

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, March 1, 2018**

**North Central University, Carlson Hall, 916 East 15th Street, Lower Level Aquarium Room
Elliot Park Neighborhood of Minneapolis**

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

Staff: Dan Collison

Absent: Siyad Abdullahi, Jackie Barrett, Jeff Hahn, Brooke Hajinian, Phil Huebner, Varun Kharbanda, Christie Rock Hantge, Kelly Stenzel, Tim Tucker

Guests: Beth Shogren and Amanda Wigen, Green Minneapolis

I. Call to Order and Introductions

President Paul Mellblom called the meeting to order at 11:38 a.m., and thanked Chris Fleck, ETBP Board member and Director of Business Relations at North Central University, for hosting and providing the lunch. Then he asked everyone to introduce themselves.

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 February 1, 2018 Board meeting; Treasurer's report which was the F2018 Budget vs. Actual as of February 28, 2018; 2017 IRS Form 990-EZ; MN Charitable Organization Annual Report and \$25 registration fee; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and 2020 Partners' report for January 28-February 24, 2018; and Executive Coordinator's report for the period 2/1/2018 to 2/28/2018 (BW/MB).

IV. Presentations

- A. 2018 Commons Park Programming.** Beth Shogren, Executive Director of Green Minneapolis, and Amanda Wigen, Director of Programming & Events, came back to give an update on what's been happening at the Commons since they last presented to the ETBP Board in January 2017 and what programming lies ahead for 2018. Shogren is also taking this opportunity to clarify what GM is and does for all of downtown.

GM is a 501(c)(3) nonprofit, multi-project conservancy whose mission is to work with public, private and philanthropic partners to develop, operate, and actively program parks and green spaces throughout downtown Minneapolis. Shogren advised there are many urban park conservancies across the United States focused on specific areas – e.g., Central Park Conservancy in New York City (<http://www.centralparknyc.org/>) and Millennium Park Foundation in Chicago (<http://millenniumparkfoundation.org/about/>) – that receive charitable funds to be used toward the development, operation, and maintenance of public green spaces. Such is the case with GM for the Commons and Peavey Plaza.

GM's vision is to have a vibrant downtown that welcomes diverse communities; convenes and coordinates with all stakeholders to collectively transform downtown; promotes a culture of health and wellbeing; adheres to long-term sustainable operating models; advocates for cutting-edge design, placemaking and management; and enhances the sense of community downtown.

To actualize its vision, GM works under the following three areas of strategic focus:

1. *Advocacy and Development.* Ensuring development projects that are moving forward incorporate greening, or as key sites are being developed they are done so with consideration to the public realm.

2. *Public Private Partnerships*. Bringing the private sector interests and funding to bear on public spaces and coordinating with the public sector's capital plans and funding streams.
3. *Operate and Program World Class Public Spaces*. Bringing private sector standard of care, maintenance and activation to public spaces through contract agreements with the City of Minneapolis.

Currently, there are three projects for which they are responsible:

1. *The Commons*. The Phase 1 fundraising campaign to construct and design it to how it exists today is completed and management and programming of the space continues to date. They are working on Phase 2 which will add a restaurant and restroom building.
2. *Peavey Plaza*. They have raised \$9.5 million of a \$10 million capital campaign and are closing the gap fairly quickly so that construction can begin in the spring. This renovation will maintain the historic nature of the space, refurbish the fountains, and improve the accessibility.
3. *Downtown Forest*. In partnership with the Minneapolis Downtown Improvement District's Greening Lab (<http://www.mplsdid.com/greeninglab>), Minneapolis Park & Recreation Board (MPRB), and Mississippi Watershed Management Organization (MWMO), they are supporting the downtown forest through advocacy, community engagement, and enhanced tree planting, watering and maintenance.

Shogren announced today is GM's 1-year anniversary since they took over operations from the DID on which she previously served as the COO until 2013 to help bring it into fruition. Their 2017 goals were to deliver on the promise of "a different type of park," i.e., one that is welcoming, safe, maintained and attracts a diverse audience of every age and background from throughout Minneapolis and the region. The pursuit of these goals resulted in 500,000 park patrons, 68 free public events with 20,000+ attendees, daily host presence and overnight security, and 1,465 hospitality assists.

Wigen gave an overview of the programming that occurred in 2017, those returning and those being evaluated for 2018. In 2017 some of the daily amenities to build strong day-to-day use included a reading cart with free books and magazines from local booksellers and publishers to be read in the park; Imagination Playground; and board and lawn games. Slightly larger scale activation included four bring-your-own bottle film festivals; three silent disco events with light-up headphones targeted toward teens; story time with local authors; and Midwinter Light. They worked with U.S. Bank Stadium and partner organizations for signature larger scale activation: three outdoor X Games concerts; Tuesday evening version of the Mill City Farmers Market; and the capstone yearend event, the performance by Minnesota Orchestra (<http://www.minnesotaorchestra.org/buy/tickets/browse-calendar/eventdetail/1075/-/minnesota-orchestra-at-the-commons>) which had 3,500 people in attendance; it will return on September 25, 2018.

