

**Draft Minutes from the  
East Town Business Partnership Board of Directors Meeting  
Thursday, June 7, 2018  
Ryan Companies, 533 South 3rd Street, Ground Floor Conference Room  
Downtown East Neighborhood of Minneapolis**

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Present: Marc Berg, Tim Briggs, Elizabeth Campbell, John Campobasso, Chris Fleck, Vanessa Haight, Phil Huebner, Paul Mellblom, Kelly Stenzel, Carletta Sweet, Bert Winkel

Staff: Dan Collison, Christie Rock Hantge

Absent: Carina Aleckson, Siyad Abdullahi, Jackie Barrett, Daniel Gunnit, Tom Hayes, Jeff Hahn, Brooke Hajinian, Varun Kharbanda, Brian Maupin, Tim Tucker

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**I. Call to Order**

President Paul Mellblom called the meeting to order at 11:33 a.m., and thanked Ryan Companies for hosting.

**II. Consideration of Agenda**

The agenda was approved as submitted (CS/MB).

**III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the May 3, 2018 Board meeting; Treasurer's report which included the F2018 Budget vs. Actual as of May 31, 2018 and the Wells Fargo bank statement for the period May 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 April 29-June 2, 2018; and Executive Coordinator's report for the period 5/1/2018 to 5/31/2018 (TB/CS).

**IV. Presentations**

Executive Director Dan Collison shared information on the recent major sports event that took place and two future major sports events that will take place within the East Town District.

**A. Super Bowl 52.** Dan showed the Minnesota Super Bowl Host Committee's 2-minute summary video of the Bold North activities that took place over this 10-day festival. It started with the idea that a Super Bowl in the North could shine a light on Minnesota as one of the top places in the country to live, work and play. It was a Bold idea, but not surprisingly it turned out to be a winning idea and the business community agreed as over 5 dozen corporate partners joined the team. To date, Super Bowl 52 stands as the most successful event that has ever taken place in Minnesota. It featured 48 musical acts and concerts drawing over 1 million visitors to the streets of Minneapolis and St. Paul. It added hundreds of millions to the local economy with nearly 300 unique events, a 300% increase in hotel revenue and record breaking restaurant receipts. It has left a lasting legacy with 52 grants totaling \$5.5 million to communities and organizations to improve the health and wellness of kids and families in Minnesota. And thanks to over 10,000 members of Crew 52 and the hospitality of partners and supporters, it proved all the stories about Minnesota Nice were absolutely true.

Responding to Dan's inquiry about what it felt like to be the site host for this event, Phil Huebner, VP of Ticket Sales & Operations at Minnesota Vikings, explained there was a lot of work involved but would have loved if they had played. They were close and no other team has gone that far in the playoffs. Being a small organization, he has nothing but positive things to say about the Host Committee for which, rightly so, all the credit should go. On the ticket side of the operation he felt his crew was ready and helped out the NFL.

Responding to Marc Berg's inquiry about what lessons were learned about ways to do better if something like this comes around again, Phil advised although he wasn't involved that much with the HC, based on his 30+ years in the business, it's always difficult to have a northern site and this Super Bowl was unique in that there were so many activities spread out between Minneapolis and St. Paul. And based on the capacity of U.S. Bank Stadium, i.e., one of the smallest in the industry, he doesn't know if the [NFL] would come back. Marc commented that events like it are coming back; companies

that participated stated they would do something like this again.

Dan, who served on four HC-related task forces over 4 years, noted logistically it was almost flawless and afterwards all businesses were invited to a debriefing with Maureen Bausch of the HC, Council Member Fletcher, and others to share insights on its impact on their businesses, but it was not well attended. Those who provided feedback to the HC, media (<https://www.bizjournals.com/twincities/news/2018/02/06/super-bowl-a-super-bust-for-many-twin-cities.html>) and Dan, conveyed the fact that downtown can handle these types of events, but he surmised the media may have been instrumental in keeping people away as a result of the perception of the high level of security versus downtown is open for business. He believes the ETBP's role as the local business organization in a high impact area is to promote messaging that showcases downtown, and East Town specifically, in a positive and welcoming light.

