

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, February 2, 2017
MSR Design, 710 South 2nd Street, Suite 800 Conference Room
Downtown East Neighborhood**

Present: Carina Aleckson, Jackie Barrett, Marc Berg, Elizabeth Campbell, John Campobasso, Chris Fleck, Daniel Gumnit, Jeff Hahn, Tom Hayes, Brian Maupin, Paul Mellblom, Lynn Regnier, Kelly Stenzel, Carletta Sweet, Bert Winkel

Staff: Dan Collison

Absent: Tim Briggs, Phil Huebner, Varun Kharbanda, Christie Rock Hantge, Alex Tittle, Tim Tucker

Guests: Chris Englelmann and Steve Hay, Minneapolis Public Works

Jennifer Ringold and Tyler Pederson, Minneapolis Park and Recreation Board

I. Call to Order

President Paul Mellblom called the meeting to order at 11:36 a.m., and then welcomed the guest presenters who introduced themselves.

II. Consideration of Agenda

After Membership, Marketing and Communication Committee Chair Chris Fleck asked to remove discussion about district branding, the agenda was approved as amended (CS/CA).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the January 5, 2017 Board meeting; Treasurer's report which was the F2017 Budget vs. Actual as of January 31, 2017; Director of East Town Partnership / Executive Director of East Town Business Partnership's report for January 1-28, 2017; and Executive Coordinator's report for 1-01-17 to 1-31-17 (CA/CS).

IV. Presentations

A. 8th Street Reconstruction. Minneapolis Public Works Project Engineer Chris Englelmann advised he is the street design person on this team who feeds the project through the City process, and that Transportation Planner Steve Hay heads the design consultant team comprised of planners and engineers from Alliant Engineering and HNTB Corporation. Before Public Works is assigned a project, it goes through the City's Capital Long Range Improvement Committee (CLIC) which, in accordance with the City's goals and policies, evaluates capital requests and develops recommendations for Capital Improvement Projects (<http://www.minneapolismn.gov/cip/>). Other considerations, such as the City's Comprehensive Plan and the amount of funds available, are also part of the conversation. The 8th Street reconstruction project was identified through this process in 2014 as part of the City's 2015-2019 CIP and has gone through a number of cycles. Public Works is now getting to the point where the design and layout can be figured out.

This will be a full reconstruction from Hennepin Avenue to Chicago Avenue, a priority pedestrian and transit a corridor (not a bicycle corridor, from building face to building face with the following objectives:

- Improve the condition of the infrastructure for vehicles, transit, and pedestrians;
- Improve the safety and pedestrian realm by upgrading pedestrian infrastructure including lighting and landscaping; and
- Improve transit operations through the corridor through implementation of enhanced transit infrastructure at select locations.

Englelmann noted there have been a number of public meetings and they have met with the majority of the property owners along the corridor and are now reaching out to community groups. In Phase 1, the summer of 2016, they confirmed existing conditions and reviewed issues and opportunities. They are now in Phase 2, winter 2016/2017, and are presenting the preliminary roadway concepts and identifying streetscape preferences.

Then he described the project timeline. Once they receive the final design, there should be private utility work in late 2018 and construction soon thereafter in spring 2019 continuing throughout 2020. Adding onto that, Hay explained the preliminary design will wrap up in spring 2017, the final design will wrap up by spring 2018, bidding will occur in late 2018 with construction beginning soon thereafter in 2019 throughout 2020. After they have synthesized all public input, they will take a geometric layout before the City Council for approval by the end of February 2017.

Hay then described the preliminary layout to improve the pedestrian realm (e.g., widening of sidewalks, curb extensions and pedestrian ramp improvements, alternating pedestrian level and roadway lighting); transit areas (e.g., bus stops, shelter design with amenities); peak and off peak hour considerations; and streetscape design (beyond the City's base option budgeted for they are exploring enhanced opportunities with leaders along the corridor via a stakeholders advisory committee). Collison noted he serves on the stakeholders committee on behalf of the ETBP.

Next steps include:

- Obtain layout approval by City Council the end of February 2017;
- Continue to meet with neighborhood groups and advisory committee meetings over next month or so;
- Conduct monthly Technical Advisory Committee meetings with Metro Transit, Federal Highway Administration, and various City groups to nail down details; and
- Have a 30% design level by end of March 2017.

Thereafter, Englelmann and Hay entertained questions from the Board during which Hay advised they are still in the budget development process but it's about \$14 million with \$6.5 million from federal grant funds; more details to come. Their PowerPoint presentation can be read at the Board Members Only page on the ETBP website, or for more information visit the City's project website at <http://www.8thstreetproject.com/>.

