

**Recap of the East Town Business Partnership Business Forum on  
Ways the Social Determinants of Health are Transforming Institutions  
Thursday, February 21, 2019, 11:30 a.m. – 1:00 p.m.  
Renaissance Minneapolis Hotel at The Depot, 225 3rd Avenue South  
Downtown West Neighborhood of Minneapolis**

**I. Welcome, Introductions and Announcements**

Paul Mellblom, Principal at MSR Design and President of the East Town Business Partnership, welcomed the audience to the February business forum and commented what the ETBP does best is bring people together to strengthen business-to-business relationships and inform them about what's happening in the district. He encouraged everyone to take advantage of these gatherings to connect and network.

Then everyone was asked to introduce themselves:

Carina Aleckson, Catholic Charities  
Kathleen Anderson, North Star Lofts  
Martha Archer, Mill City Farmers Market  
Dan Ballard, Clear Channel Outdoor  
Joshua Beccera, Augurian  
Grace Bettendorf, Minnesota Adult & Teen Challenge  
Andrea Brown, Upstream Health Innovations  
John Campobasso, Kraus-Anderson  
Robert Clapp, Bridgewater Lofts  
Chris Fleck, North Central University  
Megan Foley, MRA  
Kim Forbes, Minnesota Adult & Teen Challenge  
Natalie Gilmore, North Central University  
Christie Rock Hantge, East Town Business Partnership  
Laurel Hansen, Metropolitan Alliance of Connected Communities  
Cyndy Harrison, Sawatdee Thai Restaurant  
Tom Hayes, Hennepin Healthcare  
Hannah Holden, Executive Speaking  
Daniel Jacobson, Unleashed Productions  
Cory Johnson, Mill City Summer Opera  
Matt Johnson, Kraus-Anderson  
Kory Kingsbury, Renaissance and Residence Inn at The Depot  
Jake LaFerriere, Firefighters For Healing  
Brian Maupin, Allied Parking, Inc.  
Kate Mortenson, 2019 Minneapolis Final Four Local Organizing Committee  
Braden Scheeler, Bobby & Steve's Auto World  
Dan Schmitt, Accenture  
Beth Shogren, Green Minneapolis  
Carletta Sweet, Downtown Minneapolis Neighborhood Association  
Albert Swintek, CenterPoint Energy  
Matthew Weiland, Clear Channel Outdoor  
Marybeth Weisberg, Minneapolis Downtown Council  
William Walsh, Upstream Health Innovations  
Deborah Waterbury, Abittan Mill City  
Dale White, TFS Corporation

Dan Collison, Executive Director of ETBP, thanked everyone for trudging through the snow to attend today's forum and for their engagement, membership and leadership, all of which serves as a multiplier to the East Town narrative. Then he extended a special gratitude to the platinum sponsors who help make this level of programming possible:

➤ Allied Parking

- American Academy of Neurology
- CenterPoint Energy
- Clear Channel Outdoor
- Community Housing Development Corporation
- Delta Dental
- ESG Architects
- Hennepin Healthcare
- House of Charity
- Kraus-Anderson
- Minnesota Vikings
- Padilla
- People Serving People
- Thrivent Financial
- U.S. Bank
- Sherman-Williams
- Wells Fargo

Then the following events were announced:

