

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, September 6, 2018
Thrivent Financial, 625 Fourth Avenue South, Conference Room 280
Downtown West Neighborhood of Minneapolis**

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

Staff: Dan Collison, Christie Rock Hantge

Absent: Siyad Abdullahi, Jackie Barrett, Tom Hayes, Brooke Hajinian, Phil Huebner, Varun Kharbanda, Tim Tucker

Guest: Burt Coffin, ESG Architecture & Design

I. Call to Order

President Paul Mellblom called the first meeting of the 2018-2019 season to order at 11:35 a.m., and thanked Board member Kelly Stenzel, Corporate Real Estate Leasing Manager at Thrivent Financial, for their generosity in hosting these meetings on many occasions. He noted there will be a lot of things happening this year that we have the ability to positively affect. Then he asked everyone to introduce themselves, during which Kelly gave a brief update on TF's development projects:

- The 6-story, mixed-use PUD at 600 5th Avenue South on their Corporate Lot east of their existing headquarters (<https://minneapolisconstruction.wordpress.com/2018/08/22/thrivent-corporate-lot/>) has made a lot of progress over the last 2 weeks. The parking ramp is expected to be open by the second quarter of 2019, and the residences by the third or fourth quarter of 2019.
- A lot of progress has also been made on the new 8-story corporate headquarters being erected on the north half of their East Block (<https://www.bizjournals.com/twincities/news/2018/07/12/thrivent-s-headquarters-project-triggers-two.html>). They are aiming for occupancy by summer/fall of 2020. Hennepin County will not be moving in until TF moves into its new headquarters (<http://www.startribune.com/hennepin-county-closes-deal-on-thrivent-building-in-downtown-minneapolis/491674101/>).
- Although Sherman Associates' proposed mixed-use development for the south half of their East Lot has fallen through, other developers have already expressed interest in the site.
- The proposed 6-story, micro-unit apartment project on their Smith Lot at 501 South 7th Street, the 1/4 block west of the Sexton Lofts (<http://www.journalmpls.com/news/development-tracker/2018/09/micro-apartments-proposed-for-elliott-park/>) is expected to be completed by the end of 2020/early 2021.

Kelly explained TF has occupied its existing 17-story headquarters since 1981 (<https://www.emporis.com/buildings/122792/thrivent-financial-building-minneapolis-mn-usa>) and when over \$3 billion worth of development was occurring around their campus 4 years ago, he became a part of a master planning process to study what TF should do with its downtown real estate; a dot matrix map of where all of their metro area employees lived sealed the deal for the headquarters to remain in downtown.

Paul thanked Thrivent for its commitment to remaining in downtown and reinvesting in the East Town community.

II. Consideration of Agenda

The agenda was approved as submitted (JC/CA).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the June 7, 2018 Board meeting; Treasurer's report for June, July and August which included the F2018 Budget vs. Actual as of August 31, 2018 and the Wells Fargo bank statements for the period June 1-30, 2018, July 1-31, 2018, August 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 June 3-August 31, 2018; and Executive Coordinator's report for the period 6/1/2018 to

IV. Presentations

- A. 8th Street Apartments Project.** John Campobasso explained Kraus-Anderson responded to a Request for Proposal by Wells Fargo to develop its half block site where it currently has a bank, drive-through ATM, drive-through bank and surface parking lot on the north side of South 8th Street between Portland and Park Avenues. The new development will be located immediately to the east of KA's new HQ Apartments and west of Hennepin Healthcare's Clinic & Specialty Center. They are excited about this development as it enhances the connections along South 8th Street and adds to their portfolio of investment in East Town.

While using a slide presentation, Burt Coffin, Vice President and Partner at ESG Architecture & Design (<https://www.esgarch.com/burt/>), advised they are excited to be working with KA again having had a successful partnership on their full block redevelopment project. They have spent over a year exploring options for this half block and one of the key pieces to this development is that Wells Fargo Bank must remain open throughout construction hence it will be a phased project.

Phase 1 will be a slab on grade, 3,500 square foot Wells Fargo Bank, one drive-through ATM at the corner of 8th Street and Portland Avenue, plus 2,000 square feet of retail directly to the south along Portland Avenue. Phase 2 will involve the razing of the existing bank and construction of a 16-story, approximately 350-unit apartment building east of the bank along 8th Street. They are planning on ground floor dwelling units that wrap around Park Avenue, but will keep it flexible and open for retail as KA works through its construction financing.

Currently the site has four curb cuts but that will be reduced to one for the in-only access off of 8th Street to the drive-through ATM and surface parking for the bank. The alley off of Portland Avenue will be widened to allow for two-way traffic and access to the main entrance to the apartment lobby and the 290 stalls of parking on three below grade levels.

