

**Draft Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, November 5, 2015**

Guthrie Theater, 818 South 2nd Street, Level 8 Livingston Conference Room

Present: Carina Aleckson, Marc Berg, John Campobasso, Daniel Gumnit, Jeff Hahn, Hillary Hart, Tom Hayes, Varun Kharbanda, Brian Maupin, Lynn Regnier, Paul Mellblom, Kelly Stenzel, Carletta Sweet, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jeff Anderson, Jackie Barrett, Tim Briggs, Joshua Clark, Chris Fleck, Alex Tittle, Tim Tucker

I. Call to Order

President Paul Mellblom called the meeting to order at 11:32 a.m. and thanked board member Hillary Hart for hosting and providing lunch.

Hillary explained that the Guthrie Theater has just come off of a healthy summer season and is moving into a healthy fall season. Then she announced their three fall productions: *A Christmas Carol* on the Wurtele Thrust Stage beginning on November 12th; *The Cocoanuts* on the McGuire Proscenium Stage beginning on November 14th; and *The Great Works* in the Dowling Studio beginning on December 20th (http://www.guthrietheater.org/plays_events/plays). Then she noted that former Artistic Director Joe Dowling (http://www.guthrietheater.org/about_guthrie/past_plays/joe_dowling_19952015) recently completed his tour of the state and was well received throughout the region. A question often posed was whether their productions would start touring again; it's a complicated issue but one that is under consideration.

II. Consideration of Agenda

The agenda was approved as submitted (CS/CA).

III. Consideration of Consent Agenda

The consent agenda was approved which included minutes from the October 1, 2015 board meeting; Treasurer's report for September 1-30 and October 1-31, 2015; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for September 26-October 31, 2015; and Executive Coordinator's report for 10-01-15 to 10-31-15 (CA/CS).

IV. Updates

A. Downtown Minneapolis Neighborhood Association. Carletta highlighted that the next DMNA board meeting would be on Monday, November 16th, at which board officers will be elected. Also, at its annual meeting on October 28th, Dan was elected to the board. For other updates, reference her report submitted online.

B. Elliot Park Neighborhood, Inc. Lynn advised no update was submitted this month for EPNI.

V. Presentations

A. 2016 Proposed Budget. Dan began his presentation by reviewing the 2016 Budget Notes included in the board package submitted online. Unlike the sophisticated budgets done for large corporations, the one for the EDC is very simple and designed to reveal the flow of income and expenses.

His 2015 ED contract with the EDC is for \$7,500, and will bump up to \$15,000 for 2016, an amount that backfills a portion of his work with the MDC/DID, leadership on a technical advisory committee, stakeholder engagement, and the new McKnight Foundation 2-year award. Also, \$3,000 is proposed to cover the costs related to attending key events that connect EDC's work to all of downtown Minneapolis. Under this budget Dan would remain an employee of the MDC and under contract for the EDC (reference his revised job description).

This budget also proposes a 33.4% increase for Executive Coordinator Christie Rock Hantge from \$13,500 to \$18,000. This increase comes with expanded job responsibilities that are included in her revised job description. Both his and Christie's revised job descriptions are representative of a couple years of work and formation and rapidly changing responsibilities. Even before this proposed salary increase for Christie, Dan noted that she has already given more time and performing greater financial reporting as the baton was passed from Brian Maupin to Tim Briggs as treasurer. Additionally, she'll be increasing communication tools proposed for the Membership, Marketing and Communication Committee in 2016.

Although not included in his notes, Dan advised the is also proposing a \$3,600 annual stipend for Carletta's incredible work in tracking information for all of our meetings, i.e., board meeting minutes, forum recaps, and the 2025 Plan's East Downtown Development Committee Task Force. This compensation would serve as the EDC's contribution toward the development side of the task force as her notes will be an essential record of the forums for the website being formed.

Lastly, a \$3,500 is proposed for a cash withdrawal from reserves to use for the annual budget.

Since the 2016 Budget will not be voted on until the December board meeting, no action was taken and those with questions were encouraged to forward them to Christie.