- *Thursday, March 21, 2019, 11:30 a.m.-1:00 p.m.:* A joint forum with the Minneapolis Downtown Council on *Economic Opportunities of Engaging Homelessness* moderated by Daniel Gumnit, CEO of People Serving People, at Dorsey & Whitney ([https://www.mplsdowntown.com/registration190321/?mc\\_cid=e98c1fab6e&mc\\_eid=c07e806054](https://www.mplsdowntown.com/registration190321/?mc_cid=e98c1fab6e&mc_eid=c07e806054)).
- *Monday, February 25, 2019, 10:00 a.m.-1:00 p.m.:* 2019 Internship Fair at North Central University (<https://easttownmpls.org/north-central-university-internship-fair-on-february-25-from-10-a-m-to-1-p-m/>).
- *Wednesday, March 13, 2019 1:00-2:30 p.m.:* Catch Your Dream Consulting series on Entrepreneurship & Equity (<https://www.facebook.com/events/236974560558965/>) with Donte Curtis (<https://www.linkedin.com/in/donte-curtis-88281882>) at Impact Hub MSP.
- *Daily through early March 2019:* Wells Fargo Mpls WinterSkate in Loring Park (<https://mplsdowntown.com/winterskate/>).
- *Wednesday, February 27, 2019, 5:00-6:00 p.m.:* Coffee with Ward 3 Council Member Steve Fletcher at Open Book (<https://www.facebook.com/events/coffee-with-your-council-member/290511371807483/>). For future Wednesday dates at other Ward 3 locations, visit <https://mplsdowntown.com/event/coffee-ward-3-council-member-steve-fletcher/all/>.
- To learn more about and attend the neighborhood organizations' meetings:
  - Visit <http://www.thedmna.org/> for the DMNA Board (February 25) and Land Use Committee (March 5) meetings; and
  - Visit <http://elliotparkneighborhood.org/> for EPNI Building, Land Use and Housing Committee (February 21) and Annual (May 13) meetings.

For those unable to attend We♥Elliot Park Neighborhood Breakfast with Hennepin County District 4 Commissioner Angela Conley on Tuesday, February 12th, the ETBP will bring that presentation to a business forum in a couple months.

- For help in navigating City Hall with your business questions, visit the Minneapolis Business Portal at <https://business.minneapolismn.gov/> designed to connect entrepreneurs and small business owners to the information and resources needed to plan, launch and grow a business.

Their Innovation Team is working with Collison on the Chameleon Consortium (<https://www.chameleonconsortium.com/>), a private-public group dedicated to an inclusive experiential and economic vitality in downtown Minneapolis, and an outgrowth of the Inclusive Downtown Think Tank he had the privilege of leading with the YMCA this past year at its new Equity Innovation Center ([https://www.ymcamn.org/our\\_cause/social\\_responsibility/equity\\_innovation\\_center](https://www.ymcamn.org/our_cause/social_responsibility/equity_innovation_center)). Through the human centered design process, one of the three groups formed during the Think Tank to address specific diversity, equity and inclusion issues, i.e., *Systemic Barriers and Redesign*, became the Chameleon Shoppes which has secured three vacant retail spaces and a common area at Gaviidae that will be activated with 40+ businesses beginning just ahead of the 2019 NCAA Final Four and extended through the remainder of April.

## II. Presenting Sponsor: Hennepin Healthcare

Collison commented the ETBP is pleased to have HH (<https://www.hennepinhealthcare.org/>) as one of its long-term members; it's one of the largest employers in downtown Minneapolis.

Tom Hayes, Vice President, Public Relations and Marketing at HH (<https://www.linkedin.com/in/tomdhayes>), noted many of us knew them as Hennepin County Medical Center, Hennepin County General Hospital, and if around in 1887 knew them as Minneapolis City Hospital ([https://en.wikipedia.org/wiki/Hennepin\\_County\\_Medical\\_Center#History](https://en.wikipedia.org/wiki/Hennepin_County_Medical_Center#History)) a block from HH's current location. Overtime, to ensure the long-term viability of the hospital, it underwent a governance change with greater autonomy from the county government, resulting in what exists in downtown, including the beautiful new Clinic & Specialty Center, and various neighborhood clinics in North Loop, Whittier, East Lake, Golden Valley, Brooklyn Park, St. Anthony Village and Richfield. In addition to primary and specialty care, there's hospice and home care.

A new part of their system they're looking at as an emerging business line is working with companies to help solve the cost of healthcare. There are three ways to connect with companies: (1) contracted access to a clinic, e.g., Be Well Clinic serves employees of Hennepin County and some other companies and has a very high satisfaction score; (2) an accountable care organization (ACO) structure around benefits plan; and (3) partnering with Upstream Health Innovations, which we'll hear more about later. If interested in learning more about these ways HH connects with companies, provide him with your business card and he'll connect you with the appropriate contact.

