

**Draft Minutes from the  
East Town Business Partnership Board of Directors Meeting  
Thursday, January 4, 2018  
Kraus-Anderson, 501 South 8th Street, 1st Floor KA University Training Center  
Elliot Park Neighborhood of Minneapolis**

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Present: Siyad Abdullahi, Carina Aleckson, Tim Briggs, Elizabeth Campbell, John Campobasso, Chris Fleck, Daniel Gumnit, Tom Hayes, Brian Maupin, Paul Mellblom, Lynn Regnier, Kelly Stenzel, Carletta Sweet, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Jackie Barrett, Marc Berg, Jeff Hahn, Brooke Hajinian, Phil Huebner, Varun Kharbanda, Tim Tucker

Guests: Henry C. Crosby and Dr. Hedy Lemar Walls, YMCA of the Greater Twin Cities

Dr. Ramón Pastrano, ImpactLives

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**I. Call to Order and Introductions**

President Paul Mellblom called the meeting to order at 11:35 a.m., thanked Kraus-Anderson VP, Director of Marketing and ETBP Board Member John Campobasso for hosting and providing lunch, and then asked everyone to introduce themselves.

John welcomed everyone to KA's new 100,000 square foot headquarters and expressed excitement in returning to East Town this past October (<https://www.krausanderson.com/newsroom/news/kraus-anderson-brings-consolidation-collaboration-new-downtown-minneapolis-headquarters/>). The other projects on their full block development, Finnegans House and the HQ apartment building will open in March 2018 and the Elliot Park Hotel will open in September 2018. There are also two levels of underground parking with 520 stalls covering the entire block.

Other exciting developments by ETBP members include Hennepin County Medical Center's new Clinic and Specialty Center (<https://clinicbuilding.org/>) which is nearing completion, the Kharbanda family's Ironclad mixed-use project (<http://ironcladmn.com/>) which is under construction, and Thrivent Financial's new corporate campus which is in the planning stages.

John invited those interested in touring KA's headquarters to join him after the instant meeting.

**II. Consideration of Agenda**

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

**III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the December 7, 2017 Board meeting; Treasurer's report which included the F2017 Budget vs. Actual as of December 31, 2017 and the Wells Fargo Bank Statement for December 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 December 3-30, 2017; and Executive Coordinator's report for period ending 12-31-17 (CA/CS).

**IV. Presentations**

**A. Inclusive Downtown Diversity Think Tank.** As a follow on to his briefing at the December 7th ETBP Board meeting where he advised a full presentation would be given before the MDC/DID Board on December 14th, Executive Director Dan Collison explained this team he has been working with over the past couple months is here today to give an overview of that presentation in advance of the invitations that will be sent at the end of the month to attend the Inclusive Downtown Diversity Think Tank.

Dr. Hedy Lemar Walls, Chief Social Responsibility Officer at the YMCA of the Greater Twin Cities ([https://www.ycamn.org/about/leadership/hedy\\_lemar\\_walls](https://www.ycamn.org/about/leadership/hedy_lemar_walls)) introduced herself and colleagues Henry Crosby, Executive Director (<https://www.linkedin.com/in/henry-c-crosby-43325747>) who is new to her department and will be their face within the downtown community for this work, and Dr.

Ramón Pastrano, CEO and President at ImpactLives (<https://www.impactlives.org/about/who-we-are/staff.html>).

Dan explained in this IDDTT idea they are taking on a rigorous philosophical, structural, and spatial approach to what are downtowns and he's working with the Minneapolis Idea eXchange or MIX (<http://www.minneapolisidealexchange.com/>), an initiative of the MDC, to host some forums that will dig further into this concept. By its sheer size in terms of number of people, economic interests and activities, downtown Minneapolis presents unique opportunities, e.g.:

- 36% of all Twin Cities office space is located in downtown accumulating roughly 40% of the city's entire tax base.
- The workforce boasts 170,000 employees, more than 50% of the entire city's workforce.
- The downtown neighborhoods combine to create a residential base of nearly 41,000 people.
- The City and County seats reside downtown.
- Public transportation is ubiquitous.
- Millions of business, convention, sports entertainment, and special events visitors converge in the downtown sector annually.

