

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, May 4, 2017
U.S. Bank Stadium, Ziggy Wilf Suite, 401 Chicago Avenue South
Downtown East Neighborhood**

Present: Carina Aleckson, Jackie Barrett, Tim Briggs, Elizabeth Campbell, John Campobasso, Chris Fleck, Daniel Gumnit, Jeff Hahn, Tom Hayes, Phil Huebner, Brian Maupin, Lynn Regnier, Kelly Stenzel, Carletta Sweet, Tim Tucker

Staff: Dan Collison, Christie Rock Hantge

Absent: Marc Berg, Varun Kharbanda, Paul Mellblom, Alex Tittle, Bert Winkel

Guest: Melissa Wisniewski, SecuroNet Minneapolis

I. Call to Order and Introductions

In the absence of President Paul Mellblom, Vice President Carletta Sweet called the meeting to order at 11:36 a.m., and thanked Phil Huebner, Vice President of Ticket Sales & Operations at the Minnesota Vikings (http://prod.static.vikings.clubs.nfl.com/assets/images/team/staff/Huebner_Phil.jpg), for hosting.

Phil welcomed the Board to the Ziggy Wilf suite and explained half of it is used by Corporate Sales who he reports to and is **not** a part of the controversy over the use of corporate suites we've read about in the newspapers (<http://minnesota.cbslocal.com/2017/01/16/stadium-suite-policies/>).

Phil expressed thankfulness for being a part of the ETBP and advised he has been with the Vikings coming up on 20 years, and prior to then 12 years with the Minnesota Twins. As everyone is aware, construction of this stadium was a huge project, one of the largest in the U.S., and the Vikings were fortunate to have the support of the Minnesota legislature, Minnesota Sports Facilities Authority who owns and operates the stadium, and the Vikings ownership. Although not always in agreement with each other, a true partnership was formed because they all had the same vision.

Even though it was a costly project, due to their deep concern with the fan experience and not wanting to take shortcuts, almost every single cost overrun was covered, e.g., when the removal of half of the escalators was considered because it would take the project over budget, they covered it. And they have also contributed a portion of the cost for the pedestrian bridge from the Downtown East light rail station (<http://www.scout.com/nfl/vikings/story/1735248-bridging-the-gap-on-bridge-costs>).

Sales & Operations has control over two suites: Wilf's and the Founder's. Phil and his staff of 18 are the only ones located within the stadium; the remainder non-football staff are across the street in the 1010 Building (<http://www.1010building.com/>) until the new practice facility and headquarters is built in Eagan (<https://www.krausanderson.com/newsroom/news/vikings-select-crawford-architects-kraus-anderson-construction-company-new-eagan-practice-facility-team-headquarters/>) replacing the Winter Park headquarters in Eden Prairie; however, his staff will remain here in the stadium.

Thereafter, the Board introduced themselves.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the April 6, 2017 Board meeting; Treasurer's report which included the F2017 Budget vs. Actual as of April 30, 2017 and Wells Fargo Bank Statement for April 1-30, 2017; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership/2020 Partners' report for April 2-29, 2017; and Executive Coordinator's report for 4-01-17 to 4-30-17 (JC/JB).

IV. Presentations

A. SecuroNet Virtual Safety Network. Account Manager Melissa Wisniewski (<https://www.linkedin.com/in/melissa-wisniewski-68088b11>) noted that during introductions she recognized a few of the companies who are already members of their secure, members-only online platform to communicate and collaborate, share video and data, and utilize an arsenal of capabilities to deter and aid in the investigation of crimes. The Minneapolis Police Department has signed on as the Minneapolis Virtual Safety Network (<https://mpls.securonetservices.com/>).

SecuroNet LLC was founded in 2014 by Justin Williams (<https://www.securonet.net/leadership>) who perceived a gap between finding relevant video footage of crimes occurring throughout the city and law enforcement being able to locate that footage. He developed a way to enable private and public subscribers to join forces on a virtual safety network of security cameras to prevent, reduce, and investigate crimes via a suite of collaboration tools to improve emergency response effectiveness through emergency video notification.

