

Recap of the East Town Business Partnership Business Forum
Thursday, November 16, 2017, 11:30 a.m. – 1:00 p.m.
Guthrie Theater, Dowling Studio, 818 South 2nd Street
Downtown East Neighborhood of Minneapolis

- **Welcome, Introductions and Announcements**

Paul Mellblom introduced himself as President of the East Town Business Partnership and Principal at MSR Design and then welcomed the audience to the November business forum. Some of the reasons he became involved with the ETBP can be attributable to his sense of community building and desire to network and collaborate on coordinated efforts that will make the district better, not only for the business community but for the broader East Town neighborhoods as well. He believes the ETBP has been successful because of its relationships with its membership, which is currently at 65 and they are hoping it will grow to 80. Mellblom then encouraged those not currently members to consider becoming one and to contact either Dan Collison, ETBP Executive Director, or Chris Fleck, ETBP Board Member and Chair of the Membership, Marketing and Communication Committee.

Mellblom advised these business forums are a great way to learn about what's happening in the East Town community that will impact all of our lives as well as a way to get to know each other better. Then he asked the audience to introduce themselves:

Carina Aleckson, Catholic Charities Opportunity Center
Kathleen Anderson, North Star Lofts
Marc Berg, J. Selmer Law
Tim Briggs, Padilla
Peter Bruce, Pedestrian Studies Consulting
Lynn Burn, Keller Williams Realty
Elizabeth Campbell, Ryan Companies
John Campobasso, Kraus-Anderson
Kyle Chank, Minnesota Super Bowl Host Committee
Robert Clapp, Bridgewater Lofts
Rick Crispino, Bridgewater Lofts
Chris DeLaurentis, 9th Street Historic Brownstones, ICCM Life Center
Mae Desaire, Basilica of St. Mary
Chris Fleck, North Central University
Kim Forbes, Minnesota Adult & Teen Challenge, Elliot Park Neighborhood, Inc.
Cynthia Froid, Keller Williams Realty
Kate Gillette, Avison Young
Brent Hanson, Wells Fargo
Judith Hedman, Metropolitan Alliance of Connected Communities
Steven Hilpipre, The Language Banc
Daniel Holmes, Best Western Normandy Inn & Suites
Daniel Jacobson, Unleashed Displays
Gena Janetka, Allied Parking
Kory Kingsbury, Renaissance Minneapolis/Residence Inn Minneapolis at The Depot
Trisha Kirk, The Guthrie Theater
Amanda Koonjbeharry, Hennepin County
Julia Lauwagie, Minnesota Adult & Teen Challenge
Shannon Leach, Izzy's Ice Cream
Angie Lee, Finnigans
Leslie LeMaire, WeWork
John McCarty, St. Paul Development Corporation
Greg McDonald, Magnum Capital & Real Estate Services
Brian, Maupin, Allied Parking
Molly Nett, Culinaire at The Guthrie Theater
Nicole Ormand, FirstService Residential

Lynn Regnier, Elliot Park Neighborhood, Inc.
Rdonn Robinson, Best Western Normandy Inn & Suites
Christie Rock Hantge, ETBP Staff
Allen Sando, Bobby & Steve's Auto World
Braden Scheeler, Bobby & Steve's Auto World
Ann Schneider, Allied Parking
Elizabeth Sherry, Culinaire at The Guthrie Theater
Halo Stafford, The Excelsior Group/Edition Apartments
John Stavig, Carlson School of Management
Kelly Stenzel, Thrivent Financial
Andrew Sullivan, Minneapolis/St. Paul Business Journal
Carletta Sweet, Downtown Minneapolis Neighborhood Association
Alex Tittle, Minnesota Super Bowl Host Committee
Marybeth Weisberg, Minneapolis Downtown Council
Terry Williams, Women's Foundation of Minnesota
Bert Winkel, House of Charity

Mellblom thanked everyone for attending, especially those for the first time noting there are some in the audience he doesn't know and he considers that a healthy sign of the reach and importance of the ETBP. Joining at whatever level is vital to the long-term success of the ETBP, which in turn will work toward the long-term success of its membership.

