

**Draft Minutes from the  
East Town Business Partnership Board of Directors Meeting  
Thursday, October 5, 2017  
Padilla, 1101 West River Parkway, 3rd Floor Falls Conference Room  
Downtown East Neighborhood of Minneapolis**

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Present: Siyad Abdullahi, Carina Aleckson, Marc Berg, Tim Briggs, John Campobasso, Chris Fleck, Daniel Gummit, Brooke Hajinian, Tom Hayes, Phil Huebner, Varun Kharbanda, Brian Maupin, Paul Mellblom Lynn Regnier, Kelly Stenzel, Carletta Sweet, Tim Tucker, Bert Winkel  
Staff: Dan Collision, Christie Rock Hantge  
Absent: Jackie Barrett, Elizabeth Campbell, Jeff Hahn

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**I. Call to Order and Introductions**

President Paul Mellblom called the meeting to order at 11:30 a.m., and thanked ETBP Board Member and retired Padilla CFO Tim Briggs for hosting.

Tim noted Padilla's most recent acquisition of FoodMinds headquartered in Chicago, which extended its food and beverage experience with the addition of award-winning food and nutrition strategists and consultants, opened a new office in Washington, D.C. (<http://www.foodminds.com/index.php/news/padilla-and-its-foodminds-division-open-new-washington-d-c-office/>).

**II. Consideration of Agenda**

The agenda was approved as amended removing the Minnesota Sports Facilities Authority presentation by Rick Evans, its new CEO and Executive Director who will be at the November 2nd Board meeting (CS/CA).

**III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the September 7, 2017 Board meeting; Treasurer's report which included the F2017 Budget vs. Actual as of September 30, 2017, and the Wells Fargo Bank Statement for September 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 September 3-30, 2017; and Executive Coordinator's report for 9-01-17 to 9-30-17 (CS/CA).

**IV. Presentations**

**A. Thrivent Financial Development.** Kelly Stenzel, Board Member and Corporate Real Estate Leasing Manager at Thrivent Financial, advised he'll provide a more in-depth presentation at the November 2nd Board meeting which will be held at his corporate headquarters. Then he explained back in 2012 was when they first received inquiries for the acquisition of their surface parking lots [the adjoining 1/2 block of surface parking to the east, the full block of surface parking across 5th Avenue South between South 6th and 7th Streets, and the 1/4 block of surface parking at the SEC of 5th Avenue South and South 7th Street known as the Smith Brothers block] in downtown Minneapolis and soon thereafter they put together a team to review what to do next. During the review process they spoke with several developers and conducted internal and external surveys. Then, out of the blue when they weren't actively marketing either their surface lots or corporate center, they received a totally unsolicited call from Hennepin County inquiring about the purchase of their corporate center. After reviewing options, they decided the best choice was to remain in downtown Minneapolis and build a new corporate center rather than moving to Appleton, Wisconsin, or to the suburbs.

Established in 1917 as Lutheran Brotherhood ([https://en.wikipedia.org/wiki/Thrivent\\_Financial#Lutheran\\_Brotherhood](https://en.wikipedia.org/wiki/Thrivent_Financial#Lutheran_Brotherhood)), 2017 marks TF's centennial in downtown Minneapolis, and it's coincidental that market forces triggering development plans for their properties have culminated in this year. Discussions with HC, in the meantime, have revolved around the need for parking as HC is concerned about its disappearance in downtown; TF's leadership is also concerned. However, through study of their options they discovered an eco-friendly trend: 10 years ago 60% of their employees were driving in single cars, today that percentage is down to about 45% and they offer a lot of incentives to help drive that percentage even lower. And, most likely, they will be leasing their parking spaces at market rate rather than subsidizing them for employee parking which should further disincentivize single occupancy vehicles.

