

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, October 3, 2019
Kraus-Anderson, 501 South 8th Street, Minneapolis 3 Conference Room
Elliot Park Neighborhood of Minneapolis**

Present: Jacquie Berglund, Carina Aleckson, Elizabeth Campbell, John Campobasso, Chris Fleck, Vanessa Haight, Cyndy Harrison, Phil Huebner, Tom Jollie, Julia Lauwagie, Deborah Moses, Kelly Stenzel, Carletta Sweet

Staff: Dan Collison

Guest: Patrick Hanlon, Minneapolis Health Department

Absent: Marita Albinson, Marc Berg, Daniel Gummit, Christie Rock Hantge, Varun Kharbanda, Richard Kiemen, Paul Mason, Theresa Pesch, Beth Shogren

I. Call to Order

President and meeting host John Campobasso welcomed everyone and then called the meeting to order at 11:42 a.m.

He commented, and as everyone would have noticed, the 8th Street Reconstruction Project (<https://www.8thstreetproject.com/>) has wound its way east to their full block development making it challenging for pedestrians as well as those needing to park; vehicles have to enter off of Portland Avenue and turn west onto 8th Street to enter their underground parking ramp. Then he advised they moved into their new state-of-the-art consolidated campus back in October 2017 making for better collaboration, productivity and parking (<https://www.krausanderson.com/about/news/kraus-anderson-brings-consolidation-collaboration-new-downtown-minneapolis-headquarters/>) and it feels good to him to be back at this location.

Thereafter, everyone introduced themselves.

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 September 5, 2019 Board meeting; Treasurer's report for September which included the F2019 Budget vs. Actual as of September 30, 2019, and Wells Fargo bank statement for the period September 30, 2019; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NūLoop Partners' report for September 1-28, 2019; and Executive Coordinator's report for the period 9/1/2019 to 9/30/2019 (CA/CS).

IV. Presentations

A. Minnesota Adult & Teen Challenge

Julia Lauwagie, Development Manager at MnTC, advised this organization was established in 1983 to help people struggling with drugs, alcohol, and other life controlling addictions, with Pastor Rich Scherber as its Executive Director (<https://www.mntc.org/about/>). She's been with the organization since 2010.

Their first building was a condemned crack house on Clinton Avenue in Minneapolis purchased in 1991, and they now have six buildings here and have since grown throughout Minnesota with campuses in Brainerd, Duluth, Rochester and Buffalo. Julia works out of Hope Commons, a space shared with Hope Academy (<http://hopeschool.org/>) at 2300 Chicago Avenue.

The amazing story is every time they've acquired a building it has been without debt. There is this huge donor base that has fed into their program; consequently, they've been able to expand to other areas in Minnesota. The next expansion will likely be towards Willmar.

Julia then gave a brief overview of their campuses within Minneapolis and outstate, programs offered

through their model of Continuum of Care with each program designed to build on the foundation of the previous, and number of clients served which has doubled in the last 5 years.

Future residences include near their Stevens House at 3231 1st Avenue South where they're acquiring the Harriet Tubman building at 3111 1st Avenue South (<https://www.tubman.org/>) for a women's center, free of debt due to generous donors, one of whom alone gave \$3.5 million. The interior needs a lot of work; however, they're almost at the end of an \$8 million campaign for it. They've also acquired the Chatham Building adjacent to their 2 East 2nd Street property in Duluth for expansion (<https://www.duluthnewtribune.com/news/2987401-Duluth-addiction-recovery-program-in-1.6-million-expansion>).

MnTC is no longer just a Christian faith-based addiction recovery program; it's now considered a healthcare organization offering licensed – via American Society of Addiction Medicine (<https://www.asam.org>) – treatment for all faiths. As a consequence they receive a lot more support from state and local governments.

Based on a poll of employees, they were voted 13th in the large business category for best workplace and received the Top Managers Award for 2019 (<http://www.startribune.com/ranking-minnesota-s-150-top-workplaces/511089882/>). Periodically a survey is conducted by the Amherst H. Wilder Foundation to poll graduates of their programs (<https://www.wilder.org/wilder-research/research-library/minnesota-teen-challenge>). The results from interviews with graduates from this past year indicated 80% of graduates reported 0-1 lapses since graduating, and 67% of graduates reported no use in the past 6 months prior to the survey.