Collison explained he has always pitched entry to membership being only expensive as a nice bottle of wine at the low end to buying a not-so-great used car at the top end. He thanked all who have become members and extended a special gratitude to those who have participated at the platinum level, i.e.:

- Allied Parking
- CenterPoint Energy
- Clear Channel Outdoor
- ESG Architects
- Hennepin County Medical Center
- House of Charity
- Kraus-Anderson
- Minnesota Vikings
- NRG Energy
- Padilla
- People Serving People
- Thrivent Financial
- U.S. Bank
- Valspar now Sherman-Williams
- Wells Fargo

The platinum sponsors represent an amazing cross section of East Town that includes the Elliot Park and Downtown East neighborhoods. Collison then announced the following upcoming events:

- *Tuesday, December 19th, 11:30 a.m.-1:00 p.m.* ETBP business forum on Innovative Business Models + Start Ups at Day Block Brewing Company with panelists:
 - Mary Rick, CEO, FINNnovation Lab and Impact Hub MSP
 - Jeff Hahn, CEO, Internet Exposure, Owner Day Block Brewery & Event Center
 - Judy Wright, Leader, MN Starter Crowdfunding Investment
 - John Stavig, Program Director, MN Cup Start Up Competition, Carlson School of Management

Also, Zoe Thiel from the City's new Small Business Office will present on how they are helping small and emerging businesses get through their regulatory process. Help spread the word about this one stop program.

- *Wednesday, November 29th, 6:45 p.m.* Minneapolis Park and Recreation Board's Downtown Service Area Master Plan public hearing at the MPRB headquarters. This has been a multi-year effort for our public parks and the plan is near final approval. Collison attended the public hearing last night and encouraged others to attend to provide their comments.
- *November 15th through March 1st.* Wells Fargo Mpls WinterSkate in Loring Park. Skating on the rink is free, and complimentary skates are available during warming house hours on a first-come, first-served basis (<https://www.mplsdowntown.com/winterskate>).
- *Thursdays-Sundays, November 24th-December 23rd.* Minneapolis Downtown Council and Minneapolis Park and Recreation Board's 2017 Holidazzle in Loring Park (<http://www.holidazzle.com/>).
- *Various dates in early December.* City's 2040 Comprehensive Plan open houses (<https://minneapolis2040.com/upcoming-engagement-opportunities-fall-2017>). This was presented at the January 2017 ETBP business forum and a lot of community engagement has been going on since then so the ETBP will bring representatives from City staff in January 2018 for an update. The plan is important as it provides long-range policy guidance for the City. To read the plan, visit <https://minneapolis2040.com/>.
- *November 14th-December 28th, 5:00-8:00 p.m.* Minnesota Distant Running Association's Indoor Stadium Running at U.S. Bank Stadium Concourse (<https://runmdra.org/programs/indoor-stadium-running/>).
- *Neighborhood Organization Meetings*
 - Downtown Minneapolis Neighborhood Association: Board meeting on Monday, November 20th, and Land Use Committee meeting on December 5th. For details, visit <http://www.thedmna.org/>.
 - Elliot Park Neighborhood, Inc.: Building, Land Use and Housing meeting this evening, November 16th, and Livability Task Force meeting on December 4th. For details, visit <http://elliotparkneighborhood.org/>.
- *North Central University Events*
 - *November 16th through 19th.* Roald Dahl's Willy Wonka (<https://allevents.in/minneapolis/roald-dahls-willy-wonka/360782227691243#>); and
 - *Friday, December 1st and Sunday, December 3rd.* Songs of the Season annual Christmas concert (<https://northcentral.ticketbud.com/songs-of-the-season--december-1-1c3a8745d5ad>).

Collison intentionally left a slide blank as an invitation to the membership to provide information about their organization's events to promote at the ETBP business forums.

- **Anti-Sex Trafficking Response Plan for Super Bowl LII**

Collison explained over a year ago he began receiving inquiries from the membership about what would be the ETBP's response to the potential rise in sex trafficking during Super Bowl. As a result of

his participation on the Super Bowl Host Committee, and attending a Hennepin County conference on reducing violence against women and sex and human trafficking (<https://www.hennepinattorney.org/news/news/2017/july/ndaa-conference>) where he met Amanda Koonjbeharry, he invited her to present before the ETBP membership to inform them of their response plan.

Koonjbeharry introduced herself as the Administrative Manager for Hennepin County's No Wrong Door initiative (<http://www.hennepin.us/nowrongdoor>) which looks at how to end the sexual exploitation of youth. NWD also looks at the adult realm, but focuses on the Safe Harbor Minnesota legislation which became effective in 2011 and 2014 (<http://www.health.state.mn.us/injury/topic/safeharbor/>). Then she thanked Collison and Terry Williams, VP of Strategic Initiative at the Women's Foundation of Minnesota (<http://www.wfmn.org/our-mission/staff/>) for being huge sponsors and supporters of this work.

The Anti-Sex Trafficking Committee for Super Bowl LII was convened in July 2016 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. Since then, the public, private, nonprofit, philanthropic, and victims/survivors membership has grown to over 40 plus organizations and 80 plus individuals.