To get to where they are today, TF first had to determine whether it could develop its corporate parking lot immediately adjacent to the east of its corporate center and that has been resolved (<http://www.journalmpls.com/news/development/2017/08/developer-proposes-parking-apt-building-behind-thrivent/>); 9 days ago they received final approval

from Hennepin County to purchase their corporate center (<http://www.startribune.com/hennepin-county-board-approves-purchase-of-landmark-thrivent-financial-building-for-55-million/448085143/>) which was the largest hurdle they had to overcome; and just yesterday morning they met with HGA Architects who they've hired to design their new corporate center to be built on the northern half of the full block to the east across 5th Avenue South with an entrance potentially facing Portland Avenue and green space connecting to the Amory's green space à la Park and Portland Vision for Development with the Kraus-Anderson full block development as a prime example of development possibilities.

Excavation of the corporate parking lot for the construction of the parking ramp wrapped with apartment units will probably begin shortly after Super Bowl LII ends with an anticipated 10-month construction schedule, and then they'll start on their new corporate center with an anticipated 24-month construction schedule. They will lease back their current corporate center from Hennepin County while the new corporate center is being built. The parking ramp to the north will come down and become a new City office building and it along with adjacent government buildings (e.g., 701 Building, HC Government Center, City Hall) will become kind of a government square. Preliminary discussions are still underway for residential development on two-thirds of the southeasterly half of the full block, while the remaining third to the southwest is still open for debate.

Board Member Tom Hayes noted this issue of City and County moving out of many of their smaller buildings is the next light wave of development opportunity; there's a lot of smaller properties that will turnover and go out onto the market for development. Then he advised in the September 28th Happy Hour notes, it should read Hennepin County approved the purchase, not HCMC, and added as part of that deal HCMC speculated about taking up to 100,000 square feet for back office space. Lastly, he commented it will be a great development for East Town and HCMC as it will give a more direct skyway connection to downtown for those who still value and use the skyway.

TF used to be headquartered on the block where Ameriprise Financial Center now stands for 27 years (<https://www.emporis.com/buildings/216565/lutheran-brotherhood-building-minneapolis-mn-usa>), when they finally vacate they would have been at their present location for 39 years, and they plan to remain downtown for the next 30 to 40 years.

- B. Workforce Development Briefing.** Executive Director Dan Collison advised as part of the McKnight Foundation grant his work includes connecting the downtown business community to the many organizations working on closing the employment gap through workforce development, and his PowerPoint presentation, "Hennepin Workforce Leadership Council," is doubling as his MDC-DID update as it was presented to the MDC board.

Dan then read an email he received that morning claiming the "State has 122,900 job vacancies in second quarter 2017" ([http://www.ifallsjournal.com/news/business/state-has-job-vacancies-in-second-quarter/article\\_ef412d90-2bd3-5cb8-a8aa-fbfa487e9bd4.html](http://www.ifallsjournal.com/news/business/state-has-job-vacancies-in-second-quarter/article_ef412d90-2bd3-5cb8-a8aa-fbfa487e9bd4.html)), and explained in workforce development statewide there are two primary lanes, i.e., the employer and the job seeker, and then there are more organizations in the middle space acting as intermediaries trying to close the opportunity gaps.

The City's Workforce Development Board (<http://www.ci.minneapolis.mn.us/cped/metp/MWC>), a business line of Community Planning and Economic Development, has a \$10 million budget and oversees a variety of employment and training programs for low-income adults, dislocated workers, and youth. However, Hennepin County's Workforce Leadership Council (<http://www.hennepin.us/your-government/projects-initiatives/workforce>) is a bigger vision because it has more resources and a longer established board. According to HC Commissioner Peter McLaughlin who gave the Leadership Council update, it is a window of opportunity because there are a lot of retirements, a low unemployment rate, and an intentional commitment by a lot of organizations that have a clear understanding of the marketplace. They are cracking the code of workforce development that directly aligns workers' skills to employers' needs through:

- Methodology. Proven methods to close gaps and build pathways, sector by sector and occupation by occupation
- Structure. HWLC, an industry-specific cross-sector group, with strong employer voice, sets common vision, and Staff who provide technical assistance, i.e., work with partners to build a portfolio of multi-employer, sector-based career pathways to meet regional hiring needs
- Tools to connect employers to career pathways
- Approach. Not about programs, but changing practices across employers, higher education and training partners, community-based organizations, and the public workforce system