Displaying a gears graphic he received from the Hennepin County Center on Innovation and Excellence (<http://www.performanceexcellencenetwork.org/>) entitled *Growing Downtown Minneapolis with Everyone in Mind*, Dan explained the IDDTT thinks holistically of all the moving parts (i.e., education, employment, income, housing, transportation, health, justice) to understand how if one gear is turned, even slightly, it will have an impact on all the others.

Beginning in January 2018, Dan's work report to the ETBP Board will reflect this new IDDTT agreement with areas worked on for each month highlighted in **bold red**.

The four areas of concentration around becoming a downtown for everyone are: (1) workforce development – watch for invitation about Project for Pride in Living's new workforce development; (2) small business strategies; (3) executive leadership development, i.e., conversations with the Itasca Project executive leadership; and (4) research and diversity think tank – kicking into high gear starting March 2018. This 1-year collaborative design process is significant and has the goal toward developing a collective set of agreements that can be achieved and measured against.

The IDDTT's most pressing issues are: (1) income, education, and workforce development; (2) homelessness, housing, and social determinants of health; (3) transit and access; (4) public safety and justice; and (5) leadership development and policy practices.

Walls explained this is an historic and exciting opportunity for the YMCA and one of the questions posed by their Board was how it would continue their mission. They spent the last year thinking through this process and evaluating how they can engage and interact to create a more inclusive environment for all. As part of their new state-of-the-art downtown structure ([https://www.ymcamn.org/locations/minneapolis\\_downtown\\_ymca/about/new\\_site](https://www.ymcamn.org/locations/minneapolis_downtown_ymca/about/new_site)), rooftop space will be available for events and the caterer will be of your choice. On the third floor will be the Equity Innovation Center and Community Meeting Space, the area for which Walls will be responsible, and where facilitated expertise will be on hand to help guide listening sessions related to IDDTT through a contract with ImpactLives. They decided the best way to show the community their commitment to this initiative was to raise the funds to build it first and then work with a downtown partnership to implement.

Displaying a floor plan of the EICCMS ([https://www.ymcamn.org/our\\_cause/social\\_responsibility/equity\\_innovation\\_center](https://www.ymcamn.org/our_cause/social_responsibility/equity_innovation_center)), Walls described the various spaces which are being built out to be more inclusive and equitable: (1) the most innovative space where they have contracted with the Science Museum of Minnesota to build a simulator space; (2) a rentable conference center that can hold up to 70 people; and (3) space that has been divided for smaller group meetings.

Walls then recalled her life experience and how it brought her to where she is today. She relocated from Baton Rouge, Louisiana to get her MBA from the University of Minnesota and her first post graduate job was as an internal auditor at Norwest Bank (now Wells Fargo), one of approximately 10 people of color who were hired back then. It was a nightmare experience working with all white males and one white female; she recalls being asked if she was going to have any more children. As she remembers what it was like back then and what it's like in organizations throughout the world today, she believes this is an opportunity to transform downtown Minneapolis at a most pivotal time with a newly elected mayor who has as one of his agenda items equity and inclusion. The YMCA is in alignment and the bottom line is they have to do this work together; the YMCA is a player and partner and will invest its time and resources so that collectively we can work together to make it the best downtown Minneapolis can be.

Pastrano noted if you look at Minneapolis and most places in Minnesotan, most organizations engage in minimization ([https://en.wikipedia.org/wiki/Minimisation\\_\(psychology\)](https://en.wikipedia.org/wiki/Minimisation_(psychology))) and focus on commonalities, universal truths and similarities, but these hide important cultural differences. Therefore, an organization that minimizes cannot claim to be an inclusive organization because inclusion means leveraging cultural differences to increase innovation and collaboration. Minimization is hiding and masking things that are important and forces people to conform to the culture of the organization and is one of the reasons why Minnesota ranked second worst state in America in racial inequity (<http://minnesota.cbslocal.com/2017/08/22/minnesota-racial-inequality/>). Also, we cannot make multicultural decisions with a monocultural mindset. It is important that we continue to do the work that will move us toward a more inclusive mindset. How experiential learning is exhibited is critical to developing healthy models and mindsets.