Thereafter, she responded to a few questions from the Board during which she advised they operate under Adult & Teen Challenge USA (<https://teenchallengeusa.org/>) which has centers in every state and in over 240 countries; MnTC is the strongest in this country.

For more information Julia can be reached at 612-238-6132 or julia.lauwagie@mntc.org.

B. Minneapolis Environmental Programs

Patrick Hanlon, Director of Environmental Programs at City of Minneapolis (<http://www.minneapolismn.gov/news/employees/WCMSP-206374>), was asked by Dan who has gotten to know him over the last couple years, to present their environmental programs and how they intersect with business practices.

Hanlon advised he's trying to convey the value of reinvestment of fees to help solve environmental problems and as a catalyst for change. He began by stating what he would not spend time on, i.e.: we all live on one finite planet; the global surface temperature is rising; 18 of the 19 hottest years on record have occurred since 2001; Carbon Dioxide (CO₂) concentrations have correlated with temperatures over time; and Minnesota's top ten warmest and wettest years on record have all occurred since 1998.

Global greenhouse gas emissions are on the increase (<https://research.noaa.gov/article/ArtMID/587/ArticleID/2455/RISING-EMISSIONS-DRIVE-GREENHOUSE-GAS-INDEX-INCREASE>), but we're doing some good work here in Minneapolis to get the trajectory downward. However, since 2017 there's been an increase and we're not on track to meet our 2050 Climate Action Goals (<http://www.minneapolismn.gov/sustainability/climate-action-goals/index.htm>). We all have activities – land transport, industrial processes, oil production – that contribute to the increase in GHG emissions that aren't significantly built into our economic model.

The same can be said for air pollution. According to the Minnesota Pollution Control Agency and Minnesota Department of Health's Life and Breath report (<https://www.pca.state.mn.us/air/life-and-breath-report>), roughly 2,000 to 4,000 people die in Minnesota annually due to air pollution related illnesses, and again this is not built into our economic model.

The paradigm for change they've been using in environmental programs at the City is:

Charge for a portion of the social cost
+
Reinvest (pollution/franchise) fees in the solutions to reduce pollution
=
Accelerated change

They first road tested this recipe with drycleaners. They received a lot of complaints from neighbors and they went and talked with business owners who wanted to change over, but they didn't have the \$100,000 investment to do so. They discovered the health risk value for perchloroethylene (perc and aka tetrachloroethylene), a cancer-causing hazardous chemical used by drycleaners, is 2 micrograms and the home shown on his slide presentation immediately adjacent to a drycleaner was exposed to 1,000-2,000 micrograms and the drycleaner workers were exposed to 80,000 micrograms before this program. As a result, the City switched all drycleaners away from perc, the first city in the country to do so, and now they're moving on to nail salons and autobody shops.

In 2016, they looked at how to use this recipe on energy work. Using emission coefficients (<http://www.climfoot-project.eu/en/what-emission-factor>) and viewing CO₂ as a pollutant, they had a pollution control fee but not a tool for addressing climate change. Then in 2017 a franchise fee was passed (<https://lims.minneapolismn.gov/File/2017-01413>) allowing them to reinvest in solar incentives and energy efficiency. Hanlon then displayed photographs of where this reinvestment, in combination with other programs, has been implemented, e.g.: solar panels on A Chance to Grow at 1800 Second Street NE (<https://cedarcreekenergy.com/case-study-chance-grow/#1511285443139-632bea4b-32310449-ea13>); on Phillips Garden at 2646 Cedar Avenue South (<https://www.allenergysolar.com/blog/case-study/phillips-garden-solar-powered-small-business-in-more-ways-than-one/>); retrofitting or replacing diesel trucks (<https://www.pca.state.mn.us/featured/climate-week-new-mpca-grants-clean-air-projects>); converting diesel excavators to electric.