➤ A regional scope

Because of the efforts of the HWLC and its partners, the Minnesota unemployment rate by selected race or ethnicity is encouraging as the gap has been closing within the last 3 years following the recession. Hennepin Pathways' Career Connections model (<http://www.hennepin.us/jobs/pathway-training-programs>) links employers and training partners (e.g., Augsburg University, Hennepin Technical College, Minneapolis Community & Technical College, and University of St. Thomas) in developing sector-based career pathways in order to place well-trained, high potential job seekers into positions throughout the county. Since 2014, Pathways' internships and hires have increased dramatically from youth in high school to college level. Hiring a local workforce keeps people in their communities, increases income, and decreases poverty. Larger organizations in the private sector, such as the financial services and hospitality industries, are deploying their own teams to recruit.

Minneapolis job seekers obtain their employment and training services through the City's Employment and Training program (<http://www.ci.minneapolis.mn.us/cped/metp/index.htm>) whose services are delivered by community-based organizations such as the Cedar-Riverside Opportunity Center (<http://www.emergemn.org/CedarRiversideOpportunityCenter.aspx>). Dan advised he was asked by Mike Christenson, Associate Vice President of Workforce Development at Minneapolis Community and Technical College (<https://www.minneapolis.edu/Why-MCTC/OurVoices/Our-Employees/Mike-Christenson>), to invite the Board and other employers to join him on a field trip to the CROC on a date and time to be determined. He'll forward an invitation email to the Board in the near future.

## V. Action Items

No items required action at this time.

## VI. Updates

**A. Executive Director Monthly Review.** Dan reported on the following:

- 1) *Park and Portland Vision for Development.* He thanked those who attended the Happy Hour event on Thursday, September 28th featuring the P&P Vision for Development presentation by BKV Group. The website has been launched and the link is [www.parkportlandprojectmpls.com](http://www.parkportlandprojectmpls.com).
- 2) *2017 Downtown Development Summit.* He and Steve Cramer have partnered for the first time with the Minnesota Real Estate Journal to host this event on Friday, October 6th (<http://www.cvent.com/events/2017-downtown-development-summit/location-af8262f7776e49859eb3b32c421e8853.aspx>) to feature all that is happening in downtown. Unfortunately it's being held in Golden Valley.
- 3) *East Town Development Group.* In addition to the Thrivent Financial Development presentation to be given at the next ETBP Board meeting, there will be a broader community presentation at the next ETDG on Tuesday, October 24th, 9:00-10:00 a.m., at TF's headquarters, 625 4th Avenue South, with Kirsten Spreck, Vice President of Real Estate Development.

The November 21st meeting will be held at Kraus-Anderson's new headquarters, 501 South 8th Street, and the topic will be on Advancing Retail Development in East Town with James Vos, Principal at Creasa Minneapolis, and Andrea Christensen, Vice President at Cushman & Wakefield.

- B. Downtown Minneapolis Neighborhood Association.** Carletta referenced her report included in the online Board package for October.
- C. Elliot Park Neighborhood, Inc.** No report was submitted.
- D. Minneapolis Downtown Council/Downtown Improvement District.** Dan announced the MDC Annual Gala featuring the 2025 Plan Leadership Awards on Wednesday, October 11th, 5:00-9:00 p.m. He has free tickets and he'll send an email to the Board for those wishing to attend (<https://www.mplsdowntown.com/registration1011>).