Summarizing what transpired at the big party of them all, Super Bowl LII, Shogren noted although everyone thought it would be awesome at the Commons, it was a gameday entry point fenced and decked around almost the entirety of the east block with 70 magnetometers. The NFL was very responsible, just like the X Games people, but in her opinion it was unfortunate the Commons wasn't more of a showpiece. The good news is the west block remained opened as an amenity for the neighborhood and the entire city. There was a slight increase in traffic, holiday lights were added and the second annual Midwinter Light event was conducted.

2018 goals are to keep the park in beautiful condition, spread the word about its amenities, and expand the programming audience and park use. They are hoping to tap into the brain trust of ETBP and its members' companies to figure out how to engage more people going forward. GM welcomes all to visit the park as individuals as well as companies. Corporate opportunities include company picnics; teambuilding events such as turnkey lawn games and ping pong tournaments; happy hour

sponsorships and private dinners at Mill City Night Market. The 2018 summer season of programming will be announced in April. For more information, visit <https://www.commonsmpls.com/>.

Shogren then requested feedback on members' experiences at the park and what they would like to see going forward. Orbacles, the Creative City Challenge art was de-installed in October and the jury is considering the submissions for 2018; it will be launched at Northern Spark in June. Regarding the confusion between the role of GM versus MPRB, and the need to schedule events at the Commons via the MPRB's website, Shogren advised in the next couple of weeks they will be meeting with the acting Superintendent to discuss this and other matters.

B. Progress Report on 2018-2022 Strategic Framework. Paul advised the Executive Committee thought it important to remind the Board of its strategic framework developed from the half day retreat held on July 11, 2017 (reference the Five-Year Strategic Framework previously submitted). Then he guided the Board through the four areas of strategic focus and sub-goals to reflect upon and discuss the progress made against it.

1. *Connection and Collaboration: Bring business and civic leaders together to catalyze economic opportunities that benefit everyone.*
 - a. Be a convener. This is our bread and butter since we convene business forums, happy hours, development meetings connected to the MDC, and direct the membership to other downtown district functions. Part of the mapping exercise conducted at the strategic planning retreat was to understand the collaborative competition from the sea of other organizations, our niche (it is geographic based), and value proposition (staying on top of the trends).
 - b. Be a champion/cheerleader for our unique assets. The Park & Portland Vision (<http://www.parkportlandprojectmpls.com/>) has been very specific in terms of its outcomes, i.e., putting housing along the corridor. Kraus-Anderson's HQ apartment tower along Portland, Interstate Parking's proposed mixed-use with residential units on the Thrivent Corporate Lot along 5th Avenue, and other residential projects in the pipeline for other sites in the area, was not a small decision and they are creating a sense of cohesion along these corridors because of the collaboration in development designs.
 - c. Understand unmet community needs. No comments were elicited other than to work on next steps.
2. *Advocacy and Resourcing: Advocate with the City of Minneapolis, Downtown East and Elliot Park neighborhoods to promote the establishment and growth of new, small, underrepresented, and/or social enterprise businesses while supporting needs of existing businesses.*
 - a. Support new, small, and underrepresented business development. The current initiative Dan is spearheading to attract pop up businesses into vacant ground and skyway levels in downtown has great energy and participation. The monthly meeting of the Business Advisory Group (<http://www.ci.minneapolis.mn.us/licensing/WCMS1P-133289>) he attends argues this might be the way to handle the changing nature of retail for the entire city.
 - b. Promote social enterprise. We will be supporting the Impact Hub MSP/FINNovation Lab (<https://www.impacthubmsp.com/>) in the new FINNEGANS at 817 5th Avenue South which has offered ETBP a presence in their space.
 - c. Maintain and expand organizational programs. The only way to implement this goal is to gain access to other financial resources. The initiatives recently implemented to close the current financial gap may yield sufficient funds to do so.

3. Leadership and Voice: Integrate the thinking and leadership expertise of our small, medium and large organizations into a cohesive representation of our collective economic growth goals.

- a. Make ETBP obvious and be relentless! The Membership, Marketing and Communications Committee currently does a lot of this, but we are dreaming of having banners for the district to get the imagery of ETBP out there. The Commons is the center for signage and banners and the MDC runs it, but will ultimately need to get U.S. Bank Stadium and the Minnesota Vikings to sign off on allowing ETBP to do so during the off season.

Also thought of inviting different City Council Members to come to the business forums to talk about their projects and issues and to endear them to us.