Is climate change work the same recipe for inequity or an opportunity to create equity and build wealth in low-income communities? Since "Nobody owns the sun." as Roxanne O'Brien (<http://turtleroad.org/2019/01/23/roxxanne-obrien-northside-community-activist-speaks-truth-to-power/>) is quoted as saying, the franchise fee also allows them to focus on equity and environmental justice in Green Zones (<http://www.ci.minneapolis.mn.us/sustainability/policies/green-zones>) where there was historical and intentional under investment. They invest at a higher rate on energy efficiency and solar incentives (provided \$7.4 million in wealth creation in solar) as well as pollution reduction. After running a heat map of all Wards, the area which received the highest amount of investment was in Ward 5 (<http://www.minneapolismn.gov/ward5/index.htm>) indicating that some of these intentional investments are working and driving change.

The franchise fee also allows them to work with David Frank's CPED team on the 4d Affordable Housing Incentive Program (<http://www.minneapolismn.gov/cped/housing/WCMSP-214366>) to offer energy efficiency incentives to building owners to help drive down the cost for tenants. And through Lead and Healthy Homes (<http://www.minneapolismn.gov/health/homes/index.htm>), the franchise fee allows them to do energy efficiency retrofits and radon mitigation.

By leveraging investments and partnerships with, e.g., the Minneapolis Regional Chamber of Commerce, Center for Energy and Environment, Energy Technical Assistance Program (<http://www.minneapolismn.gov/business/WCMSP-211526>), over \$40 million in wealth has been created across Minneapolis. In addition, they've just gotten a grant from Bloomberg (<https://www.bloomberg.org/program/environment/>), met with Ramsey County (<https://www.ramseycounty.us/residents/environment>) last week, and there's an innovative program at Harvard University (<https://www.hsph.harvard.edu/ecpe/category/environmental-health-and-safety/>) that's interested in this model, hence coming up with a model where everyone wins is the role they can play.

For more information, Hanlon can be reached at Patrick.Hanlon@minneapolismn.gov or Twitter @MPLSGreenBiz.

C. Twin Cities Startup Week

Dan provided an overview of the presentation Casey Shultz, Director (<https://www.linkedin.com/in/caseyshultz>), gave at the September 19th business forum at the Moxy Minneapolis-Downtown, on the week-long celebration of the entrepreneurial spirit and innovation in the Twin Cities and Greater Minnesota taking place next week, October 9-16, 2019. This first came on Dan's radar just last year and he attended events that took place downtown.

When it first launched in 2014, TCSW was dispersed and not well attended, but once it got rolling in 2015 it grew from 50 entrepreneurs gathering for 15 events to hosting over 17,000 registered attendees and providing over 200 events in 2018 (<https://medium.com/twin-cities-startup-week/get-ready-for-twin-cities-startup-week-2019-c7a0926fbe88>). In the business world it's a key point of interest and growth as we want to be known as a region that invests in startups and acceleration of innovative business practices.

Dan noted the IDS Center is providing the vacant ground level space adjacent to the Crystal Court at South 8th Street and Marquette Avenue as a downtown hub, and he'll be spending all of next Thursday with Target on the retail track (<https://twincitiesstartupweek.com/tracks/retail/>) as it relates to his Chameleon Consortium work. Jacquie Berglund advised FINNEGANS is hosting about 5 different events related to the Food|Ag|Ideas Track (<https://www.foodagideas.com/>) on the 10th at their Tap Room. General admission is \$25 for access to the entire calendar of events.

Tom Jollie announced Padilla is producing the second annual MEDA (Metropolitan Economic Development Association) Million Dollar Challenge for minority entrepreneurs, the largest minority entrepreneurial competition in the country. Ten finalists, six of whom are from Minnesota, were chosen to participate in a boot camp to help them get ready for a final pitch event on Friday, October 11th (<http://tcbmag.com/news/articles/2019/august/meda-unveils-finalists-in-million-dollar-pitch-com> and <https://www.tpt.org/event/million-dollar-challenge-finals/>) coincident with TCSW; it's attracting businesses and investors from around the country.

John noted there are *a lot of initiatives* to help minority businesses grow including the Minnesota Emerging Entrepreneur Loan Program (<https://mn.gov/deed/business/financing-business/deed-programs/elp/>), and Greater MSP's Small Business Assistance (<https://www.greatersp.org/doing-business-here/small-business-assistance/>) and Forge North (<https://forgenorth.com/>).

