

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, December 1, 2016
MSR Design, 710 South 2nd Street, 8th Floor Conference Room
Downtown East Neighborhood**

Present: Carina Aleckson, Jackie Barrett, Marc Berg, Tim Briggs, Elizabeth Campbell, John Campobasso, Chris Fleck, Daniel Gummit, Tom Hayes, Varun Kharbanda, Brian Maupin, Paul Mellblom, Lynn Regnier, Carletta Sweet, Tim Tucker, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jeff Hahn, Hillary Hart, Phil Huebner, Kelly Stenzel, Alex Tittle

I. Call to Order

President Paul Mellblom called the meeting to order at 11:37 a.m.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the November 3, 2016 Board meeting; Treasurer's report which was the F2016 Budget vs. Actual as of November 30, 2016 (the Wells Fargo bank statement was unavailable); Director of East Town Partnership / Executive Director of East Town Business Partnership's report for October 30-November 26, 2016; and Executive Coordinator's report for 11-01-16 to 11-30-16 (BW/EC).

IV. Presentations

A. Park and Portland Vision Project. Executive Director Dan Collison noted at the joint business forum with the Minneapolis Downtown Council held on November 17th, the lead sponsor, BKV Group (<http://www.bkvgroup.com/>), paid \$2,000 which is how the MDC is able to conduct these events without having to charge its members. Going forward, the MDC has asked ETBP staff to be aware of potential members who would be willing to sponsor the joint forums. Then he apologized for not having acknowledged ETBP platinum members at the event.

During the sponsor development spotlight at the joint forum, BKV Project Architect and Senior Associate Christopher Palkowitsch gave a brief overview of the Minneapolis-based firm and described their 6-story, 24- unit, mix-use development at 1400 Park Avenue South (<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcmsp-177568.pdf>). Lynn Regnier advised EPNI is still waiting to hear the status of First Church of Christ Scientist, a nationally designated landmark at 614-620 East 15th Street the developer purchased, and whether it will come down as part of the development. Then she described the project's retail space (hopefully food service) to be located at the corner of Grant Street and Park Avenue near the main entry colonnade, the interior resident courtyard, pet relief and garden areas, rooftop community room, and steps leading to first floor units with patio spaces. The units will be market rate which are lacking in the neighborhood.

Also at the joint forum, BKV Managing Architect Jeff Hemer mentioned the Park and Portland Vision Project, currently a pro bono effort intended to: increase residential development; strengthen Park and Portland corridors as connectors; expand and improve the public realm; create a website platform; and identify a 10-year plan. A missing piece is engaging both the Elliot Park Neighborhood, Inc., and the Downtown Minneapolis Neighborhood Association. Dan assured that both neighborhood organizations will be added to the list of participants and stakeholders and will be a part of public presentations on priorities and interest points.

PPVP is part of the MDC *Intersections Downtown 2025 Plan* goals (<http://www.downtownmpls.com/page/show/423275-2025-plan>) and the work of the East Town Development Group and BKV has devoted three architects to providing research on it. Using a slide

presentation, Dan displayed maps of the study area and described its context within the East Town boundary. Existing land use within the study area includes residential, mixed-use, commercial, municipal/institutional, office/corporate, parks and open space, and parking. Of note is an abundance of surface parking/opportunity sites that have not been put in play.

The website will integrate the guiding design principles from the City's East Downtown Public Realm Augmentation Study

(<http://www.minneapolismn.gov/www/groups/public/@clerk/documents/webcontent/wcms1p-139754.pdf>), the Portland Avenue Public Realm Vision Study, and Elliot Park (<http://elliottparkneighborhood.org/wp-content/uploads/2009/06/view5.pdf>) that focus on the district, block, and building, and used as a marketing tool.

B. City of Minneapolis Innovation Team: State of Minority & Immigrant Business

Ownership. After conferring with Paul, Dan explained he added this new area of interest to his list of responsibilities. Since he sits on the City's Business Advisory Group (<http://www.ci.minneapolis.mn.us/licensing/WCMS1P-133289>) that is co-led by Business Licenses Assistant Manager Linda Roberts and Business Development Senior Project Coordinator Rebecca Parrell, this is a follow up to the Paid Time Off and Sick Pay Ordinance (<http://www.minneapolismn.gov/meetings/legislation/WCMS1P-150731>), Minimum Wage Study conversation (<http://www.ci.minneapolis.mn.us/minimumwage/MINIMUM-HOME>), and is the City's effort to bring the business community together with guided conversations. Ward 12 Council Member Andrew Johnson was the guest presenter at yesterday's meeting which gave the BAG a chance to interface with elected officials on this topic.

