

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, September 7, 2017
Catholic Charities of St. Paul and Minneapolis, 1200 2nd Avenue South, Ground Level
Conference Room
Loring Park Neighborhood**

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

I. Call to Order and Introductions

President Paul Mellblom called the meeting to order at 11:35 a.m., welcomed the Board to the 2017-2018 ETBP season, welcomed guest presenter, Amanda Koonjbeharry, Administrative Manager for Hennepin County, and thanked ETBP Board member Carina Aleckson for hosting.

Thereafter, the Board introduced themselves, during which Carina gave a brief overview of her organization and where she works. Catholic Charities USA is a network of charities providing a range of humanitarian aid to men, women, children and families from all backgrounds that are in need of help. It has over 160 agencies across the country, and CCSPM is one of those agencies serving Hennepin and Ramsey Counties. Although CCSPM receives some funding from the [Roman Catholic] Archdiocese [of Saint Paul and Minneapolis], it is separately incorporated but also provides a range of humanitarian aid (<https://www.cctwincities.org/all-services/>) to people from all backgrounds without discrimination.

One of CCSPM's biggest growth areas is aging disability services, particularly as baby boomers move into retirement years; they've received funding from different health plans to support elders who wish to remain in their homes or transition into other arrangements. Currently, they have undertaken an intense racial equity strategy which involves how they hire, interact with clients, and serve the community. This is an area where they would like to be known as a leader while acknowledging they have a lot of work to do that will involve digging into uncomfortable conversations with staff, clients, and concerned stakeholders.

Carina works at the Opportunity Center as the Community Development Program Manager. The OC is a daytime drop in center connecting adults experiencing homelessness and poverty to local resources that promote health, dignity and positive change in their lives (<https://www.cctwincities.org/locations/opportunity-center/>).

II. Consideration of Agenda

The agenda was approved as amended removing the Thrivent Financial site redevelopment plans (CS/BM).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the June 1, 2017 Board meeting; Treasurer's report which included the F2017 Budget vs. Actual as of August 31, 2017, and the Wells Fargo Bank Statements for May 1-31, June 1-30, July 1-31, August 1-31, 2017; Director of Downtown Partnerships for Minneapolis Downtown Council / Downtown Improvement District and Executive Director for East Town Business Partnership/2020 Partners' report for May 28-September 2, 2017; and Executive Coordinator's report for 6-01-17 to 8-31-17 (CA/BW).

IV. Presentations

A. Anti-Sex Trafficking Response Plan for Super Bowl LII. Paul noted approximately a year ago when this topic was first brought to the Board's attention by Daniel Gumnit from People

Serving People and Chris Fleck from North Central University (both with vulnerable clientele), it seemed incredible to him that it could be an issue. Since then, however, due to increasing media coverage (<http://www.startribune.com/hennepin-county-sheriff-pushing-new-human-trafficking-initiative/415918114/>, <http://www.startribune.com/super-bowl-group-quietly-plans-sex-trafficking-prevention-efforts/420429643/>) and additional conversations he's had with Daniel, Chris and other Board members, this topic rose in importance and placed on the agenda.

After distributing her business cards, Amanda Koonjbeharry explained she was hired to manage Hennepin County's anti-sex trafficking effort (i.e., No Wrong Door initiative, <http://www.hennepin.us/nowrongdoor>), specifically for youth 17 years of age and under, but it also gets into the adult realm of individuals who are being prostituted.

Since Super Bowl LII will occur in Hennepin County, in July 2016 the Anti-Sex Trafficking Committee for Super Bowl LII was convened with Koonjbeharry and co-chairs Ramsey County Attorney John Choi (<https://www.ramseycounty.us/your-government/leadership/county-attorneys-office/meet-john-j-choi>), and Terry Williams, VP of Strategic Initiative at the Women's Foundation of Minnesota (<http://www.wfmn.org/our-mission/staff/>). Since then, the public, private, nonprofit, philanthropic, and victims/survivors membership has grown to over 40+ plus organizations and their key messages and goals are:

- Offer enhanced services (e.g., additional shelter beds, expanded drop-in center services and staffing) for sex trafficking victims in Minnesota;
- Train various industries in identifying the signs of sex trafficking;
- Conduct a public education campaign to build awareness and create new allies; and
- Develop a replicable model to use during future large events in this community and to share with other cities.