Collison expressed appreciation for Hayes' 20+ years of service on the ETBP Board and how HH has integrated into the entire experience of Elliot Park, the greater East Town district and downtown overall.

## III. Spotlight Presentation: April 5-8, 2019 NCAA Final Four

Collison explained he got to know Kate Mortenson, President and CEO of the Minneapolis Final Four Local Organizing Committee (<https://www.linkedin.com/in/kate-mortenson-1367313>), early in the process when they were conducting reconnaissance and while attending their monthly planning meetings. As one of the most engaged CEOs we'll ever meet, as a state and region we're privileged to have her at the helm of this important initiative. Then he played a 30-second introductory video.

Mortenson thanked the ETBP for inviting her and expressed appreciation for the fact that there are some of the stronger threads of the fabric of our community in the room. It's an important opportunity for her to talk about what, how, with whom, and why they're doing the Final Four and to ask us share this information with others. Using a slide presentation (<https://easttownmpls.org/wp-content/uploads/2019/02/East-Town-Presentation-MLOC-02-21-19.pdf>), she advised their staff of 14 are operating at U.S. Bank Plaza [200 South 6th Street] in dated, but priced right, space designed by DLR Group, built out by Greiner Construction, and furnished by Atmosphere Commercial Interiors, all of whom created an inspiring space. She's 1,600 days into an experience they're 43 days away from having together, and along the way this office has made them feel that they're doing it.

The Final Four is phenomenal that takes over the United States; it brings an element of pure joy back into our culture at a time when it is needed and welcomed when we celebrate the achievements of 17-, 18- and 19-year-old young men who have worked their whole lives for this one shining moment. There have been three Final Fours in Minneapolis, 1951, 1992, 2001, and then an 18 year lapse because we didn't have the facility required to host the event as it became more global. Now we do with U.S. Bank Stadium which provides the opportunity to invite the entire region and, as a consequence, we'll return to the rotation schedule.

Mortenson shared an overview of the events (<https://www.ncaa.com/final-four>) coming to Minneapolis at the end of March Madness, two games of which will be played at U.S. Bank Stadium:

- Fan Fest, April 5-8, at the Convention Center
- Final Four Friday, April 5, at U.S. Bank Stadium
- Tip-Off Tailgate, April 5-8, along Nicollet
- March Madness Music Series, April 5-7, The Armory
- Final Four Dribble, April 7, Minneapolis Convention Center
- Semi-Final & Championship Games, April 6 and 8, at U.S. Bank Stadium

She shared the Final Four by the numbers, what organizations comprise the MLOC, the MLOC team and its organizational structure. A birds-eye view of the four downtown event locations are all within one mile of U.S. Bank Stadium. She described the lane restrictions and road closures that will impact the local community for a 10-day period beginning March 25th.

Lastly, she asked everyone to follow them on the various social media they manage along with the NCAA; they're pumping a lot of local information about the event and their Fan Jam (<http://www.finafourminneapolis.com/fanjam/>) truck which has been in every Ward in Minneapolis. Send inquiries to [info@mnsportscorp.org](mailto:info@mnsportscorp.org).

Thereafter, Mortenson entertained a few questions during which she advised this past Tuesday they conducted a tabletop exercise of security scenarios with the FBI. This event is more like gameday for the Vikings or the All-Star game so we won't see security rise to the level of Super Bowl LII; it should feel accessible and safe.

The installation of the elegant retractable, storable, reusable blackout curtains began this past Monday; it's another arrow in the quiver for the marketing of the facility, i.e., they can do more with the venue by being able to bring low light conditions and the NCAA is the first to use it.

