

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, November 1, 2018
Augustana Care Center, 1425 10th Avenue South, 7th Floor Skyroom
Elliot Park Neighborhood of Minneapolis**

Present: Marita Albinson, Carina Aleckson, Marc Berg, Elizabeth Campbell, John Campobasso, Cyndy Harrison, Phil Huebner, Varun Kharbanda, Paul Mellblom, Carletta Sweet

Staff: Dan Collison

Absent: Siyad Abdullahi, Chris Fleck, Daniel Gumnit, Vanessa Haight, Tom Hayes, Tom Jollie, Brian Maupin, Christie Rock Hantge, Beth Shogren, Kelly Stenzel, Tim Tucker

Guests: Kelly Carlson and Elle Fox, Augustana Care

I. Call to Order

President Paul Mellblom called the meeting to order at 11:44 a.m., thanked Augustana Care for hosting and providing lunch, and then asked everyone to introduce themselves. In lieu of Tim Tucker, Kelly Carlson, Director of Housing at AC, and Elle Fox, Campus Director of Sales and Marketing at AC, attended.

Fox advised we're in their Minneapolis Campus (<http://minneapoliscampus.org/>), their largest campus with 345 units of Independent Living, Assisted Living and Care Suites, and a 255-unit Skill Nursing facility. They have approximately 25 facilities across Minnesota with a couple in Colorado and North Dakota. AC has recently merged with Elim Care and the new name will be unveiled tomorrow (<http://augustanacare.org/get-know-us/news-and-events/all-news/new-name-announced-augustana-care-and-elim-care-they-join-together/>). EC's mission and operations are similar to those of AC and the merger will bring their total number of locations to approximately 50, making it the third largest provider of senior services in the Twin Cities.

Carlson advised due to Tim Tucker's retirement (<http://augustanacare.org/get-know-us/blog/celebrating-tim-tuckers-remarkable-career/>) and as a result of the merger with EC, senior management will change as well as their corporate office which was located here since its inception. They've purchased a new corporate office in Edina and she and Fox will remain here at the Minneapolis campus.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved which included the minutes from the October 4, 2018 Board meeting; Treasurer's report for October which was the F2018 Budget vs. Actual as of October 31, 2018 (the Wells Fargo bank statement for the period October 1-31, 2018 was unavailable); 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 30-October 27, 2018; and Executive Coordinator's report for the period 10/1/2018 to 10/31/2018 (VK/JC).

IV. Presentations

A. Proposed 2019 Budget. Treasurer Carina Aleckson guided the Board through the draft FY 2019 Budget (<https://easttownmpls.org/wp-content/uploads/2018/10/2019-Budget-draft-10-08-2018.pdf>) reflecting the addition of sponsorships on the income side, which hopefully will positively impact revenue over the coming year, and the salary increases for Executive Director Dan Collison (5%) and Executive Coordinator Christie Rock Hantge (3%) on the expense side. She noted since Board elections are held at the annual meeting in April, the Board year does not align with the fiscal year which follows a calendar year.

Dan added the budget is basic. They've flat lined income and expenses and proposed what might need to be drawn against reserves in the income section. The 2019 budget was actually reduced by

\$2,000 from last year's as a result of exploring and understanding all expenses and realizing we didn't need as much. However, because of a small gap due to the dynamism of members coming and going and sponsorships, they are seeking the \$2,000 draw from cash reserves. Occasionally Dan will receive an honorarium or consulting fee for a speaking event or grant from the City from which a portion is designated to administration that will flow back into ETBP's coffers, e.g., \$2,000 from the City's Great Streets Business District Support grant for the Chameleon project, so he's doing everything he can to drive income to help keep a healthy cash balance and provide a little cost of living. Part of why this works well is because there is no overhead, i.e., First Covenant Church has provided free office space for almost a decade and he and Christie work virtually.

Dan then displayed a chart of year-end balances from 2012 through as of October 18, 2018. The lowest it has ever been was in July when it was just under \$20,000. His goal is to keep it around \$30,000 for when a staff transition occurs.

Currently, there is \$10,000 in outstanding invoices for pledges that have not been paid. In every November, Dan provides an overview of the proposed budget for the coming year for Board approval in December. If anyone has any questions, submit their inquiries to him and Carina.

B. 2020 Partners-NūLoop Partners. Dan provides each organization for which he works an overview of what he's doing for the others so they may understand how he spends his time and know where they can leverage assets and develop new connections. For those uninitiated, he referenced his monthly combined Work Report on ETBP, MDC, and 2020 Partners which is becoming NūLoop Partners (<https://easttownmpls.org/wp-content/uploads/2018/10/Dan-Collison-Director-of-DWTN-Partnerships-WORK-REPORT-OCTOBER-2018.pdf>); he's under a separate contract with each and paid directly by each. There's sort of a magic to the balance of these three business associations because they're all downtown, and each wrestles with similar issues, i.e., transit and access, economic development, land use development, connecting and convening around the most emerging ideas.