- B. Downtown Service Area Master Plan.** MPRB Deputy Superintendent Jennifer Ringold advised she started this project when she was the MPRB Director of Strategic Planning. Now as the DS, she will not own the implementation of the DSAMP, but planning will continue so she and Project Manager Tyler Pederson are thoughtfully working on ensuring leadership will continue to move it forward.

The last time Ringold presented before the ETBP was in January 2015 when she and Kjersti Monson, who was the Director of Long Range Planning at Minneapolis CPED, each represented their respective department's documents for the Pathways to Places initiative. They discerned that to have a robust discussion about parks and what happens in the public realm would be critically important, especially in the downtown area. Monson's Downtown Public Realm Framework has been approved by the City (<http://www.minneapolismn.gov/cped/lrp/WCMS1P-134268>).

Now Ringold is bringing the MPRB's DSAMP forward for public comment due by Saturday, March 4, 2017 (https://www.minneapolisparcs.org/news/2017/01/18/2343/draft_downtown_service_area_master_plan_available_for_public_review_and_comment). She encouraged the Board to review the DSAMP and understand the different pieces and how they work with the City's DPRF and then to submit comments by the due date. She further noted that when crafting the document, due to where existing land is located and the level of private land used for public purposes, they realized in order to accomplish the needs of parks and recreation in downtown they probably wouldn't be able to do it all.

Pederson then described the DSAMP. It is a project that creates new plans for all outdoor facilities in neighborhood parks in downtown in the area bordered by I-94, I-35W, Plymouth Avenue, and the Mississippi River. It will guide capital investment, operations, and maintenance for the next 20-30

years and how the funds from the 20-year Neighborhood Park Plan (NPP20) will be spent for Elliot Park, Franklin Steele Square, Gateway Park, Loring Park, and Triangle Park.

They are currently in the last of four phases, i.e., the comment period prior to final revisions being made before submission to the MPRB for approval. The last meeting held with the Steering Committee (on which Carletta served) was in February 2016.

The planning framework consists of:

- Landscape (solves for where) systems, patterns, design character, implementation strategies;
- Audience (solves for who, now and future);
- Motivators/interests (solves for why); and
- Community parks and recreation (solves for what)

All of which creates a Great Experience in a Great City, the guiding principle of which is: We envision parks as part of a 21st Century Downtown Minneapolis that are:

- Playful places for everyone;
- Valued within and beyond downtown;
- Simply Beautiful and ecologically functional;
- Supportive of whole life health;
- Expressive of our culture and history;
- Connected to place and community; and
- Nurtured by many.

Pederson then gave an overview of:

- Existing parks and park-like spaces in the Central Mississippi Riverfront Regional Park (the DSAMP does not consider this area but it is in conjunction with it); DSAMP neighborhood parks/park-like spaces; and park-like spaces owned by others that are a great component of the system and need to work in conjunction with MPRB-owned parks;
- The Park Constellation Concept, smaller and unique parks embedded within the DSAMP area linking all together and beyond freeway barriers;
- Current and future park/park-like spaces, and park search areas with park connectivity.
- Park plans for existing (Gateway Park, Central Mississippi Riverfront Regional Park); existing park-like spaces (Cancer Survivors Park, Gold Medal, Mill City Quarter Woonerf); potential park-like spaces (Nicollet Hotel Block, U.S. Postal Office site) and
- Operations and partnerships; and
- Approval schedule.

Thereafter, Ringold and Pederson entertained questions from the Board.

V. Action Items

None were required at this meeting.

VI. Updates

- A. *Minimum Wage Listening Event.*** Paul thanked Jeff Hahn for hosting the City's fourth listening session at Day Block Brewing Company on Monday, January 30th and reported there were approximately 40 people in attendance including several Board members and a good number of representatives from the restaurant industry (e.g., Rainbow Chinese Restaurant & Bar, Spoonriver, Zen Box). He thought the City seemed happy with the discussion.

Chris thanked Carina, Carletta, Bert and Marc for helping to reach out to ETBP members and nonmembers to invite them to the event. He felt the folks from 15 Now Minnesota

(<http://15nowmn.nationbuilder.com/>) were intimidating because some in the audience were unsure what they would do with the data being collected.

Discussion ensued during which the following comments were elicited:

- It was interesting from the standpoint of whether we want to have an island downtown that's different from everywhere else and whether simple economics will come into play and have a negative effect.
- The resounding fact that restaurants were concerned about the wage disparity between the front and back of the house.
- The City currently has no proposal to increase the minimum wage; it's just a conversation and as recent as today the Minnesota Legislature is seeking to give the state sole authority over whether to hike the minimum wage or require sick leave (<http://www.washingtontimes.com/news/2017/feb/6/gops-rise-powers-move-to-block-local-sick-leave-wa/>).
- Ideally you'd want the \$15 per hour minimum wage at the state level, but having legislation preventing cities from doing it has its own challenges and risks.