Then she distributed and explained three pieces of information related to their business:

- The 1-page, 2-sided brochure explaining their software technology products:
 - *SafeLink* (<https://www.securonet.net/safelink/>) which allows members to securely share security camera location data with law enforcement through an online portal;
 - *VideoLink* (<https://www.securonet.net/videolink/>) which enables members to share real-time feeds from cameras at their location with law enforcement (permission-based access only) helping them to quickly respond to unfolding events; and
 - *ShareLink* (<https://www.securonet.net/sharelink/>) which is a set of collaboration tools built into the platform to facilitate communication, data sharing and networking for members;
- The 2-page Minneapolis Virtual Safety Network (MVSN) Frequently Asked Questions (<https://mpls.securonetservices.com/splash/about.html>); and
- The Minneapolis St. Patrick's Day Riot case study. In March 2015, the MPD utilized its newest crime and prevention tool to review video footage from preregistered exterior surveillance cameras with views of the crime scene. 100% of the local businesses that had been contacted answered the call resulting in the arrest of two rioters and one shooter, each supported by video evidence obtained through SecuroNet members, leveraging \$305,000 worth of video assets in record time.

Compared to the Boston Marathon bombing in 2013 where it took several weeks to discover who owned what cameras, obtain and process all of the footage, by utilizing SecuroNet it will eliminate most of those delays. There are still some business locations that have not signed up and why she is presenting before business associations to encourage them to do so.

Since the instant meeting was being held in the U.S. Bank Stadium, Wisniewski reminded everyone that the 2018 Super Bowl is coming – as well as the potential for the World's Fair [2023 World Expo, <http://expo2023.info/>] – and the city will be extremely busy so it would be great to have assistance in getting business and residential locations signed up well in advance. SecuroNet is currently working with the MPD to create an additional product to track law enforcement movement throughout the city for the Super Bowl.

Thereafter, she entertained questions from the Board during which she advised the City of Minneapolis covers the cost of purchasing the online platform, thus there is no fee to subscribers. Right now to protect the privacy of other members, only law enforcement can request camera footage, but on ShareLink if you know who the other member is you can contact them directly. SecuroNet is in talks with St. Paul which has a similar product that they haven't had good results.

Lastly, Carina asked that this service be promoted at the next business forum.

- B. Recap of East Town Hotels.** Because development and expansion of the hospitality industry in East Town is remarkable and there is a desire to feature this industry more and more, Dan provided a recap of the East Town Development Group meeting held on Tuesday, April 18th wherein presentations about hotels in East Town were given.

At that meeting, in advance of the hotel presentations, Dan gave a snapshot of the Minneapolis hotel market based on data he extracted from “An Initial Assessment of Minneapolis as a Tourist Destination” report authored by Kevin Hanstad, Director of Market Research & Public Policy at Meet Minneapolis, dated March 11, 2016 (http://cdn.minneapolis.org/digital_files/7729/initial_market_assessment_v2.0.pdf).

The value and quality of hotels in Minneapolis, compared to the U.S., is very competitive and slightly above average. In actual accommodations, compared to the super cities like Chicago, we’re still a little bit squeaky, but are more competitive with mid-level metropolitan areas. And we got good marks in the hotel STR (<http://www.str.com/>) performance ratings. The majority of new inventory in Minneapolis has been in downtown with a significant amount occurring in East Town over the past couple years resulting in a total new guestroom count of 1,723. Although occupancy has been soft due to the rise in inventory, demand, average daily rate (ADR), and revenue per available room (RevPAR) all continue to rise.

Based upon conversations Dan has had with Meet Minneapolis’ CEO Melvin Tennant and his team, downtown isn’t being impacted by Airbnb, but growth is occurring outside of downtown and we must be aware of its potential. It is second only to Hilton, globally, in its market valuation, brand and growth. Then Dan recommended listening to National Public Radio’s “How I Built This” podcast about innovators, entrepreneurs and idealists, and the stories behind the movements they built (<http://www.npr.org/podcasts/510313/how-i-built-this>) where he heard CEO Brian Chesky’s (<https://www.airbnb.com/about/founders>) perspectives on Airbnb: “This is a revolution created by everyone being connected to everyone. We in the sharing economy represent what happens when the internet moves into your neighborhood. I believe we’re just in Chapter 2 of a really long book about this age.” Dan further noted that Airbnb is being plugged into island resorts and in Minneapolis to someone’s bedroom or floor or entire house.