This issue of sex trafficking and exploitation happens 365 days a year and it is **not** just because the Super Bowl is coming that they are paying attention to it; it is because they are committed to addressing and ending it, and providing support to the community that is experiencing it. The WFMN commissioned University of Minnesota's Urban Research and Outreach-Engagement Center (UROC) to look at the rate of prevalence of trafficking and exploitation during large events. What was discovered of importance is that the Super Bowl is not unique; there's a slight uptick in the amount of ads placed online during any large event so they don't want to target the NFL because it's not their fault; they want to work with them in partnership to put this plan forward and support our community while they're here. They are also making sure the plan is sustainable, i.e., not just putting resources into this 1 week, but beyond that timeframe.

After going through a strategic planning process during the latter part of 2016, they came up with the following areas of focus for their Response Plan:

- *Business Partners.* Currently they have people from the private sector and other industries looking at how to engage business community and elected officials in promoting awareness and trainings; may come back to ETBP for help in building connections.

Also looking at fundraising; have gotten some contributions from the NFL, but it's not enough to cover the plan. The Mayo Clinic has come up with a gift registry idea where employees can donate at certain levels that are tied to certain areas of impact.

- *Communications.* Two Public Service Announcements will be launched in the next couple months that have been in development prior to this Response Plan (<http://www.startribune.com/ahead-of-the-super-bowl-minnesota-fights-sex-trafficking-by-cracking-down-on-customers/439246213/>), i.e.:

- *I am Priceless.* One of HC's largest service providers, The Link, a homeless shelter in Prior Lake (<https://thelinkmn.org/>), came up with this PSA campaign to promote safe and

healthy relationships. It was developed by survivor leaders and is targeted toward girls 8 to 12 years old.

- *Don't Buy It.* Demand is a huge driving force for why sex trafficking exists and thrives. Men as Peacemakers (<http://www.menaspeacemakers.org/>), a nonprofit based in Duluth, is addressing the rising demand for commercial sex through this PSA campaign and educational resources that targets men 18 and over.
- *Service Providers.* The Link is the leader of this subcommittee which is focused on: street outreach; drop in centers; extra beds; collaboration with law enforcement (Minneapolis Police Department is leading the public safety side); and collaboration with child protection, all while keeping in mind they don't want to funnel a ton of resources during just that 1 week period.
- *Training.* Koonjbeharry, along with the Minneapolis Public Health Department, leads this subcommittee and they are focused on: transportation, lodging, food, entertainment, emergency responders, and service providers, particularly those who may not have familiarity with this issue. This subcommittee has met twice and will continue to do so to assess their intentions, e.g., whether they should education public on issue, or conduct industry-specific training. They hope to finalize their scope soon and may call upon the ETBP to help deploy their message.

This subcommittee also has the opportunity to train the 10,000 volunteers, i.e., Crew 52, with slides for the kick-off event and an interactive video.

- *Additional Response Plan Areas.* Keeping in mind the desire for the Response Plan to be sustainable beyond the 1-week timeframe, they've partnered with:
 - *Hotlines.* To ensure they have a seamless process in place in Minnesota, they have partnered with Cornerstone's Day One Crisis Line (<http://cornerstonemn.org/emergency-services/statewide-hotline/>), and the Polaris Project's National Human Trafficking Hotline (<https://polarisproject.org/national-human-trafficking-hotline>).
 - *Faith-based Community Members.* [Lindsay Krempely at] Thrivent Financial is leading this effort and has been phenomenal (<https://www.linkedin.com/in/lindsaykrempely>).
 - *Government Partnerships.* In addition to Hennepin and Ramsey Counties, there are also other county organizations involved to ensure seamless messages are sent out to all public partners.

The above information can be found in Koonjbeharry's PowerPoint document entitled Anti-Sex Trafficking Response Plan for Super Bowl LII. To become involved, go to WFMN's website at <http://www.wfmn.org/mn-girls-are-not-for-sale/>.

- B. 2018-2022 Strategic Framework.** Paul reminded the Board this new strategic framework was the result of the half day retreat held on Tuesday, July 11th facilitated by Trudy Ohnsorg of Cincinnati that he and Executive Director Dan Collison subsequently refined.

Then in response to Dan's request, Lynn Regnier described what actions she has taken toward fulfilling the following two goals under Advocacy and Resourcing: (1) support new, small and under-represented business development, and (2) promote social enterprise. Approximately a year and a half ago Lynn reached out to the Neighborhood Development Center in St. Paul (<http://www.ndc-mn.org/>) because they work in low-income neighborhoods helping aspiring entrepreneurs open businesses. The two most well known projects in Minneapolis they helped launch are Mercado Central (<http://mimercadocentral.com/>), and Midtown Global Market (<https://midtownglobalmarket.org/>). NDC also has a board member who sits on Finnegan's board.

