

Recap of the East Town Business Partnership Business Forum
Thursday, February 15, 2018, 11:30 a.m. – 1:00 p.m.
Meet Minneapolis, 250 Marquette Avenue South, 13th Floor Conference Room
Downtown West Neighborhood of Minneapolis

- **Welcome, Introductions and Announcements**

East Town Business Partnership President Paul Mellblom welcomed the audience, and thanked Meet Minneapolis for hosting commenting on the amazing westerly view along Washington Avenue toward the Warehouse District.

Mellblom then advised the ETBP Board has decided it needs to raise more money, as it is no surprise for any nonprofit organization to try and do, and because the ETBP survives on the generosity of its membership it will implement the following initiatives by proffering: (1) a Presenting Sponsor at ETBP-only business forums to enable businesses the opportunity to showcase their organizations and network; and (2) up to three Exhibitor Tables at all ETBP business forums. The cost for a Presenting Sponsor is \$1,500 and benefits include name on ETBP business forum email invitations and website, one Exhibitor Table at the ETBP event, and 3-5 minutes at the start of the event to speak about their organization. The cost for an Exhibitor Table is \$200 and marketing materials or samples of products for sell may be displayed. Anyone interested in taking advantage of these opportunities, the next opportunity for which is at the annual meeting in April, were encouraged to contact ETBP Executive Coordinator Christie Rock Hantge or Membership, Marketing and Communication Committee Chair Chris Fleck.

Then the audience was asked to introduce themselves:

Sally Ableitner, Graves Hospitality
Carina Aleckson, Catholic Charities Opportunity Center
Dan Ballard, Clear Channel
Marc Berg, J. Selma Law
Dennis Bakken, Proverus, Inc.
Tim Briggs, Padilla
Lynn Burn, Keller Williams Realty
John Campobasso, Kraus-Anderson
Dan Collison, ETBP, MDC, 2020 Partners, First Covenant Church
Chris DeLaurentis, 9th Street Historic Brownstones
Michael Dwyer, NRG Energy Center
Cory Erickson, Hilton Garden Inn Minneapolis
Chris Fleck, North Central University
Kim Forbes, MN Adult and Teen Challenge
Dale Forsberg, Watson Forsberg
Cynthia Froid, Keller Williams Realty
Tamarah Gehlen, House of Charity
Jim Graves, Graves Hospitality
Vanessa Haight, Elliot Park Neighborhood, Inc.
Daniel Holmes, Best Western Normandy
Daniel Jacobson, Unleashed Displays
Gena Janetka, Allied Parking
Joshua Jansen, Collage Architects
Rachel Jensen, Hyatt Place Minneapolis
Varun Kharbanda, 811 Washington LLC
Kory Kingsbury, Renaissance Minneapolis/Residence Inn Minneapolis at The Depot
Jake LaFerriere, Firefighters for Healing
Julie Lauwagie, MN Adult and Teen Challenge
Shannon Leach, Izzy's Ice Cream
Michael Rainville, Meet Minneapolis

Kathryn Reali, Minneapolis Downtown Council/Downtown Improvement District
Christie Rock Hantge, East Town Business Partnership
Braden Scheeler, Bobby & Steve's Auto World
Ken Searl, Friends of the Mill District
Beth Shogren, Green Minneapolis
Anne Snyder, Allied Parking
Carletta Sweet, Downtown Minneapolis Neighborhood Association
Al Swintek, CenterPoint Energy
Melvin Tennant, Meet Minneapolis, Sports Minneapolis
Paul Verrette, House of Charity
Matt Wall, Clear Channel
Marybeth Weiseberg, Minneapolis Downtown Council
Matt Wieland, Clear Channel
Amanda Wigen, Green Minneapolis
Bert Winkel, House of Charity

EPNI President Kim Forbes announced a farewell open house in honor of former EPNI Executive Director Lynn Regnier will be on Tuesday, February 20th, 4:00-6:00 p.m. at Jaur Café (<http://elliottparkneighborhood.org/event/retirement-open-house-for-lynn-regnier/>).