There are two perspectives on Airbnb’s impact on the hotel industry:

- (1) According to Merrill Lynch, by 2017 the combined hotel and Airbnb room supply will outstrip demand and force a drop in hotel rates globally; and
- (2) According to Morgan Stanley, which syncs up more with Chesky’s perspective, the effect on hotels will be minimal because it is geared more toward leisure than business, it also attracts customers from non-hotel categories, it hurts online travel agencies (OTAs) more than hotels, and hotels will likely start working directly with Airbnb because it charges a 3% transaction fee versus the 12-18% charged by OTAs. Thus, the loser will continue to be the travel agency; but the built environment does not seem to be impacted. In fact, some boutique hotels say they are using Airbnb similarly to the way they use booking services like Expedia and Priceline: “The commission is so much more attractive.”

Currently, there are 639 Airbnb rentals available: \$170 average rate for an entire home; \$63 average rate for a private room; and \$52 average rate for a shared room. The estimated Minneapolis Airbnb rental revenue is \$8 Million which represents about a 2.5% share of the downtown hotel market, or \$300 million

Dan then gave a quick flyover of the East Town hotel presentations given at the April 18th ETDG meeting and reminded the Board the notes from that and other ETDG meetings can be found at

<http://www.easttowndevelopment.com/>:

- Radisson RED Minneapolis at 609 South 3rd Street (<https://www.radissonred.com/minneapolis/>) by Sales Manager Andy Reichl who hosted the meeting.
- The Elliot, an Autograph Collection® Hotel by Marriott being constructed at 5th Avenue South and South 9th Street (<https://www.krausanderson.com/blog/ka-block-welcomes-elliott-hotel/>) by ESG Principal Paul Mittendorff. John Campobasso noted that as with The Elliot, all of these hotels are trying to be unique within their brand, environment and community.
- Canopy™ by Hilton Minneapolis Mill District at 700 South 3rd Street (<http://www.thedevelopmenttracker.com/news/2016/10/11/canopy-by-hilton-planned-for-downtown-minneapolis>) by Greg Schindler, VP of Hospitality & Retail Operations at Sherman Associates.
- The Aloft Minneapolis at 900 Washington Avenue South (<http://www.starwoodhotels.com/aloft-hotels/property/overview/index.html?propertyID=3074>) by General Manager Adam Herbranson.
- The Depot Minneapolis: Renaissance Minneapolis at 225 3rd Avenue South (<http://www.marriott.com/hotels/travel/mspdd-renaissance-minneapolis-hotel-the-depot/>), and Residence Inn Minneapolis Downtown at 425 South 2nd Street (<http://www.marriott.com/hotels/travel/mspmw-residence-inn-minneapolis-downtown-at-the-depot/>) by Kory Kingsbury, Director of Sales. The Residence Inn was fully renovated in 2015, and the Renaissance just completed its full renovation in March 2017 ahead of schedule, which included the addition of a 6th floor and removal of the water park. They will then convert the enclosed ice rink (a program undertaken by the MDC, i.e., WinterSkate in Loring Park) into a year-round event space and expand and enclose the existing open-air train shed currently used as parking (<http://minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcmssp-193080.pdf>) for completion by early fall 2018.

Dan considered this the surprise of the day as they provided a thoughtful presentation on the convergence of historic preservation and identity, and the creative use of statutes and art.

As a result of their engagement in this topic and realization of the importance of brand recognition, they became an ETBP Gold member.

And although they did not make a presentation, Dan acknowledged and gave a brief overview of:

- Best Western Plus The Normandy Inn & Suites at 405 South 8th Street (https://www.bestwestern.com/en_US/book/hotel-details.24091.html?iata=00171890&ssob=BLBWI0003G&cid=BLBWI0003G:yext:website:24091), which has hosted many of the ETBP's events over the years, and in the past year underwent a renovation to restore the architectural character of the hotel that was covered up in the 1970s and to revamp the Kitchen Café & Bar (<http://www.journalmpls.com/news/biz-buzz/2016/12/normandy-kitchen-reopens-following-facelift/>).
- Hyatt Place Minneapolis at 425 South 7th Street (<https://minneapolisdowntown.place.hyatt.com/en/hotel/home.html>), which hosted the ETBP's April 25th Happy Hour Event, and in 2014 underwent a \$15 million renovation (<http://www.stahlconstruction.com/company/newsroom/press-release-post/>).

