

**Draft Minutes from the  
East Town Business Partnership Board of Directors Meeting  
Thursday, October 4, 2018**

**Catholic Charities of St. Paul and Minneapolis, 1200 2nd Avenue South, Conference Room A  
Loring Park Neighborhood of Minneapolis**

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Present: Siyad Abdullahi, Carina Aleckson, John Campobasso, Chris Fleck, Daniel Gumnit, Vanessa Haight, Cyndy Harrison, Tom Hayes, Phil Huebner, Tom Jollie, Brian Maupin, Paul Mellblom, Beth Shogren, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Absent: Marc Berg, Elizabeth Campbell, Varun Kharbanda, Kelly Stenzel, Tim Tucker

Guests: Todd Bratulich, First Covenant Church

Michael Huffman, St. Stephen's Human Services

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**I. Call to Order**

President Paul Mellblom called the meeting to order at 11:36 a.m., thanked Board member Carina Aleckson and Catholic Charities for hosting, welcomed the three new Board members – Cyndy Harrison from Sawatdee Thai Restaurant, Tom Jollie from Padilla, and Beth Shogren from Green Minneapolis – and thanked them for their willingness to serve. Then everyone was asked to introduce themselves (several of whom did so later in the meeting upon arrival).

**II. Consideration of Agenda**

The agenda was approved as amended removing “Avenir Global” from Padilla’s corporate name (CA/TJ).

**III. Consideration of Consent Agenda**

The consent agenda was approved as amended which included the amended minutes from the September 6, 2018 Board meeting (i.e.: under IV. A. first paragraph, changing “Red Building” to “Clinic & Specialty Center”; and under V. B. 1., removing “Avenir Global” from Padilla’s corporate name); Treasurer’s report for September which included the F2018 Budget vs. Actual as of September 30, 2018 and the Wells Fargo bank statement for the period September 1-30, 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 September 2-29, 2018; and Executive Coordinator’s report for the period 9/1/2018 to 9/30/2018 (JC/CA).

**IV. Presentation: Strategies for Ending Homelessness**

Executive Director Dan Collison explained having followed the homeless encampment conversation in the news recently (<https://www.mprnews.org/story/2018/08/23/minneapolis-officials-pledge-action-to-help-residents-of-homeless-encampment>), he invited (1) St. Stephen’s Human Services, the leading nonprofit partnering with the Minneapolis Police Department and the downtown business community to operate an overflow shelter at First Covenant Church in East Town, and (2) First Covenant Church, to brief the Board on their programming and give their perspective on the encampment issue.

**A. St. Stephen’s Human Services.** Michael Huffman, Director of Outreach & Shelter (<https://ststephensmpls.org/who-we-are/board-staff>), advised their mission is to simply end homelessness, which they pursue for single adults and families with children under the age of 18 in Hennepin County through the following strategies: Prevention; Housing; Emergency Services which Huffman oversees; Education and Advocacy; and Representative Payees Services.

The reality for homelessness in Hennepin County as of April 2018 was 404 individuals unsheltered and, subsequent to the encampments at Hiawatha and Franklin Avenues, they have not seen a significant **decrease** in the traditional places where people are sleeping unsheltered – on Metro Transit, along the river, and in parks – so the current guesstimate for people sleeping unsheltered is 600-700. In addition, there are 1,400+ on the waiting list for the Coordinated Entry System (<https://www.hennepin.us/residents/human-services/coordinated-entry>) which has a significant impact on Street Outreach staff because of the length of time it takes to engage people into the system, the 3- to 9-month wait for a housing opportunity to materialize, and the work involved to ensure a good fit. It is important to realize that oftentimes street outreach isn’t a quick fix and while there is a

lot of effort and energy directed toward increasing staff and addressing street homelessness especially, it is a long and complicated process.