The WFMN commissioned University of Minnesota's Urban Research and Outreach-Engagement Center (UROC) to help them understand the rate of trafficking and exploitation during the Super Bowl. What was discovered is the Super Bowl is not unique; there's a slight uptick in the amount of ads placed online during **any** large event. Therefore, it is important to highlight and share with the public the following key messages that are critical to how they implement their work and make it sustainable beyond this timeframe:

- Sex trafficking is an issue 365 days;
- Super Bowl LII provides an opportunity to educate the public; and
- Minnesota is creating a replicable model.

Based upon these key messages, the ASTC developed the following goals for its Response Plan:

- Increase public awareness of the issue of trafficking;
- Prevent and disrupt the buying and selling of sex;
- Provide services to victims; and
- Develop a replicable model that will be used with other major events in Minnesota and nationally.

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

- *Business Partners.* This subcommittee is focused on how to help fund the plan; it's very expensive to implement all components, specifically, communications and service delivery. The goal is to build relationships with the private sector interested in supporting this initiative. An innovative method being tried is the Mayo Clinic's gift registry where anyone can donate monetary gifts or others items survivors may need to different organizations. This will be launched in early December.
- *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.

- *Communications.* The WFMN has funded the following campaigns prior to the ASTC convening, 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.
 - *Donated Media.* As a result of ASTC's endorsement of the above campaigns, they received the following donated media: digital billboards (Clear Channel); TV spots (WCUW – Sinclair Broadcasting); radio spots (I Heart Radio); bar/restaurant bathroom posters (All Over Media); interior bus cards (Intersection); and paid search.
- *Government Partners.* Have had meetings with government partners, various state agencies and other local counties and cities about ways to support these messages and incorporate them into their newsletters so that community knows you're taking a stand against sex trafficking.
- *Training.* Along with the Minneapolis Public Health Department, Koonjbeharry leads this subcommittee and they are focused on transportation, lodging, food, entertainment, emergency responders, and service providers. Deliverables they hope to provide include a resource guide listing all of the different training available as a one-stop hub in Minnesota; an online interactive training for the 10,000 volunteers, i.e., Crew 52, and then available to the general public; and post Super Bowl, training provided jointly by Mayo Clinic, Regents Hospital and Advocates for Human Rights for medical professionals.
- *Faith-based Partners.* This subcommittee is working on developing a model for working with and engaging all faith-based communities.
- *Child Protection.* Through their many areas of focus, ASTC realized they needed special focus on child protection and to be coordinated on a statewide basis. The Department of Human Services is leading this subcommittee and they just had a meeting this week, the results of which will be forthcoming.

There are many ways in which to become involved, the most critical of which is raising funds. Other ways include holding a training session, promoting creative campaigns, talking to a community about the issue, visiting WFM's website at <https://www.wfmn.org/mn-girls-are-not-for-sale/>, and attending Not In Our City 5K on Saturday, December 9th (<https://www.notinourcity5k.org/mn/>), the proceeds of which will go to organizations supporting victims in Minnesota.

- **Super Bowl LII: Let's Get the Party Started**

Alex Tittle, Vice President of Corporate Affairs and Business Connect, Minnesota Super Bowl Host Committee (<https://www.mnsuperbowl.com/about/our-team>), and former ETBP Board member, commented it's good to come home as he lives just across the street at the Encore Minneapolis and then advocated for using the Guthrie Theater as it is a great place for companies to hold their events.

Using a slide presentation, Tittle advised it's just 80 days until the big game that will be right in our backyard and shame on us if we don't take advantage of it as business leaders in this town. Minnesota is on the clock!

When Houston passed the torch to Minnesota for the 2018 Super Bowl, they did it from outer space so Minnesota had to sit back and think long and hard about what makes it unique. Since the world doesn't know much about us, the SBHC thought it would give a bird's eye view as to what they'll experience in February 2018. Tittle then played a 3+ minute Bold North promotional video and explained he still gets chills when it's shown because of the pride emitted by Minnesotans about the array of activities it has to offer; it's infectious. However, when he's shown it to non-Minnesotans, they cringe at the snowy scenes. The takeaway is the pride you feel and what you know about the state and area are the things you can talk about with the million plus visitors coming to Minnesota. We can explain how important Minnesota is to us, how proud we are to live here, how proud we are to be a business owner from Minnesota, and what we can do for them if they invest here. These are the things we need to continuously communicate to our partners and visitors; make it infectious.

We are on the clock and the theme is 52, i.e.: 52 weeks of giving focused on kids and health; 52 amazing Minnesotans, many of whom he can name that are in the room, and why they call our state home; 52 companies and their inspiring stories, some of which are represented in this room; and 52 weeks of celebration across our state. And there's so much more to offer that's from Minnesota, e.g., Justin Timberlake isn't from here, but Prince and the Sounds of Blackness are.