- Courtyard by Marriott Minneapolis Downtown at 1500 Washington Avenue South (<http://www.marriott.com/hotels/travel/mspdc-courtyard-minneapolis-downtown/>), which is just outside of the ETBP's district but is included because they named their 5,500 square foot banquet space East Town Ballroom (https://www.easttownballroom.com/?utm_campaign=theknot&utm_medium=referral&utm_source=theknot.com). Dan also displayed photographs he took from their Fitness Center looking toward East Town. In September 2013, they spent nearly \$17 million to renovate and rebrand itself from a Holiday Inn into a 265-room, 12-suite hotel with a top floor indoor swimming pool, state-of-the-art fitness center, guest laundry, business center, and outdoor courtyard. They cater to business travelers but the brand continues to evolve to meet guests' needs.
- Hilton Garden Inn Minneapolis at 1101 4th Avenue South (<http://hiltongardeninn3.hilton.com/en/hotels/minnesota/hilton-garden-inn-minneapolis-downtown-MSPCNGI/index.html>), the gateway into downtown off of I-35W.

And of note are these hotels in the pipeline:

- Graves Hospitality's Marriott Moxy Hotel (<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmsp-194181.pdf>) to be constructed within the Ironclad (<http://ironcladmn.com/>) mixed-use development on the southeast corner of Chicago and Washington Avenues; and
- Mortenson Development's Hyatt Centric Hotel at 800 Washington Avenue South (<http://www.minneapolis.mn.gov/www/groups/public/@clerk/documents/webcontent/wcmsp-191744.pdf>) on the Parcel E Liner site.

It's clear to many that because there has been so much growth, there's a little tapping on the pedal of the capitalization markets. The push for the Super Bowl has happened and now everyone is waiting to see how this market will perform on an ongoing basis. The U.S. Bank Stadium is playing a huge role; it's almost like having another convention center. There are a lot of interesting pressure points keeping the market both optimistic and cautious.

Lastly, Dan announced the following ETDG meetings held on the third Tuesday of the month at 9:00 a.m.:

- *Tuesday, May 16th.* The Mill City Quarter Affordable Apartments (<http://www.millcityquarter.com/>) and Abiitan Senior Apartments (<http://www.abiitan.org/>) by Steve Minn, Vice Principal and CFO of Lupe Development, with optional tours.
- *Tuesday, June 20th.* A Water Works Update (<https://mplsparksfoundation.org/projects/water-works/>) by staff from the Minneapolis Park and Recreation Board and/or Minneapolis Parks Foundation, and if available, Friends of the Lock and Dam.
- *Thursday, July 27th, 7:30 a.m. (special date and time):* Morning with Steve Cramer: Demystifying Affordable Housing Leadership Panel.

C. 2017-2018 Strategic Goals / Board Committees and Assignments

Dan reminded the Board that pursuant to the annual meeting, the following 7 goals were established for the 2017-2018 season with the understanding the new 5-year strategic plan for growth that will be developed during the summer retreat may unearth new goals, i.e., under:

- *Connection and Collaboration (Internal)*: Innovate new ways to connect members in sector affinity groups (this has been done already via the hotel experience);

Connection and Collaboration (External): Leverage Park and Portland Avenue Vision for development and opportunity sites (currently there are 31) to promote new corridor development that emphasizes mixed use and diverse housing growth;

- *Advocacy and Resourcing (Internal)*: Develop a downtown small and medium size business growth strategy with emphasis on minority- and women-owned businesses;

Advocacy and Resourcing (External): Work with Green Minneapolis to promote and develop Commons Park;

- *Leadership and Voice (Internal)*: Collaborate with the MDC-DID on retail business growth strategies for East Town, advocate for public realm improvements;

Leadership and Voice (External): Leverage new district brand into downtown wayfinding and digital platforms; and

- *Sound and Sustaining Organization Structure (Internal)*: Develop new 5-year strategic plan for growth.

These goals can be achieved through our work as a Board and in our five committees which consists of:

- Four ETBP Committees:

- Executive (guides the strategic plan and is led by the President);
- Board Development (guides the internal infrastructure and is led by the President);
- Business Forum and Event (led by the Executive Director); and
- Membership, Marketing and Communication (led by the Executive Director or as in this instance, Chris Fleck); and

- One MDC Committee: 2025 Plan East Town Development Group (led by the Executive Director).