Additional realities by the numbers indicate:

- The shelter system is operating at 98% capacity nightly.
- Racial disparities exist. Native Americans comprise 1% of population and 6% of those experiencing homelessness, and Black/African American comprise 5% but 55% of those experiencing homelessness.
- Economic disparities exist. When SSHS talks about affordable housing, they target their services for those earning a very low income, between 0-30% of Area Median Income. The average income for homeless surveyed is \$535, whereas the Fair Market Rent (as defined by the U.S. Department of Housing and Urban Development) at the time of the survey for a 1 bedroom was \$796, which you **cannot** get in Minneapolis.

Board member Daniel Gumnit, CEO of People Serving People (<https://www.peopleservingpeople.org/>), the largest and most comprehensive, family-focused homeless shelter in Minnesota, explained PSP's system for housing people is different than that employed by Hennepin County. HC is unique in that it is one of the few counties in the nation that has a "shelter all" policy and the individual system of SSHS is fairly distinct from PSP's family system. As of today the shelter system is at capacity and the encampment has put a lot of strain on it. Another notable difference is demographics, i.e., 94% of the people PSP serves are of color and 73% of that are African American. SSHS is a great partner, but the two systems function differently.

Huffman continued by explaining how SSHS addresses homelessness via their shelters and street outreach programs; they use a "harm reduction and housing first" philosophy, i.e., meet people where they are emotionally, physically and geographically rather than requiring them to come to a centralized location for services, and transition from requiring being "housing ready" to connecting them directly to housing first.

Huffman then described the objectives of their Street Outreach program; immediate and longer-term resource referrals; and the special partnerships they have with the MPRB, MPD, DID (had a meeting yesterday to talk about the green space at Target Field), Metro Transit Homeless Action Team (<https://www.masstransitmag.com/news/12431490/metro-transit-creates-response-team-to-handle-homeless-on-buses-light-rail>), MnDOT, and Minneapolis Central Library, all of which are critical to SSHS's work due its small capacity.

They have about 100 people staying in their two shelters per night: First Covenant Church with whom they've had a great partnership for the past year; and Clinton Avenue Shelter, both of which provide individual case management, showers, laundry, healthcare and benefits, mail, meals, and connections with external resources.

Data collected from the past year on both shelters indicate

- 1,385 individuals, including 89 Veterans, accessed shelter for at least one night
- Couple-designated beds were used by 63 individuals while in First Covenant shelter
- Guests stayed an average of 6 nights
- 83% of stays were 7 or fewer nights
- 2.45% of stays were more than 30 nights
  - 71.5% guests identified as male
  - 27.9% guests identified as female
  - 0.6% guests identified as transgender or gender non-conforming

For opportunities to:

- Give ears and voice, visit <https://ststephensmpls.org/learn-advocate/understanding-homelessness>;
- Give time, visit <https://ststephensmpls.org/volunteer>; and

➤ Give money or items, visit <https://ststephensmpls.org/donate>.

- B. First Covenant Church.** Todd Bratulich, Pastor for Community and Mission Engagement at FCC (<https://www.linkedin.com/in/toddbratulich>) and representative from The Downtown Congregations to End Homelessness (<http://www.dceh.org/about/dceh-leadership/>), explained they have been fortunate to work with SSHS and Hennepin County to host the shelter at FCC; it opened 9 years ago in response to an encampment at Peavey Plaza (<https://minnesota.cbslocal.com/2012/07/28/peavey-plaza-homeless-find-confusion-at-hands-of-cops-church/>) and the shelter system was looking to expand capacity into the winter months. The Salvation Army came knocking on their door and FCC found space in its facility and ran it for 8 years as a winter-only emergency overflow shelter. That model proved to be taxing on the system due to the scale-up/scale-down periods required for a 6-month operation, and every May 1st they would have to kick people out. With a system operating at 98% capacity nightly and another 700 right now sleeping unsheltered while simply struggling to survive some of the daily demeaning events, the experience of homelessness can be traumatic and difficult to overcome some of the significant barriers one encounters. They have found as a community of faith just providing some simple hospitality and creating a warm, welcoming, comfortable space goes a long way for when people are seeking to move into a more sustainable space.

