

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, February 1, 2018
Mill City Museum, 710 South 2nd Street, 6th Floor ADM Conference Room
Downtown East Neighborhood of Minneapolis**

Present: Carina Aleckson, Marc Berg, Tim Briggs, John Campobasso, Chris Fleck, Daniel Gumnit, Tom Hayes, Brian Maupin, Paul Mellblom, Carletta Sweet, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Siyad Abdullahi, Jackie Barrett, Elizabeth Campbell, Jeff Hahn, Brooke Hajinian, Phil Huebner, Varun Kharbanda, Lynn Regnier, Kelly Stenzel, Tim Tucker

Guests: Peter Brown, Peter Hendee Brown
Vanessa Haight, Elliot Park Neighborhood, Inc.
Matt Kruntorad, MSR Design

I. Call to Order and Introductions

President Paul Mellblom called the meeting to order at 11:32 a.m.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the January 4, 2018 Board meeting; Treasurer's report which was the F2017 Budget vs. Actual as of January 31, 2018; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and 2020 Partners' report for December 31, 2017-January 27, 2018; and Executive Coordinator's report for the period 1/1/2018 to 1/31/2018 (JC/CA).

IV. Presentation: New City of Minneapolis Office Building Update

Peter Brown (<http://www.peterhendeebrown.com/>) advised he is an architect and development consultant hired by the City to help out on stakeholder and public engagement on this project. They first presented before the ETBP Board on December 7, 2017 after the design process had begun and before the first public meeting on December 11th. They are now back to give an update on the project, feedback received at the first public meeting, and what's coming next.

They are currently in the 4- to 5-month concept design phase that will run through April 2018 to determine size and shape of the building, what departments should be where and on what floor. The public is being engaged to understand their experiential expectations for approaching and departing the building, using the service center, gaining skyway access, transit and public art. The civil servants who will be occupying this 8- or 10-story building are going through their own stakeholder engagement process to determine staff and department needs. The next public meeting will be on Tuesday, February 27th, 5:00-8:00 p.m., at the Mill City Museum where they will seek further input on what has been designed thus far.

Matt Kruntorad, Principal at MSR Design (<https://msrdesign.com/people/matt-kruntorad/>) advised they are working in partnership with Henning Larsen Architects (<https://henninglarsen.com/>) and a wide range of consultants (e.g., BuroHappold Engineering, Jensen Hughes, Lerch Bates) on this approximately 300,000 square-foot, multistory public building. Then he summarized the feedback received at the first public meeting on December 11th:

- *Interior Experience.* Welcoming; inclusive; balance between security and openness; warm, not sterile museum; intuitive wayfinding; give all users access to daylight. They are working with Fitwel (<https://fitwel.org/>) to infuse health and wellness into the building.
- *Exterior Experience.* Active street level; make main entrance obvious; transparency; durable materials that are well maintained for the longevity of the building; environmentally sustainable

materials.

- *Public Image.* Big bold design that will withstand the test of time and representative of what the City is; show City is welcome to all (i.e., on the first two floors); encourage citizen engagement and idea that service is being provided in one place; create true Government Square.
- *General Comments.* Skyway should be easy to navigate; develop strategy to integrate skyway as more of a public space; environmentally sustainable design should be the priority; consideration of public safety; public art by local artists; public access to as many programs as possible.

Displaying schematic drawings, Kruntorad described the building's design, location within the Government Square, and the existing context in terms of materiality and texture. The site has a maximum footprint in order to strategically collocate all of City staff at one location. There has been analysis of solar and microenvironments to determine best location for the entrance, and the landscape structure and its integration with pedestrian, bike and LRT traffic.

The parking analysis revealed there are over 12,000 stalls in downtown, 791 stalls in the Jerry Haaf Memorial ramp one block northeast at 424 South 4th Street (<https://www.emporis.com/buildings/282079/jerry-haaf-memorial-parking-ramp-minneapolis-mn-usa>), and other modes of public transportation nearby. Public underground parking poses a major security risk and providing onsite parking – which has never been provided for staff – becomes expensive.

With the entrance on the 4th Avenue side of the building, the ground floor is meant to be accessible and it will have a large open space with a casual seating/waiting/working area, an open-to-the-public conferencing center that can be reserved, retail space, public washrooms, access to the core elevators, and a wide staircase leading up to the second level. The second level will be mainly Community Planning & Economic Development (CPED) operations and public services with easy access to the fully integrated skyway system.

