

**Recap of the Joint East Town Business Partnership and  
Minneapolis Downtown Council Business Forum  
Thursday, March 15, 2018, 11:30 a.m. – 1:00 p.m.  
Hennepin Healthcare Clinic & Specialty Center  
Thomas Stillman Education and Community Center, 715 South 8th Street  
Elliot Park Neighborhood of Minneapolis**

- **Welcome and Announcements**

Dan Collison, Executive Director of the East Town Business Partnership (ETBP) and Director of Downtown Partnerships for the Minneapolis Downtown Council (MDC), welcomed the audience, esteemed elected officials, and Jan Callison, Chair of the Hennepin County Board of Commissioners (<https://www.hennepin.us/your-government/leadership/6th-district>).

He explained the ETBP was established in 1979 as the Elliot Park Business and Professional Association and over the years expanded north to the river to include Downtown East. A few years ago the community came together to create distinctive descriptors that led to the East Town narrative, e.g., a vibrant urban community.

*East Town is not a community you go to if you want to get away from it all. The streets are full of life and there are activities for everyone. From the area's history as a bustling center for milling, commerce and medical care, to its future as a city hub of activity, with sports, performing arts, healthy living, shopping and more. East Town is the dynamic new place for downtown growth.*

There is no question that Hennepin Healthcare has and continues to lead the way in defining a culture of vibrancy for Elliot Park and the East Town district. Today, with its many celebrations and others forthcoming, the HH leadership team is demonstrating their place on the national forefront of integrated systems of healthcare as well as a dramatic redefining of their field throughout the entire downtown marketplace.

Collison then announced the following East Town events:

- *Saturday, March 17th, 10:00 a.m.-2:00 p.m.:* Hennepin Healthcare's new Clinic & Specialty Center open house back here at 715 South 8th Street (<https://www.hennepinhealthcare.org/openhouse/>).
- *Thursday, April 19th, 11:30 a.m.-1:00 p.m.:* ETBP's "A Big, Bold North, Booming East Town Extraaaaaavaganza" annual meeting with The Theater of Public Policy (t2p2) at the Best Western Normandy Inn & Suites. At that meeting, will be providing updates on the strategic plan and engaging the neighborhoods on their narratives and how they work together to create a compelling East Town.
- *Friday, May 4th, 5:30-9:00 p.m.:* Minnesota Adult & Teen Challenge's Minneapolis Gala featuring Guest Speaker P.J. Fleck (<https://www.facebook.com/events/314670849045103/>) at the Hilton Minneapolis.
- *Neighborhood Organization events*
  - Downtown Minneapolis Neighborhood Association. For information about Board and Land Use Committee meetings and other events, visit <http://thedmna.org/>.
  - Elliot Park Neighborhood, Inc. For information about Board and Building, Land Use and Housing meetings and other events, visit <http://elliottparkneighborhood.org/>.
- *North Central University events*

- *March 16-18 and 23-25:* Doubt, a Parable
- *April 13:* Choral Classics
- *April 26-29:* Anne of Green Gables

For information on any of the above NCU events, visit

<https://www.northcentral.edu/academics/college-schools-and-departments/college-of-fine-arts/theatre-music-productions-2/>.

Collison noted East Town is quickly becoming the district where the stadium is now becoming a minority building project in relationship to all the other housing, parks, entertainment venues, and new commercial spaces being built. There is still hundreds of millions of dollars being invested in the built environment and the ETBP wants to ensure we understand how the neighbors, residents and emerging demographics are being pulled into those conversations.

Lastly, he announced the City's new Minneapolis Business Portal

(<https://business.minneapolismn.gov/>) designed to connect entrepreneurs and small business owners to the information and resources needed to plan, launch and grow a business. The City's Innovation Team developed this portal; it is the new front door to obtaining information from the City.

