amy Wagner explained her role as Associate Director — she oversees all of their programming and consults on board governance, strategic planning, and project management. Wagner’s main role as it relates to the EDC will be to work with the Executive Director Task Force (whose work is outlined in the Client Agreement dated December 4, 2013) over the next few months to build staff capacity and enhance governance capacity.

Simon advised that the purpose of today’s presentation is to set the stage for the work of the EDTF going forward. She then led the discussion regarding the results of the survey the board had taken (reference *Board Survey Results* document dated January 9, 2014) so that they could understand and evaluate EDC’s internal strengths and weaknesses as well as its external opportunities and threats.

The survey revealed that the most important opportunities and governance issues connect to the 5-year strategic framework, e.g.: having the right people at the board table; having a board structure that encourages high engagement of board members; spreading the work throughout the membership; developing leadership; establishing the EDC as a leadership organization in the East Downtown district; strengthening strategic alliances especially with the business community; and determining the best partnership relationship with the Minneapolis Downtown Council.

The survey also revealed that there was general board agreement for additional staffing if the board were to carry forward its 5-year strategic framework. However, the board was unsure what configuration the staffing position should take, whether it needs to be an executive director position, and what attributes should the hire possess. Concerns were also expressed about funding the position. The email from Dan received earlier that day regarding recent MDC conversations and presentations may change these concerns but will be the work of the Task Force to address these concerns.

Simon advised, that as consultants working with a lot of nonprofits that are not as well functioning as the EDC, it is great to see such positive comments — the board is practical, collegial, dedicated and excited about where it is headed as an organization.

Simon then explained the five life stages of nonprofit organizations (reference *Some Context to Growing Up Nonprofit* section of *Board Survey Results* document):

- Stage 1: Imagine and Inspire
- Stage 2: Found and Frame
- Stage 3: Ground and Grow
- Stage 4: Produce and Sustain
- Stage 5: Review and Renew
- Decline and Dissolution can happen any where along the way

The bigger and longer an organization has been around, the more likely different parts of the organization are in different stages, but usually one stage dominates. Knowing what is normal for organizations can be helpful in going through changes and transitions.

When asked about the birth of the EDC, Lynn explained that she read the files that indicated it started in 1979 as the Elliot Park Professional and Business Association then in the late 1990s it expanded to include the Downtown East neighborhood and recently passed over a file of the early minutes to Dan. The impetus for its formation varied according to more veteran board members.

Simon also explained the evolution of boards: from the founding board to an all volunteer run organization with working board to a staffed organization with a policy/governing board.

Wager then explained that the EDTF spent time in advance of the instant meeting thinking about how an ED might help the organization achieve its strategies based upon the 5-year framework and the mission of the organization. Next steps include putting all this information together to determine whether there's enough of a case to move ahead and whether to make a recommendation to the board to move forward and how to recommend resourcing it hopefully by the February board meeting. It is an aggressive time frame but they will do their best to keep things moving so that the organization is ready if they want to take advantage of the opportunity.

#### IV. Consent Agenda

Approved as submitted (BW/JC).

#### V. President's Report

- **Consideration of Executive Coordinator's Revised Job Description.** Christie noted that Grant Writing is a little bit different from the December submission and is now Grant Writing and Fundraising in which she is to prepare the annual City of Minneapolis Great Streets Business Association Assistance grant application and work with the EDC President to identify other funding sources. Furthermore, she would like for the board to understand that if there is any additional grant writing beyond the annual GSBAA, she would like to be compensated separately for that service. Approved as submitted (CS/LR).
- **Committee Schedule Adjustments.** Dan explained that the Strategy Committee is on pause and has been replaced by the Executive Director Task Force Committee and once it has completed its work the SC will resume. The Business Forum Committee met in December and is still on a bi-monthly rhythm at the sites where the Business Forums are conducted. And the Marketing Committee is on pause until there is a clear sense of staff and direction to guide that process.

#### VI. Business Forum Committee Report

Dan reported on the following:

- **December 19th Business Forum Recap.** Dan thanked James Scott again for hosting the event at the Guthrie.
- **January 16th Business Forum.** Topic: "The role of minority construction labor amidst a cast of thousands" at First Covenant Church. Michele Kelm-Helgen of MSFA will give a quick update and Dan is leaning on Alex Tittle of MSFA to provide the core content because he is setting the strategic agenda and will help frame what Lynn Littlejohn of Mortenson Construction, Robert Woods of NAMC, and Ravi Norman of Thor Construction should react to.
- **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 the Guthrie Theater.
- **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 the Normandy Inn.
- **May 15th Business Forum.** Topic: "Downtown Crime and Safety Update" at TBD.
- **June 19th Business Forum.** Topic: "2013 Election Results: East Downtown Grew from One to Three Minneapolis Council Members. Meet Them!" at TBD.

Dan advised that this will conclude the season and the goal of the committee is to press ahead and start shaping the fall so that it is part of the summer membership recruiting pitch with strong presenters and compelling topics.

Paul asked Christie to begin tracking attendance so that we can get a sense of how many attendees are showing up for what topics. Further discussion ensued about future topics. John advised that we should focus on what is important to our district and to refer members to other organizations' events instead of trying to duplicate their topics. Jeff asked that the February opening of the Vikings preview center at the 1010 Building, a very interactive space with an exact replica of a suite, be added as a future topic. Lynn advised that she has an email into Anita Tabb about the Elliot Park soccer field.

## **VII. Membership Report**

Dan advised that he has no new members to report but wanted the board to be aware that the Business Forum Committee put some thought into a new membership level, i.e., a corporate sponsorship that would allow companies to buy in at a higher level and have their brand featured on the screen and announced at the beginning of the forums. Christie is working on a proposal for presentation in a couple months.

Dan then explained that he will do a mid-year recruiting push in February or March just at the forums or email blast as a pre-annual meeting push for new or non-member organizations. He'll provide board members with a template for communication purposes as well as a list of all members.

## **VIII. Other Business**

Christie advised that she and Dan have a meeting with Rebecca Parrell, City staff who manages the RFP process for the Great Streets Business Association Assistance grant program following the instant meeting. The RFP has not been issued yet and is not expected until mid to the end of January and would be due toward the end of February. Christie doesn't know yet which corridors in the EDC district are relevant, but anticipates it will be similar to what it has been in years past.

Last year the EDC submitted a proposal for less than \$5,000 for support of the brochures that the Marketing Committee had been working on as well as help for updating the Web site which ultimately she did herself to allow for the purchase of memberships online. Christie's idea for 2014 is to do a complete overhaul of the Web site (not the logo) and clean it up to make it more integrated. The DMNA's Web site is a good example and the bid she has for this is around \$2,500. Also it would be great to do some district-wide branding, i.e., banners. Although typically not covered, based on what received funding last year this is a question she will pose to Parrell. Further discussion ensued regarding what links should and should not be included on the Web site.

Dan then updated the board regarding his meeting with Steve Cramer. The conversation went well and he trusts that the materials he sent to the board was in the spirit of what he was empowered to do. Cramer has been talking with Lee Sheehy, Program Director at McKnight, and Dan gave a presentation before the mayoral forum at which Sheehy attended which helped the proposal become a reality in one afternoon. If a grant were given it would be midyear.

## **IX. Adjournment**

The meeting adjourned at 1:00p.m. (CS/BW).