- B. McKnight Foundation Region and Communities Grant.** Dan explained how the MDC/DID, in collaboration with the EDC, was awarded a new 2-year \$100,000 Region and Communities Grant (reference the Region and Communities Grant Site Visit PowerPoint presentation dated July 9, 2015). Lee Sheehy, Program Director for Region and Communities, who has been writing and blogging about how to win a grant has advised you need to focus on **market orientation** and **scalability** and have it cross sect with their other values. They were challenged to place more emphasis on maximizing resources to benefit low-income or disinvested communities and to develop capacity to achieve and maintain high-quality, sustainable outcomes with a focus on performance, reliability, and cost effectiveness.

This new grant stemmed from the successful 1-year pilot to expand implementation of MDC's 2025 Intersections Plan goals most relevant to creating a vibrant and equitable future for the businesses and residents of EDC's geography, i.e., Downtown East and Elliot Park.

The overview of the new grant was to enable the MDC and EDC to expand implementation of 2025 Intersections Plan land development strategies for East Downtown, and execute a district branding initiative into a holistic business and residential recruitment strategy.

The **market orientation** objectives include:

- 1) Leveraging the current market push for multi-family housing into East Downtown such that an array of new housing projects, from affordable to market rate, are recruited and directed toward unused land;
- 2) Identifying affordable and workforce housing inventory in East Downtown, target specific land parcels as priority sites, and advocate actual projects with housing developers using the existing financial toolkits available for transit-oriented and affordable housing projects;
- 3) Leveraging a new 2015 market study commissioned by the City of Minneapolis into learning experiences for landowners and the development community; and
- 4) Working with business, civic and residential stakeholders to clearly define and bring forward a new district brand that reflects a holistic urban mosaic and markets the district to Minnesota and

beyond (through new website platforms, a new family of brand images, and placemaking visual collateral).

The **scalability** objectives include:

- 1) Developing and implementing a plan for expanding the DID deeper into the East Downtown;
- 2) Benchmarking successful projects (affordable, mixed-use, commercial, etc.) as blueprints for additional projects in the district;
- 3) Bringing together corporate landowners (e.g., Kraus-Anderson, Thrivent Financial, Wells Fargo, HCMC) to complete a market-based land study that would emphasize a new collaborative and diversity-focused residential corridor on Portland Avenue; and
- 4) Collaborating with marketing agencies to ensure that the unfolding market-driven story of the East Downtown District is leveraged into recruitment tools for new businesses and mixed-use development.

Dan then reviewed the seven overarching expected outcomes of these initiatives within the 2-year period:

- 1) Multiple community engagement meetings with business and residential organizations;
- 2) Hosting strategically timed business forums that address equity and accessibility;
- 3) Creative design of brand essence and marketing plan for East Downtown;
- 4) Implementation plan for roll out of district marketing idea;
- 5) New website platforms for land use;
- 6) A new family of brand images, and placemaking visual collateral; and
- 7) The Portland Avenue residential corridor initiative will be advanced.

Lastly, Dan described what success will be, i.e.: leading an interdisciplinary effort that connects private and public leadership to unfolding development in East Downtown Minneapolis, tangibly influencing an array of stakeholders such that the next decade of city building in this district is more integrated, efficient, sustainable, regional, livable, and equitable.

Dan hopes that each board member's organization is pulled into the process in some way.

VI. Updates (*continued*)

C. **Minneapolis Downtown Council.** Dan reported on the following activities:

- 1) The 2016 Holidazzle will be in Loring Park this year (<http://www.holidazzle.com/>).
- 2) The 2015 Downtown Perception Survey is available online at https://www.surveymonkey.com/r/2015_DWTN_MPLS_Survey and is used by the DID to guide its strategy. You may fill out the survey through mid December.
- 3) The Greening Downtown Minneapolis nonprofit conservancy will be raising the \$22 million for the maintenance and income generating programming of the Downtown East Commons.

Winthrop Rockwell

(http://www.downtownmpls.com/news_article/show/514351?referrer_id=225831), the conservancy's founding executive director, would like to give a presentation to the EDC as he believes our support is critical to how he connects with the City and the community.

- 4) The Tactical Urbanism Committee [oversees low-cost, temporary changes to the built environment, intended to positively influence behavior, perception, and economic outcomes in neighborhoods and city gathering places], in partnership with Metro Transit, received a grant to conduct a Bus Stop Pilot Project to explore improvements to bus stops at high ridership, high priority locations in downtown Minneapolis that lack permanent waiting area fixtures. They have deployed four creative teams to test temporary, experimental prototypes for addressing transit waiting area needs in the downtown public realm (http://assets.ngin.com/attachments/document/0082/3202/150903_MDID_Bus_Stop_Pilot_Project_RFQ.pdf).