It's a 10-day festival with 10,000 plus volunteers and the largest media platform our businesses can get to introduce the world to Bold North. How do we tell the world about us? By partnering with and promoting local institutions and businesses, e.g., North Central University and Bobby & Steve's Auto World.

Tittle views the Super Bowl through a business lens, and there are three forms of making money:

1. NFL official events, i.e., those the NFL has its arms wrapped tightly around and marshals the process from step to step – you've got to go through the NFL to get to that money.
 - Opening Night on Monday, January 29, 2018 at Xcel Center in St. Paul
 - Radio Row throughout the 10-day event at Mall of America
 - Super Bowl Experience at the Minneapolis Convention Center
 - Taste of the NFL, which was created 26 years ago in Minneapolis
 - NFL Honors at the University of Minnesota where they will be awarding the Walter Payton NFL Man of the Year and Coach of the Year
 - Women's Summit
 - Tech Summit
 - Super Kids Super Sharing
 - Unsung Heroes Luncheon
 - Charitable Events and Parties

All of which Tittle believes pales in comparison to what the SBHC and the state will be doing, i.e.:

2. Super Bowl Host Committee events – talk to him or Kyle Chank who have access to those business opportunities.
 - Super Bowl LIVE: activation and concerts across Minneapolis (on Nicollet Mall), St. Paul, Bloomington.
 - Super Bowl LII Impact Legacy Fund: 52 weeks of giving focused on kids' health and wellness, i.e., 52 grants and almost \$6 million delivered across the state, 25% of which was delivered to the Twin Cities and 75% to greater Minnesota.
 - Super School Breakfast Program.

3. Minnesota signature events showcasing other venues, e.g.: Winter Carnival, Pond Hockey, City of Lakes Loppet, Polar Plunge.

Tittle posed the question how do we use the Super Bowl to make Minnesota, East Town, Minneapolis, Ely, International Falls and other places within the state better than the NFL found it in 2015? We should have been talking about that and how to project the best options and resources of our community a year ago, but we have 80 days left to get it right if we just put our heads together. Business Connect (<https://www.mnsuperbowl.com/get-involved/business-connect>) is one of the programs for which he is uniquely responsible. Then he showed a 2-minute video of the NFL's supplier diversity program that is focused on business development. There are no goals or targets as was associated with his role as the Equity Director for the Minnesota Sports Facilities Authority; however, they are concerned that local minority-, women-, LGBT- and veteran-owned businesses have a fair shot at competing for work.

Other programs include Crew 52 (<https://www.mnsuperbowl.com/crew52>), 10,000 volunteers captained by former MN Vikings Linebacker Chad Greenway; and Leadership 52 comprised of top talent from Minnesota partner companies who bring a lot of resources and expertise from which the SBHC can benefit.

Lastly, Tittle highlighted the ways in which this event will provide a lasting legacy:

- \$400 million in direct economic impact to Minnesota businesses
- \$500 million in earned media
- More tourists
- More events
- Increased meetings and conventions
- More highly skilled employees
- Business Connect opportunities
- Healthy active children

Kyle Chank, Vice President of Operations and Logistics, advised they are located at the U.S. Bank Plaza and as information evolves they anticipate returning with an update. Then he presented an overview of the Know Before You Go program that went live to the public this past Monday, November 13th to help answer a lot of the questions people may have about the range of transportation options and increased service information offered during the 10-day festival.

Displaying maps, he described the traffic restrictions:

- Along Nicollet Mall during Super Bowl LIVE with the only shutdown being on 8th Street between LaSalle and Marquette Avenues;
- Between Grant Street and 1st Avenue and 12th Street and 2nd Avenue during the Super Bowl Experience at the Convention Center; and
- Around the secure perimeter of U.S. Bank Stadium from Friday, February 1st at 6:30 p.m. through Monday, February 5th at 5:00 a.m. The only event with a higher security protocol than this is the inauguration for the President of the United States.

Chank then described the efforts they underwent to coordinate with Metro Transit for expanded service on key routes, downtown parking owners and operators to pre-purchase parking, skyway owners to extend hours for special event exceptions, shuttle services to/from the airports, and Uber taxis for event specific pick-up and drop-off locations at all of the official events.

For more information and to check for updates on this information, visit <http://www.mnsuperbowl.com/transportation>.

- **Closing Remarks**

Collison thanked the speakers for presenting, the Guthrie Theater for hosting, and the audience for attending. He noted there are a lot of things that have brought us together, i.e., \$3 billion in investment in 5 years, the growing number of residents who are committed to the area, the small and large businesses who have invested here, and the parks. Lastly, he thanked everyone for being a part of the ETBP and he looks forward to seeing them at the December 19th business forum at Day Block Brewing Company.