

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, June 6, 2019
Thrivent Financial, 625 Fourth Avenue South, Conference Room 280
Downtown West Neighborhood of Minneapolis**

Present: Carina Aleckson, Marc Berg, Jacquie Berglund, John Campobasso, Daniel Gumnit, Vanessa Haight, Deborah Moses, Kelly Stenzel, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Guest: Paul Jaeger, Minneapolis Park and Recreation Board

Absent: Marita Albinson, Elizabeth Campbell, Chris Fleck, Cyndy Harrison, Phil Huebner, Tom Jollie, Julia Lauwagie, Paul Mason, Theresa Pesch, Beth Shogren, Varun Kharbanda, Richard Kiemen

I. Call to Order

President John Campobasso called the meeting to order at 11:35 a.m., and thanked Kelly Stenzel, Corporate Real Estate Leasing Manager at Thrivent Financial, for hosting.

Kelly then gave a construction update on their 8-story, \$130 million corporate headquarters being erected to the east across the street from their current headquarters [bought by Hennepin County for consolidation of operations and leased back to TF until completion of construction of their new headquarters] on the northern half of their East Block on South 6th Street between 5th and Portland Avenues (<https://www.instagram.com/tdtmpls/p/BuhmipBFilX/>). To allow for flexibility in growth as needed, their investment division of approximately 300 people will move into 6 floors in the AT&T Tower a few blocks away (<http://www.startribune.com/thrivent-moving-investment-division-to-six-floors-of-at-amp-t-tower-in-downtown-minneapolis/507011982/>). They are still pursuing developers for the southern half of that block.

Then he showed images of Reuter Walton, Hempel Cos. and Interstate Parking's 6-story, apartment and parking ramp project (<http://hempelcompanies.com/hempel-reuter-walton-partner-on-downtown-apartments/>, <https://en.phorio.com/file/842845167>, and <https://finance-commerce.com/2019/06/pace-change-opens-financing-option-to-new-construction/>) being erected on their half block Corporate Lot immediately to the east of their existing headquarters at 600 5th Avenue South. There will be 122 apartments wrapped around a 733-stall parking ramp, some of which TF will use due to the development of this site and their East Block resulting in a loss of 500+ stalls. However, nearly 49% of TF employees commute to work. Although the parking ramp will be completed by September/October 2019, the apartments will not be completed until summer of 2020 around the same time as the new headquarters will be completed.

When speaking with the CFO Randall Boushek recently, he showed Kelly an old blue T-shirt that said "I survived the move" from the block where Ameriprise Financial Center now stands (<https://www.lileks.com/mpls/lutheran/index.html>) to their current headquarters; he had only worked for TF for a week. It will be 40 years since they last moved when they move into their new headquarters and Boushek is looking forward to a new commemorative T-shirt.

They will be taking few items with them such as their art collection and items from the chapel, and the office furniture will remain for Hennepin County's use. The new chapel will be on the first floor of the new building, accessible and open to the public.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included the minutes from the May 2, 2019 Board meeting; Treasurer's report for May which included the F2019 Budget vs. Actual as of May 31, 2019, and Wells Fargo bank statement for the period May 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 April 28-June 1, 2019; and Executive Coordinator's report for the period 5/1/2019 to 5/31/2019 (CA/CS).

IV. Presentations

- A. **Park 7 Housing Project.** Deborah Moses, CEO and Executive Director of House of Charity (<https://www.linkedin.com/in/deborah-moses-dpa-mph-054b0620> and <https://www.houseofcharity.org/stories/note-from-deb>), gave an overview of her illustrious career and noted working at HOC feels like she has come home because her first apartment was at the Drexel Apartments (<https://www.forrent.com/mn/minneapolis/drexel-apartments/h5lyn91>), and she's happy to be a part of ETBP's Board.

She gave an overview of HOC's history and mission – it began in the 1950s on Nicollet Island by Brother DePaul (<http://www.startribune.com/brother-depaul-founded-house-of-charity/95664854/>) to feed people experiencing homelessness – and described their resources (<https://www.houseofcharity.org/resources>). She noted that many of the Board's organizations have volunteers with them including the Minneapolis Police and Fire Departments as well as the Hennepin County Sheriff's Office; it's a good way for the community to get to know its homeless community.