The face of the new public service center is based on their analysis of Denver, Salt Lake City, Seattle and First Columbia to understand what the standard model is for how public service engages with the public, i.e., consolidation in one location, clear check-in information that is easily accessible, quick transactions, and personal assistance with directions. This service model is moving toward a single point where there is dedicated staff that knows the whole range of services the City offers, being able to answer questions and go deeper when necessary.

The agenda for Public Meeting No. 2 on February 27th will include an overview of the feedback received thus far, the design process to date, site plan, public areas and the public service center. Public Meeting No. 3 in March will be more robust in terms of the exterior, streetscape, public spaces and the interior design.

Thereafter, Brown and Kruntorad entertained questions from the Board during which they advised since there is no on-site parking there will be a secure bike center for staff only one level below grade, and that it's a policy, program, security and budget issue as to whether that space will be available to the public. Given that this space will not be occupied by staff all the time, Berg believes all of these issues are answerable and solvable.

For more information, visit <http://www.minneapolismn.gov/cped/officebuilding>, and send comments to COBinfo@msrdesign.com.

V. Action Items

- A. Consideration of New EPNI Representative on ETBP Board.** Paul reminded the Board since Lynn Regnier recently retired as the Executive Director of EPNI, consideration of appointing a new EPNI representative to serve on the Board was required. Then he asked Vanessa Haight, who has

succeeded Lynn, to introduce herself and give a brief summary of her background (<https://www.linkedin.com/in/vanessa-haight-36394589>), after which she advised her experience will be helpful as she works in Elliot Park on development occurring in downtown. She lives in South Minneapolis with her husband, kids and couple pets, and is looking forward to warmer weather so that she can take the LRT.

Haight was then excused for Board consideration of her appointment during which it was revealed Dan had participated in the second phase of interviews conducted by EPNI, and Christie is familiar with her work at Beltrami Neighborhood Council and Corcoran Neighborhood Organization. After a brief discussion, Haight was approved as the new EPNI representative on the ETBP Board of Directors (DG/CS).

Vanessa advised, given EPNI's limited capacity – she's the only staff person for right now – the first thing she'll start thinking about is economic development in Elliot Park, what EPNI's role is in the community, who their partners are and how they can help each other, and navigating all of the work that is being done downtown in terms of community development.

On behalf of the Board, Paul formally welcomed Vanessa and thanked her for being willing to serve.

- B. Consideration of New Membership Level Structure.** Paul explained as a follow on to January's funding proposal discussion wherein two of three recommendations to fill the gap between revenue and expenditures were approved – i.e., membership level consolidation and rate adjustments, and presenting sponsorships at ETBP only events – Membership, Marketing and Communication Committee Chair Chris Fleck prepared a chart reflecting the existing rate structure and the proposed new rate structure effective July 1, 2018 (<https://easttownmpls.org/wp-content/uploads/2018/01/Proposed-ETBP-Membership-Level-Consolidation-and-Rate-Adjustments-2.1.18-CJF.pdf>).

Chris noted in addition to closing the gap between revenue and expenditures, there has *not* been a rate increase in 3 years and interest was expressed in consolidating some of the membership levels. The “trade” category, although not advertised, reflects in-kind services that were provided in exchange for membership, e.g., both Barshun Design and Neka Creative produced an ETBP brochure. Dan added this category includes trade without the exchange of dollars as in the case with Meet Minneapolis, and trade with the exchange of dollars as in the case with the MDC.

After a brief discussion, the new membership level structure was approved as submitted (TB/CS).

VI. Updates

A. Executive Director Monthly Review

- 1. Vacant Storefronts and Pop Up Businesses Initiative.** As a follow on to last month's announcement that he had 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 goal to create small business strategies for East Town, Dan advised there was a kickoff meeting this morning with a cross-sector group of leaders at the Carlson School of Management related to this initiative. Because of the history and narrative of leasing and storefronts in downtown, this initiative will bring benefit largely to Elliot Park. He will be conducting a host of meetings to help discern some strategies to capitalize on small emerging and minority-owned businesses to drive them into the downtown area. He'll return in a couple months with an update and to receive input. Then he displayed Minneapolis CPED's multilayered analysis of the downtown grid. This and other data can be found at Open Data Minneapolis (<http://opendata.minneapolismn.gov/>).
- 2. Workforce Center Tour.** As part of his work for the MDC is to be a connector between the downtown business community and nearby neighborhoods of opportunity, Dan conducted a field

trip to the Cedar-Riverside Opportunity Center (<http://www.emergemn.org/CedarRiversideOpportunityCenter.aspx>) on Monday, November 6th. According to Mike Christenson, Associate Vice President of Workforce Development at Minneapolis Community and Technical College (<https://www.minneapolis.edu/Why-MCTC/Our-Voices/Our-Employees/Mike-Christenson>), this one tour with 23 companies represented yielded several hires.