Dan added IDDTT's philosophy, the collective impact model (<http://www.collaborationforimpact.com/collective-impact/>) that a lot of private-public partnerships on a regional level across the country are using, is how they will be driving this process over the next year.

Pastrano elaborated on the elements of the CIM, i.e.: developing a common agenda; developing shared measurement; coordinating mutually reinforcing activities; open and continuous communication; and having a backbone organization.

Dan described the six phases of the IDDTT and the key outcomes, objectives and parameters of each.

Pastrano advised they have been doing this for over a year with Somali, Ethiopian, and more recently Hispanic communities in way that honors their culture while staying true to the process.

Thereafter, the IDDT team entertained questions from the Board during which Pastrano gave an example of an immersive experience, i.e., bringing different cultures together and taking a deep dive into the local community to learn from each other, listen carefully and suspend judgment about stereotypes, e.g., when the Swedish Institute held *Pluralism in the Era of Identity Politics: The Somali American Experience* (<https://www.facebook.com/events/1682864315341437/>) with Hamse Warfa (<https://www.linkedin.com/in/hamse-warfa-83b47a69>).

Dan clarified the goals of the IDDTT: (1) informing the 2025 Plan because the equity conversation has not been an explicit part of the narrative; and (2) preparing the MDC/DID, ETBP and 2020 Partners for the next version of the downtown plan with equity consciousness buried within it. Paul added the relevance of this initiative is directly tied to the ETBP's strategic plan which has an equity component.

- B. ETBP Funding Proposal.** As follow on to the Fiscal Year 2018 Budget discussion wherein a gap between revenue and expenditures was identified, and the Executive Committee subsequently provided strategies to help fill the gap, Paul advised the Membership, Marketing and Communication

Committee at its last meeting on December 19th delved deeper and came up with the following three recommendations for further consideration, a copy of which MMC Chair Chris Fleck distributed to the Board:

1. *Membership level consolidation and rate adjustments.* It's been 3 years since the last consolidation and rate adjustment and it is believed doing so would bring in an additional \$7,500 annually. These rates would be effective July 1, 2018 and would require an update of the brochure.
2. *Presenting sponsorships at ETBP only events.* This could generate an additional \$9,000 annually (six events x \$1,500) and instituted as early as February 2018.
3. *Vendor tables at ETBP only events.* This could generate an additional \$1,200 annually (six events x two \$200 vendor tables) and instituted as early as February 2018.

The above three recommendations combined could generate an additional \$17,700 annually.

## V. Action Item: ETBP Funding Proposal

Paul believes these adjustments have addressed Lynn Regnier's concern over making membership or participation on the Board financially burdensome for smaller organizations. On the contrary, it gives them alternative ways in which to connect with the membership and bring value to their organization. Lynn added one way to be helpful down the road so as not to squeeze out or eliminate smaller organizations is for the larger members to offer scholarships.

Discussion ensued after which the MMC was tasked with fleshing out the language that would be included in the new brochure and on the website for Recommendation 1 for further Board consideration. Recommendations 2 and 3 were approved as submitted (CA/CS).

## VI. Updates

**A. Executive Director Monthly Review.** While distributing a two-sided document entitled *Pop Up Businesses in the Vacant Ground and Skyway Levels of Downtown Minneapolis*, Dan announced he has secured \$30,000 worth of resources from the Carlson Consulting Enterprise (<https://carlsonschool.umn.edu/enterprise-programs/consulting-enterprise>) to apply toward ETBP's 2018-2022 strategic framework's goal to create small business strategies for East Town. The McKnight Foundation has an annual agreement to deploy CCE with current grantees and this was the winning idea. Because it relates to what's happening in East Town and particularly to Elliot Park, Dan is forming a work group to tackle this problem and there is already buy-in from a large group of constituents.