Dan advised there is minimal time commitment but providing meaningful feedback and occasionally performing a task for the group. Then he distributed a sign-up sheet asking each member to sign up for at least one committee, or strike their name if they are no longer able to participate, with the exclusion of officers for the Executive Committee who will be appointed later in the meeting.

V. Action Items

A. Consideration of New Board Member

Dan clarified that with the exception of the recent change to the Bylaws wherein a designated **voting** seat for each neighborhood organization (i.e., Elliot Park and Downtown Minneapolis Neighborhood Association) within the ETBP district was established, there are no designated seats for any other business institution, although high-level engagement with prominent and relevant institutions within the district who have a vested interest in the community and share similar goals is encouraged provided it is in accordance with the Profile Grid established in 2013.

The Board Development Committee believes since the Guthrie Theater has a lot of input in East Town and is investing more and more in ETBP, it would be appropriate to pursue having another candidate from that institution [due to the departure in December 2016 of former Board member Hillary Hart who at the time had just over 2 years remaining in her 3-year term]. Therefore,

having spoken with the Guthrie's Managing Director Jennifer Bielstein, the BDC recommends General Manager Brooke Hajinian (<https://www.linkedin.com/in/brooke-hajinian-9115401>) who not only worked under Hillary Hart who became Executive Director at Theater Under the Stars in Houston, but also under former Board member James Scott who became Director of the Capri Theater in Minneapolis.

Thereafter, the appointment of Brooke Hajinian to the ETBP Board of Directors was approved (LR/JH).

B. Consideration of Nominations for Executive Committee

Carletta advised Paul communicated with members of the Executive Committee to determine their continued interest as well as to others on the Board to determine their interest in serving. Carletta then asked if there were others present who were interested during which Chris Fleck volunteered to be the second At Large member. Thereafter, the following slate of officers was proposed:

- President: Paul Mellblom
- Vice President: Carletta Sweet
- Financial Officer: Carina Aleckson
- At Large: Daniel Gumnit
- At Large: Chris Fleck

The above slate of officers was approved as proposed (TB/LR).

VI. Updates

A. Executive Director Monthly Review. Dan advised he has been working on (1) the McKnight Foundation Region & Communities grant he pursued. It is going well and they have been approved for a new 2-year grant; (2) he has met with some of the Board regarding the diverse small business growth in the downtown sector effort and it is going well; and (3) he forwarded an email about the transit conversation and he hasn't seen anything this acrimonious in his almost 20 years in Minnesota. Related thereto, be aware of the MDC 2025 Plan Quarterly Forum on Transportation, Tuesday April 9th at Be The Match. Register at <https://www.mplsdowntown.com/registration0509>.

B. Downtown Minneapolis Neighborhood Association. In the interest of time, Carletta referenced her report included in the online Board package for May.

C. Elliot Park Neighborhood, Inc. Lynn Regnier reported on the success of their April 20th Earth Fest despite the cool weather, then thanked participants/sponsors First Covenant Church, HCMC, House of Charity, Kraus-Anderson, North Central University, and Ryan Companies.

Then she announced EPNI's annual meeting on Monday, May 8th, 5:30-7:30 p.m. at the Elliot Park Community Center (<http://elliotparkneighborhood.org/event/epni-annual-meeting-5-8/>). The program will include the Park & Portland Vision presented by Dan Collison and the BKV Group.

She will be bringing people from EPNI to the DMNA's Board meeting on Thursday, May 25th (<http://www.thedmna.org/may-25-dmna-board-at-the-mill-city-museum-at-545-p-m/>) to hear information about the upcoming X-Games by Michael Alder from ESPN.

They are beginning to work with the Neighborhood Development Center which helped develop Mercado Central and the Midtown Global Market (<http://www.ndc-mn.org/what-we-do/business-incubators/>) to help small entrepreneurs in Elliot Park build businesses. They are working on a contract for NDC to conduct training in Elliot Park this fall with a goal toward obtaining 10 to 12 people who live or work in Elliot Park who wish to establish a business in the neighborhood.

