

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, September 5, 2019
Padilla, 1101 West River Parkway, The Falls Conference Room
Downtown East Neighborhood of Minneapolis**

Present: Marita Albinson, Carina Aleckson, Marc Berg, John Campobasso, Chris Fleck, Daniel Gumnit, Cyndy Harrison, Tom Jollie, Varun Kharbanda, Richard Kiemen, Julia Lauwagie, Paul Mason, Deborah Moses, Beth Shogren, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Absent: Jacquie Berglund, Elizabeth Campbell, Vanessa Haight, Phil Huebner, Theresa Pesch, Kelly Stenzel

I. Call to Order

President John Campobasso called the meeting to order at 11:39 a.m., and thanked Tom Jollie, SVP at Padilla, for hosting and providing the lunch [from Crowning Touch Catering, <http://www.crowningtouchcatering.com/>].

Tom explained Padilla (<https://padillaco.com/>) builds, grows, and protects brands worldwide for many different companies ranging from 3M and Cargill all the way to nonprofits, foundations, and everything in between. They provide a great variety of advertising, public relations and marketing services, and because the whole area of those serves is bunched together, they try to get ahead of the trend by adding insights and research people to the mix. Whenever they work with a client, they step back and consider what they're trying to accomplish and what they know about the client's market or audiences that will make a difference, and then build a *Paid, Earned, Shared, Owned* (<https://www.brandpoint.com/blog/earned-owned-paid-media/>) communications campaign around it.

Padilla began as a public relations firm (<http://www.cavittproductions.com/wp-content/uploads/2016/06/PSB-50th-Anniversary-Book.pdf>) and since then has built a broader footprint by adding 7 offices, acquiring FoodMinds (<https://padillaco.com/the-news/news-items/padilla-acquires-foodminds/>), and being sold to Montreal-based Avenir Global (<https://padillaco.com/the-news/news-items/avenir-global-acquires-Padilla>), the principal investor to which is one of the Molson brothers of the Molson Coors Brewing Company (https://en.wikipedia.org/wiki/Molson_Coors_Brewing_Company). Avenir Global is building a global network and considered Padilla a key strategic partner in the United States as a lot of its approaches are more advanced than other companies. Padilla's role is to help AG form their identity as a result of this acquisition.

Lynn Casey, Padilla's Chair and CEO (<https://www.linkedin.com/in/lynncaseypadilla>), will officially retire in December, and Matt Kucharski (<https://padillaco.com/misc/matt-kucharski/>), the new President, will fill her role.

Thereafter, because this was his first Board meeting, Richard "Rich" Kiemen, SVP of Construction at Sherman Associates (<https://www.sherman-associates.com/about/>), introduced himself and advised he moved to the area 5 years ago and is looking forward to becoming more involved in the community.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included the minutes from the June 6, 2019 Board meeting; Treasurer's report for June, July and August which included the F2019 Budget vs. Actual as of August 31, 2019, and Wells Fargo bank statements for the periods June 1-August 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 June 1, 2019; and Executive Coordinator's report for the period 6/1/2019 to 8/31/2019 (CA/CS).

IV. Presentation: Joint DMNA-NLNA Public Safety Forum Recap

Executive Coordinator Christie Rock Hantge was asked by Executive Director Dan Collison to give a

summary of the joint DMNA-NLNA Crime and Safety Public Forum held on Wednesday, August 7th at Open Book with panelists Kathy Waite, Deputy Chief of the Patrol Bureau; William Peterson, 1st Precinct Inspector; Shane Zahn, Director of Safety Initiatives at Minneapolis Downtown Improvement District; and Calvin Noble, Park Police Lieutenant. In the audience were Reneé Allen, 1st Precinct Crime Prevention Specialist, and Matthew Wilcox, Assistant Minneapolis City Attorney, who also provided insights on the topic.

Christie was excited that Waite (<https://www.linkedin.com/in/kathy-waite-04342891>) was a panelist because they've been friends for 25 years, Waite was in her wedding, and Waite's a great source for the ETBP and the DMNA.

This was the brainchild of DMNA Chair and criminal defense attorney Joseph Tamburino (<https://www.caplantamburino.com/attorney-profiles/joseph-tamburino/>) who worked with colleagues within his profession, the MPD, and Park Police, to craft his presentation.

