

**Recap of the East Town Business Partnership Business Forum**  
**Thursday, January 18, 2018, 11:30 a.m. – 1:00 p.m.**  
**Guthrie Theater, 818 South 2nd Street, 9th Floor Dowling Studio**  
**Downtown East Neighborhood of Minneapolis**

- **Welcome, Introductions and Announcements**

East Town Business Partnership President Paul Mellblom welcomed the audience and thanked ETBP Board member and Guthrie Theater General Manager Brooke Hajinian for hosting. Extended a bouquet of flowers on behalf of the ETBP, he thanked Lynn Regnier, who is retiring in February, for her service on the Board of Directors and as the Executive Director for Elliot Park Neighborhood, Inc. EPNI President Kim Forbes announced a farewell open house in honor of Lynn Regnier will be on Tuesday, February 20th, 4:00-6:00 p.m. at Jaur Café (<http://elliotparkneighborhood.org/event/retirement-open-house-for-lynn-regnier/>).

Mellblom welcomed the following new members:

- Avison Young Minneapolis ([http://www.avisonyoung.us/en\\_US/web/minneapolis](http://www.avisonyoung.us/en_US/web/minneapolis));
- Delta Dental (<https://www.deltadentalmn.org/>); and
- Surfacequest (<https://www.surfacequest.com/>) which was represented by its President, Cathy Schmidt.

Then the following audience members introduced themselves:

Carina Aleckson, Catholic Charities Opportunity Center  
Nancy Aleksuk, Swervo Development  
Kathleen Anderson, North Star Lofts  
Dennis Bakken, Proverus, Inc.  
Tim Briggs, Padilla  
Lynn Burn, Cynthia Froid Group  
John Campobasso, Kraus-Anderson  
Robert Clapp, Bridgewater Lofts  
Anna Coskran, NTH  
Raymond Dehn, Minnesota House of Representatives, District 59B  
Michael Dwyer, NRG Energy Center  
Cory Erickson, Hilton Garden Inn  
Chris Fleck, North Central University  
Kim Forbes, MN Adult and Teen Challenge  
Dale Forsberg, Watson Forsberg  
Cynthia Froid, Cynthia Froid Group  
Vanessa Haight, Elliot Park Neighborhood, Inc.  
Brooke Hajinian, Guthrie Theater  
Patrick Hanlon, City of Minneapolis  
Jenn Hathaway, Minnesota Sports Facilities Authority  
Tom Hayes, Hennepin County Medical Center  
Daniel Jacobson, Unleashed Displays  
Jason Karpf, North Central University  
Kory Kingsbury, Renaissance Minneapolis/Residence Inn Minneapolis at The Depot  
Brenda Langton, Mill City Farmers Market and Spoonriver Restaurant  
Julie Lauwagie, MN Adult and Teen Challenge  
Shannon Leach, Izzy's Ice Cream  
Channon Lemon, Saint Paul Chamber of Commerce  
Brian, Maupin, Allied Parking  
John McCarty, St. Paul Development Corporation  
Molly Nett, Guthrie Theater  
Pablo Pablo, Bethlehem Baptist Church

Paul Poteat, Bethlehem Baptist Church  
Roger Raina, National Item Processing, Inc.  
Lynn Regnier, Elliot Park Neighborhood, Inc.  
Christie Rock Hantge, East Town Business Partnership  
Richie Stark, Bethlehem Baptist Church  
Carletta Sweet, Downtown Minneapolis Neighborhood Association  
Al Swintek, CenterPoint Energy  
Ian Tasso, NFL On Location Services  
Michael Tong, Bethlehem Baptist Church  
Heather Worthington, City of Minneapolis

Mellblom extended personal gratitude to the following platinum sponsors who make investment in staffing and program initiatives possible:

- Allied Parking
- CenterPoint Energy
- Clear Channel Outdoor
- Community Housing Development Corporation
- Delta Dental
- 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

Membership, Marketing and Communication Committee Chair Chris Fleck announced they are adding the opportunity to showcase and promote their businesses at the six ETBP-only events by either being a presenting sponsor or by being one of up to three sponsorship tables at a relatively inexpensive rate. For details about the dates and topics, contact him directly after the forum.

Mellblom continued announcements with the following:

- *Thursday, February 15th, 11:30 a.m.-1:00 p.m. at Meet Minneapolis.* Business forum on Destination Transformation 2030: Tourism Master Plan (<https://www.minneapolis.org/about-us/destination-transformation-2030/>) with Meet Minneapolis CEO Melvin Tennant.
- *Tuesday, January 23rd, 6:00-9:00 p.m. at Plymouth Congregational Church.* 2040 Comprehensive Plan Community Meeting (<https://minneapolis2040.com/additional-open-house-january-23-2018>).
- *Tuesday, January 31st, 9:00-10:00 a.m. at Fallon Worldwide.* Super Brain 2018, a benefit for Hennepin County Medical Center in support of brain injury research (<http://www.superbrain2018.org/>).
- *Through March 4, 2018.* Wells Fargo WinterSkate in Loring Park (<https://www.mplsdowntown.com/winterskate/>).

- *February 12 and 23, 2018, 5:00-8:00 p.m. at U.S. Bank Stadium.* Minnesota Indoor Stadium Running (<https://www.usbankstadium.com/events/detail/minnesota-indoor-stadium-running>) and Inline Skating
- *Neighborhood Organization Meetings*
  - Downtown Minneapolis Neighborhood Association: For Land Use Committee and Board meetings, visit <http://www.thedmna.org/>.
  - Elliot Park Neighborhood, Inc.: For Building, Land Use and Housing (BLUH) and Livability Task Force meetings, visit <http://elliotparkneighborhood.org/>.
- *City of Minneapolis New Small Business Office.* Zoe Thiel, Innovation Team Program Manager at the City of Minneapolis (<https://www.linkedin.com/in/zoe-thiel-664166b4>) gave a presentation about their services at the December 19th business forum. They are a great resource for small businesses and can be reached at 612-673-2499 (BIZZ).

