

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, September 8, 2016
Guthrie Theater, 818 South 2nd Street, 8th Floor Livingston Conference Room
Downtown East Neighborhood**

Present: Carina Aleckson, Marc Berg, Tim Briggs, John Campobasso, Daniel Gumnit, Hillary Hart, Tom Hayes, Varun Kharbanda, Brian Maupin, Carletta Sweet, Tim Tucker, Bert Winkel
Staff: Dan Collison, Christie Rock Hantge
Absent: Jeff Anderson, Jackie Barrett, Chris Fleck, Jeff Hahn, Paul Mellblom, Lynn Regnier, Kelly Stenzel, Alex Tittle

I. Call to Order

Vice President Carletta Sweet called the meeting to order at 11:36 a.m., and thanked Hillary Hart for hosting and providing lunch.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the July 7, 2016 Board meeting; Treasurer's report which included the Wells Fargo bank statement for July 1-31, 2016, and August 1-31, 2016; Director of East Downtown Partnership / Executive Director of East Downtown Council's report for May 28-July 2, 2016; and Executive Coordinator's report for 06-01-16 to 06-30-16 (JC/BW).

IV. Presentations

A. East Town District Development/Brand Platform Performance Overview.

Executive Director Dan Collison advised this slide presentation he prepared is the trifecta of what's been happening in the East Town district, i.e., the ETBP flourishing as an organization, working with the neighborhood associations (the Downtown Minneapolis Neighborhood Association, Elliot Park, Inc., as well as the ad hoc Mill District Neighborhood Association) within a new brand platform, and representing the emerging development narrative the MDC asked him to lead with support from the McKnight Foundation.

In addition to his normal outreach to other organizations, Dan will also be presenting this information at several upcoming events: My ULI Minnesota (<http://minnesota.uli.org/event/my-uli-minnesota/>); 2016 Downtown Development Summit (<http://www.cvent.com/events/2016-downtown-development-summit/event-summary-2b802ceaf0ae4912bf386dd1e14dc84d.aspx>); the 2016 Minneapolis Idea eXchange (<http://www.minneapolisidealexchange.com/2016mix>); and the Steering Committee of 2020 Partners (<http://the2020partners.com/>). Then he solicited feedback from the Board on how it could be improved.

The presentation guides the intended audience through the evolution of East Town from when 25% percent of its 100 blocks were either vacant or surface parking lots to what it is today, what the ETBP is as an organization, how it partners with the Minneapolis Downtown Council, the new brand platform, and how it leverages the development narrative to make this a regional destination. Dan will also include institutional stories of ETBP members within his presentation.

Acknowledgement of all of the assets within the district — from the two neighborhoods; hotels

and hospitality; diverse residential population (10,000 now to potentially 16,000 by 2030); affordable, market rate and transitional housing; several public parks and soccer field; iconic riverfront development; growing commercial space; sports entertainment complex; performance and visual arts; education; and health care — illustrate this historic moment of reinvestment and, as Governor Mark Dayton noted at the U.S. Bank Stadium ribbon-cutting, the stadium started an “economic renaissance” of the Downtown East section of Minneapolis (<http://finance-commerce.com/2016/07/u-s-bank-stadium-opens-with-ribbon-cutting/>).

And this renaissance, what exists and unfolding, is being tracked:

- The June 29th “The Birth of East Town” article by Drew Wood in the *Mpls St. Paul Magazine* (<http://mspmag.com/Out-And-About/Articles/Features/The-Birth-of-a-Neighborhood/>);
- Numerous articles under search results for East Town in *The Journal* (<http://www.journalmpls.com/?s=east+town>);
- The September 16th “Ambling Through East Town” article by Stephanie March in the *Mpls St. Paul Magazine* (<http://mspmag.com/eat-and-drink/foodie/ambling-through-east-town/>);
- The wrap article he submitted for the September issue of the *Twin Cities Business Magazine* (<http://tcbmag.com/>); and
- City of Plymouth Metrolink offers extended route service to East Town (<http://www.plymouthmn.gov/Home/Components/News/News/3393/542?backlist=%2F>) and other transit partners are beginning to indicate they go to East Town.