As background, in 2014 the City was awarded a Bloomberg Philanthropies grant (<http://www.ci.minneapolis.mn.us/mayor/news/WCMS1P-135079>) to participate in the expansion of their Innovation Teams' program focused on analyzing whether core City services are delivered equitably throughout Minneapolis. Dan then guided the Board through the IT's Background Research Workshop Materials from August 10, 2016 (a copy of which he will forward to the Board). It is an argument for business ownership as a transformative solution to intractable quandaries within emerging and communities of color.

Responding to an inquiry as to why women were not broken out, Elizabeth Campbell commented that although she does not know why this study did not, in terms of programs, women-owned businesses represent the overwhelming majority of diverse spend programs and they may have had a disparity justification, but Minnesota (<http://mn.gov/admin/disparity-study/>) will be taking a closer look at the status of women-owned businesses and there may be changes going away from advocating solely for women-owned businesses.

V. Action Item: Consideration of Minneapolis Business Navigator Program

Subsequent to the awarding of the Bloomberg Philanthropies grant, in order to foster investment and avoid unreasonable hurdles for businesses, in the *Minneapolis: Business Made Simple* overview (<http://www.minneapolismn.gov/www/groups/public/documents/agenda/wcms1p-139627.pdf>) Mayor Betsy Hodges recommended that a new full-time Business Navigator position be created to help primarily small businesses navigate the complexities of starting a business in Minneapolis, and many of the Business Advisory Group are signing on to a petition asking for up to five navigators because capacity is not being addressed with one person, and small and emerging businesses need guidance and strategic planning on things that are not intuitive. The petition reads as follows:

"The City of Minneapolis is making significant strides to both its internal and external processes to support small business development as well as its communication and outreach with the small business community. However, these initiatives can be disjointed and housed in departments that face significant communication and collaboration issues.

Therefore, the City of Minneapolis must improve outreach and communication with small businesses and make it easier for businesses to learn about and access city programs and programs offered at other levels of government. By piloting a vibrant small business office, the City improves the relationship with small businesses in terms of communication, outreach, education and streamlining business touch-points.

The Mayor's proposal for a full-time navigator position within the City is a good first step, but the City needs to create more significant infrastructure that can adequately serve and support Minneapolis' 44,000 businesses. The City of Minneapolis should expand the proposed navigator position from one to five full-time staff for a strong, independent Small Business Office.

As Minneapolis works towards "the workplace of the future" and creates ordinances that support a living wage and support employee's ability to live a middle-class life, we must work equally hard at creating "the businesses of the future" and a strong partnership with the City through a Small Business Office is essential to that goal."

After a brief discussion, the petition in support of a Minneapolis Business Navigator Program was approved as submitted with Elizabeth Campbell abstaining (CF/VK).

VI. Updates

A. Executive Director Monthly Progress Report. Dan reminded the Board that to learn how he spends his time and with whom he meets they should review his monthly Work Reports; and to learn how he is progressing against key objectives they should review his monthly Objectives Report and the areas highlighted in red. Then he reported on:

1. *Spreading the ETBP brand.* Some folks are using it but he continues to do a ton of outreach, e.g., conducted another tour at American Academy of Neurology with CEO Catherine Rydell (<https://www.aan.com/press-room/leadership-bios/>) and, as a result, the ETBP will be returning to their space in January 2017. AAN will be expanding into the top floor of the 800 Washington Avenue South project by Mortenson Construction.

Dan then surmised the reason Tom Hayes heard a radio ad for "Courtyard by Marriott in the thriving East Town" is because a group from that location attended ETBP's happy hour event at KC Truth after which he reached out to them and was given a tour of their facility (they now have an East Town Ballroom). Although not in the district (located across the I-35W Bridge at 1500 Washington Avenue South), the Courtyard is finding it valuable to affiliate with the area because they want stadium activity and to diversify their portfolio. He further clarified that the ETBP has a membership policy that allows those outside of the district to be members; however, they cannot sit on the Board.

As this is a nascent endeavor, he and Chris Fleck are available to reach into the marketing departments of the membership to help spread the brand.