- b. Collaborate for retail growth. The initiative to attract pop up businesses into vacant ground and skyway levels in downtown will be a big part of implementing this goal and the most effective we can do as an organization.
 - c. Advocate for public improvements. Supporting Green Minneapolis and issues related to the public realm (e.g., off-premise signs and billboards) so that decisions made by the City and private interests are reasonable and sustainable.
 - d. Increase “feet on the ground.” Implementing the above goals will draw more people into the district.
- 4. Sound and Sustainable Organization Structure: Ensure the long-term organizational capacity and financial stability support the mission and vision of ETBP.**

- a. Define our value. This is done every time we meet and through the strategic planning process that was conducted; however, need to do the role mapping exercise.
- b. Grow and evolve memberships and revenue. This has been addressed through the change in rate structure, consolidation of membership levels, and the implementation of presenting and table sponsor fees, but this goal will reoccur over time.
- c. Cultivate board and staff leadership. This is something that needs to be addressed.

Paul advised this review and discussion will occur every couple months to ensure the Board remains on track.

V. Action Items

No action was required on any item this month.

VI. Updates

A. Executive Director Monthly Review

- 1. Vacant Storefronts and Pop Up Businesses Initiative.** Displaying a map of vacant storefronts in downtown – according to BOMA there is 20% of vacant commercial space – Dan advised they are studying all possible models to discern what should go into these vacant storefronts, e.g., retail, co-working space, traditional incubator or a branded combination of all three. He highlighted the strengths, weaknesses, opportunities and threats to having these vacant storefronts.

Research indicates many building owners are not interested in having a workforce or social service center; they want businesses that can be integrated into the flow of current tenants. And you need to understand the owner, manager and broker to get things done. There is no clear vision or philosophy for retail and when it comes to the City helping with cost, the precedent for doing so

downtown versus in North Minneapolis or on Lake Street comes into question.

Key downtown buildings with prolonged vacant storefronts include the MacPhail Building at 1128 LaSalle Avenue, City Center at 40 South 7th Street, *Made Here* spaces (<http://www.madeheremn.org/about/main>), and Thrivent Financial's existing building at 625 4th Avenue South. An interesting conversation would be with those that have RFPs and could benefit from a compelling story.

2. *Inclusive Downtown Diversity Think Tank*. This is now at capacity.

3. *Project for Pride in Living Field Trip*. There is still room to attend on Monday, March 12th, 10:30-11:30 a.m., at the PPL's Learning Center (<https://www.ppl-inc.org/home/learningcenter/>).

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

C. *Elliot Park Neighborhood, Inc.* In addition to the report included in the online Board package for March, Vanessa added she is seeking someone to fill a half-time community organization position (<http://elliotparkneighborhood.org/community-organizer/>) and then she asked for referrals.

D. *Minneapolis Downtown Council/Downtown Improvement District*. Dan reported on their 62nd annual meeting on Monday, February 12th at the Hilton Minneapolis (<https://mplsdowntown.com/annualmeeting18/>) which included highlights by the numbers, more major downtown construction on the horizon, and the growing trend of companies relocating to downtown.

VII. Committee Reports

A. *Executive*. Paul advised this committee last met on Wednesday, February 14th during which the vacant storefront initiative and the 2018-2022 strategic framework were discussed. Going forward, more attention will be paid to the framework in order to more intentionally shape activities and focus around it.

B. *Board Development*. Paul advised this committee is scheduled to meet on Monday, March 5th to begin thinking about the seven Board members who will be terming off next year and recruiting their replacements. Ideas and recommendations will be sought from the entire Board.

C. *Business Forum*. At the meeting held on February 15th, Dan advised this committee reviewed the initial ideas received from his "Call for ETBP Business Forum Ideation!" email. Daniel Gumnit will put together the panel on homelessness. He has also received other comments that will be funneled down in the next 30-60 days in order to be able to produce the brochure by no later than June. He encouraged all to continue to submit their ideas.

D. *Membership, Marketing and Communication*. MMC Committee Chair Chris Fleck thanked Christie for pulling these together and then referencing the Membership Report as of March 1, 2018 found on the Board Members Only page he summarized the membership to date, a total of 75, and discussed next steps to take with the nonrenewed members.

Scheduling the next happy hour is a work in progress; they're considering Tuesday, April 24th or Thursday, April 26th jointly with Minneapolis Idea eXchange (<https://www.minneapolisidealexchange.com/>) at McKinney Roe. The attraction would be Kevin Warren, Chief Operating Officer at Minnesota Vikings (<http://www.vikings.com/team/staff/kevin-warren/9670a586-5099-4576-967f-269260c0cbcd>).

Toward closing the revenue gap, NRG Energy will be the presenting sponsor for our annual meeting

on April 19th – thank Michael Dwyer when you see him – and there is room for one more table sponsor. We still need a presenting sponsor and a few table sponsors for the May 17th business forum.

VIII. Adjournment

There being no further business, the meeting adjourned at 12:55 p.m. (MB/CA).