To bring NDC's expertise to Elliot Park, this summer Lynn signed a contract with them to conduct an entrepreneur training course this fall (<http://elliotparkneighborhood.org/entrepreneur-training-classes-in-elliott-park/>). Also, she and Dan received an email from Marc Berg who has a friend wishing to relocate her small business to Elliot Park; Lynn is working with her to find a location. Elliot Park Neighborhood, Inc. is trying to find more resources that can help promote small businesses within the district. Once the new social FINNOvation Lab opens next spring, EPNI will relocate its office there and will be joined by Impact Hub MSP (<https://minneapolis.impacthub.net/>) and possibly a full-time NDC staff member, thus there will be more resources in the district devoted to supporting small businesses. During the strategic planning retreat, she kept hearing about how ETBP can promote small businesses and social enterprise and she knows there's a lot of opportunity to work together within the district to make a significant difference in the future.

Dan advised the overview he will give of the McKnight Foundation grant he worked on for the MDC, which was awarded, as well as his work with 2020 Partners, has a lot of linkages to the various high-level aspirations within the ETBP's strategic framework. Ultimately, if the ETBP is committed to small businesses, it'll need someone on the Board who is a super champion for all small businesses existing and emerging in the district. He's tracking as much as he's able, but there's a lot happening and he's at capacity. We'll need to create a volunteer job description for this role and then decide whether to follow through.

Paul explained the aspirations within the strategic framework are achievable, some more easily than others, and the Executive Committee will continue discussions to address how to proceed moving forward and its limitations to ensure resources are directed to the highest priorities. One of the best ways to achieve these goals is to seize opportunities with other partnerships. Furthermore, what Paul likes about this framework is it continues to address both internal and external goals for long-term organizational health, although the matrix does not reflect it as in the 2013-2017 framework.

Dan then inquired whether there was objection to removing the DEEP (Downtown East/Elliot Park) acronym from the new plan given its distraction from and confusion with the East Town branding. Thereafter, the new strategic framework was approved as amended removing the DEEP acronym (CS/LR).

V. Action Items

- A. **Consideration of Amendment to the Bylaws.** As a follow up to the June 1st Board meeting where this amendment was presented, Paul advised at the beginning of 2015 the Bylaws were amended to stagger the terms of the new total number of directors of 21 to avoid having the entire Board up for reelection each year. Subsequently, the need arose to clarify whether those filling the remaining time of unexpired terms should count toward a full term due to the departures of Hillary Hart, Joshua Clark, and Alex Tittle. As a consequence, the Board Development Committee prepared the following language to be added under Section 7.09: Vacancies:

Each director so chosen shall hold office until the expiration of the term she/he was elected to fill or until her/his successor shall be duly elected and qualified, unless sooner removed as hereinafter provided. A director chosen to complete a previous director's term shall still be eligible to serve two consecutive full terms. After serving two consecutive terms, a person may be considered for election to the Board after being off the Board for at least one full year.

Carina further explained that anyone filling the remaining time of an unexpired term is eligible to serve two consecutive 3-year terms before having to rotate off for 1 year. Thereafter, the amendment to the Bylaws was approved as submitted (EC/CA).

B. Submission of Conflict of Interest Form. As this document was previously forwarded via email and distributed in the instant meeting, Paul requested it from those Board members who have yet to comply.

VI. Updates

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

- 1) *Downtown Improvement District.* Two letters of support to Council Member Kevin Reich, Chair of the Transportation & Public Works Committee, dated September 7, 2017 approving: (a) the 5-year Special Service District ordinance renewal (<http://www.minneapolismn.gov/www/groups/public/@clerk/documents/webcontent/wcmsp-202922.pdf>); and the 2018 Operating Plan and Budget (<http://www.ci.minneapolis.mn.us/www/groups/public/@clerk/documents/webcontent/wcmsp-202772.pdf>).
- 2) *Armory Programming.* Letter from Ned Abdul was read and is available for review upon request. They are applying for a Class A liquor license, however, they will not seek or offer any adult entertainment on the premises. [Also read <http://kstp.com/business/minneapolis-armory-super-bowl-venue/4555336/>.] Dan believes having Ned Abdul and Swervo Development Corporation as a member of the ETBP and the DID has been a healthy movement as their outreach and engagement is on a positive trend.
- 3) *East Town Development Group.* On September 28th, this group will be focusing on the Park and Portland Vision for Development project in a happy hour format at the Renaissance Minneapolis Hotel at The Depot. Then it will resume its normal meeting schedule on the third Tuesday of the month beginning on October 17th featuring the Thrivent Financial campus redevelopment. The ETDG is a bridge between the MDC's 2025 Plan and the ETBP, and Cathy Schmidt, President of Surfacequest (<http://surfacequest.com/>) and a member of the MDC, volunteers to help organize these meetings.
- 4) *McKnight Grant.* Awarded a 2-year grant for \$75,000 each year to expand capacity and leverage leadership partnership between the MDC-DID, ETBP, and 2020 Partners to implement the *2025 Intersections Plan* and integrate land use and economic development strategies for the downtown sector.