#### **IV. Upstream Health Innovations**

While using a slide presentation titled *Human-Centered Design as a Mindset and Toolkit for Building Health Equity* ([https://easttownmpls.org/wp-content/uploads/2019/02/East-DownTown-Council-UHI-Slides-2\\_21-.pdf](https://easttownmpls.org/wp-content/uploads/2019/02/East-DownTown-Council-UHI-Slides-2_21-.pdf)), Dr. William Walsh, Deputy Chief Innovation Officer for Upstream Health Innovations (<https://upstreaminnovations.org/>), thanked the ETBP for the opportunity to present and explained they envision a world where all people have equal opportunity to live healthy lives regardless of race, ethnicity, income, neighborhood or social conditions; that's what they're trying to build at UHI by removing health barriers, i.e., poverty, discrimination, lack of access to reliable transportation, and housing stability. Once those barriers are removed, it results in the delivery of true human-centered healthcare and today's discussion focuses on how UHI gets it done.

By using a human-centered design approach, those affected by UHI's work are considered the experts and must be included in the designing process for removing health inequities. Then he explained the difference between equal healthcare, i.e., the same healthcare for everyone, and equitable healthcare, i.e., healthcare specific to one's condition or circumstance.

Andrea Brown, Human Centered Designer at UHI, then described the human-centric problem-framing and

problem-solving methodology. It begins with what people desire, what's technically and organizationally feasible and financially viable to arrive at lasting solutions. Because it's neither a market or technology centered approach, we're grounded in a circular learning process that's open to change and continuing to iterate our ideas, understanding of the problem and understanding of the solution. This human-centered process requires conducting research, framing the problem, generating ideas, prototyping and evolving.

Probably the most important thing they do is prototype (i.e., break an idea into its component pieces, prioritize, cheaply and quickly test, learn) and evolve our understanding and move on from there. If we go into this type of work with the assumption we know exactly what needs to be done, we end up reproducing the same system we were trying to change. The mindset for evolving requires (1) optimism and appetite for change; (2) embracing ambiguity and testing component pieces to mitigate risk; (3) radical collaboration by bringing experts (those most affected by system inequities) to the table and reaching out to partners; and (4) systems thinking, i.e., looking at the consequences of the design or of inaction.

Brown provided an overview of three programs they've designed to address health inequities: (1) Twin Cities Community Resource Finder, a self-service tool they're building for people already motivated to help themselves; (2) Project Rhizome, a system-wide solution to connect parents and young families to mental health support; and (3) Envision Community housing model (<https://www.hennepinhealthcare.org/envision-community/>) for people experiencing homelessness.

Lastly, Walsh explained Envision Community was designed by Street Voices of Change (<http://www.dceh.org/svoc/>) with assistance from UHI along with architects from Tom Fisher's (<http://arch.design.umn.edu/directory/fishert/>) group at the Minnesota Design Center, and Alchemy Architects (<https://www.weehouse.com/>) who specialize in high-end micro homes. Residents live together with the common purpose of creating health and housing equity by working cooperatively to build a lifestyle that reflects their shared values of autonomy, trust, learning, shared responsibility, and social change.

When UHI began working on this project, they asked how do you pick the right resident to living there who are good for the community, how should everyone participate to take good care of the place, and how do you balance those struggling with addiction with those who are not? Their solution is to work with the experts in the community to figure it out.

For more information about EC, Walsh can be reached directly via email at [William.Walsh@hcmcd.org](mailto:William.Walsh@hcmcd.org); he hopes to be able to work with the ETBP membership in the future.

Thereafter, Walsh and Brown entertained questions from the audience during which they were advised UHI was originally funded by a \$2.5 million grant from United Health Foundation (<https://www.bizjournals.com/twincities/news/2017/09/07/from-a-church-basement-an-hcmc-innovation-team-is.html>) to conduct a large body of work which has been completed, now they're funded by the operations of HH which is committed to their work. Also, they hope to be able to continue to offer the resource, approach and training to all the safety net healthcare systems, some of which haven't been as lucky to have them, so they do a lot of presentations before groups such as the ETBP, speak at conferences, and coach in order to have an impact on the broader community. With an open resource mindset, they came up with a job training handbook for those dealing with severe mental illness and published it for nationwide distribution; they hope that type of sharing will lead to greater good.

- V. **Closing Remarks.** Collison thanked the speakers for their presentations and the audience for attending and reminded them the next business forum on *Economic Opportunities of Engaging Homelessness* will be on March 21st at Dorsey & Whitney.