

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, April 5, 2018
Ryan Companies, 530 South 3rd Street, First Floor Conference Room
Downtown East Neighborhood of Minneapolis**

Present: Carina Aleckson, Marc Berg, Elizabeth Campbell, John Campobasso, Chris Fleck, Tom Hayes, Varun Kharbanda, Brian Maupin, Paul Mellblom, Kelly Stenzel, Carletta Sweet, Bert Winkel
Staff: Dan Collison, Christie Rock Hantge
Absent: Siyad Abdullahi, Jackie Barrett, Tim Briggs, Daniel Gumnit, Jeff Hahn, Vanessa Haight, Brooke Hajinian, Phil Huebner, Tim Tucker
Guests: Erik Baxstrom, Minnesota Department of Transportation
Peter Brown, Peter Hendee Brown
Tom Holmes, Zan Associates
Matt Kruntorad, MSR Design

I. Welcome, Call to Order, and Introductions

Elizabeth Campbell, Director of Emerging Business Inclusion at Ryan Companies US, Inc., and ETBP Board member, welcomed the Board and guests to their relatively new building and noted two April 4th anniversaries: the move into their new headquarters a year ago yesterday; and the 50th anniversary of the assassination of Dr. Martin Luther King, Jr. For Campbell, being in this building is like getting a new job and not having to interview; it's energizing and the collaborative workspace changes the way they work together. Initially a lot of them were concerned with the lack of private space, but there are all kinds of offices where one can go for private meetings or phone calls.

Thereafter, President Paul Mellblom called the meeting to order at 11:32 a.m., thanked Campbell for hosting and asked everyone to introduce themselves.

II. Consideration of Agenda

The agenda was approved as amended adding under action items consideration of the slate of nominees for reelection to the Board of Directors (CA/BW).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the March 1, 2018 Board meeting; Treasurer's report which included the F2018 Budget vs. Actual as of March 31, 2018 and the Wells Fargo bank statement for the period March 1-31, 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 February 25-March 31, 2018; and Executive Coordinator's report for the period 3/1/2018 to 3/31/2018 (BW/CS).

IV. Presentations

A. New City Consolidated Office Building. Peter Brown of Peter Hendee Brown, architect and development consultant to the City, noted this is their third update since they first presented this project to the ETBP on December 7, 2017 after the design process had begun and before the first public meeting on December 11th. They're back to inform us of what they heard from the second public hearing in February and how the information received has worked its way into the building design which will be revealed for the first time at the third public hearing on April 18th.

While using a slide presentation, Matt Kruntorad, Principal at MSR Design, provided an overview of the:

1. *Project Background.* Because many of the City's services and departments are dispersed throughout downtown Minneapolis, the purpose of this project is to strategically collocate City employees under one roof in order to offer the highest quality of service for the public, improve the efficiency of departmental and functional relationships, provide effective space for the diverse needs of the employees, complement City Hall, and reduce their overall real estate footprint and

costs associated with the maintenance and renovation of their owned (e.g., Public Service Center, City of Lakes) and leased properties.

The greater purpose is to design functional, responsible, and resilient buildings capable of continuously providing the highest level of support for both the public and employees over the next 50 to 100 years.

2. *Project Design Team.* MSR Design in Minneapolis, with whom we are familiar, is the architect of record and they are working in partnership with Danish firm Henning Larsen (<https://henninglarsen.com/>) along with a host of other consultants required for this project ranging from engineering, change management to security.
3. *Project Status.* They have gone through design vision (Phase 1) and design concept (Phase 2) and are now going through material detailing (Phase 3) to prepare for the construction documents. They are approaching their final public meeting which is a culmination of all they've heard from the public engagement process and the work with City officials and additional stakeholders. The schematic design is complete, they're working on design development, and construction is expected to begin in September with occupancy in August 2020. Demolition of the existing building [the former InterPark Opus ramp at 501 4th Avenue South] will occur in the next couple months. They are aspiring for Leadership in Energy and Environmental Design (LEED) Gold Certification for their sustainability and wellness goals.