Lastly, she advised closing on the fully-funded, 3-story, 61 micro-unit Park 7 project is scheduled for June 28th, and demolition of the vacant one-story commercial building at 615 South 7th Street will soon follow thereafter (<https://www.houseofcharity.org/expandinghope>). It's nice independent living as opposed to their dormitory style living at 510 South 8th Street. Due to its proximity to Hennepin Healthcare, they expect a good share of who will be referred there through coordinated entry will be medically fragile adults. Then she thanked TF for its sizable donation that will furnish every unit.

Once a groundbreaking date is set, she'll let the Board know.

- B. **Minneapolis Park and Recreation Board Programming.** Paul Jaeger, South Service Area Manager for the MPRB Recreation Centers and Programs Department (https://www.minneapolisparcs.org/activities_events/recreation_service_areas/), came to introduce himself and was asked to explain the current relationship between the MPRB and The Commons.

Initially, the MPRB was in line to build and operate The Commons on the land Ryan Companies purchased as part of its project to build office buildings, apartments and a parking ramp next to what became U.S. Bank Stadium. However, in 2014, partly because of the restrictions on public use in the stadium lease, the MPRB decided it didn't want the proposed park and a second deal was subsequently negotiated, i.e., The Commons would be developed with City money and private donations and given to the MPRB which leased it back to the City for \$1. The City, in turn, arranged with Green Minneapolis to build, operate and program it.

A lawsuit was filed [on behalf of former City Council candidate John Hayden and argued by attorney and former City Council Member Paul Ostrow] stating the agreements that created and govern the operation of the park violate the Minneapolis City Charter, which gives the authority to own and operate parks solely to the MPRB (<https://www.minnpost.com/politics-policy/2018/03/could-lonely-crusade-against-downtown-commons-deal-actually-work/>).

The legal wrangling isn't over, but to Jaeger's understanding, Green Minneapolis is still managing, operating and programming it (<https://www.minneapolisparcs.org/news/2019/04/18/minneapolis-park-board-approves-agreements-for-oversight-of-the-commons-park/>) and why he's reaching out to local stakeholders to ascertain programming gaps, but there are also other departments at the MPRB looking to program complementing rather than competing events to those that occur at The Commons. The he announced the MPRB's Summer Kick-off at The Commons on Wednesday, June 12th, 11:00 a.m. to 1:00 p.m. (<https://www.commonsmpls.com/eventcalendar>).

Thereafter, Jaeger responded to questions from the Board. For more information, he can be reached by phone at 612-499-3014 or email at pajaeger@minneapolisparcs.org.

C. **Public Access Security Solutions.** The Minnesota Sports Facilities Authority was scheduled to give a presentation today on its new security policies, but James Farstad, Executive Director, was called away. The Minnesota Twins just announced its new security policies (<https://minnesota.cbslocal.com/2019/06/06/twins-announce-new-security-policies-at-target-field/>) to simplify and speed up entry and with the recent enhancements (<https://ballparkdigest.com/2019/01/03/twins-unveil-2019-target-field-upgrades/>), it has added value to the ballpark experience. The MSFA will also present before the DMNA and EPNI.

V. Action Items

None.

VI. Updates

A. **Executive Director Monthly Overview.** Dan reported on the outcome of Chameleon Shoppes (<https://www.chameleonconsortium.com/shopping-spree/>), the inaugural retail pop-ups that launched in four vacant retail spaces and the ground floor common space at Gaviidae Common throughout this past April and continuing in a smaller footprint into early May. Although this occurred in the CBD, it was scoped through a partnership between the ETBP and the Minneapolis Downtown Council which wanted a study conducted on how to leverage vacant downtown retail and commercial space into business opportunities for emerging, small and minority-owned businesses. The study was funded by the McKnight Foundation which has an annual agreement to deploy Carlson Consulting Enterprise (<https://carlsonschool.umn.edu/enterprise-programs/consulting-enterprise>) resources, and the City's Great Streets Business District Support grant.

Because the pop-up coincided with the 2019 NCAA Final Four, it received wonderful earned media coverage including an article in the *Star Tribune* business section (<http://www.startribune.com/pop-up-stores-debut-in-empty-space-at-gaviidae-office-tower-in-minneapolis/507975932/>), through the MDC's communications department (<https://www.mplsdowntown.com/chameleon-shoppes-launches-provides-pop-up-retail-throughout-april-in-gaviidae-common/>), *MPR News* (<https://www.mprnews.org/story/2019/04/05/final-four-presents-opportunity-for-popup-entrepreneurs>), and towards its end with local officials (<https://www.mplsdowntown.com/local-officials-celebrate-chameleon-shoppes-april-run-at-gaviidae-common/>).