Although not reflected in the site plan, they are working closely with the City on the 8th Street Reconstruction project (<http://www.8thstreetproject.com/>) and the C Line Bus Rapid Transit (BRT) along 7th Street (<http://www.minneapolismn.gov/cip/futureprojects/c-line-bus-rapid-transit>) which will reduce the width of the roadway allowing them to add more pedestrian space to the sidewalk. A drawback to that project, however, will require a station platform and no trees so they are working with the City and Metro Transit to make the pedestrian experience on 8th Street as positive as possible.

While displaying images of the exterior, Coffin explained the expression of the building is fairly clean, i.e., brick and metal panel and glass window wall. The ground floor units will be step-ups so it's not on street level and will have a lot of landscaping. They are considering incorporating Juliet balconies for the smaller units so they can open their doors. They would like to retain as much of the glazing in the brick for the ground units because if it converts to retail they don't have much to do to the façade. The unit sizes ranges from 400 square foot studios up to 2,400 square foot 2-bedrooms which should appeal to the market around that area. All of the amenities will be on the top floor. A pet relief area will be on the ground floor separate from the lawn area.

Coffin then entertained questions from the Board, after which a letter of support was requested and approved. For more information about the project, visit <http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmsp-214021.pdf>.

- B. Minneapolis 2040 and EPNI Master Plan.** While using a slide presentation, Vanessa Haight explained earlier this summer she gave this presentation to the Building, Land Use and Housing (BLUH) Committee and was asked to do so before the ETBP Board. Minneapolis 2040, aka the City's draft Comprehensive Plan, is a planning tool to guide the City through its 14 adopted goals and 97

policies (<https://minneapolis2040.com/goals/>) to meet the needs of the projected population in 2040. Pursuant to the Metropolitan Land Planning Act (§473), it must be consistent with regional policies.

The Metropolitan Council is the policy-making and governance body for the seven-county Twin Cities region whose long-range plans must be updated following each decennial census. Thrive MSP 2040 (<https://metrocouncil.org/Planning/Projects/Thrive-2040.aspx>) establishes land use development policies for the region through 2040.

Because the City's plan is overwhelming for most folks, EPNI chose to dig into the Built Form map (<https://minneapolis2040.com/topics/land-use-built-form/#1217-anchor>), which guides the scale of development for every parcel in the city, and compare it to their Master Plan because that is what they use when developments such as the 8th Street Apartments proposal come through at the neighborhood level.

The City took into account all the Master Plans across the city when developing Minneapolis 2040. EPNI's Master Plan informed 2040 by the scale of development, i.e., as you're closer to the core of downtown, higher buildings were allowed and then scaled back as you move further away as in the case near North Central University. Vanessa then explained the attributes and Built Form Guidance of the Core 50, Transit 30 and Corridor 6 Districts of the Built Form map. There are three areas where EPNI's Master Plan did not align with the Comp Plan: (1) 9th Street to 10th Street between Chicago and 5th Avenues; (2) 10th Street between Park and Portland Avenues; and (3) 11th Ave between 7th and 8th Streets.

After a small group of residents met to discuss the map, the majority of which supported it and indicated a preference for less than 30 feet surrounding Elliot Park, two areas were highlighted as able to support more height than proposed by 2040: FIT Apartments, and Elliot Twins Apartments. Subsequently, BLUH and the EPNI Board submitted a letter of support for the Built Form map asking them to look at the areas around Elliot Park and those they thought could support more density.

- C. ETBP Annual Goals and Strategy.** Paul guided the Board through the 2018-2022 5-Year Strategic Framework (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-StrategicPlan-2018-2022-Approved.pdf>) which was approved at the September 7, 2017 Board meeting. Our primary role is as convener and connector, and for an organization with a \$60,000 budget we have a huge impact, some of which can be attributable to leveraging our connections to the Minneapolis Downtown Council through the magic of a shared staff paradigm, and working with cross-sector groups and the two neighborhood organizations within the district. But we need to clearly differentiate ourselves from those who are doing similar programs and events by championing our unique assets, being a thought leader, and understanding the unmet needs of the district.

Pursuit of the goals under the four program areas – *Connection and Collaboration, Advocacy and Resourcing, Leadership and Voice*, and *Sound and Sustainable Organizational Structure* – is an ongoing process embedded in the ETBP's work, much of which is accomplished by the Executive Director and Executive Coordinator, both of whom have significant other professional obligations. Growing our program areas is probably not going to happen unless an opportunity presents itself because we don't have the horsepower. Dan, however, has been instrumental in our supporting new, small, and under-represented business development, i.e.: Inclusive Downtown Think Tank, Vacant Retail Pop-up, FINNnovation Lab | Impact Hub MSP, all of which is about wanting to do good things for our community.