MDC President and CEO Steve Cramer also welcomed the audience and then announced the following MDC events:

- *Tuesday, March 27th, 7:30-8:45 a.m.:* Coffee & Conversation with Police Chief Arradondo at Perkins+Will (<https://mplsdowntown.com/coffee-and-conversation-meet-mpd-chief-arradondo/>).
- *Monday, April 2nd, 12:00-1:00 p.m.:* Gateway Park & Riverfront Connection Visioning at IDS Center Crystal Court (<https://mplsdowntown.com/event/gateway-park-riverfront-connection-visioning/>).
- *Thursday, April 5th, 11:30 a.m.-1:00 p.m.:* Member Forum on Connect, Engage and Grow at WeWork Capella Tower (<https://mplsdowntown.com/event/member-forum-connect-engage-grow/>).
- *Thursday, April 12th, 11:30 a.m.-1:00 p.m.:* Panel discussion on The Changing Landscape of Arts Leadership in Downtown at Hennepin Theatre Trust (<https://mplsdowntown.com/event/member-forum-changing-landscape-arts-leadership-downtown/>).
- *Friday, April 27th, 7:30-9:00 a.m.:* Good Morning Minneapolis: #OnNicollet at Kieran's Irish Pub (<https://mplsdowntown.com/event/good-morning-minneapolis-onnicollet/>).
- *Saturday, May 19th, 10:00 a.m.-5:00 p.m.:* Explore Downtown Living (<https://www.exploredtliving.com/>).

Cramer thanked MDC's skyline partners YA and CenterPoint Energy and then introduced Peter McLaughlin, Hennepin County Commissioner for District 4 who filled in for Ward 6 Council Member Abdi Warsame who could not attend due to illness.

Adding to the list of celebratory events, McLaughlin announced FINNEGANS House grand opening on St. Patrick's Day, Saturday, March 17th beginning at 9:00 a.m. at 817 5th Avenue South (<https://finnegans.org/event/finnegans-house-grand-opening/>). Then on behalf of the Hennepin County Board, he noted it is a very exciting day because HH is a very important institution within this community, they're investing in it, and excited about trying to create the healthcare model for the 21st century. This hospital has been here for 140 years providing care for those most in need, but it is now

becoming the healthcare system of choice for the whole community. When speaking with someone earlier in the morning, McLaughlin was told by this individual he had changed his healthcare provider so he could go to the North Loop Clinic & Pharmacy and be able to use the Clinic & Specialty Center here. They are trying to market this facility to the whole population; everybody gets high quality care in a way that is unseen anywhere else in the country. Dr. Pryor and the whole staff are trying to create an institution that works both medically and financially, something that's hard for a large, urban, public teaching, safety net hospital to do. Both East Town and EPNI have been a great partnership in the development of this project designed in a different era than the rest of the hospital with more air and light and specifically to be opening out to the community.

On behalf of both the MDC and ETBP, Cramer then thanked Dr. Pryor and his HH staff for their hospitality, and Mortenson and BWBR for co-sponsoring the event.

- **Co-Sponsors Spotlight**

Ken Sorensen, SVP at Mortenson (<http://www.mortenson.com/headquarters/senior-leadership-team/ken-sorensen>), advised they have been building healthcare facilities with hearts and hammers since 1954, and appreciate the unique and special building they've created here. He extended thanks to Dave Foley, Construction Executive, who led the charge over the past 2 years and did a great job. To get this project done successfully they needed great partners – which they had with HCMC, the City of Minneapolis, and the entire workforce effort – and a positive, collaborative, trusting environment.

There was a lot going on in the neighborhood over the last couple years, e.g., the stadium, a lot of activity on 8th Street with utility relocations, putting up a skyway, two tower cranes, ambulances, helicopters, but with all that said this team pulled this job off on time and on budget and they went 520 consecutive days without a lost time accident, a tribute to the strong labor force we have here in the Twin Cities. Mortenson builds across the country but there is no better labor force than we have here. What we can feel most proud of is it was built for and by the community, i.e., 1,200 craftspeople who showed up and got orientated over a couple years, 43% of which were either minority or women. The goal for this project were 36%, and 35% of all contracts awarded went to small, minority- or women-owned businesses. This program was initiated at a high level to get it done.