Dan explained how this pop-up project fits into ETBP's strategic framework under Advocacy and Resourcing and the specific goals to support new, small and under-represented business development, as well as promote social enterprise (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-StrategicPlan-2018-2022-Approved.pdf>).

Then he read its purpose: "The Chameleon Consortium is a private and public partnership program of the Minneapolis Downtown Council (MDC) consisting of more than thirty businesses and non-profit organizations with capacities and leverages that include retail, regulatory, merchandising, economic development, small business coaching, banking, marketing and real estate services."

And read its work: "To connect, incubate and accelerate diverse small businesses in currently vacant downtown retail spaces." Dan noted this obviously includes Elliot Park; any vacant retail space in Downtown East is highly specialized like in the ground floor of new housing and at the Wells Fargo towers.

Part of the CC management team's language and the core of its work is to remove barriers. How does it plan to remove barriers? By

1. Doing the unique work of raising money (grants, sponsorships) and building a cross-sector volunteer infrastructure (channel partner development) based on strategy and mission. Currently Dan is the only paid person who manages the 25-member management team; he may be able to hire someone through a McKnight Foundation grant.

He displayed a chart of what it took to get to the pop-up, i.e., \$302,000 in cash, in-kind, shared

staff, pro bono, grants and sponsorships.

2. Doing the normal work of retail business and some of it alongside the business owners. This was challenging because Nightingale Properties (http://thenggroup.com/properties/?prop_location=MN&prop_type=all), which owns the spaces at Gaviidae, wasn't particularly streamlined and ultimately didn't give any money for improvements so CC had to purchase its own fixtures and recruit volunteers to clean up the space.

Dan then recapped the sales for April and May, average sales per day and by location, and the top items and vendors.

What's next?

1. He's looking for a volunteer from a Board member's organization to write a business plan who'd received sponsorship recognition. He's going to conduct a canvassing exercise on their current strategy to extrapolate into a business plan.
2. Received a lot of interest for doing different types of partnerships, e.g.:
 - Exploring partnership with the Baker Center (<https://transwestern.com/property/733-baker-center>) which is interested in doing a 1,700 square foot buildout that CC would curate; and
 - Have turnkey partnership with House of Talents, one of the stars of the inaugural pop-up that beautifully staged the skyway space in Gaviidae, who will be opened Tuesdays-Fridays, 2:00-4:00 p.m., in June and July (<https://www.chameleonconsortium.com/retailers/house-of-talents/>).

This was a huge project that had many challenges, but overall there's a lot of interest to continue if we can figure out who they're marketing to and how to get them into the stores. He'll continue to provide updates as things proceed along.

Jacquie Berglund advised the next FINN-Lab cohort is in September (<https://finn-lab.com/fellowship/>) and through this program she would like to help be a megaphone for this work. She feels Dan's pain because they do a lot of marketing and have had two markets in their space thus far and there's hardly any people who show up. She respects the work he's done on this project and she'd like to support it in any she can.

- B. Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report for June posted on the Board Members Only page and advised the Minneapolis Riverfront Partnership has been reactivated with Council Members Cunningham and Fletcher as Co-chairs, and herself as Secretary.

Christie Hantge reminded everyone there's a big LUC meeting coming up on Monday, June 10th at Mill City Museum and encouraged them to attend.

- C. Elliot Park Neighborhood, Inc.** Vanessa Haight highlighted the following activities:

1. The joint EPNI and DMNA Personal Safety Training Workshop is on Tuesday, June 11th at The Commons; the rain date is a week later on Tuesday, June 18th.
2. Because their 2003 Master Plan is outdated (http://www.ci.minneapolis.mn.us/cped/planning/cped_elliott-master-plan), they're doing a new community vision to guide future development and encouraged everyone to participate in an interactive survey through the end of this month at https://www.elliottpark.org/community_vision.
3. To bring attention and awareness to the South 10th Street businesses, she distributed hot off the press, save the date invitation cards for the Art Pop Block Party on Saturday, September 21st, 12:00-6:00 p.m., at the intersection of 10th Street and Centennial Place. They received a Great

Streets (http://www.minneapolismn.gov/cped/ba/cped_great_streets_home) grant to cover part of the event, but they are looking for sponsors.