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

- The MDC has put “substantially” completed by November 2017 on all of its branding for the Nicollet Mall reconstruction project. Peavey Plaza is part of that reconstruction as it received \$2 million from the Target Corporation (<https://tclf.org/peavey-plaza-rehabilitation-inches-forward>); and
- Because the MDC, BOMA, and others will be hosting events for mayoral candidates and council candidates for the downtown sector this coming summer, he believes it’s best for the ETBP to push folks toward those events instead of hosting ones itself. Contact MDC Membership Manager Marybeth Weisberg who is coordinating these events at MWeisberg@mplsdowntown.com.

VII. Committee Reports

A. Executive. Dan advised he and Paul met with Trudy Ohnsorg of Cincinnatus (<http://www.cincinnatus.com/trudy-ohnsorg.html>) to prepare for the strategic planning retreat. The two important areas to address are (1) how we see his unique staffing role and protect the longevity of ETBP when his role changes, i.e., how do we create a sense of identity that can be strong enough to handle any future transitions; and (2) future envisioning programming because that’s what drives philanthropic dollars and grant money and any potential leader beyond himself and Christie. The EC will be doing some thinking and will have some key questions to ponder over in advance of the retreat.

B. Board Development. Carina Aleckson reported on this past Tuesday’s meeting which involved the review of Board members’ terms. She reminded everyone that in 2015 changes were made to the Bylaws wherein the number of Board members was increased to 21 and [to avoid a complete turnover of the Board] terms were staggered to 1, 2 and 3 years. When the 1- and 2-year terms expire, those terms will convert to 3-year terms so that eventually everyone will be serving 3-year terms. Board members may serve up to two consecutive 3-year terms after which they are required to step off the Board for at least 1 year before reapplying. Those who drew 1-year terms in 2015 were re-nominated in 2016 to serve a 3-year term expiring in 2019, and those who drew 2-terms were re-nominated in 2017 to serve a 3-year term expiring in 2020. BDC discussion followed regarding potential Board candidates.

Carina also reminded everyone of the extensive work done over the past year to develop an Executive Director Succession Plan and noted the BDC discussed the need to cultivate a new President for when Paul’s second 3-term expires in 2021. Dan advised it may be strategic to have a new President during Paul’s last year for an intentional overlap.

C. Business Forum. Dan had no update; the season topics have been established which need to be confirmed for the new brochure by the June 15th business forum. Then he advised there would be no BFC meeting on May 18th.

D. Membership, Marketing and Communication. Referencing the Membership Report as of April 28, 2017 (<http://easttownmpls.org/wp-content/uploads/2017/05/ETBP-Member-Report-4.28.17.pdf>), MMC Chair Chris Fleck reiterated that the Renaissance Minneapolis and Residence Inn Minneapolis Downtown became a Gold member and to welcome Kory Kingsbury when we see him. Then he provided an update on the following activities:

- There were 11 attendees at the April 25th Happy Hour Networking Event at the Hyatt Place Minneapolis and asked members to mark their calendars and bring a neighbor to the upcoming events all held on Thursdays, 4:30-6:00 p.m., at a location yet to be announced: June 29th;

September 28th, November 30th.

- With Phil and his staff's help, we are expanding the potential membership in this geography within the next 30 days, i.e., from 273 to over 400.
- With Christie's help, before the membership drive this summer, they are attempting to put together a customer relationship management (CRM) system to manage current and future potential members and have a historic review of activity with continuity.
- Looking for ways to get a lift on spreading our new name and logo throughout the district. Then he encouraged members to look within their own organizations to see how they could be used in their promotional materials and extended his services to meet with their marketing and communication departments. As an example, he described how both the Marketing and Communications Departments of North Central University developed a list of items to use the "East Town" brand on:
 - Facility events
 - PR materials
 - Christian and Urban website section
 - Location-based materials
 - Maps and directional materials
 - Linking to their website on our downtown specific articles and blogs
 - Collateral pieces to highlight valued partnerships, e.g., Super Bowl and Off the Streets Super Run (<http://www.offthestreets5k.com/>)

Chris explained this lift will happen through us as leaders on the ETBP and within our respective business organizations. He's available to dialogue with their marketing and communications staff to identify and consider where the East Town brand could be used.

Dan then gave a shout out to Bert Winkel for his fundraising brochure where the East Town logo was used on the face of it.

VIII. Adjournment

There being no further business, the meeting adjourned at 12:48 p.m. (DG/JH).