Dan then gave an overview of 2020 Partners (<https://www.the2020partners.com/>), what entities comprise its membership, how he became its Executive Director – it was running into capacity building and leadership issues and reached out to him – and why it is becoming NūLoop Partners. Having been previously known as 2010 Partners, the Steering Committee felt the need to develop a long-term name. ICF Olson (<http://icfolson.com/>), a key member located in the Ford Building at 420 North 5th Street where 2020 Partners holds its membership meetings, leaned in and provided pro bono branding and marketing services to rename the group.

The NūLoop graphic represents a collaborative table and the notion we're not a neighborhood association (i.e., North Loop Neighborhood Association), but rather a public and private partnership promoting the larger area around the North Loop. 2020 Partners had a solid mission, but they tended to focus on Target Field as the epicenter because there were tons of empty blocks around it as well as around the Farmers Market and Hennepin Energy Recovery Center (HERC). Focus has broadened over the years now that Dan has helped it become more relevant to the stakeholders by convening around corridors (i.e., the Glenwood Avenue Corridor) as was done in East Town with the Park and Portland Study (<https://www.parkportlandprojectmpls.com/>) and tracking land use as it connects to nearby neighborhoods.

The priority nexus for 2018-2019 is largely the same but has extended North 5th Street to include connections and adjacencies, i.e.: Target Field/Target Field Station to North 10th Avenue; Farmers Market + Royalston Station/Southwest LRT; and Access-Parking-Safety. Specific goals include:

- Advancing Social Media Reach: developed new brand essence and logo, will deliver new website in next 45 days.
- Improve Connections|Offset Barriers: ABC Ramps re-envisioning; Hennepin Avenue reconstruction; intersection of Washington and 3rd Avenues.

- Public Realm Surrounding Emerging Large Scale Projects: ongoing North Loop greening and park advocacy; access, parking and safety improvements.
- Transit Oriented Development (in support of Farmers Market district concept): Green and Blue Line Extensions, Glenwood Avenue, Bus Route 5|D Line rapid bus service (<https://www.metrotransit.org/d-line-project>).
- Urban Visioning and Livability: support and promote ongoing developments.
- Special projects: exploratory committee for North Loop Business Improvement District; reintroduction of HERC to members.

V. Action Items

- A. Updated Pricing Structure for Business Forums.** Paul explained to help fill a gap between revenue and expenditures, in February 2018, pursuant to the Membership, Marketing and Communication Committee’s recommendation, the Board enacted Presenting Sponsorships at ETBP only events at \$1,500, and up to three Exhibitor Tables at all ETBP business forums at \$200 each. However, since then there hasn’t been a lot of interest and some of the feedback received is the pricing is too steep. Consequently, the MMC is recommending adjusting the PS to \$750 and the ET to \$100 to make it more attractive to the membership. Because the pricing structure was approved by the Board, it requires approval by the Board to change it. Furthermore, since Paul believes adjusting the pricing structure is a staff function, he recommended adding “from this point forward, staff is empowered to adjust the pricing structure as appropriate.” Thereafter, the new pricing structure for the Presenting Sponsor at \$750 and Exhibitor Tables at \$100, and empowering staff to adjust as appropriate were approved (CA/MB).
- B. New Board Member.** Paul advised due to Jackie Barrett’s resignation as a result of work conflicts and caring for her mother, he and Dan met over lunch a couple weeks ago with Paul Mason, Human Resources Director at Sherwin-Williams (<https://easttownmpls.org/wp-content/uploads/2018/10/Paul-Mason-Resume-102018.pdf>) and are recommending he fill Jackie’s vacated seat. Although Sherwin-Williams is based out of Cleveland, the Minneapolis campus is an important research and development facility and Mason would like to help build a larger presence for them in the Twin Cities. One of the ways to accomplish this is to become involved with the ETBP and connect with others in the district.

Thereafter, Mason was appointed to the Board to fill Jackie Barrett’s vacated seat (CS/VK).

VI. Updates

- A. Executive Director Monthly Overview.** Dan reported on the following items:
- 1. Speakers at Board Meetings.** Pursuant to the Executive Committee’s request for speakers to address topics relevant to the goals of the 2018-2022 Strategic Framework at monthly Board meetings (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-StrategicPlan-2018-2022-Approved.pdf>), he has scheduled speakers from other business associations and industry experts for next month through February 2019.
 - 2. NCAA Final Four.** Dan provided a brief update on what transpired at yesterday’s informational event at Westminster Presbyterian Church (<https://easttownmpls.org/final-four-informational-event-on-october-31-from-2-4-pm-at-westminster-church/>).

The Minneapolis Local Organizing Committee (<https://www.linkedin.com/company/2019-minneapolis-final-four-%C2%AE-local-organizing-committee>) is on a much smaller scale than was the Super Bowl Host Committee, but they have an open application process if anyone is interested in having their business be considered a potential event venue or vendor. The biggest deal is there won’t be a security zone as was the case for the Super Bowl.