Paul believes the ETBP's message to these major sports organizations should be "we're glad to have you here, but if you're going to exist in isolation and be a self-contained event, you do nothing for our neighborhood and we don't want you here because the economic benefits are not percolating into the community." He explained this is a two-way conversation, i.e., on the one way businesses need to be rationale and realistic about their expectations, and on the other hand, the ETBP should expect that everything that happens at U.S. Bank Stadium will benefit the East Town district, a win-win for everybody.

Along similar lines, Vanessa Haight heard from Elliot Park residents that "phew we survived Super Bowl" but they also felt the need to get out of town due to the parking and staging issues and didn't seeing a lot of benefits; in fact, businesses didn't do well. She brought these concerns up at the NCAA Final Four meeting this morning and she'll be working with Council Member Abdi Warsame and possibly Mayor Frey to bring a positive experience to Elliot Park.

- B. NCAA Final Four.** Dan showed a 30-second video and advised he and Vanessa attended the executive briefing this morning at TCF Stadium with Kate Mortenson, President and CEO of the Minnesota Sports Corporation and Minneapolis Final Four Local Organizing Committee, to kick-off this April 6-8, 2019 event. The next executive briefing will be on Thursday, November 1st at 7:30 a.m. This topic will be added to the September joint business forum with MDC celebrating the \$130 million East End development.

This is the fourth Final Four Minneapolis will host; the last one being in 2001 at the Metrodome. In scope, it will be a third the size of the Super Bowl in terms of private investment that flows into the community.

Since neither DMNA Board member Carletta Sweet nor the DMNA Neighborhood Coordinator was aware of this committee or meeting, Christie Rock Hantge will follow up with Kate Mortenson to add the DMNA to the list. For more information, visit <http://www.finalfourminneapolis.com/>.

- C. 2018 X Games Program Review.** For a second year in a row, this event is returning to U.S. Bank Stadium on July 19-22, 2018, and the biggest change is activities will be confined to the stadium and plaza, and concerts will be held at The Armory Minneapolis (<http://armorymn.com/>).

Dan's opinion is, because their primary goal is to get people into those venues, individual businesses will do well to latch onto the social media presence of the X Games and use it for their own purposes. For more information, visit <http://xgames.espn.com/xgames/minneapolis/>.

## V. Action Items

- A. Annual Conflict of Interest Agreements.** Paul reminded those who have not done so to forward their executed COI agreement to Christie as soon as possible.

- B. Committee Sign Ups.** Paul reminded everyone that one of their Board responsibilities is to actively participate on one of the three committees – Board Development; Business Forum; Membership, Marketing and Communication – and if they have not done so to notify him and Dan via email on which committee(s) they are willing and able to serve.

## VI. Updates

### A. Executive Director Monthly Overview

- 1. The Commons Sponsored Event.** At the direction of the Executive Committee, Dan was asked to investigate whether the ETBP could piggyback on a low/no cost program at The Commons in order to promote the ETBP brand and highlight member businesses. Green Minneapolis Executive Director Beth Shogren informed Dan they have prepackaged happy hour programs designed for corporations at the rate of \$2,500, a number of which coincide with the Mill City Farmers Market Night Market (<https://millcityfarmersmarket.org/visit/tuesday-night-market/>). We could pick a date on which a corporate-sponsored event occurs, brand it as an “East Town Day” as a marketing tool and invite our membership to attend, but there would be no cross promotion as The Commons would have to capture the revenue from the corporate-sponsored event. Alternatively, an ETBP member company could just sponsor an event with the ETBP piggybacking. Other suggestions made to promote the ETBP brand included wearing T-shirts en masse, and getting a community table such as what the DMNA has done at the Saturday MCFM.
- 2. Media Coverage.** Dan displayed images as well as passed around a copy of the MDC-sponsored Downtown Minneapolis 2018 Insider’s Guide (<https://mplsdowntown.com/mspmag2018/>) insert in the June issue of the *Mpls.St.Paul Magazine* wherein East Town is one of the five distinct downtown neighborhoods (i.e., Central Core, East Town, Loring Park, North Loop, Northeast) highlighted.