For more information about this engagement process, visit <http://www.ci.minneapolis.mn.us/minimumwage/MINIMUM-HOME>.

- B. *ETBP Membership Survey.*** Dan explained that on the heels of the Minimum Wage Listening Session, the Executive Committee talked about conducting a survey to prepare for the strategic planning of the 2017-2018 season. The survey will give a list of goals and aspirations that the ETBP is tasked to accomplish, and to ask members how it is doing on each of them.

Chris noted the questions will be finalized at the next Marketing, Membership and Communication Committee meeting and then placed on SurveyMonkey for distribution to the membership at the end of February/early March.

- C. *Downtown Minneapolis Neighborhood Association.*** Carletta Sweet referenced her report included in the online Board package for February.
- D. *Elliot Park Neighborhood, Inc.*** Lynn Regnier referenced the month *Elliot Park Newsletter* and then asked members to save the date for the "Bike It. Hike It. Green It. Live It." Earth Fest on Thursday, April 20th, 4-7 p.m. (<http://elliottparkneighborhood.org/event/elliott-park-earth-fest/>).
- E. *Executive Director Monthly Overview.*** Dan thanked those who participated in his review; he appreciates everyone's candor and encouragement. Then he reported on the following:
1. *Northside Funders Group Regional Leaders Trip.* Because of his new work in the North Loop and making connections to the Near North community, and his personal desire to continue the conversation about equitable hiring and citywide equity practices, Dan was brought into this 2-day event held in Chicago on January 8-9, 2017. It was funded by The Minneapolis Foundation and included, among others, leadership from the Metropolitan Planning Council (<https://www.metroplanning.org/index.html>), MacArthur Foundation (<https://www.macfound.org/>), World Business Chicago (<http://www.worldbusinesschicago.com/>), and Chicago United (<http://www.chicago-united.org/>), all of whom work on regional equity issues.

Of particular note was Chicago United's Five Forward 20/20 tool to increase the effectiveness and efficiency of a business diversity program.

1. *McKnight Foundation 2017-2019Focus.* He and MDC/DID President and CEO Steve Cramer are working on the following topics for the next round of grants that flow into his work in East Town

and he welcomes any suggestions:

- a. **Economic Prosperity:** Workforce development in the downtown sector, small business strategies for connectionality in the downtown, near downtown neighborhoods of opportunity;
- b. **Park and Portland Avenue Vision for Development:** Building on the Portland Avenue Residential Corridor Initiative, this will leveraging a new comprehensive study being developed by the BKV Architecture firm into further diverse residential and mixed use development with an emphasis on advocating for affordable housing projects as a priority;
- c. **Transit Oriented Development in the North Loop:** Leveraging the Southwest and Bottineau LRT expansions and new Royalston LRT Station into new affordable housing, leveraged private investment, multi-modal access, and a more walkable neighborhood; and
- d. **35W Lid Connection between East Town and the West Bank (MnDOT Healthy Communities Initiative):** Partnering with MnDOT, City of Minneapolis, Hennepin County, and the Urban Land Institute on the multi-staged proposed to “lid” the 35W trench between downtown and Cedar Riverside/University of Minnesota.

F. *Minneapolis Downtown Council/Downtown Improvement District.* Dan reported on the following:

1. Green Minneapolis Open House & Midwinter Light Reception on Sunday, January 29th at the Edition Apartments;
2. Municipal election priorities (safety; active, welcoming environment; competitive business environment). Although the MDC will not be taking a position or endorsing anyone, it will be holding forums for the mayoral and city council candidates and the ETBP will collaborate with them.

VII. Committee Reports

- A. *Executive.*** Paul advised the minutes from the last meeting were sent out and the Committee will reconvene soon to move forward on the strategic planning retreat.
- B. *Board Development.*** Paul advised the minutes from the last meeting were sent out and the Committee will reconvene soon. All of the seven members whose terms are expiring will be seeking reelection.
- C. *Business Forum.*** Dan advised he sent the revised Business Forum Schedule for the remainder of the 2016-2017 season and is drafting the one for the 2017-2018 season.
- D. *Membership, Marketing and Communication.*** MMC Chair Chris Fleck referenced his report submitted in the February online Board package (<http://easttownmpls.org/wp-content/uploads/2017/02/ETBP-Member-Report-2.2.17.pdf>) and advised those you have not yet renewed are considered just that giving us 52 active members. Of those renewed, Hyatt Place moved from the \$500 level to a prorated level of just over \$300. There is no change for new members, but now that everyone has made those calls, Christie has updated the prospective members list and he is working with Phil Huebner who has software and staff to compare relationships and data to get a picture of the area.

Lastly, several members volunteered to follow up with those on the unrenewed list.

VIII. Adjournment

There being no further business, the meeting adjourned at 1:00 p.m. (CS/ DG).