Sorensen advised they are proud and pleased to sponsor this event and to be a partner with HH on this project. Then he extended congratulations on this significant milestone.

Rick Dahl, Principal and SVP at BWBR (<http://www.bwbr.com/leadership/rick-dahl/>) noted they are honored to co-sponsor and share in the celebration of this new facility. It has been a great collaborative partnership and they couldn't be more pleased with the results. They believe it will help reinforce HH's brand as a place for delivering exceptional care without exception. A beacon was one of the words that came out of their early visioning workshops – a beacon of light, a beacon of hope – and he believes they achieved it. This new facility introduces transparency to the campus, a welcoming and refreshing change, and the building form welcomes visitors in and provides spectacular views of the Minneapolis skyline out. Each façade was designed in response to the neighborhood context blending with the mosaic of the Elliot Park brownstone neighborhood. Most importantly, this facility will transform the patient experience. The art work, signage and simplified wayfinding not only introduce beauty and clarity for patients, but also make a statement about dignity. All are welcome here and all will be treated with respect and world-class care. This is a complicated building with complex services delivered within and the design challenge was to make it all seem simple in the eyes of the patient.

Lastly, Dahl extended thanks to the various consulting engineers, the 15-member BWBR core team and, in Scott Wordelman's [VP of Ambulatory Administration at HH] words "BWBR's most interesting client" which in many ways he was right because they quickly saw the commitment of the employees embracing the mission, saw the full spectrum of services provided and the high caliber of healthcare

professionals delivering it.

- **Hennepin Healthcare's New Clinic & Specialty Center**

After an introductory video was played and introductory remarks made by Collison acknowledging his accessible, engaged, and invested 5-year leadership, Dr. Jon Pryor, CEO (<https://www.hennepinhealthcare.org/about-us/executive-leadership/>), acknowledged three Hennepin Healthcare System, Inc. board chairs who were and still are influential in his life: (1) Sharon Sayles Belton, former mayor of Minneapolis who helped him navigate the system and attended the groundbreaking (<http://www.bwbr.com/hcmc-breaks-ground-for-biggest-expansion-in-history/>); (2) Dr. Sam Carlson, who passed away this weekend (<http://www.startribune.com/dr-samuel-carlson-physician-and-health-care-leader-dies-at-71/477332963/>), was well versed in lead management and process improvement and helped bring the board along in that thinking and we'll see his influence on us in this building; and (3) Dr. Sheila Riggs who took over in January and has a new perspective that's taking his thinking to a new level.

While using a slide presentation, Pryor shared information about HH to give the breadth of what they do, challenged the audience about the way they think and to reflect upon where they are today and where they're going in the future because it affects healthcare, everyone, and the community.

*From wellness to intensive care, birth to hospice and every single healthcare moment in between, Hennepin Healthcare is this community's most comprehensive health and wellness asset. We've embraced this community for 130 years. We belong to you.*

The above narration encapsulates HH's mission, vision and values. They are really different from most systems, not just from the fact they do primary, hospice and cancer care, but in terms of the types of patients they care for from CEOs and VPs to those without a home living under a bridge and the entire spectrum in between; he challenged any other system that embraces the entire community the way they do. They believe they're a better healthcare system by having a diverse population and diverse employees and a lot of data, from McKinsey for instance (<https://ml4t.org/blog/mckinsey-study-finds-diversity-matters-for-organizational-success/>), suggests companies that have diverse employees – and HH has the most diverse employees of all the healthcare systems in Minnesota – have a better bottom line. And other studies show that diverse groups think better and come up with better solutions because they look at the world with different lenses. Pryor believes these two study results go together, i.e., if you think better you'll end up with a better bottom line. HH wants to reflect the community it cares for and by practicing culturally adaptive medicine they will deliver better healthcare. Every one of their 6,000 employees – from those who sweep the floors, work in the cafeteria, to the medical professionals – is a student and they try to develop each and every one because they are all on a journey together, and they study diversity as it is important to them.