Dan advised he's been invited to a small roundtable on the Aspen Ideas Festival (<https://www.aspenideas.org/>) at the African Development Center (<http://adcmnnesota.org/>). Even though his Chameleon Consortium work is focused on the CBD, they're trying to draw in that part of downtown.

To learn more about TCSW, visit <https://twincitiesstartupweek.com>, @tcstartupweek, or casey@beta.mn.

V. Action Item: Change of June 2020 Board Meeting Date

Collison advised because the Minneapolis Downtown Council landed its June 2020 Board meeting on the same date as the ETBP's, i.e., Thursday the 4th, he's proposing moving ours a week later to Thursday, June 11th. There being no objections, the motion to move the June 2020 Board meeting date was approved (CS/CA).

VI. Updates

A. Executive Director Monthly Overview

The Chameleon Consortium work continues to move forward. As mentioned in September's Board meeting, he was able to secure a third 2-year McKnight Foundation Region & Communities grant that included \$25,000 to hire a part-time Impact Hub MSP staff person, i.e., Mia Cannon (<https://www.linkedin.com/in/miacannon>).

He then displayed a list of all the amazing sponsors and research partners who have invested approximately \$400,000 in mostly pro bono as well as cash assistance to help this endeavor move forward, e.g.: City's Great Streets Business District Support Program grant (http://www.minneapolismn.gov/cped/ba/cped_great_streets_home); Carlson Consulting Enterprise (<https://carlsonschool.umn.edu/enterprise-programs/consulting-enterprise>); Neka Creative (<http://nekacreative.com/home/>); and more recently Accenture (<https://www.accenture.com/us-en>) which is developing a 3-year business plan framework.

CC has over 110 businesses applying to participate in *Chameleon Shoppes* (<https://www.chameleonconsortium.com/shopping-spree/>). When the pilot launched in April there were 52 businesses in Gaviidae Common. Now there are 30+ more turnkey businesses going into Gaviidae Common **and** IDS Center during this autumn and holiday season for which he provided an overview. He highlighted tomorrow, Friday, October 4th, is the last day of the inaugural Textile Week MSP (<https://www.mplsdownatown.com/event/textile-week-msp-featuring-chameleon-consortium/>); he only just received their press release last Thursday, but more marketing materials are forthcoming for the remainder of the pop-ups and the CC website will be updated as well.

Contrary to the experience with Nightingale Properties (http://thenggroup.com/properties/?prop_location=MN&prop_type=all), which provided little assistance in preparing their pop-up spaces, management at the IDS Center has been very cooperative by preparing the 5,700 square-foot ground level vacant space at the corner of Marquette Avenue and South 8th Street.

At the Tuesday, October 8th CC Management Team they will be discussing the 2020 calendar, i.e., timely planning and synchronizing with/hosting hub activities for the City's Black Business Week (<https://minneapolisblackbusinessweek.com/>), and Latino Heritage Month (<http://www.minneapolismn.gov/ncr/engagement/WCMSP-220480>).

He's also in conversations with the Black Women's Wealth Alliance (<https://www.bwwa-us.com/>) to co-apply for a Bush Foundation Community Innovation grant (<https://www.bushfoundation.org/grants/community-innovation-grants>) to bring BWWA's incubator downtown.

Lastly, he had to quickly turn in a \$50,000 application for a Target Foundation grant (<https://corporate.target.com/article/2019/09/target-foundation> and <http://www.startribune.com/target-foundation-announces-new-funding-focus-for-twin-cities-nonprofits/559519012/>) due this past Tuesday that would provide additional marketing resources, tenant improvement support in pop-up environments, deeper knowledge of the rapidly changing retail sector, and access to a wider array of inclusive economic development advocates. As in the case with the McKnight Foundation process, it will go through another application phase.

B. Downtown Minneapolis Neighborhood Association. Carletta Sweet advised since she didn't attend Tuesday's Land Use Committee meeting which provides most of the substance of her report – she attended the MDC 2019 Gala at the invitation of John to sit at his KA table – there was no report for this month.