Phil Huebner, VP of Ticket Sales & Operations at the Minnesota Vikings, advised although it is a

huge event, the dynamics are totally different from the Super Bowl and they will not be participating at all. When dealing with the NCAA and member schools, it will be much more toned down and thinly spread out and that's predicated on what schools will be involved, but he believes it is already sold out. It will be infinitely less disruptive than the Super Bowl and less disruptive than the X Games. There is no security zone and the perimeter he saw just a week and a half ago is extremely small.

Cyndy Harrison, who also attended the meeting with MLOC, noted her main takeaway was there are a lot of decisions that haven't been made yet that will take place during what they are calling "December Decision." This was a top level overview of their plans, but no specifics about transportation, bus parking and logistics. We'll find out more in December.

Dan appreciated the message Kate Mortenson (<https://www.linkedin.com/in/kate-mortenson-1367313>) presented at that meeting which he was one of the more vocal proponents of, i.e., we need to drive interest and participation. The Super Bowl messaging, probably by design, was this is going to be complicated and congested and then that Sunday it was really quiet for local restaurateurs who suffered the loss of their current clientele. There's different messaging circulating now, i.e., it's unique and an international podium, but engage and be a part of it. Minneapolis knows it can handle the capacity and there will be fewer closures and security zones, but more accessibility.

Paul encouraged Dan to advocate even louder for this event to be a benefit and not a detriment to the businesses in the district. [For more information, visit [http://www.finalfourminneapolis.com/faq/.](http://www.finalfourminneapolis.com/faq/)]

- B. Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report included in the online Board package for November.
- C. Elliot Park Neighborhood, Inc.** In Vanessa Haight's absence, no report was submitted.
- D. Minneapolis Downtown Council/Downtown Improvement District.** Dan advised he has spent significant time on responding to the City's Request for Proposal for Concessionaire/Retail Master Lessee (<http://www.ci.minneapolis.mn.us/www/groups/public/@finance/documents/webcontent/wcmssp-214458.pdf>) at their new Public Service Building (<http://www.ci.minneapolis.mn.us/cped/officebuilding>). They have identified potentially six vending locations, the primary one being at the skyway-connected mezzanine of the grand stair and the remainder on ground level along 4th Avenue South.

As part of the MDC's efforts to leverage vacant downtown retail and commercial space into business opportunities for emerging, small and minority-owned businesses via, initially, a pilot pop-up project which is on track for the month of April leading up the Final Four activities, Dan submitted a response on behalf of the Chameleon Consortium, a copy of which is available upon request. Even though the CC is just building itself, brand and website, the City invited it to respond as a nonprofit that will curate and program multiple vendors by diverse owners within the new building.

Although there are less than three nonprofits in Minneapolis that work with multiple food vendors, e.g., Appetite for Change (<https://appetiteforchangemn.org/>) being one of them, he is pleased that Sawatdee is one of the key potential partner vendors. CC is going to solve how the process gets organized, but it will be incredibly competitive so that businesses can flourish and succeed through the model.

VII. Committee Reports

- A. Executive.** Paul advised there was nothing new to report.

- B. Board Development.** Paul advised there was nothing new to report.
- C. Business Forum.** Dan continues to recruit speakers for the remainder of the season, and this committee will reconvene just prior the next business forum on November 15th, and Paul encouraged all who haven't yet signed up to do so.
- D. Membership, Marketing and Communication.** In MMC Chair Chris Fleck's absence, Dan reported on the Membership Report as of November 1, 2018 which can be found on the Board Members Only page at <https://easttownmpls.org/wp-content/uploads/2018/10/ETBP-MMCC-Report-11-1-2018.pdf>.

As he mentioned earlier, there is \$10,000 in receivables he'll continue to work on in order to close them out by the end of the year. The platinum members are strong, but he still needs to receive payments from a few of them. And he has engaged with all of the nonrenewed which have an array of reasons for not having done so, e.g., moved out of the area, still thinking about it.

Last year the MMC allowed some of the hotels to join as individual members at \$50, but that has been eliminated and Dan is trying to bring them in at the \$300 Silver level; hotels have a lot of pressure on their marketing budgets and if there's a lot of staff turnover it takes time to build new relationships.

At the last MMC Committee meeting, Fleck laid out three outreach goals established for the MMC: (1) add 8 new ETBP members in 3 months, i.e., by January 31, 2019; (2) showcase business organizations through 5 sponsorships at \$750 – five business forum sponsorship champions were assigned – and 5 exhibitor tables at \$100 each; and (3) promote East Town and ETBP through a scheduled social media marketing strategy with measurements through April 31, 2019 – Tom Jollie will give a presentation on this goal.

Fleck also created a monthly scorecard to keep everyone on track.

VIII. Adjournment

There being no further business, the meeting adjourned at 12:46 p.m. (MB/CA).