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

- C. Elliot Park Neighborhood, Inc.** Vanessa referenced her report included in the online Board package for June.

- D. Minneapolis Downtown Council/Downtown Improvement District.** Dan reported on the following programs the MDC has put a lot of time and resources into activating spaces:

- 1. On Nicollet.** In the interest of getting out of the “mall” game since they are out of favor and some are closing in suburban environments, the MDC wants to change Nicollet Mall to Nicollet and has developed a website to create a different type of integrated experience (<http://www.onnicollet.com/>). Lisa Middag, Director of Nicollet Activation, is responsible for developing, directing and implementing activation along Nicollet.
- 2. Go Outside Hennepin County.** In partnership with Hennepin County, this free family-friendly summer program returns for a fourth year with events held at the Hennepin County Government Center South Plaza at 300 South 6th Street and Target Field Station at 335 North 5th Street (<https://www.mplsdowntown.com/gooutside>).
- 3. Pianos on Parade.** In partnership with Keys 4/4 Kids (<http://keys44kids.net/>), 25 uniquely designed pianos painted by local artists are placed throughout down for impromptu concerts as well as for programming with local musical talent (<https://www.mplsdowntown.com/pianos>).

## VII. Committee Reports

- A. Executive.** Paul advised this committee met in May and will continue to monitor progress against the strategic framework. Since the Board typically has July and August off, whether any of the

committees will meet is to be determined.

- B. Board Development.** Referencing his June 4th email regarding Jeff Hahn's resignation due to his business growth requiring a lot of travel, and noting the terming off of several Board members at the April 2019 annual meeting, Paul advised this committee is tasked with obtaining referrals and cultivating candidates for open positions. He encouraged the Board to send any and all referrals to his attention. Currently, this committee is scheduled to meet on Tuesday, June 19th, 9:00-10:00 a.m. at MSR.
- C. Business Forum.** Dan advised this committee is cranking along and lining up speakers for the four joint business forums with the MDC. He encouraged the Board to use the 2018-2019 Business Forum Series as a recruiting tool.
- D. Membership, Marketing and Communication.** Chris thanked Christie for preparing the Membership Report as of June 7, 2018 found on the Board Members Only page (<https://easttownmpls.org/wp-content/uploads/2018/06/ETBP-Membership-Report-6-7-2018.pdf>). Then he reported on activities to date: 64 renewed and 16 new for a total membership of 80.

Historically, summer months are devoted to renewals while the fall is devoted to securing new members. The strategic approaches to outreach Chris has employed over the past couple years have had mixed results, but he encouraged the Board to invite neighbors to upcoming ETBP events, such as the June 14th Happy Hour Networking with Kevin Warren, COO at Minnesota Vikings (<https://easttownmpls.org/save-the-date-etbp-happy-hour-networking-event-on-june-14/>).

Phil worked with McKinney Roe, which is on the table to become an ETBP member, to pull this event together and spoke favorably about his COO. For more information about Warren, visit [https://en.wikipedia.org/wiki/Kevin\\_Warren](https://en.wikipedia.org/wiki/Kevin_Warren).

Chris then distributed additional copies of the brochure and business forum series for their convenience. He loves the series handout because he doesn't see a lot of organizations with one, it demonstrates we're organized, and informs people of the topics so they can put it in their calendar ahead of time.

Lastly, Christie gave a brief overview of the membership renewal process; the campaign begins approximately the third week in July and she will send an email blast to all members as well as nonmembers. All of the information has been updated on the website and is ready for processing.

## **VIII. Adjournment**

There being no further business, the meeting adjourned at 12:35 p.m. (CS/MB).