Because a lot of discussion was generated at the forum and in follow-up emails among DMNA Board members, Christie is aware the topic evokes strong feelings on both sides. Then she gave a condensed version of Tamburino's presentation (<https://easttownmpls.org/wp-content/uploads/2019/09/Summary-of-the-DMNA-NLNA-Crime-and-Safety-Public-Forum-for-the-ETBP-Board-Meeting-on-09-19-2019.pdf>) which included an overview of the MPD 1st Precinct, Park Police, challenges of the increasing population and development, downtown crime statistics, measures taken by the City over the last several years to address crime and safety in downtown, possible solutions to the recent increase in crime, and resources.

Some of the possible crime prevention measures include:

- Hiring more MPD officers. Police Chief Medaria Arradondo initially sought 400 more over the next 5 years and Mayor Jacob Frey requested 14 additional in his 2020 Budget (<https://minnesota.cbslocal.com/2019/09/12/minneapolis-police-department-chief-medaria-arradondo-officers/>).
- Environmental design and public realm improvements (https://en.wikipedia.org/wiki/Crime_prevention_through_environmental_design). The DMNA and MDC are strong advocates, e.g., Pianos on Parade (<https://www.mplsdowntown.com/pianos/>), Parklet at Open Book (<http://www.minneapolismn.gov/pedestrian/projects/WCMS1P-137752>), sidewalk cafés, and the *Minneapolis 2040's* 6th goal for a high-quality and distinctive physical environment in all parts of the city (<https://minneapolis2040.com/goals/high-quality-physical-environment/>) reinforces the concept and is thoughtfully connected to private development.
- Adding more public closed-circuit television surveillance cameras as they have in Atlanta and Chicago in the U.S., and European cities of London, Madrid, Dublin (<https://www.earthcam.com/world/ireland/dublin/?cam=templebar>). [As an FYI, also read *The Most Surveilled Cities* at <https://www.comparitech.com/vpn-privacy/the-worlds-most-surveilled-cities/>.]
- Creating a new police substation. Led by Tamburino, the DMNA has diligently worked with Sherman Associates and the MPD 1st Precinct to open one in The Vicinity at 205 Park Avenue (<https://thevicinitympls.com/>) this fall/winter that will be accessible to the MPD, Hennepin County Sheriff, and Park Police.

Christie recommended giving a similar presentation before the ETBP membership, after which Deborah Moses suggested broadening the panel beyond police enforcement to balance it with those who have alternative criminal justice perspectives. John then stated since a lot of interest has been expressed by the Board, and safety is one of the priorities for the Minneapolis Downtown Improvement District (<https://www.mplsdid.com/safe>), when it next becomes a forum topic will be resolved by the Business Forum Development Committee in coordination with the Minneapolis Downtown Council.

For crime statistics in Minneapolis and downtown, visit

<http://www.ci.minneapolis.mn.us/police/statistics/index.htm>, and to read Tamburino's full report, visit <https://easttownmpls.org/wp-content/uploads/2019/08/Downtown-Crime-Prevention-2019.pdf>.

V. Action Item: Letter of Support for Minneapolis Downtown Improvement District 2020 Budget

Collison advised the DID is a 501(c)(6) and wholly controlled subsidiary of the Minneapolis Downtown Council. Since its inception by City Ordinance in 2009, it has undergone a second 5-year renewal as well as annual budget approvals. In continuing support thereof, Collison drafted a Letter of Support for its annual budget (<https://easttownmpls.org/wp-content/uploads/2019/08/East-Town-Business-Partnership-Letter-of-Support-for-DID-2020-Budget.pdf> and https://cdn4.sportngin.com/attachments/document/9ef4-1955121/2020_DID_Operating_Plan_Final_web.pdf?_ga=2.194516205.1710056671.1569277831-609759178.1567094318). The LOS was approved as submitted (CA/CS).

VI. Updates

A. Executive Director Monthly Overview

1. **Fall Tree Census.** Dan advised both he and Beth Shogren attended Sunrise on the Mississippi fundraiser this morning (<https://mplsparksfoundation.org/sunrise-on-the-mississippi/>) where Chief Meteorologist Paul Huttner discussed the importance of parks in mitigating the impact of climate change (<https://mplsparksfoundation.org/wp-content/uploads/2019/09/2019-Sunrise-Parks-Foundation-Huttner-MPR.pdf>), and because of the topic's relevance to Green Minneapolis' work on the downtown canopy, he deferred this presentation to Beth.