2. *Workforce Outreach for Members.* Dan explained since Chris has discussed having more employment opportunities for North Central University interns, and that he received a call from SMG COO Billy Langenstein advising they are struggling to get employees, it has become part of his work to pay attention to workforce-related issues. As a result, Dan asked Langenstein to send him a list of his networks for employee outreach. Then he solicited the Board for their lists and recommendations to compile into an active master resource list and explore Greater MSP as a hub.

B. Downtown Minneapolis Neighborhood Association. Carletta Sweet referenced her report included in the online board package for December.

C. *Elliot Park Neighborhood, Inc.* Lynn noted there was no report for December.

D. *Minneapolis Downtown Council.* Dan encouraged the Board to attend the Holidazzle in Loring Park that runs through Friday, December 23rd (<http://www.holidazzle.com/>), and Wells Fargo's Minneapolis WinterSkate also in Loring Park (<http://www.downtownmpls.com/winterskate>) open daily through the winter season.

VII. Committee Reports

- A. *Executive.*** Paul thanked those who responded to the Executive Director Review Process. Dan has submitted his self assessment and the assessments from the Executive Committee are due this Friday after which he will collate the information and report back to the EC and then meet with Dan.
- B. *Board Development.*** Paul advised this committee hasn't met in a couple months but will meet in January to discuss the upcoming elections in April.
- C. *Business Forum.*** Dan advised the legislators were either unavailable or insanely overbooked and, as a result, the December agenda needed to be changed. Board member Alex Tittle, who was scheduled to present at the December 14th happy hour, will now present at the December 15th business forum at the Guthrie Theater, and rather than finding a speaker for the happy hour to allow everyone in attendance to give a 1-minute speech about their business and value proposition. There being no objection, the revised agenda will be changed on the website. Executive Coordinator Christie Rock Hantge has already notified those who RSVP'd for the happy hour.

Looking ahead to January, since The Commons team will not be ready Dan has invited Max Musicant of The Musicant Group and Ben Shardlow from the Minneapolis Downtown Improvement District to present on animating public spaces and dealing with crime and safety.

February will need to change because Greater MSP is working on a new strategic area plan.

R.T. Rybak has been booked for a joint business forum in March, and St. Catherine University President ReBecca Roloff (<https://www.stkate.edu/news-and-events/news/rebecca-roloff-named-president>) for a joint forum on women in business and education in May.

Discussion then ensued about what to do about the annual meeting in April and filling the vacant slots; since there were no objections, he'll pursue The Commons for the annual meeting with the Park and Portland Vision Project.

This committee will meet again in January to resolve any outstanding scheduling issues.

- D. *Membership, Marketing and Communication.*** Paul advised he asked MMC Chair Chris Fleck about conducting an annual membership survey. Christie noted the last one was done in 2013, and the one in 2014 was tied to the name change.

Then referencing his report submitted in the December online Board package (<http://easttownmpls.org/wp-content/uploads/2016/11/ETBP-Member-Report-11.30.pdf>), Chris reported that Hyatt Place has renewed. The un-renewed has not changed since last month and committee members have been assigned to follow up.

He's also working to increase the committee by four in order to multiply his time on the membership drive. Instead of being able to roll out with a CRM system, he'll roll out with the spreadsheet currently in place, touching base with past members and dividing up accounts with the existing staff and do what was done last year, i.e., if someone joins January 1 through May 1, the membership will carry over for 1-1/2 years. Then he encouraged everyone to read Dan's email dated November 23rd about spreading the ETBP brand to institutions and marketing staff (<http://easttownmpls.org/help->

[spread-the-east-town-brand/](#)).

VIII. Focused Discussion / Strategic Thinking

Paul advised when the Executive Director Succession Plan (<http://easttownmpls.org/wp-content/uploads/2016/10/Executive-Director-Succession-Plan.10252016.pdf>) was discussed last month, approval was postponed until Dan was able to consult with and receive approval from the Minneapolis Downtown Council; that approval was subsequently received. Thereafter, the EDSP was approved as presented at the November ETBP Board meeting (CS/BW).

IX. Old / New / Other Business

Varun Kharbanda announced Council Member Jacob Frey's holiday party next week [Thursday, December 8th at the new Hewing Hotel, 300 Washington Avenue South] and advised he will forward the invitation.

Then he asked that discussion about including the ETBP in the 2017 Holidazzle festivities be added to the agenda for next year. Because of the Super Bowl, they are spending more money and extending the area where events will be held in downtown.

X. Adjournment

There being no further business, the meeting adjourned at 12:44 p.m. (BW/CS).