Bratulich explained he and Huffman thought it would be a great opportunity today to invite the business and nonprofit leaders working with different sectors to consider how their organization can participate in being part of the social fabric that cares for the most vulnerable amongst us. At FCC they provide a meal every night of the week; the contract HC provides to SSHC doesn't require or pay them to feed their guests so they figure out how to do that together through volunteerism which, in turn, frees up SSHC staff to focus on the hard work of finding housing. They have found that those who volunteer on a recurring basis begin to build relationships with staff and sometimes the guests.

Paul commented if you feel your skill set doesn't obviously align with the volunteer opportunities, there is a tremendous amount of need and an amazing amount of ways that people, especially those with kids, can make a difference in people's lives. He encouraged the Board to explore these opportunities; it is a transformational experience dealing with those who are homeless. For volunteer opportunities at FCC, visit <http://www.1stcov.org/connect/>.

- C. Franklin-Hiawatha Encampment.** Huffman advised there are about 300 people who stay at this encampment consistently, 120 of which have been assessed for housing and 60 of which have gone away, but fewer than 10 have been connected to housing. This low number speaks to the challenges and barriers (e.g., previous evictions, chemical and mental health issues, no or very low income) those at the encampment face.

Mayor Frey and the City Council approved a new temporary "Navigation Center" to house hundreds of individuals from the FHE at 2109 Cedar Avenue South, a 1.25-acre site that includes parcels owned by the Red Lake Nation and the City (<http://www.fox9.com/news/new-temporary-site-for-minneapolis-homeless-encampment-approved-by-city-council>), by early December (the current tenant needs to vacate the buildings on the site which need to be demolished because they are not safe for habitation).

Huffman then entertained questions from the Board during which he advised this encampment is a visible manifestation of the reality that's been known for a long time and deaths occur when people sleep outside; the life expectancy is 55 for those who sleep outside versus 79 for those who don't. And oftentimes those who are homeless/sleeping outside are victims of crime at a much higher rate; the percentage of women who experience sexual violence is significantly higher.

For more information, visit <https://www.franklinhiawathacamp.org/>.

## V. Action Items

See Board Development under Committee Reports.

## VI. Updates

### A. Executive Director Monthly Overview

1. **Business Advisory Group.** Dan reported on the following items from the BAG (<http://www.minneapolismn.gov/licensing/WCMS1P-133289>):

- a) **Fats, Oils and Grease (FOG).** Because of the rising cost to remove fats, oils and grease that cause dangerous backups in pipes and restricts flow, cities across the state are getting more aggressive about diverting FOG from the sewers (<http://www.startribune.com/fighting-the-fat-cities-push-to-keep-grease-out-of-the-sewers/494706511/>) and Minneapolis is preparing its own ordinance changes (<http://www.minneapolismn.gov/www/groups/public/@council/documents/webcontent/wcms1p-081151.pdf>) to minimize risks and lower costs.

Cyndy Harrison, who attended the Minnesota Hospitality Conference & Expo at the Saint Paul RiverCentre yesterday (<https://www.hospitalitymn.org/expo.html>) where the City of Minneapolis Public Works presented on FOG, was advised the City doesn't want to force restaurants and other high producing areas to get grease traps because a lot of restaurants in Minneapolis don't have them as they were grandfathered in prior to the City's ordinance. Furthermore, a lot of small restaurants, such as those in the skyway, aren't required to have grease traps, but accumulatively they end up being a very high producer and, consequently, the CBD is the most culpable whereas East Town is the least culpable.

Dan advised Executive Coordinator Christie Rock Hantge sent an email blast to the membership with the documentation related to this topic. The FOG program timeline involves:

Education and Outreach: Q2 2018 through Q1 2019;  
Inspection and Ongoing Education: Q1 2019 through Q1 2020;  
Enforcement: Q3 2019 through Q1 2020; and  
Ongoing FOG-related Maintenance: Q2 2018 through Q1 2020

For more information, visit <http://www.minneapolismn.gov/publicworks/sewers/fats-oils-grease>.