4. Since the CVS Pharmacy on South 10th Street and Portland Avenue has closed (<https://www.google.com/maps/uv?hl=en&pb=!1s0x52b332a2179d086b%3A0xc9a1a4e9b5b8aa3e!2m2!2m2!1i80!2i80!3m1!2i20!16m16!1b1!2m2!1m1!1e1!2m2!1m1!1e3!2m2!1m1!1e5!2m2!1m1!1e4!2m2!1m1!1e6!3m1!7e115!4shhttps%3A%2F%2Flh5.googleusercontent.com%2Fp%2FAF1QipNgBwpJvV4Fb7InIg-qYrVWnOgbfGoIV2poXEs%3Dw360-h240-k-no!5scvs%20pharmacy%20in%20elliott%20park%20-%20Google%20Search!15sCAO&imagekey=!1e10!2sAF1QipNgBwpJvV4Fb7InIg-qYrVWnOgbfGoIV2poXEs&sa=X&ved=2ahUKEwiz-Iu7tKPjAhXoB50JHW7qDxkQoiowCnoECAoQBg>), on Monday their Board of Directors will discuss their role in helping to fill that space, and how to combat the significant increase in crime and drug dealing on both 9th and 10th Streets. Jacquie commented it's more noticeable than it used to be because it's the way she walks home.

D. Minneapolis Downtown Council/Downtown Improvement District. Dan explained he carries four business cards in his wallet, one for his role at First Covenant Church which is more part time, and three for his role at the MDC-DID, ETBP and NūLoop Partners which are more full time. Each month he submits a Work Report (<https://easttownmpls.org/wp-content/uploads/2019/06/Dan-Collison-Director-of-DWTN-Partnerships-WORK-REPORT-MAY-2019.pdf>) detailing how his time is spent between the three organizations, a synergistic relationship that shares staff resources.

Ever since he began to get paid for the latter three roles, the McKnight Foundation grant has been the centerpiece of his work and he recently submitted a fourth 2-year, \$200,000 grant application to deliver measurable outcomes across its Regions & Community Program's (<https://www.mcknight.org/programs/region-communities/>) focus on:

1. **People.** Build upon the 2018 “Inclusive Downtown Think Tank” and move forward with a collective impact model; advance a new Chameleon Consortium program based upon CCE’s downtown retail research and potentially hire a staff member.
2. **Place**
 - Convene multi-organizational redevelopment around the Minneapolis Farmer’s Market-Royalston Southwest LRT Station to advance a compelling strategy that will catalyze private investment and redevelopment of this key gateway district. Note, the Board has been invited to a half day Re-Imagining Farmers Market District Design Workshop & Tour on Thursday, June 13th (<https://www.eventbrite.com/e/development-design-workshop-tour-re-imagining-the-farmers-market-district-tickets-62322568480>).
 - Advance holistic and equitable redevelopment strategies on the Glenwood Avenue Corridor.
 - Advance a new public art strategy for the Hennepin County Energy Recovery Center.
 - Advance policy and development strategies for holistic transit-oriented development and affordable housing on the growing edges of downtown.
3. **Possibility.** Cross-sector policy and practice for the common good, e.g.:
 - Humphrey School Policy Fellowship for Dan as the MDC Director of Downtown Partnerships
 - Policy convening with D/E/I professionals at the intersection of business, nonprofit, and public leadership
 - Private-public leadership support of potential key multi-organizational emerging projects:
 - ❖ The Commons Park
 - ❖ Water Works Redevelopment
 - ❖ Friends of the Lock and Dam
 - ❖ Support emerging public realm and greening initiatives in the East Town neighborhoods and North Loop greater area

VII. Committee Reports

- A. Executive.** John advised that since he was just appointed President last month, he has not yet convened this committee, but anticipates doing so in advance of the next Board meeting in September.
- B. Board Development.** Marc Berg advised he'll send out an invitation to have one summer meeting to discuss terms as several members will be terming off in 2020 including himself, and recruitment to identify potential candidates. He'll also update the Board profile to determine whether any gaps exist in professional expertise.
- C. Business Forum Development.** John advised this committee last met on May 16th before the business forum at Sawatdee. He reminded everyone the next forum is with the MDC on June 20th at Ryan Companies. The topic is "Toward an Inclusive Downtown".
- D. Membership, Marketing and Communication.** In MMC Chair Chris Fleck's absence, Christie referenced the Membership Report as of June 6, 2019 which can be found on the Board Members Only page at <https://easttownmpls.org/etbp-membership-report-6-6-2019/>. There were no new members in the last month. Then she described the Membership Renewal Plan.

VIII. Adjournment

There being no further business, the meeting adjourned at 1:00 p.m. (CS/DM).