During this grant period the organizations will deploy multiple working groups around four major areas of opportunity in the downtown sector with special emphasis placed on East Town and the North Loop. The four areas of economic opportunity are:

- Economic prosperity for all with the following areas of emphasis: workforce development, research + diversity think tank (Carina asked to have the immigrant and refugee community included), small business strategies, leadership development;
- Park and Portland Avenue Vision for Holistic Urban Development in East Town;
- Transit-oriented development in the North Loop; and
- Private-public leadership support of potential key multi-organizational emerging projects (e.g., Upper St. Anthony Falls Lock and Dam, continued support of the Commons).

There will be measurable outcomes for each area of economic opportunity.

Dan then responded to questions during which he advised MnDOT's Healthy Living Initiative for a lid over I-35W at Washington Avenue (<http://minnesota.uli.org/advisory-services/technical-assistance-panel-tap/mndot-technical-assistance-panel-healthy-communities-initiative/>) is stalled

and next steps are in MnDOT's hands. For a sense of Dan's involvement in all of these activities on behalf of the ETBP, MDC-DID and 2020 Partners, review his monthly Work Objectives Reports.

- B. *Downtown Minneapolis Neighborhood Association.*** Carletta referenced her report included in the online Board package for September and then highlighted: the Washington Avenue Cleanup event on Saturday, September 9th, in collaboration with the North Loop Neighborhood Association; and the DMNA's next Board meeting on Monday, September 18th.
- C. *Elliot Park Neighborhood, Inc.*** As a follow on to her earlier discussion regarding social enterprise, Lynn advised she will be meeting later this month with Laurel Hansen, Social Enterprise Manager at Metropolitan Alliance of Connected Communities (<http://www.macc-mn.org/WhatsNew.aspx>), Mary Rick, CEO of FINNovation Lab and Impact Hub MSP (<https://minneapolis.impacthub.net/mary-rick-named-ceo-of-new-social-entrepreneurship-collaboration/>), Juxtaposition Arts (<http://juxtaposition.org/>), NDC, and a City staff person to talk about how to promote social enterprise in the East Town district. All those interested in being on the ground floor of this initiative are welcome.
- D. *Minneapolis Downtown Council/Downtown Improvement District.*** Dan had no additional updates to report.

VII. Committee Reports

- A. *Executive.*** Paul reported the EC will next meet on October 18th at which they will refine the strategic framework and begin to discuss the Executive Director's performance review.
- B. *Board Development.*** Paul noted this committee has not met since May 2nd when it discussed amending the Bylaws, a version of which was subsequently presented at the June 1st Board meeting as hereinabove approved, and will unlikely meet for another couple months.
- C. *Business Forum.*** Dan advised the next meeting of this committee will be on Thursday, September 21st, just prior to the business forum. Although the 2017-2018 season has been set, he encouraged the Board to also think about topics for the happy hour format as well as the East Town Development Group.
- D. *Membership, Marketing and Communication.*** Referencing the Membership Report as of June 9, 2017 (<http://easttownmpls.org/wp-content/uploads/2017/09/ETBP-Membership-Report-9.6.2017.pdf>), MMC Chair Chris Fleck advised because of promotional carryovers from the past season, plus those who have joined since the initiation of the 2017-2018 membership drive on May 1, 2017, and the unrenewed who are currently being treated as members, they have a projected total of 81 members. Also, he has been working with Board member Phil Huebner who has provided a spreadsheet of prospective members totaling 425 versus the 245 the MMC had, and they will meet soon to determine how to best roll out an email invitation and divide the list among the Board for follow up.

Chris thanked those on the Board who have renewed, acknowledged some of the members who have joined over the summer, and passed around the list of the unrenewed to determine to whom they would be assigned once Dan takes the first past. Then he announced:

- Happy Hour Networking Event: Thursday, September 28th, 4:30-6:00 p.m., Renaissance Minneapolis Hotel at the Depot featuring the Park and Portland Vision for Development with BKV Architecture.
- Next MMC Meeting: Thursday, October 19th, 10:15-11:15 a.m., at the same location as the business forum.

VIII. Adjournment

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