C. Elliot Park Neighborhood, Inc. Vanessa Haight provided an update on:

1. Their inaugural ART POP! Block Party (<https://www.facebook.com/events/390119098520022/permalink/426308928234372/>) held on Saturday, September 21st. Despite the weather threat, all went well. The goal was to bring attention to and increase the customer base of the South 10th Street businesses, listed here alphabetically:

Band Box Diner (<https://www.facebook.com/bandboxeats/>)

Bee Ink Tattoo (<https://beeinktattoo.com/>)

Fades of Gray (<https://www.fadesofgray.com/>)

Gamut Gallery (<http://www.gamutgallerympls.com/>)

Kristi Abbott Gallery & Studio (<https://www.kristiabbott.com/>)

Rose Salon Mpls (<https://www.facebook.com/pages/category/Hair-Salon/Rose-Salon-MPLS-2044238309162655/>)

The goal was to attract 1,000 people and they estimate over 800 attended who were comprised of young and old, new and old faces, residents, families and students from the neighborhood and beyond. Julian Gray, owner of Fades of Gray, has already reported he's gotten six new clients since the event.

Based on observations whenever Vanessa visited the businesses, it was a wild success and folks kept asking when they'll be doing it again. She thanked those who help spread the word, and North Central University and Finnegan's for their partnership.

This event was co-sponsored by neighboring independent businesses who came together to create Elliot Park Arts Quarter (<https://www.facebook.com/ElliotParkArtsQuarter/>) which, in partnership with EPNI, was awarded funding by the Great Streets Business District Support Program. Another co-sponsor of interest was Clear Channel which provided five electric billboard advertisements throughout the neighborhood (<https://company.clearchanneloutdoor.com/corporate-social-responsibility/>).

Vanessa then announced that immediately after this event, EPNI moved its headquarters into First Covenant Church.

2. Their November 5th Food Solutions Town Hall Meeting (https://www.elliottpark.org/food_townhall). For the past year a group of residents have been exploring the reasons for the lack of food in the neighborhood, and why and how people shop. At this meeting they'll share this information and present solutions they think will work for the community. Dinner will be provided and there'll be time for Q&A. Invitations are forthcoming.

D. Minneapolis Downtown Council/Downtown Improvement District

1. **Motorized Foot Scooter Pilot.** Dan explained scooters are a new and disruptive way for humans to move efficiently around the city, particularly in downtown during the warmer months. Because they're becoming a big deal as injuries are increasing, he wanted the Board to be aware of the data compiled on the 2018 pilot presented to the League of MN Cities Policy Committee (<https://www.metrocitiesmn.org/assets/docs/PolicyCommittees/TGG/2019/Minneapolis%20Scooter%20Pilot%20Summary%202018%20%2B%202019%20Update.pdf>) by Josh Johnson, the City's Advanced Mobility Manager (<https://www.linkedin.com/in/joshua-a-johnson>).

After giving an overview of the 2018 survey and complaint data as well as conclusions, he provided an overview of the 2019 policy update, infrastructure, observations, metrics and evaluation. For more information, Johnson can be reached at joshua.johnson2@minneapolismn.gov.

2. **Vision Zero Action Plan.** Related to the above topic in terms of improving traffic safety and unsafe behaviors, the City has released a draft VZAP with the goal toward eliminating traffic deaths and severe injuries on Minneapolis city streets by 2027 for public comment through October 16th (<http://minneapolismn.gov/news/WCMSP-220750>). What's on the horizon for enforcement of traffic violations is automated ticketing under which you'll first receive a warning via mail, and thereafter varying levels of fines.

In Dan's opinion, more has been done to improve the pedestrian environment in downtown since Robin Hutcheson became the Director of Public Works in 2016 (<https://nacto.org/person/robin-hutcheson/>) than he has seen in the entire 10 years he's been down here.

To share your thoughts about the plan, visit <https://www.visionzerompls.com/get-involved>.

3. **2019 Priorities & Activities Summary.** Dan gave an overview of what percentage of the approximately \$7 million DID tax levy budget (https://cdn2.sportngin.com/attachments/document/2de7-1631962/DID-OperatingPlan-2018-singles.pdf?_ga=2.40139627.897723254.1570811971-609759178.1567094318), and approximately \$3.5+ million MDC budget developed from the more than 450 member organization fees goes toward the following priorities: Operate Downtown (84/1); Celebrate Downtown (9/60); Shape Downtown (-/23); and Management/Administration (7/16).