Christie suggested talking with Open to Business (<http://www.opentobusinessmn.org/>) which is always looking for available space; she will forward their contact information. Also, she recommended making a presentation to the DMNA as there are those who are interested in economic development and this would be a good opportunity to collaborate.

**B. Downtown Minneapolis Neighborhood Association.** Carletta referenced her report included in the online Board package for January.

**C. Elliot Park Neighborhood, Inc.** Lynn announced her successor, Vanessa Haight who has an urban planning background (<https://www.linkedin.com/in/vanessa-haight-36394589>), has been hired and she will bring her to the January 18th business forum as well as the February 1st Board meeting.

In honor of Lynn's retirement, there will be a Farewell Open House on Tuesday, February 20th, 4:00-6:00 p.m. at Jaur Café (<https://www.jaur.cafe/>); more information is forthcoming but in the

meantime read the January 2018 *Elliot Park E-Newsletter*. The welcome party for Vanessa and EPNI's open house for when it moves will be held at its new location in the Finnovation Lab at a later date.

Graduation for the Neighborhood Development Center's first entrepreneurial training class is on Tuesday, February 13th at Finnegans' current location, 609 South 10th Street. Its second class, beginning in March, will be held at their new location.

In response to Marc Berg's December 28th email asking if we should start talking about billboards in East Town, Lynn gave a brief overview of the proposed zoning code text amendment for off-premise signs and billboards which would expand the Downtown Entertainment Billboard District. This proposed amendment was originally introduced by Ward 6 Council Member Abdi Warsame in July 2016 and, supposedly, in time for the Super Bowl. The expanded area extends along Hennepin Avenue from 8th Street to Washington Avenue, along the south side of Washington Avenue from Hennepin Avenue to I-35W, and along South 6th Street between Park and 11th Avenues. This proposed amendment went before the Planning Commission on December 4th and was continued to January 8th. It never came before or was required to be presented to either EPNI or DMNA. Christie, who has been following the matter closely – it went before the DMNA LUC Committee on January 2nd at which they voted to send a letter in opposition to Steve Poor, Zoning Administrator – had copies of the draft ordinance on hand. She also has the history and several media pieces available electronically for those interested.

**D. Minneapolis Downtown Council/Downtown Improvement District.** Due to the time constraint, Dan forewent this report.

## VII. Committee Reports

- A. **Executive.** Paul advised this committee met on December 13th and submitted its list of potential strategies to help fill the revenue gap to the MMC Committee for further development, the results of which were presented in the instant meeting.
- B. **Board Development.** Paul advised this committee will either meet or have a phone conference on January 10th to discuss the upcoming Board elections that will be held at the annual meeting in April.
- C. **Business Forum.** Paul reminded the Board the next one is on Thursday, January 18th at the Guthrie Theater where he will preside in Dan's absence.
- D. **Membership, Marketing and Communication.** MMC Committee Chair Chris Fleck referenced the Membership Report as of January 4, 2018 (<https://easttownmpls.org/wp-content/uploads/2018/01/ETBP-Membership-Report-1-4-2018-REVISED.pdf>) and thanked Christie for putting it together.

## VIII. Old / New / Other Business

Christie announced there will be two additional meetings at Westminster Presbyterian Church to address the impact of Super Bowl on downtown neighborhoods, each on Thursday, January 11th: the one at 6 p.m. will focus on people living near Nicollet Mall and the Convention Center; the one at 7:30 p.m. will focus on those who live near the U.S. Bank Stadium. Dan advised the best source for information is the Host Committee's *Know Before You Go* site, <https://www.mnsuperbowl.com/transportation>.

Lastly, Paul extended personal thanks to Lynn for her service on the ETBP Board; she recruited him and this is the second Board on which he has served with her.

## IX. Adjournment

There being no further business, the meeting adjourned at 1:06 p.m. (CA/TB).