## VII. Committee Reports

- A. Executive.** Paul advised the EC notes from the September 18th meeting have been posted and the next meeting is on Wednesday, October 11th. They are working on implementation of the strategic framework, and the Executive Director's performance review. To date, he has received just five ED reviews and encouraged those who have yet to turn one in to do so by October 18th. In addition to giving the EC a better picture of how Dan well is doing, it provides an opportunity to think about how well the organization has done this past year and putting that in context for how we move forward as an organization.
- B. Board Development.** Paul reported this committee still has not met since May 2nd when it discussed and the Board subsequently approved amending the Bylaws.
- C. Business Forum.** Dan reported they continue to refine topics, speakers and venues for the 2017-2018 season. The December 19th forum will be on Innovative Business Models + Start Ups at Day Block Brewing.
- D. Membership, Marketing and Communication.** Referencing the Membership Report as of October 2, 2017 (<https://easttownmpls.org/wp-content/uploads/2017/10/ETBP-Membership-Report-10.2..2017-1.pdf>), MMC Chair Chris Fleck reported even though some people have not renewed, they are holding the membership total at 81 until they hear to the contrary over the next 2-3 months. Due to the outstanding work of Dan and Christie Rock Hantge who have been making personal calls and sending email invitations, progress has been made on renewals. Chris then thanked Board members representing the 53 who have renewed and noted 15 out of the 53 have an outstanding invoice totaling \$12,000. He also asked those representing the 18 who have not yet renewed to do so at their earliest opportunity and to consider moving up to an appropriate level. Chris also acknowledged and displayed information on the 10 members who have joined since April 2017:
- Kory Kingsbury, Director of Sales at The Depot Minneapolis: Renaissance Minneapolis Hotel and Residence Inn Minneapolis Downtown (Gold);
  - Anna Coskran, Principal at NHT (Gold)
  - Cathy Schmidt, President at Surfacequest Solutions (Gold; payment expected in January 2018)
  - Chris DeLaurentis, Owner at 9th Street Historic Brownstones (Bronze)
  - Troy Whelan, Regional Director of Sales and Marketing at Aloft Minneapolis (Individual)
  - Cheryl Moore Brinkley, B. Vocal LLC (Individual)
  - Phil Kluesner, Senior Vice President at Carlson Commercial (Individual)
  - Ken Searl, Friends of the Mill District (Individual)
  - Laurel Hansen, Social Enterprise Manager at Metropolitan Alliance of Connected Communities (Individual)
  - Daniel Jacobson, Vice President of Sales at Unleashed Productions (Individual)

Then he announced:

- Next MMC Meeting: Thursday, October 19th, 10:15-11:15 a.m., Radisson RED, 609 South 3rd Street, in advance of the business forum. The agenda will include the membership drive and student interns for social media marketing and related administration.
- How to help spread the EastTown brand: (1) By printing, signing and returning license agreement; (2) Receiving logos; and (3) Using ETBP logo on your company web and printed documents!

## VIII. Old / New / Other Business

Paul acknowledged and congratulated the contributions made by the following individuals and development projects that have brought and will continue to bring vitality, well-paying jobs, and an array of medical, real estate and other services to the East Town community:

- John Campobasso for Kraus-Anderson's impending move this month into their new headquarters at 501 South 8th Street (<https://www.krausanderson.com/contact-us/>).
- Tim Tucker's recognition in the Minneapolis/St. Paul Business Journal as one of the most admired CEOs in 2017 (<https://www.bizjournals.com/twincities/news/2017/09/21/2017-most-admired-ceos-timothy-tucker.html>).
- Varun Kharbanda's Ironclad mixed-use project currently underway at 811 Washington Avenue South (<http://ironcladmn.com/>). The official groundbreaking ceremony will be scheduled soon.
- Tom Hayes for HCMC's new Clinic & Specialty Center which will be opening on March 26, 2018. The opening will be preceded by a joint business forum with the ETBP and MDC on March 15, 2018. To track what they are doing and services are available, follow them on social media for their service-by-service video tours with Dr. David Hilden (<https://hereforlife.blog/new-clinic-and-specialty-center-video-tour-with-dr-david-hilden/> and <https://www.youtube.com/watch?v=G8xWYNGe-3Q>).

## **IX. Adjournment**

There being no further business, the meeting adjourned at 12:24 p.m. (MB/TB).