Thereafter, Paul and Dan responded to questions related to:

1. Banner programs. Currently it isn't an option at The Commons, but we're thinking innovatively about it.
2. Neighborhood/brand identities. East Town is used ubiquitously in trade publications in the Twin Cities, on maps and transit, yet some still express anxiety and sensitivity over its use. When we're

doing incredible hospitality, sports entertainment or concerts, we've had tremendous success in helping the neighborhoods shine for those unfamiliar with the district. Vanessa noted she has had conversations with the EPNI Board about having a tagline to the brand that ties East Town and Elliot Park together because they feel overshadowed.

3. **Public realm improvements.** We've supported the unity and walkability of the district through developments influenced by the Park and Portland Vision for Development report (<https://www.parkportlandprojectmpls.com/>), e.g., Kraus-Anderson's full block redevelopment, Thrivent Financial.

Paul encouraged everyone to review the Strategic Framework for 2018-2022 and provide him with their thoughts and suggestions about its implementation and external experts who could come and speak on the program areas.

V. Action Items

- A. **New Member to Executive Committee.** Paul explained due to the resignation of Bert Winkel, his At Large position on the Executive Committee has become available. As the result of a meeting held on September 5th, the Executive Committee is recommending filling that position with Vanessa Haight. The recommendation was approved (CA/MB with VH abstaining).

- B. **New Board Member Candidates.** As a result of its meeting held on September 4th, Paul explained there are three Board positions available that the Board Development Committee is recommending to fill as follows:

1. Due to the acquisition of Padilla by Canadian public relations conglomerate Avenir (<https://www.bizjournals.com/twincities/news/2018/08/01/padilla-bought-by-canadian-p-r-conglomerate-avenir.html>), Tim Briggs is no longer on Padilla's Board and he has recommended Tom Jollie, SVP at Padilla, serve the remainder of his term expiring at the annual meeting in 2019. Many on the Board are familiar with Jollie as he led Padilla's pro bono team to brand what ultimately became known as East Town. The recommendation was approved (CS/JC).
2. Due to the resignation of Jeff Hahn whose term expires in 2021, Beth Shogren, Executive Director of Green Minneapolis, was recommended to fill the remainder of his term. The recommendation was approved (CS/KS).
3. Due to the resignation of Bert Winkel whose term expires in 2019, and the loss of a restaurateur, i.e., Day Block Brewing Company, Cyndy Harrison, Owner and General Manager of Sawatdee Thai Restaurant, will be approached to fill the remainder of his term.

This committee will continue to work on filling the positions of Tom Hayes and Brian Maupin, both of whom term off in April 2019.

VI. Updates

A. Executive Director Monthly Overview

1. **Development Projects.** Dan reported on projects within the district that are either nearing completion, underway, about to break ground, or going through the City's approval process. Between 2013 and 2019 there has been \$3 billion of redevelopment in East Town, the size, scale and momentum of which has been phenomenal.
2. **Vacant Storefront Initiative.** Referencing the presentation he prepared for Metropolitan Economic Development Association (MEDA), Dan advised the McKnight Foundation has provided an additional \$30,000 grant for the Carlson Consulting Enterprise to delve deeper into the analytics, i.e., Phase 2. A \$20,000 Great Streets Business District Support grant was also

awarded that was applied toward hiring Neka Creative (<http://nekacreative.com/home/>) which determined a master/umbrella brand was needed for the Management Team driving the initiative, i.e., Consortium, and a sub-brand was needed for the small businesses, i.e., Chameleon. The Management Team driving the initiative is comprised of MDC-DID staff, City staff, leaders across sectors, and nonprofit business and economic development incubators/accelerators.

In order to tackle the obstacles of this initiative and make it more viable, seven areas of work were established – e.g., real estate site selection, brand and marketing development, business recruitment and evaluation – as well as short (pop-ups at Holidazzle) and long-term (vendor opportunities at the City’s new Public Service Center) goals were identified. Since the City is unwilling to curate the vendors at its new building, the Consortium could be the go-to organization to perform this task, and perhaps Impact Hub MSP, through a Bush Foundation grant, could be site managers for these businesses. Dan has been meeting with property owners, particularly on Nicollet, to determine whether spaces are available and to emerge with a new model for driving new and diverse retail in downtown. Ultimately, the brand has to be for the property owners as well as the small businesses. For Dan, when talking about getting real on small business economic development, this is a model that is leadership-driven and industry-based and the City and the other groups are behind it.

