

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, April 4, 2019
Hennepin Healthcare, Stillman Education and Community Room, 715 South 8th Street
Elliot Park Neighborhood of Minneapolis**

Present: Marita Albinson, Carina Aleckson, Marc Berg, John Campobasso, Chris Fleck, Daniel Gumnit, Cyndy Harrison, Tom Hayes, Tom Jollie, Varun Kharbanda, Paul Mason, Brian Maupin, Paul Mellblom, Beth Shogren, Carletta Sweet, Kelly Stenzel

Staff: Dan Collison, Christie Rock Hantge

Absent: Elizabeth Campbell, Vanessa Haight, Phil Huebner

I. Call to Order

President Paul Mellblom called the meeting to order at 11:34 a.m., and thanked Tom Hayes and Hennepin Healthcare for hosting and providing the delicious healthy lunch.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included the minutes from the March 7, 2019 Board meeting; Treasurer's report for March which was the F2019 Budget vs. Actual as of March 31, 2019, and Wells Fargo bank statement for the period March 1-31, 2019; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and 2020 Partners' report for March 3-30, 2019; and Executive Coordinator's report for the period 3/1/2019 to 3/31/2019 (JC/CS).

IV. Presentations

A. Doors Open Minneapolis. Tom Hayes advised there's been a lot of press coverage about DOM and then played Mayor Jacob Frey's 31-second introductory video (<https://www.doorsopenminneapolis.org/>). This free, behind-the-scenes access to more than 110 buildings across Minneapolis that are architecturally, culturally, or socially significant, will take place on Saturday, May 18th and Sunday, May 19th. While passing around the draft list of buildings, Tom noted some of those within East Town, e.g.: Canopy by Hilton Minneapolis; Minneapolis City Hall & Hennepin County Courthouse; Finnegan's House, home of Finnegan's Brewery, Taproom and Brewer's Den, and Impact Hub|FINNOVATION Lab; Elliot Park Hotel; Fire Station One; Gethsemane Episcopal Church; Izzy's Ice Cream; and, of course, here at Hennepin Healthcare Clinic & Specialty Center where they'll have art tours and projects for kids.

American Institute of Architects Minneapolis, AIA Minnesota, and the Minnesota Architectural Foundation have been working with the Mayor's office and other civic and community partners on planning efforts for Doors Open which has been successful in Milwaukee (<https://www.doorsopenmilwaukee.org/>) and other cities around the U.S.; it will be the first such event held in Minneapolis. Also occurring the same weekend will be Explore Downtown Living (<https://www.exploredtliving.com/>) where you can discover the many thriving and dynamic residential places to live in the heart of downtown.

Executive Director Dan Collison advised Scott Mayer, who founded the Twin Cities Ivey Awards, is on contract with the City to organize the event and he has done a lot of national benchmarking and found it to be popular in other cities with like minded aspirations; the goal here is to tell stories about Minneapolis' past and show where it's headed.

Event planners are looking for 1,000 volunteer greeters to help out at the different sites; volunteers will receive a Doors Open Minneapolis t-shirt and front-of-the-line access at all venues.

- B. Review of Bylaws.** Marc Berg explained at the March Board meeting he requested having an up-to-date version of the Bylaws accessible online. In his pursuit to secure one, during research of the Board minutes he discovered the last version circulated was in September 2016 when the organization changed its name from “East Downtown Council” to “East Town Business Partnership”, and that two additional amendments were subsequently made under “Article VII: Board of Directors” and approved in April 2017. However, the process to amend the Bylaws as stated in “Article IX: Amendments” was not strictly adhered to or reflected in the minutes; therefore approval of the amendments is not in effect.

Marc guided the Board through the amendments made in 2017 (<https://easttownmpls.org/wp-content/uploads/2019/04/ETBP.Bylaws.update.slides.03.29.19.pdf>) and how they impact the Bylaws (<https://easttownmpls.org/wp-content/uploads/2019/03/ETBPBylaws.05.02.19.pdf>) advising a vote to approve will need to take place at a subsequent meeting, after which an updated version will be made accessible online.