Every new employee orientation Pryor spends time on the mission, vision and employee-selected values slide, they talk about it at the board level every year, and at every employee forum he emphasizes the fact that within this slide the word “community” is mentioned three times. They recognize that 80% of all health and wellness does not happen within their walls but out in the community and they need to partner with the community and audience in order to accomplish it.

Prior relayed the many ways HH is vital to Minnesota's healthcare infrastructure, e.g.: first Level I Trauma Center in Minnesota, third in the U.S.; largest of only two critical burn centers in Minnesota and the state's only 24/7 emergency hyperbaric oxygen chamber; prepare tomorrow's doctors and health care workers, approximately 50% of Minnesota's physicians have trained at HH; strategically expanding care through clinics in Minneapolis and suburbs; and healthcare partner for businesses, e.g., Be Well Clinic (<https://www.hennepinhealthcare.org/clinic/be-well-clinic-and-pharmacy/>). The success of Be Well Clinic makes them think about where healthcare is going in the future. They believe

delivery of healthcare will be in the home and workplace; they want to replicate and scale the success of BWC by reaching out to employers in downtown Minneapolis to make this happen.

Pryor then provided an overview of how the new Clinic & Specialty Center came into existence. BWBR wasn't just sitting in some office building designing it; they were getting to the frontline and putting "lean thinking" to work, i.e., 3P – Production, Preparation, Process (<http://www.velaction.com/3p-production-preparation-process/>).

Kelly Spratt, Chief Ambulatory Officer, advised in addition to all of the wonderful public space, the medical staff behind the scene will be busy at work. One of the guiding basic principles of the building is the fact that medical care and quality is driven from those who work best in teams. One of the interesting designs is the "on and off stage" where patients will enter a pass-through examination room from a common hallway shielded from where the medical staff is working. The space is flexible but the driving principle behind this design is to create an unbelievable care team space. The building represents taking 37+ clinics and specialties across nine buildings consolidated under one roof; an incredible way for patients to seek care and be able to park in 210 stalls underneath. The building also has a retail outpatient pharmacy. It is important to provide easy access and flow and they are also connected to the main campus through a beautiful sky bridge and underground tunnel. Lastly, Spratt described the comprehensive healthcare available.

Wordelman, who was instrumental in shepherding this project through, advised if we tour the building we'll see a healing environment, i.e., from an operational perspective having taken the fundamentals of making a clinic and outpatient center work and softening it to where a patient is comfortable to receive care. If they can create an environment where calmness is brought to the physical surroundings through art, color, adjacencies, easy flow, and light, they've taken a big step forward. The amazing art throughout the building is all local and reflects the community throughout the metro area, all of which could not have been achieved without philanthropic support, e.g.: Delta Dental of Minnesota Foundation; Mary and Dr. Gaylan Rockswold; Wanzek Family Foundation; M. Thomas Stillman, MD; Dr. Rachel Trockman.

Wordelman asked what they mean by designed for a diverse population. When they had the initial discussion and were engaging staff to think about the vision that will ultimately define the principles to be handed over to the design team, a staff member said "We cannot forget that the world comes to our door." As you have the opportunity to walk through the building today, they hope we can begin to imagine the kind of community Dr. Pryor discussed because this building isn't for today but for the next 30-40 years, and they tried to create a place where everyone will feel welcome, not just those who come for care but for those who work here as well. There are a lot of different accesses to the building and they'll continue to improve those as time goes on. Their first patient visit will be 7:00 a.m. on March 26th and there's still a little bit of clean up to do. He concluded by thanking the audience for attending.

- **Closing Remarks**

Due to the time constraint, Collison zoomed to the tours directing those interested to gather near the elevators. Then on behalf of ETBP President Paul Mellblom, ETBP Executive Coordinator Christie Hantge, MDC President Steve Cramer, and MDC Membership Director Marybeth Weisberg, he thanked Dr. Pryor and his HH staff for hosting, the co-sponsors, Commissioner McLaughlin, and the audience for attending and their investments, interests and passion for seeing institutions like HH flourish.