The next field trip will be on Monday, March 12th, 10:30-11:30 a.m., at the Project for Pride in Living Learning Center (<https://www.ppl-inc.org/home/learningcenter/>). Currently, PPL is raising funds to renovate the former Franklin Theatre to expand its services (<http://www.startribune.com/project-for-pride-in-living-looks-to-expand-job-training-services/469065383/>). Paul, who is the architect on the renovation, noted it is a beautiful building.

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

C. Elliot Park Neighborhood, Inc. Paul explained to Vanessa that each neighborhood representative is expected to submit updates on their respective organization's activities for each monthly Board meeting. Vanessa then reported:

1. Lynn's Farewell Open House is on Tuesday, February 20th, 4:00-6:00 p.m. at Jaur Café (<https://www.jaur.cafe/>);
2. EPNI will be moving into its new office at the FINNovation Lab in May 2018; and
3. A second round of entrepreneurial training conducted by the Neighborhood Development Center will be held in March.

D. Minneapolis Downtown Council/Downtown Improvement District. Dan reported on their priorities for 2018:

1. Nicollet (sans the term Mall)
 - Maintain the new Nicollet in accordance with stakeholder expectations and requirements of the design.
 - Present an activation program that enlivens the street and partners with local businesses and other interested parties.
 - Focus on safety and perception of Nicollet as a desirable place to be through partnerships with MPD and other law enforcement agencies, implementation of the new DID Patroller program, and effective use of the Livability Team.
2. Public Safety
 - Establish regular communication for proactive planning and reaction as necessary around public safety priorities with MPD leadership and the Mayor's Office.
 - Coordinate efforts with community partners, law enforcement agencies, private sector security resources, and other downtown stakeholders.
 - Connect with the District Court and other parts of the criminal justice system to advocate for effective action on downtown safety concerns.
3. Downtown Improvement District
 - Continue implementation of the Strategic Plan, with a focus on growing the new Residential Advisory Committee and building on stakeholder communication efforts.
 - Evaluate long-term space options, including the possibility of a "storefront" presence on Nicollet.
 - Monitor and oppose adverse legislative proposals.

- Expand “Greening Lab” partnership with Green Minneapolis, the City and Minneapolis Park and Recreation Board.

4. 2025 Plan

- Support Committee work and leaders.
- Determine Committee and overall organizational priorities.
- Hold quarterly leadership meetings.
- Publish and support implementation of the Retail Task Force recommendations.
- Play a constructive role in discussions about affordable housing in Minneapolis and the region, including possible establishment of a Task Force.

5. Events and Programming

- Implement yearly event/program framework.
- Produce Aquatennial and holiday event consistent with resource availability.
- Support Super Bowl LII Host Committee and planning for NCAA Final Four event.

6. Membership

- Hold regular member events for engagement, education of the downtown community on key issues, and networking.
- Recruit additional members consistent with budget expectations.

7. Public Policy: Advocate for downtown community interests on public policy matters as they arise at the local, state and national level.

8. Transportation and Transit

- Provide an effective business community voice for transit as part of a statewide transportation infrastructure program, including development of a regional multimodal system serving the downtown core.
- Evaluate the status of parking availability downtown and approaches to optimizing use of existing parking inventory.

9. Peavey Plaza and Public Realm

- Collaborate with the City, Green Minneapolis, the Minnesota Orchestra and other partners to complete plans and fundraising for renovation of Peavey Plaza.
- Participate on the Steering Committee for the Hennepin Avenue reconstruction project.
- Administer the DID “Greening Awards” to recognize outstanding examples of public and private practice.

10. Downtown Partnerships

- Continue the East Town Business Partnership and 2020 Partners shared staffing arrangement.
- Explore establishment of a Special Services District serving parts of North Loop.

11. Budget: Achieve revenue goals and maintain spending control.

12. Office Staff

- Maintain high morale and enthusiasm for organizational mission and work plan.
- Hold monthly staff meetings.

- Conduct annual performance based on agreed upon work plan.