V. Action Items

NONE

VI. Updates

A. Executive Director Monthly Overview

- 1. Annual Meeting Update.** After distributing a draft FAQ sheet, Dan explained it’s a supplement to be placed on the tables at the April 18th annual meeting. The ETPB is focusing on advancing the arts and entertainment and decided to emphasize the slightly lesser known organizations in order to build excitement for these venues. Dan sought feedback on its content and format. Beth Shogren volunteered Amanda Wigen, Director of Programming & Events at Green Minneapolis, to help with its content. Other suggested changes, such as listing the organizations alphabetically, are to be sent directly to Dan’s attention.

Also on the annual meeting table will be: (1) the remainder of the current brochure, and appropriate updates – such as replacing Hennepin Healthcare CEO Jon Pryor’s photo with that of Theresa Pesch, VP of Philanthropy at Hennepin Healthcare Foundation who is joining the Board – will be made to the new brochure; and (2) the polished version of the 2019-2020 Business Forum Season which he’ll review later in the instant meeting.

- 2. Bring Your Own Bag Ordinance History.** Using a 12-page slide presentation titled “Bring Your Own Bag Staff Update” by Patrick Hanson, Environmental Initiatives Manager dated August 7, 2017, Dan gave a brief overview of the history of the BYOB ordinance that has been rumbling around the washer and dryer of the City for a couple years as part of its Zero Waste program (<http://www.ci.minneapolis.mn.us/solid-waste/ZeroWaste/index.htm>), and explained a survey was forwarded to ETPB members and pushed through social media. The ordinance would require customers to pay for bags at the point of purchase if they do not bring their own. Businesses with a point of sale system would be required to charge a minimum 5¢ taxable fee for each bag, and itemize this purchase on receipts. The proposed ordinance has several exemptions, e.g.: bags used in dine-in or carry-out restaurants; bags distributed at retail establishments without a point of sale system; bags distributed at farmers markets.

He displayed a list of businesses that the Southwest Business Association prepared a survey for to help shape its advocacy efforts; these will be compiled and submitted to the City.

Because the topic is hot again, Dan wanted the Board to be aware. Paul clarified the ETPB is not taking a stance, but is encouraging members, as it has done in the past on similar matters, if interested in making their voices heard to send comments to their City Council Member or zerowaste@minneapolismn.gov.

3. City of Minneapolis Vision and Values. Last Friday the City approved its mission, vision and values as part of the Strategic and Racial Equity Action Plan (SREAP), a framework that will set the direction for the future of the City and ensure the implementation of racial equity goals (<http://www.minneapolismn.gov/news/WCMSP-217948>). The plan aligns the work from City leadership to departments and defines goals at all planning levels which can be objectively measured and help inform resource decisions. The Council is expected to vote on a final version of the plan in June.

Paul reminded the Board one of its four major goals under the 2018-2022 Strategic Framework is to “promote the establishment and growth of new, small, under-represented, and/or social enterprise businesses while supporting needs of existing businesses” and he believes the City’s SREAP supports the ETBP’s strategic vision.

- B. Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report for April on the Board Members Only page.
- C. Elliot Park Neighborhood, Inc.** In the absence of Vanessa Haight, due to her children’s spring break, no report was given.
- D. Minneapolis Downtown Council/Downtown Improvement District.** Referencing his April 2nd email, Dan announced the Chameleon Consortium has launched its retail pop-ups at Gaviidae Common and invited everyone to check it out any Wednesday, Thursday or Friday from 10 a.m.-2 p.m. through April 26th. He guided the Board through the website (<https://www.chameleonconsortium.com/shopping-spree/>) created by Neka Creative, described some of the over 50 vendors, and the spaces where they’re located.

This has been an almost 2-year passion project of his beginning with data collection and research, that shifted to development of a management team that culminated into this bootstrap April pop-up for which he is super proud. Now his gears are turning toward sustainability and where we go next. To keep this machinery going, he’s meeting with Katie Kalkman, Chair of Impact Hub MSP, because they are currently without a Managing Director, and Jacquie Berglund, CEO and Co-Founder of Finnegan’s, so that they remain engaged with this work. One of Impact’s employees, Mia Cannon, Community Host, has been managing two of the pop-up spaces.