- b) **Referendum to Remove Area and Spacing Requirements for Liquor Licenses.** Several Minneapolis neighborhood restaurateurs are pushing for the chance to allow any restaurants located anywhere in the city to apply for a full liquor license. Currently, only businesses connected to 7 acres of commercial property can apply for a full liquor license beyond beer and wine, but businesses can lobby the state legislature to make exceptions. However, hiring a state lobbyist creates an unequal playing field for businesses. Because this 7-acre rule from the Prohibition era is part of the City Charter, voters must approve a referendum to change the law. As a consequence, an advocacy group called Citizens for a Modern Minneapolis launched the website Vote Yes on 1 Mpls (<http://yeson1mpls.com/>). Even if passed, it will not change the standards that restaurants have to adhere to in order to hold a liquor license.
- c) **Entertainment Zoning Code Changes.** A public hearing will be held on Tuesday, October 23, 2018 to gather public opinion and solicit comments on amendments to the Class of Entertainment for On-Sale Alcohol Establishments (<http://www.minneapolismn.gov/licensing/WCMSP-214126>) from Class A – Class E to General, Limited and No Live Entertainment.

- 2. Vacant Storefront Pop-up Project.** Dan provided a brief overview of this initiative which began earlier this year. Funded by a grant from the McKnight Foundation which fuels his time and the Carlson Consulting Enterprise's team resources (<https://carlsonschool.umn.edu/enterprise-programs/consulting-enterprise>), a study was conducted to understand retail vacancy in downtown and develop a roadmap to implementing a pilot pop-up project (Study 1).

As follow-on to Study 1, through an additional grant from the McKnight Foundation and a City of Minneapolis Great Streets Business District Support grant, Study 2 is continuing and expanding on Study 1 to accomplish two goals: develop short-term pop-ups (potentially the NCAA Final Four at Gaviidae and/or City Center) and a longer-term incubator model. There are seven areas of work under which to accomplish these goals: (1) Real Estate and Site Selection; (2) Brand and Marketing Development; (3) Channel Partners; (4) Business Recruitment and Evaluation; (5) Sponsorships (looking at a Bush Foundation grant for the long-term accelerator); (6) Tenant Improvements; and (7) Placemaking/Events.

Under Brand and Marketing, Rosemary Ugboajah of Neka Creative (<http://nekacreative.com/home/about>), which developed the ETBP brochure in exchange for membership, has taken this initiative's Management Team – comprised of the MDC, City staff, leaders across sectors, and nonprofit business and economic development incubators / accelerators – through branding exercises and studying families of brands. Dan then revealed the master brand for the Management Team, i.e., **Chameleon Consortium**, and the sub-brands for the pop-ups, e.g., Chameleon Shoppes, Chameleon Co-Working, and Chameleon Café.

Since there is so much vacant space downtown, Dan will be outreaching to everyone to help drive diverse businesses into the core of Minneapolis. Thereafter, he entertained questions from the Board.

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

- C. Elliot Park Neighborhood, Inc.** Vanessa Haight reported on the following:

- 1. 8th Street Apartments Project.** Since the City doesn't want any curb cuts on 8th Street, Kraus-Anderson and ESG Architecture & Design feel strongly a curb cut is necessary for entry into the project and has asked for support from the community. At the first community conversation held, there was mixed reaction elicited, both pro and con, and the matter will be taken up again at the October 18th BLUH meeting. Any feedback you'd like to share is welcome (<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmssp-214021.pdf>).
- 2. 501 South 7th Street Project.** Received conceptual support from the community for a building design similar to the Sexton Lofts, but got push back from the Committee of the Whole for such similarity. This will also come before BLUH on October 18th (<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcmssp-213521.pdf>).
- 3. Park Dedication Fees.** Recently learned there's a \$780,000 balance in PDF ([https://www.minneapolisparcs.org/park\\_care\\_improvements/park\\_dedication/](https://www.minneapolisparcs.org/park_care_improvements/park_dedication/)) for both Elliot Park and Franklin Steel Square which can be funneled into them as soon as next year. As a result, they are going through a priority process with the MPRB to determine what makes sense; however, the funds can only be used to expand on or add new features.
- 4. Proposed Skate Park.** X Games (<http://www.xgames.com/>) and City of Skate (<http://www.cityofskate.org/>) are in discussions around a new state-of-the-arts skate park in