13. Organization

- Provide monthly “dashboard” reports on Priorities to the MDC/DID Executive Committee.
- Implement a partnership program with the YMCA focused on building the downtown community around issues of inclusion.
- Advocate for downtown vitality with public and private partners.
- Identify and involve board leaders and volunteers from diverse backgrounds.
- Evaluate communication and downtown marketing efforts and work towards development of a cooperative, multi-party program

14. 2025 Development Committee, East Town-North Loop Development Work Group

After distributing a 1-page draft of the re-envisioning of the East Town Development Group, Dan explained the ETBP has been a part of leading the ETDG for almost 4 years and because of his work in both East Town and the North Loop, the 2025 Development Committee thought it would be beneficial to leverage his work because of the interesting parallels between these two growth districts, and to find new ways to invite more and different people in to help study development and land use. Currently, there are six meetings per year on the third Tuesday of every other month and they will probably rotate where these meetings are held between the two districts.

- The priorities for the re-envisioned East Town-North Loop Development Work Group are:
 - i. Be the champions for the fastest growth edges of downtown.
 - ii. Support emerging development and catalyze new interest and projects.
 - iii. Drive the development visions of East Town and the North Loop.
- The focus for 2018 will be on:
 - i. *East Town*: Priority Park and Portland Project Sites, i.e., Thrivent, Wells Fargo, Franklin Steele Park
Affordable Housing
 - ii. *North Loop*: Green Line Extension Development Sites + Farmer’s Market, Glenwood Avenue Corridor Initiative, Access and Parking
 - iii. *Housing Sector Study*: Support Market Rate, Advocate for Additional Affordable, Clarity on Impact and Best Practices of Gentrification

VII. Committee Reports

- Executive.** Paul advised this committee will meet later this month and get back on track strategizing the implementation of the 2018 strategic goals. Membership level consolidation and rate adjustments and presenting sponsorships at ETBP only events were part of making the organization more economically viable over the long term.
- Board Development.** Paul advised he sent an email invitation this morning to convene this group before the next Board meeting in order to approve the slate of candidates for the annual meeting elections and to discuss cultivation of new Board members for when term limits expire.
- Business Forum.** Dan reminded the Board on January 10th he sent a “Call for ETBP Business Forum Ideation!” email and based on the responses received, the season theme will be “Advancing the East Town Vision for Holistic Growth”. Forum topics thus far include:
 1. Car Lanes, Bus Lanes, Bike Lanes—Oh My!
 2. Minnesota, Downtown and East Town Demographics: Who are we becoming?

3. The Economic Burden of Youth Experiencing Homelessness and the Financial Case for Investing in Interventions to Change People's Lives
4. The Growing Arts and Entertainment Scene in East Town
5. Measuring the Social Determinants of a Healthy Society
6. Toward an Inclusive Downtown
7. Celebrating 'The East End'
8. Crime and Punishment
9. The Joys and Burdens of Starting and Building a Business in Minneapolis
10. What is the difference between diversity, equity, and inclusion?

Dan encouraged everyone to continue to forward ideas to him for this committee's consideration. Thereafter, he will take the list before the MDC to coordinate it with their programming schedule. He would like to have a finalized schedule by June in order to include it in the new brochure.

- D. *Membership, Marketing and Communication.*** MMC Committee Chair Chris Fleck referenced the Membership Report as of February 1, 2018 found on the Board Members Only page and then thanked Christie for putting it together. He summarized the membership to date, which is a total of 73, and discussed next steps to take with the nonrenewed members.

VIII. Old / New / Other Business

- A. *Proposed Zoning Code Text Amendment for Off-Premise Signs and Billboards.***

Responding to Marc's inquiry for a status update on this proposed amendment which would expand the Downtown Entertainment Billboard District

(<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcmstp-206882.pdf>), Dan explained what transpired at the First Covenant site and Clear Channel, an ETBP member, who wanted the ability to improve those two signs in connection with their agreement for that whole block. The expansion caught them off guard and was something they didn't really understand; however, if they want a digital sign program they'll need an expansion for that block.

For where the proposed amendment stands to date, read Ward 3 Council Member Steve Fletcher's statement released on January 12, 2018 at <https://www.thedmna.org/statement-from-city-council-member-steve-fletcher-on-proposed-billboard-expansion/>.

- B. *Social Media Intern.*** Chris thanked Tom Hayes for preparing the job description for this position and advised they have vetted some North Central University student candidates and within the next 30 days the Director of the School of Business will give them the final list of interviewees.

IX. Adjournment

There being no further business, the meeting adjourned at 12:57 p.m. (DG/TH).