Dan then described the various resources leveraged to get to opening day. Almost \$200,000 has been spent including two \$30,000 McKnight Foundation grants to the Carlson Consulting Enterprise; tens of thousands of Neka Creative’s pro bono marketing and branding; \$5,000 from Impact Hub for its employee’s time from the end of January through the end of April; \$10,000 from the MDC to cash flow the vendors; and Home Depot receipts.

Communications is a month-long strategy and the first article will be solely about the vendors. Next Thursday will be an elected official press conference where Dan is MC and the *Star Tribune*, which has been supportive, crafted the story. But as the month goes on, they’ll peel off the layers and give gratitude to sponsors. This wouldn’t work if there weren’t three full-time MDC employees running the communications, public relations and planning events, and approximately 30 volunteers including of 2 paid stage employees of Hennepin Theater Trust who assembled IKEA fixtures plus two paid young men from YouthLink hired by Hippy Feet (<https://hippyfeet.com/>) to help set up the pop-up spaces.

A part of Dan’s work moving forward has been mapping empty retail on the ground level of housing which is ubiquitous, but to keep the MDC engaged they’re trying to strategically focus on Nicollet between 5th and 10th Streets to work more deals. A minimum goal for him is to continue to do the pop-ups and extend them to 3 month period of time twice a year. The bigger goal is to get a Bush Foundation grant, multiple partners, lease 7,500 square feet of ground space, two-thirds of which is occupied by retail companies who work and sell in curated spaces and one-third of which is occupied by service/creative companies who find downtown a great place for diverse businesses. Ideally this would occur in an environment that has a full economic program, e.g., CPED’s Small Business Team,

and taking that economic development beyond the traditional retail environment and incubating and accelerating. There are multiple channels of opportunity.

VII. Committee Reports

- A. **Executive.** Paul Mellblom reminded everyone that after the annual meeting, officers will be appointed to serve on the EC at the May Board meeting.
- B. **Board Development.** Marc Berg advised all of the candidates who were approved at the March Board meeting have been contacted and invited to the annual meeting.
- C. **Business Forum.** After distributing the “2019-2020 East Town Business Partnership Forum Season,” Dan reminded the Board this will be its 40th year as an organization and in deference to it they wanted to honor the 40 years of work by creating a sense of place and history through the topics chosen. He reviewed each month’s topic noting the four that will be held jointly with the MDC – September, December, March and June; that October’s *Elliot Park Yesterday, Today and in the Future* that Vanessa Haight will curate should be scheduled after the Minnesota Educator Academy conference; and November’s inauguration of a new series titled *Critical Concerns for the Workplace*.

Dan advised he also collaborates deeply with the MDC on speakers even on the non-joint forums.

- D. **Membership, Marketing and Communication.** MMC Chair Chris Fleck thanked Christie Hantge for preparation of the Membership Report as of April 2, 2019 which can be found on the Board Members Only page at <https://easttownmpls.org/wp-content/uploads/2019/04/ETBP-Membership-Report-4-2-2019.pdf> and then jointly they provided an overview of activities to date.

Chris also thanked the members of the MMC Committee for their efforts and reminded them the next meeting will be prior to the annual meeting on Thursday, April 18th at which they’ll discuss a restaurant membership rate, promoting East Town as it relates to the work of Tom Jollie, and gearing up for next year’s membership drive.

Lastly, Chris thinks the business forums are a good way to get to see our neighbors. He’s outside of downtown on a regularly basis and many people ask him how to get connected into downtown and as a result he’s constantly sending links to the ETBP and MDC advising this is a great way to meet and do business with people in downtown. Thereafter, he encouraged the Board to show up and bring a guest to the business forums.

VIII. New / Old / Other Business

Dan noted this was Paul’s last Board meeting and advised he has served as President since May 2012. When Paul took over this position, he and Dan improvised their way through a nontraditional script. Paul has demonstrated great creativity and intuition as exemplified by his successful career at MSR Design and the professional recognitions he’s received; it has been a pleasure to have worked with him over these years.

IX. Adjournment

There being no further business, the meeting adjourned at 12:50 p.m. (CS/MB).