4. *Feedback from Public Meetings*

a. Meeting 1

- Exterior Experience: Clear entry; active street level; durable and sustainable material choices
- Interior Experience: Welcoming, inclusive, warm; intuitive wayfinding; access to daylight for all
- Public Image: Bold design; create a true Government Square
- General Comments: Clear skyway navigation; public art by local artists; public access to as many amenities as possible; consider bird safety

b. Meeting 2

- Site and Urbanscape: Safe, durable, beautiful, warm; diversity of trees
- Lobby: Connections to nature, daylight; welcoming, open, iconic, civic pride, durable; clear wayfinding
- Conference Center: Inspiring, functional, comfortable, flexible; reliable technology
- Public Service Area: Easy to find, welcoming, spacious, open and bright; offer privacy for transactions
- Public Art: Art should be culturally diverse and reflective of Minneapolis
- Other Comments: Interest in public amenities being included in project, e.g., bike parking, showers for bikers, and restrooms with 24/7 access; bird safe design

Kruntorad guided the Board through the schematic designs reflecting the above feedback. The initial artist selection has occurred and Atlanta architect and visual artist Tristan Al-Haddad was selected to work with the Design Team to identify public art opportunities to integrate into the building and to design one signature artwork. We will soon see the work he has done for Nicollet Mall (<http://nicolletmallart.org/three-artists/tristan-al-haddad/>). There will also be future calls for artists for a number of commissions in a range of media representing the many diverse communities of the City.

5. *Schedule and next steps.* Public meetings were held during both the design vision and design concept phases and the next public meeting on Wednesday, April 18th, when the design will be

unveiled, is during the material detailing phase. The new building will be sustainable and resilient featuring a welcoming, customer-centric public service area; it will represent the City and people of Minneapolis well.

Thereafter, Brown and Kruntorad entertained questions from the Board. For more information, visit <http://www.minneapolismn.gov/cped/officebuilding>, and/or send comments to COBinfo@msrdesign.com.

- B. Interstate 35W at Interstate 94 Downtown to Crosstown Reconstruction Project.** Erik Baxstrom, West Area Engagement Coordinator at Minnesota Department of Transportation (<http://www.dot.state.mn.us/metro/pdf/programdelivery.pdf>), and Tom Holmes, Associate at Zan Associates (<https://www.zanassoc.com/zanteam>) and construction communications consultant, came as part of a large-scale engagement process to inform the public about this project.

There are many partners involved in the engagement process, e.g.: BOMA, Hennepin County, Metro Transit, Minneapolis Downtown Council to name a few. Significant improvements are coming to the I-35W corridor in South Minneapolis, but first there will be considerable traffic impacts starting in 2018, hence, plan ahead and consider using alternate ways of getting around, e.g.: Move Minneapolis (<http://moveminneapolis.org/>), transit (<http://metrotransit.org/35W>), no commuting at all by teleworking or eWorkPlace (www.eworkplace-mn.com), bicycling and walking, MnPASS (<http://www.mnpass.org/>), 511 (<http://www.511mn.org/>), different routes.

The project's area stretches from I-35W at I-94 including Highway 65 – the ramp to and from I-35W from downtown Minneapolis that is aka the Downtown Connection – and some of the interchange ramps to South 43rd Street. Reconstruction began in summer of 2017 and will continue through fall of 2021. Improvements will include:

1. *Infrastructure replacement and repair.* Replacing 11 bridges, rehabilitating 4 bridges, replacing freeway pavement more than 50 years old, and replacing retaining and noise walls.
2. *Transit.* Lake Street Station, 12th Street Transit Ramp, and with the completion of the Metro Orange Line Bus Rapid Transit Project will conveniently connect downtown Minneapolis with Richfield, Bloomington, and Burnsville.
3. *Access.* Southbound connection to Lake Street and northbound connection to 28th Street.
4. *Mobility.* New MnPASS lanes, better connection to I-94 westbound from I-35W northbound, better connection to I-35W southbound from I-94 westbound.
5. *Pedestrian and bicycle.* Pedestrian bridges at 40th and 24th Streets replaced and upgraded, new connection from Midtown Greenway to Lake Street Transit Station, improvements to intersections.

Baxstrom provided a construction update beginning with the demolition of the Franklin Avenue Bridge last summer which is expected to open late spring or early summer of this year, and the demolition of the 38th Street Bridge deck which is also expected to open in early summer of this year. Then he described the impacts to traffic for Stage 1 (Fall 2017 – Summer 2018) and Stage 2 (Summer 2018 – Fall 2018). Thereafter, he entertained questions from the Board.

For more information, reference the one page, two sided document distributed during the meeting or visit <http://www.dot.state.mn.us/35w94/>.