Citing from Huttner's report, Beth explained of all U.S. cities, Minneapolis ranks 9th for its heat island effect (https://en.wikipedia.org/wiki/Urban_heat_island), and for a northern city that is highly unusual. This means we have a lot of impermeable surfaces and not a lot of green permeable surfaces in our downtown forest, hence their Greening Lab project (<https://www.greenminneapolis.org/projects/greening-lab/>) to which the DMNA contributes.

To help grow the downtown forest and get people engaged, they are conducting two volunteer events to survey trees in neighborhoods across downtown to track their health: Thursday, September 19th at The Commons, and Tuesday, September 24th at Peavey Plaza, both days at 4:30-6:00 p.m. (<https://www.greenminneapolis.org/about/volunteers/>). Then she encouraged everyone to help promote the events by distributing flyers and emailing a pdf file.

2. **Minneapolis Wage Theft Ordinance Sign-on Letter.** Pursuant to Dan's email dated July 11th about this topic, and in acknowledgement of the fact the Board didn't meeting in July and August to delve deeper into the topic, plus having received Board responses abstaining, expressing concerns or requesting additional time to review, and now having immersed himself in the data and information narrative, Dan explained the ETBP has functioned very differently than the Minneapolis Regional Chamber of Commerce and MDC in terms of policy issues. Since his involvement with the organization, the ETBP has **not** taken positions on policy issues with the **exception** of opposing any action in furtherance of licensing and construction of the Crown Mill Hydroelectric Project at the Upper Saint Anthony Falls Lock and Dam, a major economic, recreational and aesthetic asset on the Central Riverfront.

On other issues, such as Minimum Wage, we've held listening sessions to get people together, pass on information and spark conversation, but largely not to take a position. When Dan first received the invitation from Jonathan Weinhagen, he pushed it out to the Board and as he received more feedback, he discovered there was a lot more political and institutional emotion around it. One of the unique things about the ETBP is it tries to be an engaged array of businesses on the forefront of pressing issues and developing strategies that span the entire district, but once you sign a statement in favor/not in favor of an ordinance it pulls the organization more into the policy world and less out of how it stays engaged with its constituents.

He noted these are complicated moments where local municipalities are stepping forward in policy issues that have been traditionally handled by the state or federal government. This topic is no longer debatable as the ordinance was passed by City Council on August 8, 2019 (<http://www.minneapolismn.gov/civilrights/LaborStandardsEnforcement/WCMSP-220149>).

3. **Five Year Strategic Framework.** As the ETBP moves into its 40th year after the summer hiatus, John asked Dan to acquaint/reacquaint the Board with its 2018-2022 Strategic Framework. This current version is the result of the half day retreat held on Tuesday, July 11, 2017 facilitated by Trudy Ohnsorg of Cincinnati, and was built upon the 2013-2017 Strategic Framework (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-StrategicPlan-2018-2022-Approved.pdf>).

Dan then gave a brief overview of the ETBP's mission, geographic boundaries, planning process, four areas of strategic focus – *Connection and Collaboration, Advocacy and Resourcing, Leadership and Voice, Sound and Sustaining Organization Structure* – and the respective goals under each. He works diligently with John, Christie, and the Board Committees to help accomplish these goals.

As time has moved on, Dan noted connections to the neighborhoods has gotten increasingly more important as the residential population is doubling, hence the next framework update may need to change to consider how to engage with this changing demographic.

4. **McKnight Foundation Region & Communities Grant.** Dan explained the fuel tank for his work since he became the ETBP's Executive Director – spurred on by former ETBP Board member Tim Tucker and the appeal from MDC CEO Steve Cramer – has been the McKnight Foundation. The first 1-year grant focused on affordable housing, public-private partnerships, and the theory to have downtown become inclusive. They have since won two 2-year grants and this is the third 2-year, \$100,000 per year grant that will allow him to hire a part-time staff person, i.e., Mia Cannon (<https://www.linkedin.com/in/miacannon>), for his Chameleon Consortium and 2025 Plan work which spans across and leverages his business profile as Lead Pastor of First Covenant Church which first brought him downtown, ED of ETBP, Director of Downtown Partnerships for the MDC-DID, and ED of NūLoop Partners.