- **NFL On Location Experiences**

Using a slide presentation, Ian Tasso (<https://www.linkedin.com/in/ian-tasso-3b004467>) advised NFL On Location Experiences is the official hospitality partner of the NFL which means they control all Super Bowl, Pro Bowl, Draft, and International Games inventory. They are more of a turnkey specialized organization, an urban alternative to the secondary market Ticketmaster. The NFL launched them a few years ago so they are relatively new to the marketplace and focus on getting clients as close to the action as possible for memorable experiences. All of their packages are experientially focused and provide access to the newly renovated Minneapolis Armory pre-game party. They don't have much inventory left, but if anyone has questions, he's happy to go into more detail one-on-one. Thereafter, he passed around his business cards and a 1 sheet information document.

For more information, visit <https://nflonlocation.com/>.

- **Helping Businesses Lead on Energy Efficiencies, Waste and Pollution Reductions**

Paul introduced Heather Worthington, Director of Long Range Planning at the City of Minneapolis (<https://www.linkedin.com/in/heather-worthington>), and Patrick Hanlon, Director of Environmental Programs at City of Minneapolis (<https://www.linkedin.com/in/patrick-hanlon-1b87294>) by providing a brief biography on each.

Worthington advised she and Hanlon are on the same team when it comes to climate change goals and some of the things in the Comp Plan. Then, using a slide presentation, she gave an overview of what they are working on related to Minneapolis 2040 (<https://minneapolis2040.com/>). The Metropolitan Council requires all jurisdictions within the 7 county metropolitan areas to update their Comprehensive Plan every 10 years to meet state law and regional planning requirements. It covers such policy topics as housing, job creation, land use, public works. In Minneapolis it also focuses on environmental, energy, waste and pollution reduction and why they were asked to come and discuss today. The Comp Plan is complementary with other City documents and within the past decade they have adopted a wide and deep variety of policy documents, e.g., the Climate Action Plan (<http://www.minneapolismn.gov/sustainability/climate-action-goals/climate-action-plan>) which sets as a goal an 80% reduction in our greenhouse gas emissions by 2050. They are not on track to meet this aggressive goal, but she hopes to spark some interest in this room and continue to have conversations well into the future about how we can partner to achieve this goal.

Part of the reason the Minneapolis 2040 is a 20-year lookout is because they know we're going to grow. For the first time in over 50 years, there was an increase in population in the last census and

they estimate Minneapolis will grow to over 450,000 by the next census or by 2030. Therefore, 2040 allows them to look further and consider the impact of that growth and what are some of the issues that need to be addressed when developing and implementing regulations, when a proposal for a new building is presented, when there is community development on City-owned land, when talking about rebuilding a major street or expanding a right-of-way or transit services, and the biggest thing which should have been first on the list, how do we make up the more than 10,000 units of affordable housing the City has lost in the last decade. These are some of the important policy issues they are trying to address in Minneapolis 2040.

Beginning at the end of 2016, the City has had more than 45 community engagements ranging from neighborhood and business organizations, the disability community, youth, communities of color, cultural communities; they have been out talking with residents and stakeholders about how everyone needs to benefit from this growth in population over the next 20 years. If done right, they believe the city can become healthy, sustainable and thriving. They want to figure out how to handle growth that is environmentally responsible. They want to ensure there are equitable outcomes especially for those who have been left behind economically and environmentally. We have some of the deepest racial and economic disparities in the nation, so equitable outcomes and location of where people work, live, and access employment and childcare is very important for the healthy growth of this community. How do we (1) address social justice issues related to development, housing and economic viability; (2) make progress toward becoming more carbon neutral by 2050; and (3) incorporate technology and innovation that will allow for creative problem solving in alternative modes of transportation, more intensive land use? Through long-range planning documents like Minneapolis 2040.

They are hoping to bring the final Minneapolis 2040 to the City Council by fall 2018. They will release a draft in mid March for public comment by residents, stakeholders and jurisdictional partners.

Hanlon described his role and responsibilities as the new Director of Environmental Programs for the City's Health Department, the partnerships they have at the City, community engagement, incentives for businesses to investment in energy efficiency which, coupled with utilities and other incentives, will rise to the top of the priority list, financing, and how a lot of what they do ties into Minneapolis 2040. The goal is to protect human health and the quality of the natural environment and they are responsible for addressing air, land, noise and water pollution in Minneapolis which is achieved by issuing permits for environmentally sensitive work, responding to complaints, carrying out investigations, enforcing environmental codes, and developing innovative initiatives.

Thereafter, Worthington and Hanlon entertained questions from the audience. For more information, visit <http://www.minneapolismn.gov/environment/> and <http://www.minneapolismn.gov/environment/WCMS1P-105418>.

- **Closing Remarks**

Paul thanked the speakers for their presentations, audience for attending, Guthrie Theater for hosting, and Lynn Regnier for all of her good work in East Town. He reminded the audience the next business forum on Destination Transformation 2030 is on Thursday, February 15th, a topic he considers complementary to today's topic, both of which are important for the long-term health of the community.

Lastly, he encouraged everyone to go outside and enjoy the respite from the deep freeze and work hard to make the city the wonderful place we want it to be.