Dan's Chameleon Consortium and Inclusive Downtown with the YMCA work is memorialized in this summary and he'll be drafting his 2020 shared staff goals for Board consideration.

Then he clarified the committees formed to address the ten initiatives (<https://www.mplsdowntown.com/2025plan/initiatives/>) of the 2025 Plan, e.g., Ending Street Homelessness (<https://www.mplsdowntown.com/2025plan/ending-street-homelessness-committee/>) and Transportation (<https://www.mplsdowntown.com/2025plan/transportation-committee/>), are still active except for Development (<https://www.mplsdowntown.com/2025plan/development-committee/>), and efforts to update the 10-year plan will be a major undertaking.

VII. Committee Reports

- A. Executive.** Since this committee has not met since last season, John had no update to report.
- B. Board Development.** On behalf of BDC Chair Marc Berg, Dan advised this committee last met on Thursday, August 8th when he was tasked with reaching out to prospective members identified to fill the three seats being vacated by members who are terming off, as well as those companies who could become Board members. Because the annual meeting is in April 2020, the nominees will be brought before the Board for consideration in the first quarter of next year.
- C. Business Forum Development.** Dan advised due to the difficulty in securing a presenter who doesn't come with a presenter's fee for the hot topic of *Bridging the Generational Gap in the Workplace* on November 21st, it has been changed to *Company Best Practices in Commuter Benefits*. And because Neel Kashkari, President & CEO of the Federal Reserve Bank of Minneapolis, is unavailable on December 17th, the new line-up will be:

December 17, 2019: *Including One Another as Diverse Identities in the Workplace*

January 16, 2020: *The History of News Makers in East Town: The Star Tribune Story* at Wells Fargo

February 20, 2020: *What You May Not Know about the Minneapolis Federal Reserve* at US Bank Stadium

Spotlight presentations will also be featured at these forums.

In the meantime, please note our next forum is 2-1/2 weeks on **Tuesday, October 22nd** at FINNEGANS (<https://easttownmpls.org/etbp-scheduled-for-october-22-at-finnegans-in-the-brewers-den/>).

For future BFD Committee meeting dates, reference page 2 of the Board agenda.

- D. Membership, Marketing and Communication.** MMC Chair Chris Fleck advised they last met prior to the September 19th business forum at the Moxy Minneapolis-Downtown. Then referencing the Membership Report as of October 3, 2019 posted on the Board Members Only page at <https://easttownmpls.org/wp-content/uploads/2019/10/ETBP-Membership-Report-10-3-2019.pdf>, he thanked Catholic Charities for stepping up to a Platinum membership, and reminded everyone in November they'll begin the 3-month membership drive which will entail *all* Board members inviting a guest to the forums, following up with them afterwards and explaining the benefits of membership.

Chris thanked Dan and Tom for their help to improve ETBP's social media marketing efforts to lift up our brand awareness. Then he invited Dan to a meeting on October 23rd at Padilla with Bill Tibbetts,

Dean of the College of Business and Technology at North Central University (<https://www.northcentral.edu/academics/college-schools-and-departments/college-of-business-and-technology/>), and several students who will be working on social media marketing from now through May 2020. They'll be writing original content, interviewing speakers as well as the Board on why we're members in order to be able to promote the ETBP through social media. If there's not a lot of buzz about ETBP on social media, then the press and other people don't consider us effective in generating engagement and brand awareness.

For future MMC Committee meeting dates, reference page 2 of the Board agenda.

VIII. Announcement

Deborah Moses announced because Gethsemane Episcopal Church is closing and spending the upcoming year deciding what to do next, House of Charity will be taking over its Shelf of Hope program (<https://www.amindtowork.org/shelfofhope>) that will close on November 6th and reopen at HOC's Food Center (<https://www.houseofcharity.org/resources/free-public-meals>) on November 20th following the same Wednesday schedule. They consider this a good blend for HOC especially with their new Park7 building opening (<https://www.houseofcharity.org/expandinghope>) which will have kitchens.

Meanwhile, the people operating the Gethsemane Community Garden will remain as is (<https://www.amindtowork.org/garden>).

IX. Adjournment

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