To illustrate how he has used the brand platform developed by PadillaCRT to integrate the brand message to the press, Dan read language provided by Lester Bagley, Minnesota Vikings VP of Public Affairs and Stadium Development, and Tony Barranco, VP of Development at Ryan Companies, who paid for the article he submitted to the *Twin Cities Business Magazine*:

“East Town offers a high tech and sophisticated opportunity for businesses and residents alike from apartments that offer coffee bars and bike repair stations to restaurants developing a Soho vibe, East Town brings something completely new to Minneapolis. In true Minneapolis form, East Town boasts multiple transportations options making convenience and connectivity synonymous. With the light rail and bus lines’ easy access and multiple parking opportunities surrounding the new stadium, no transportation stone was left unturned in this redevelopment downtown sector.”

Dan then cited the various real estate developments he and/or ETBP Board members have been involved that are either wrapping up, underway, breaking ground or moving through the City’s approval process and transforming the landscape and public realm of the East Town district:

- Hennepin County Medical Center’s whole block clinic and specialty center (<http://clinicbuilding.org/>);
- Kraus-Anderson’s whole block mixed-use development (<http://www.krausanderson.com/portfolio/kraus-anderson-block/>);
- Portland Tower 17-story, luxury condominium complex (<http://portlandtowerminneapolis.com/>);
- The Encore 11-story, luxury townhome and apartment complex (<http://mplsencore.com/>);

- The Legacy 375-unit luxury condominium complex (<http://www.thedevelopmenttracker.com/news/2016/3/14/legacy-condominium>) ;
- East End 6-story, mixed-use luxury apartment complex (<http://www.eastendmpls.com/>);
- The multi-block developments by Ryan Companies (<http://www.downtowneastmpls.com/>), including the Radisson RED hotel (<http://www.mplsbuild.com/projects/radisson-red-minneapolis/>), and the 4-story, multi-tenant Millwright office building (<http://www.millwrightmpls.com/>);
- Minneapolis Armory conversion into an event center by Swervo Development (;
- Mortenson's 8-story, 203-room Hyatt Centric hotel mixed-use development at 800 Washington Avenue South (<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmssp-177704.pdf>);
- Hunt Development and Weidner Apartment Homes's 6-story, 246-unit, mixed-use apartment complex at 1400 Park Avenue South (<http://www.minneapolis.mn.gov/www/groups/public/@cped/documents/webcontent/wcmssp-177568.pdf>);
- Ironclad market rate apartments and Moxy Hotel mixed-use project at Chicago and Washington Avenues (<http://ironcladmn.com/#welcome>);
- East Town Apartments 6-story, 159-unit, mixed-use affordable housing project at South 6th Street and 9th Avenue South (<http://www.mplsbuild.com/projects/east-town-apartments/>); and
- House of Charity 55-unit supportive housing expansion project at 510 South 8th Street (<http://www.houseofcharity.org/expandinghope>); and
- Water Works park project along the central riverfront (<https://mplsparksfoundation.org/projects/water-works/>).

Dan will also continue to work on and promote Portland Avenue as a key arterial and prime developable real estate corridor connecting East Town to the central riverfront. With the proposed project at 1400 Park Avenue, they will now emphasize Park Avenue as well and call it the Park and Portland Residential Corridor project, leveraging improvements in the public realm and the 21st century urban idea of housing embedded into large and small projects for holistic growth. A website will be created to integrate the design principles and visioning from the Portland Avenue Public Realm Vision Study.

B. East Town Pitch Packet. Dan thanked Board member Marc Berg for all of his pro bono legal work on this matter and then explained the cover letter notifying ETBP's constituency of its new name and brand, and inviting them to use them if they follow the established process to do so. Dan will work more intentionally with the more key, high visible partners within the district.

C. New East Town Brochure. Dan will follow up to extend thanks to Rosemary Ugboajah of Neka Creative (<http://nekacreative.com/home/>) for donating approximately \$6,000 worth of staff time and energy to create the brochure in trade for an ETBP membership. Formerly located in the 1200 Washington Avenue South building, NC has moved to the North Loop but remains interested in the ETBP and the East Town district.