Dan Collison explained as the Executive Director for East Town Business Partnership and 2020 Partners, and Director of Downtown Partnerships for the Minneapolis Downtown Council, he has the privilege of being paid to be a convener and connector, and the meetings, forums and other spaces he has the privilege of leading have similar types of issues and challenges and as we hear today's presentations and announcements we can become directly connected to all that is happening. Part of the reason for having the ETBP, 2020 Partners and the MDC is because there are distinct themes and unique geographies in East Town, North Loop and the CBD, and if we'd like to learn more about how they are working together, he's happy to talk with us about it. Then he gave a shout out to Tennant and his team who have created a page on their website to promote the services and amenities in downtown as well as other neighborhoods in Minneapolis (<https://www.minneapolis.org/neighborhoods/all/>)

Collison acknowledged and extended gratitude to the following platinum sponsors:

- 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 Sherman-Williams
- Wells Fargo

And to the new ETBP member, Allodium Investment Consultants (<http://aicria.com/>).

Then he announced the following:

- A joint business forum with the Minneapolis Downtown Council on Thursday, March 15th, 11:30 a.m.-1:00 p.m. for a first look at the new HCMC Clinic & Specialty Center at 715 South 8th Street with Dr. Jon Pryor, CEO, and Scott Wordelman, VP of Ambulatory Administration. Then an open house will follow on Saturday, March 17th, 10:00 a.m.-2:00 p.m. (<http://www.hcmc.org/openhouse/index.htm>).

- Izzy's variety of pop frozen treats to hand out.

Also, their 5th annual 13 days of giving starts today, February 15th- 27th and they will donate \$2 from every cone sold to a different nonprofit each day (<https://izzysicecream.com/2018/01/19/fifth-annual-13-days-of-giving/>).

- The second City's New Consolidated Office Building Community Meeting on Tuesday, February 27th, 5:00-8:00 p.m. at the Mill City Museum (<http://www.ci.minneapolis.mn.us/cped/officebuilding>).
- Hope Awakens Women's Luncheon (<https://www.facebook.com/events/147144222613045/>) hosted by Minnesota Adult & Teen Challenge on Tuesday, March 13th, 11:00 a.m.-1:00 p.m., at The Grand 1858 in historic St. Anthony Main (<http://www.entourageeventsgroup.com/grand1858/>).

They are also having a Minneapolis Gala on Friday, May 4th, 5:30-9:00 p.m., at the Hilton Minneapolis (<https://www.facebook.com/events/314670849045103/>).

- Elliot Park Neighborhood, Inc.
 - Beginning in March, the second wave of entrepreneur training by Neighborhood Development Center begins (<http://www.ndc-mn.org/what-we-do/business-training/>).
 - As announced earlier by Kim Forbes, a farewell open house in honor of former EPNI Executive Director Lynn Regnier is on Tuesday, February 20th, 4:00-6:00 p.m. at Jaur Café.
 - Profile of the new Executive Director Vanessa Haight after which she elaborated on the upcoming entrepreneur training class.
 - Building, Land Use and Housing (BLUH) and Livability Task Force meetings can be found on their website (<http://elliotparkneighborhood.org/>)
- Downtown Minneapolis Neighborhood Association. For Land Use Committee and Board meetings, visit <http://www.thedmna.org/>.

- **Ironclad Mixed-use Project**

Collison introduced the project team presenters: Varun Kharbanda, ETBP Board member and project property owner; Joshua Jansen, project architect from Collage Architects; Jim Graves, CEO of Graves Hospitality; and Sally Ableitner, Corporate Director of Sales and Marketing at Graves Hospitality. Graves Hospitality (<http://graveshospitality.com/>) is helping the Kharbanda family who has a lot of real estate ties in the downtown community develop this project to add the needed amenities to help the neighborhood become more vibrant and unique.

Using a slide presentation showing historic images of the site, Jansen explained how the history of the site as the former Union Grain Elevator, helped name the project, i.e., it was made of wood and burned down then rebuilt and clad in iron to protect it from future fires, hence Ironclad. The viaduct built to carry depot-bound trains over Washington Avenue near 8th Avenue South was demolished but remnants of the stone wall that supported it remain and many of the original large stones are being conserved on the site of the new development.

Jansen and Kharbanda described the various components of this project currently under construction at the southeast corner of Washington and Chicago Avenues: (1) a 4-story, 400+ stall (183 for the public and 217 for the apartment tower) parking ramp lined by (2) an 8-story, 141-key Moxy Minneapolis hotel by Marriott along Chicago Avenue that will be operated by GH, its second in the Minneapolis market, and (3) a 14-story, 172-unit apartment tower along Washington Avenue with private outdoor terraces, 13th floor sky lounge with exterior patio, and a plaza garden terrace and pool deck for year-round use. Plans also include ground floor commercial space in the residential tower, and a restaurant in the hotel. Construction is expected to be completed by spring 2019.