B. Downtown Minneapolis Neighborhood Association. Carletta reminded everyone the DMNA’s annual meeting is on Monday, October 15th and if they know of anyone interested in serving on the Board to have them forward their credentials to Rock Hantge. For other information, reference her report included in the online Board package for September.

C. Elliot Park Neighborhood, Inc. Vanessa distributed their September Community Events newsletter and highlighted: (1) they recently convened a Renters Meeting out of which they prioritized working on the lack of access to fresh affordable food and will be applying for a grant to explore solutions over the next year; (2) are doing another pop-up event to bring the community together and highlight local businesses on Wednesday, September 12th at East Village Apartment Plaza next to Seque Coffee; (3) MnDOT is hosting another Community Bridge Dinner on Sunday, September 30th at Franklin Steele Park off Portland Avenue similar to the one it hosted on the 38th Street Bridge over I-35W (<https://bringmethenews.com/minnesota-lifestyle/300-attend-dinner-in-a-most-unusual-location-a-bridge-over-interstate-35w/>); and (4) they are having a neighborhood fall cleanup on Saturday, October 13th, 10 a.m.-12 p.m. at the Elliot Park Recreation Center, during the Litter Be Gone event (<http://www.litterbegone.org/>).

D. Minneapolis Downtown Council/Downtown Improvement District. Dan reported on the following:

1. As champions of The Commons, we’re invited to the Donor Wall Dedication on Thursday, September 13th, 5:00-7:00 p.m., at the corner of Park Avenue and South 4th Street.
2. The Inclusive Downtown Think Tank, after its fourth convening, established a collective impact statement:

We believe

- All people belong downtown,
- That an inclusive downtown is possible,
- In the economic case for inclusion,
- If we increase cultural competency, we will increase inclusion, and
- In the values of equity, innovation, sound economics, leadership, collaboration, and accountability.

Therefore, our work is to identify and address systemic barriers and redesign our systems to create a more inclusive Minneapolis downtown, led by culturally competent leaders who are committed to making a community that is an equitable place to live, work, and play and where all people have the opportunity to thrive, belong and contribute.

By next February, they hope to begin making specific recommendations to make this impact statement more meaningful.

VII. Committee Reports

A. **Executive.** Paul advised they are looking for:

1. **Happy Hour Topics.** Have had some interesting presentations but, according to Chris Fleck, in downtown we deal with housing, homelessness, equity, jobs and transit. Please forward suggestions to Dan and Chris.
2. **Presenting Sponsors.** Dan advised there are six opportunities – October 18th, November 22nd, January 17th, February 21st, April 18th (Annual Meeting), May 16th – for different levels of sponsorship at the business forums. These do **not** include the joint forums with the MDC.

Chris then distributed a 1-page Sponsorship Opportunities document based on data taken from the ETBP website and reminded everyone the purpose for the sponsorships is to (1) showcase East Town businesses, and (2) bridge the financial forecast in our budget gap. There are opportunities for both Presenting Sponsors at \$1,500 as well as Exhibiting Tables at \$200. Who are prospective Presenting Sponsors and Exhibitor Tables? The ETBP membership itself and, according to the Membership, Marketing and Communication Committee, funds for membership are limited but funds for marketing and promotion are more robust in organizations, e.g., Phil Huebner stepped up to the plate and the Vikings Ticket Sales & Operations was a Presenting Sponsor and had an Exhibitor Table at our Annual Meeting this past April.

Other prospective Presenting Sponsors and Exhibitor Tables include new members, surrounding community organizations, and anyone beyond the district who would like to showcase their business.

In deference to those absent, Paul will send an email to the entire Board regarding both of the above. Also, reference his notes from the September 5th meeting found on the Board Members Only page (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-Executive-Comm.-Mtg-Notes-Sep-2018.pdf>).

- B. **Board Development.** Paul noted the activities of this committee were covered under Action Items. Also, reference his notes from the September 4th meeting found on the Board Members Only page (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-Board-Dev.-Comm.-Sep-2018.pdf>).
- C. **Business Forum.** Dan advised this committee will meet prior to the business forum on Thursday, September 20th and then he'll report back to the Board at the October meeting.
- D. **Membership, Marketing and Communication.** Chris recently sent an email to this committee with the 2018-2019 meeting schedule. Then he thanked Christie for preparing the Membership Report as of September 6, 2018 found on the Board Members Only page (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-Membership-Report-9-6-2018.pdf>). Activities to date: 48 renewed including Timeshare Systems which renewed that morning, and 7 new including Firefighters for Healing which Kraus-Anderson is providing space to at HQ, for a total membership of 55.

VIII. Adjournment

There being no further business, the meeting adjourned at 1:01 p.m. (CS/CA).