V. Action Items

- A. Consideration of Slate of Nominees for Board of Directors.** Paul reminded the Board at the April 19th annual meeting the membership will be voting on the slate of candidates that the Board Development Committee is putting forth for approval. This entire slate is comprised of seven current Board members – Carina Aleckson, Jackie Barrett, John Campobasso, Daniel Gumnit, Jeff Hahn, Phil Huebner, and Paul Mellblom – whose terms are expiring and, pursuant to the requirements set forth

in the Bylaws, are eligible to serve another 3-year term. Thereafter, the slate of candidates was approved as submitted (MB/BM).

In addition, for those whose terms will be expiring in 2019, only one out of the seven will be eligible to serve another 3-year term, hence the BDC is beginning to consider cultivation of new Board members and will be contacting the Board for recommendations.

Paul further advised election of officers, i.e., President, Vice President, Treasurer and two At-Large positions, will take place at the first Board meeting held after the annual meeting and asked for those interested in serving to contact him or Dan.

- B. Consideration of Expenditure for Economic Development Association of Minnesota Membership.** Since Executive Coordinator Christie Rock Hantge is a good ambassador for the ETBP, and on the recommendation of Executive Director Dan Collison, Paul is seeking approval of paying for her membership on the EDAM in the amount of \$295. The expenditure was approved as submitted (CS/CA).

VI. Updates

A. Executive Director Monthly Review

Vacant Storefronts and Pop-Up Businesses Initiative. Dan began by referencing the *Star Tribune* articles on East Town he forwarded in late March and advised another one by Nicole Norfleet (<http://www.startribune.com/nicole-norfleet/101685423/>) will be coming out over the weekend about the maturation of our district identity; there's a renewed sense of what's happening here and the ETBP is the centerpiece of how these decisions are being made.

Then he reminded the Board he previously shared how this vacant storefronts project came about and how it relates particularly to Elliot Park. Currently, the work group is at the midpoint review of the Carlson Consulting Enterprise report and for those interested he can forward it to them. The report points out that you need capable organizations or property owners who can attract emerging and pop-up businesses into vacant storefronts.

Dan has learned there is a continuum of which we need to be aware: (1) property owners, many of whom are not local; (2) property managing companies who operate, oversee and monitor the property on behalf of the owners [for a fee]; (3) brokers who act as an intermediary between the property owner and tenant; (4) this new space comprised of pop-up brokers ranging from companies to freewheeling individuals; and the businesses that will occupy the spaces. Because there is so much vacant retail in Minneapolis, this project is focused on attracting more small and emerging businesses and incubators primarily to Elliot Park, and it is catalyzing tremendous interests from those who are just curious all the way up to national conglomerates who do this type of thing in the larger cities.

- B. Downtown Minneapolis Neighborhood Association.** Carletta referenced her report included in the online Board package for April.
- C. Elliot Park Neighborhood, Inc.** In Vanessa's absence, reference her report included in the online Board package for April.
- D. Minneapolis Downtown Council/Downtown Improvement District.** No report was provided.

VII. Committee Reports

- A. Executive.** Paul advised this committee last met on Wednesday, March 14th as a follow on to the 2018-2022 strategic framework discussions.

- B. Board Development.** Paul advised this committee met just yesterday, April 4th to establish the slate of candidates for reelection to the Board which was approved earlier in this meeting.
- C. Business Forum.** Dan unveiled the draft 2018-2019 business forum series to be placed on the tables at the April 19th annual meeting and thanked Kraus-Anderson for covering the cost to print. MMC Committee Chair Chris Fleck encouraged the Board to use this literature as a marketing tool to invite colleagues to a great show and tell experience.
- D. Membership, Marketing and Communication.** Referencing the Membership Report as of April 1, 2018 found on the Board Members Only page (<https://easttownmpls.org/wp-content/uploads/2018/04/ETBP-Membership-Report-4-1-2018.pdf>), Chris thanked Christie for preparing the report and then summarized membership to date: 62 renewed and 13 new for a total of 76. He also reported on the status of the presenting sponsors and reminded the Board to thank them.

Chris also thanked Tom Hayes for putting together the social media marketing internship job description. Tom has met with the impressive candidate Chris recruited who will curate the ETBP's social media for just under a year. Tom will be conferring with Dan and Christie about this new work structure.

VIII. Adjournment

There being no further business, the meeting adjourned at 1:03 p.m. (CS/CA).