The grant is framed around:

- a. **People**
 - Building upon 2018 Inclusive Downtown Think Tank and moving forward with a collective impact model
 - Advancing the Chameleon Consortium
 - b. **Place**
 - Minneapolis Farmer's Market-Royalston Southwest LRT Station
 - Glenwood Avenue Corridor
 - Hennepin County Energy Recovery Center public art
 - Transit-oriented development and affordable housing on growing edges of downtown
 - c. **Possibility: Cross-Sector Policy and Practice for the Common Good**
 - Humphrey School Policy Fellowship for Dan Collison
 - Policy convening with Diversity Equity and Inclusion professionals
 - Private-public leadership support of potential emerging projects, e.g.: The Commons Park, Water Works Redevelopment, Friends of the Lock and Dam, public realm and greening initiatives in East Town and North Loop greater area
5. **Chameleon Consortium.** After describing what the CC is (<https://www.chameleonconsortium.com/>) and its purpose, i.e., to connect, incubate and accelerate diverse small businesses in currently vacant downtown retail spaces, Dan advised through the pro bono assistance of Accenture they're

developing a 3-year business plan framework, running turnkeys in Gaviidae, have six great proposals for pop-ups in Gaviidae from October through December, and just learned today the IDS Center is willing to allow pop-ups in the 5,700 square-foot ground level vacant space at the corner of Marquette Avenue and South 8th Street.

Because of the pilot pop-up program in April and May, they're getting to know the business owners and who has the capacity to run turnkeys, e.g., House of Talents (<https://www.chameleonconsortium.com/retailers/house-of-talents/>). As a result, they'll be conducting a Textile Week with artisans from across the region in Gaviidae, 15 businesses will go into the IDS Center in November and December, and another 4 businesses into Gaviidae for the holiday season.

He also sent his response to the City's RFP for Concessionaire/Retail Master Lessee for their new Public Service Building to Hennepin County for its food service area for when they move into their new space in the former Thrivent Financial building.

- B. Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report for September posted on the Board Members Only page.

Christie announced Ward 3 Council Member Steve Fletcher's Short Term Rentals Ordinance Listening Session on Tuesday, September 10th at Mill City Museum (<https://www.facebook.com/events/2969965136561287/>). [Also read <https://www.mndaily.com/article/2019/07/n-minneapolis-ordinance-would-crack-down-on-airbnbs.>]

Christie also announced because of growing concerns over pedestrian safety, representatives from scooter operators Lime, Lyft and Spin will at the September 16th DMNA Board meeting and encouraged everyone to attend and express their opinions to help improve the environment for everyone.

- C. Elliot Park Neighborhood, Inc.** In Vanessa Haight's absence, John reminded everyone of the Art Pop Block Party on Saturday, September 21st, 12:00-6:00 p.m., at the intersection of 10th Street and Centennial Place.
- D. Minneapolis Downtown Council/Downtown Improvement District.** Covered in Executive Director's Monthly Overview.

VII. Committee Reports

- A. Executive.** John had no update to report.
- B. Board Development.** BDC Chair Marc Berg advised this committee, comprised of himself, Carina, Carletta and Dan, met once over the hiatus on Thursday, August 8th to review terms (https://easttownmpls.org/wp-content/uploads/2019/08/ETBP.Board_Development.Committee.bd_member.terms-limits.08.20.19.pdf), and encouraged everyone to review for accuracy. A preliminary prospective candidate list was also developed at that meeting to fill the seats of three members who will be terming off. If other Board members have any candidates they'd like to recommend, please forward them to his attention at mberg@jselmerlaw.com.

The next BDC meeting is on Wednesday, October 16th at 2:00 p.m. in Marc's office. All are welcome to attend.

- C. Business Forum Development.** Dan asked Varun Kharbanda to give a brief overview of the Ironclad project (<https://ironcladmn.com/>) his family developed that will be featured at the September 19th business forum.

Reference page 2 of the agenda for upcoming meeting dates.

- D. Membership, Marketing and Communication.** Christie noted the membership renewal campaign kicked off over the summer and gently reminded Board members who hadn't renewed to please do so (https://easttownmpls.org/etbp-membership/?mc_cid=8699060c95&mc_eid=c601721787).

MMC Chair Chris Fleck reminded everyone these funds go toward salaries and keeps the organization functioning. Then referencing the Membership Report as of September 5, 2019 posted on the Board Members Only page at <https://easttownmpls.org/wp-content/uploads/2019/09/ETBP-Membership-Report-9-5-2019.pdf>, he advised the goal this year as last is to increase membership by 10% and not to lose any membership by the same percentage.

VIII. Adjournment

There being no further business, the meeting adjourned at 1:03 p.m. (CS/TJ).