VII. Committee Reports

- A. **Board Development.** Paul advised he has not convened a meeting since January 2015 but needs to start thinking about doing so since there will be elections for a third of the board in April 2016.
- B. **Business Forum.** Dan described the forums for November and December and advised the remainder of the 2015-2016 season will follow the array of topics established in the brochure. There's a lot of interaction with what he is doing with the 2025 Plan East Downtown Development Committee Task Force.
- C. **East Downtown Development Committee Task Force.** Following are the topics scheduled for the think tank type meetings that are parlayed into the business forums. They are held on the third Tuesday of the month, 9:00-10:30 a.m., at a location to be determined:
 - 1) November 17th: "Equity Scorecard" by Metropolitan Council and University of Minnesota's Center for Urban and Regional Affairs.
 - 2) December 15th: "East End Mixed-use Development" by Sherman Associates and "Setting Housing Goals" with CPED staff Andrea Brennan and Beth Elliott.
 - 3) January 19th: "MSFA and LRT Block" with Michelle Kelm-Helgen.
 - 4) February 16th: "Portland Avenue Visioning."
 - 5) March 15th: "Creating a Healthy East Downtown" with Tom Fisher.

Dan then suggested having former Minneapolis Mayor R.T. Rybak, along with leadership from Ryan Companies and Wells Fargo, participate in a final celebration of the opening of the Ryan/Wells Fargo project at a business forum in March 2016, and for Rybak to discuss his forthcoming book *Pothole Confidential: My Life as Mayor of Minneapolis*, to be published in April 2016.

- D. **Membership, Marketing and Communication.** Dan reported that there are a total of 55 active members (7 new and 48 renewed). When reviewing the 9 un-renewed, he has good reason to believe most will renew which would take the membership up to 60-64. Since the 2010-2011 season, membership has grown by 149%, and income from membership has grown by 366% primarily due to the change in membership levels first in 2014-2015 and then again in 2015-2016 indicating that at least right now the economics are growing consistently.

With 244 businesses within the district, the question that comes into play is there a way to pierce

through and grow membership to 100. One of the challenges is that a lot of the hospitality industry and small businesses tend to shy away; they'll give it a try for a year and then drop off. As retail continues to grow, we need to think about some kind of program to draw them into becoming members.

Dan then advised that at the last MMC meeting, discussion was held around ways to improve outreach and strategy, the outcome of which was to add an event page on the website, regularly invite members to send content, post the content on the website and social media, and work with Christie to develop a quarterly newsletter.

- E. *Executive.*** Paul advised there will be a follow up to the strategic planning retreat held on October 29th to discuss succession planning as it was not covered at that time. He and Carletta will draft notes from that session to forward to Tom Jollie at PadillaCRT. They will also conduct a performance review of Dan which may be facilitated via email in order to receive input from the board in time for the December board meeting. And since Dan works closely with Christie, he will conduct a performance review on her.

In response to Carina's question regarding the outcome of the naming exercise at the retreat, Paul advised "east" played a prominent role.

VIII. Old / New / Other Business

Minneapolis Working Families Agenda. Paul advised that the City Council recently voted to remove consideration of the Fair Scheduling ordinance but approved establishing a working group called the Workplace Regulations Partnership to develop recommendations related to Earned Sick Time and Safe Time (reference email Christie sent from info@edcmpls.org dated November 4th). If interested in serving on the advisory group, visit <http://minneapolischamber.org/pages/AppointmentProcedures>.

HCMC Groundbreaking and Ribbon Cutting. Tom Hayes invited the board to HCMC's groundbreaking for its new clinic and specialty building and ribbon cutting for the inaugural helistop landing on Thursday, November 12th, 1:00 p.m. at the HCMC event tent in the 700 block of South 8th Street (<http://business.minneapolischamber.org/events/details/grounbreaking-ribbon-cutting-hcmc-8812>). He'll subsequently forward details to the board.

IX. Adjournment

There being no further business, the meeting adjourned at 12:45 p.m. (VK/CS).