Ableitner then described why the Moxy brand (<http://moxy-hotels.marriott.com/en>) was chosen. It is a new brand to Marriott family, currently only five in the U.S. with the one in Uptown being one of them. These hotels are primarily in European locations and are more airport-driven. Although they look millennial, they are for anybody and about being together but separate. Guest rooms do not have desks or closets because activation in the lobby is where it's at and why this product is great near residential so that they feel a part of the neighborhood. Working with Meet Minneapolis on all of their different events they're trying to lure here is a great fit for volley ball teams or the larger conventions. Another feature that makes it special is some of the guest rooms have bunk beds and thinking outside the box of double rooms it adds more fun to stay; at the one in Uptown people really get excited about it. In addition to utilizing the pool deck area, they will be utilizing some of the rooms on the upper floors to join together for private events.

Graves recalled their experience in designing this type of brand in Williamsburg 7 years ago before it was hot as it is now, i.e., you check in at the bar and go to a relatively small room but the lobby was very inviting and engaging; it was extremely successful. Williamsburg is a little different from Minneapolis in that there weren't many cars, but they found the young psychographic want to be around people and energy and the new economy is more experiential than purchasing physical assets. Although it was successful, they did sell it and then his son, Ben, became involved with Marriott which was buying the new Moxy brand and they incorporated a lot of those features into this one.

For more information, visit <http://ironcladmn.com/>.

- **Destination Transformation 2030: Tourism Master Plan**

Collison introduced Melvin Tennant, President and CEO of Meet Minneapolis and Executive Director of Sports Minneapolis, by providing his biography (<https://easttownmpls.org/february-15-etbp-business-forum-at-meet-minneapolis/>) and commended him on the management of his team and considers him not only a master of tourism but also as master of relational connectivity.

Tennant welcomed the audience to their office and while using a slide presentation, gave an overview of:

- Who Meet Minneapolis is. A 501(c)(6) business organization with the vision of being the destination of choice so anytime there is a major event like Super Bowl, like Final Four, they want to be on the short list.
- What Meet Minneapolis does. Meeting and convention sales; global tourism; Sports Minneapolis (<https://www.sportsminneapolis.org/>) and have had lot of success over the years in recruiting major sports events and are over-indexed in amateur sports so formed this separate division in 2014 in the mist of the Super Bowl bid process; and marketing the city. Any major convention city begins as a leisure destination because people who plan conventions want to plan them where you want to go; it helps drive attendance. They try to create that leisure appeal. The new website was launched before Christmas and they have a significant amount of ongoing media outreach.

- Who visits Minneapolis. Nearly 37 million visitors come to the metro area from the contiguous states and they want to expand that footprint. Average length of stay 2.3 nights and if increased people will spend more money and help the economy. We are over-indexed in top visitor activities, e.g., amateur sports (we're volley ball central), weddings, hunting, winter and professional sports.
- Why we win and why we don't
- Top competitors. Chicago, St. Louis, Denver, Dallas, Orlando
- Punching above our weight. Doing things to get things that people wouldn't expect from a destination perspective, e.g., Roger Goodell announcing Minnesota being awarded Super Bowl LII, a huge win for the city and state.
- How do we get people excited about what we do. Update MM marketing persona (i.e., Modest Moxie), website, printed material, our story in our voice so essentially You've Never Met a Place Quite Like This.
- Brief overview of the eight major initiatives of the Destination Transformation 2030 Master Plan which is on its way to execution (<https://www.minneapolis.org/about-us/destination-transformation-2030/>).
- Takeways. We have a bright future due to an unparalleled world stage; significant infrastructure investment; committed public, private and civic leadership; and visitors hungry for new experiences.

Thereafter, Tennant and Collison entertained a few questions from the audience.

- **Closing Remarks**

Collison thanked the speakers for their presentations, Meet Minneapolis for hosting, the audience for attending, and Izzy's pop frozen treats. Then he reminded everyone to attend next month's business forum on March 15h at the new HCMC Clinic & Specialty Center.