Dan displayed the mockup brochure that Kraus-Anderson paid to have produced and it will be available at the joint forum on September 15th at U.S. Bank Stadium. Will Keeler of Whiskey Kilo Foxtrot was the photographer for the photo shoot of several Board members at the MSFA parking ramp which was also done in trade for an ETBP membership. The total value is approximately \$9,000 and all provided by partners. Five hundred brochures will be printed

and a digital version will be made available to Board members.

V. Action Items

- A. ETBP Brand Trademark and Usage.** Marc explained because registering with the United States Patent and Trademark Office costs more than \$275 and takes 5 to 6 months, he registered both the name “East Town Minneapolis” and the “e” logo with the State of Minnesota for \$50 each.

Based upon feedback from the Membership, Marketing and Communications Committee, the License Agreement is straight forward and strikes a balance between controlling ETBP’s intellectual property well enough versus making it freely available. We’re not trying to make money off of it; we want it freely disseminated and to maintain integrity.

Discussion ensued after which the language to the License Agreement was approved; however, the process for which access is provided to the name brand and logo will need to be developed further (CS/MB).

- B. Ratification of Online Vote to Pay \$400 Honorarium to October Forum Speaker.** Dan advised Chris was the only “nay” online vote, and Marc clarified he didn’t want to set a precedence but understood the speaker is worth it. Thereafter, the online vote to pay \$400 to the October forum speaker was ratified (CA/TB).

VI. Neighborhood Updates

- A. Downtown Minneapolis Neighborhood Association.** Carletta referenced her report included in the online board package for September.

- B. Elliot Park Neighborhood, Inc.** In Lynn’s absence, Dan announced “Elliot Park on Wheels” on Tuesday, September 11th, 4-7 p.m., at the corner of 11th Avenue and 14th Street (<https://www.facebook.com/events/1740565749564933/>). There will be activities for both adults and kids!

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

- 1) *The Commons Park* has its own website (<http://www.commonsmpls.com/>); visit it for upcoming events, e.g., Northbest Ads of Minnesota (http://www.downtownmpls.com/news_article/show/678663-northbest-ads-of-minnesota-launches-this-september).

The MDC/DID has a contract through the end of the year and is looking toward a more longer-term operational contract.

- 2) *Explore Downtown Living* is on Saturday, September 17th, 10 a.m. to 5 p.m. (<http://exploredtliving.com/>).
- 3) *2016 Gala/2025 Leadership Awards* event is on Thursday, October 20th, 5:30-9:30 p.m., at the Renaissance Minneapolis Hotel at The Depot (<http://www.downtownmpls.com/2025awards>).

VII. Committee Reports

- A. **Executive.** In Paul's absence, Dan advised much time and discussion has been held devoted to the Executive Director Succession Plan (<http://easttownmpls.org/wp-content/uploads/2016/08/Executive-Director-Succession-Plan.pdf>), part of which is to prepare a reporting mechanism that aligns with ETBP's goals.

Dan is currently working on 2017 work objectives and budget with Steve Cramer that he'll bring back to this committee to be completed and approved by December 2016.

- B. **Board Development.** In Paul's absence, Dan advised a meeting has been scheduled on Monday, September 19th, 8 a.m., at MSR Architects to discuss a replacement for Joshua Clark who resigned because he left the district.
- C. **Business Forum.** This committee will meet prior to the joint forum on Thursday, September 17th. Christie reported on the number of registrants for the forum and based on the enthusiasm for this event, recommended seizing the momentum of collaboration going forward.
- D. **Membership, Marketing and Communication.** Dan and Christie are working on the first happy hour networking event with Wendy Blomseth from the Minneapolis St. Paul Business Journal scheduled for Thursday, September 29th at KC Truth Bar, 310 4th Avenue South. Free beverages and hospitality will be provided by Day Block Brewing.

Christie reported that membership renewals are going okay but not as well as could be. Currently, have pledged dues of \$22,150, and have collected \$20,850. Total dues collected last year was \$45,000. There are 7 new members, and one current member who upped their membership level to platinum (Izzy's Ice Cream). She encouraged those in attendance to renew if they have not done so. She can invoice those who would prefer not to pay online. She just needs to know the membership level at which they would like to renew.

VIII. Adjournment

There being no further business, the meeting adjourned at 1:05 p.m. (CA/TT).