Elliot Park for X Games 2020, the funding for which could be leveraged to bring additional amenities and people from throughout the region. [For additional reading, see the MPRB's Skate Activity Plan at [https://www.minneapolisparcs.org/\\_asset/dknrfm/skate\\_park\\_activity\\_plan.pdf](https://www.minneapolisparcs.org/_asset/dknrfm/skate_park_activity_plan.pdf).]

5. **Minneapolis 2040.** The City recently released the final draft (<http://www.minneapolismn.gov/news/WCMSP-214390>) and there were no changes to the Built Form map she shared with the Board in September; they were hoping for heights lower than 30 around Elliot Park.

- D. **Minneapolis Downtown Council/Downtown Improvement District.** Dan gave a quick overview of the Hennepin Avenue Reconstruction Project that spans from Washington Avenue to 12th Street. He described the purpose for the project, its principles, scope and budget, stakeholders, key elements of the layout, schedule and next steps.

For more information, visit <https://www.hennepindowntown.com/>.

## VII. Committee Reports

- A. **Executive.** Paul advised there was nothing new to report.
- B. **Board Development.** Paul reported he received Brooke Hajinian's resignation via email on September 27th in which she advised their Senior Communications Manager, Marita Meinerts Albinson, was interested in serving. After receiving favorable comments about Albinson from the BDC, Paul and Dan met with her this morning to gauge her level of interests and thoughts on community outreach opportunities. At that meeting they were also told the Guthrie is short staffed, three senior staff members have recently taken higher level positions in other cities, and Hajinian has been on maternity leave for the past 3 months. Since Albinson is considered a highly qualified candidate who will be an asset to the Board,

A motion to appoint Marita Meinerts Albinson to fill the remaining term of Brook Hajinian, which expires at the annual meeting in April 2019, was approved (PM/CS).

Because Tom Hayes will be terming off at the annual meeting in April 2019, Paul and Dan have met with Sheryl Ramstad, Chief External Relations Officer at Hennepin Healthcare (<https://hmcnews.org/2017/12/06/sheryl-a-ramstad-joins-hcmc-as-chief-external-relations-officer/>), to gauge her level of interest in serving.

- C. **Business Forum.** Dan reported this committee continues to set the table for all the remaining forums of the 2018-2019 season.
- D. **Membership, Marketing and Communication.** After distributing the Sponsorship Opportunities document, Chris advised as an economic development organization, we have a great opportunity, both internally and externally, to help promote and showcase businesses through sponsorships; it is a great vehicle for businesses to connect to the ETBP membership.

He reminded everyone the annual cycle of the MMC Committee meetings begins on Thursday, October 18th just prior to the business forum at Open Book and the focus will be on renewing and growing memberships.

Then he thanked Christie for preparing the Membership Report as of October 4, 2018 found on the Board Members Only page (<https://easttownmpls.org/wp-content/uploads/2018/10/ETBP-Membership-Report-10-4-2018.pdf>) and Dan summarized activities to date. The increase in membership rates has helped close the gap identified in the budget a year ago. He believes we're doing okay and he enjoys this process to connect with people in the community.

Chris concluded that the easiest way to grow membership is simply to invite your neighbor to a business forum and sponsor it, if not a joint forum with the MDC where it would already be sponsored, and follow up with them.

#### **VIII. Adjournment**

There being no further business, the meeting adjourned at 12:53 p.m. (CS/CA).