

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, November 7, 2019
FINNEGANS House, 817 5th Avenue South, Brewer's Den on 2nd Floor
Elliot Park Neighborhood of Minneapolis**

Present: Marita Albinson, Carina Aleckson, Marc Berg, Jacquie Berglund, Elizabeth Campbell, Chris Fleck, Daniel Gumnit, Vanessa Haight, Varun Kharbanda, Tom Jollie, Julia Lauwagie, Paul Mason, Deborah Moses, Kelly Stenzel, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Guest: Patrick Hanlon, Minneapolis Health Department

Absent: John Campobasso, Cyndy Harrison, Phil Huebner, Richard Kiemen, Theresa Pesch, Beth Shogren

I. Call to Order

In the absence of President John Campobasso, Vice President Carletta Sweet called the meeting to order at 11:33 a.m., and thanked Board member Jacquie Berglund for hosting and providing lunch.

Jacquie welcomed everyone and then provided an update on what's happening at FINNEGANS House:

- During Twin Cities Startup Week they announced they'll be bringing two national programs to the FINNOVATION Lab (<https://www.americaninno.com/minne/inno-news-minne/finnovation-lab-announces-two-new-national-partnerships/>):
 - i. **SKU** (<http://sku.is/>), the consumer product accelerator out of Austin, Texas which opened in New York last year as Beyond SKU (<https://www.beyondsku.org/>). The FINN Lab will be launching Impact SKU for consumer product startups with a social/impact lens and plans to have its first cohort open in June 2020. Partners to this enterprise will be General Mills' innovation team (<https://www.generalmills.com/en/Company/Innovation>), and The Stable (<https://thestable.com/>), a consumer brand agency helping brands execute across all channels of commerce. As a place with many consumer products companies, they are excited to bring this type of programming to the Twin Cities.
 - ii. **Seed Spot** (<https://seedspot.org/>), a nonprofit dedicated to supporting all social entrepreneurs creating a product, service, or technology that improves lives or makes the world a better place out of Phoenix, Arizona and the first session will be in November (<https://seedspot.org/communities/launch-camp-minneapolis-st-paul-nov2019>).
- Because they currently have an alternating proprietorship with Badger Hill Brewing Company in Shakopee (<https://www.facebook.com/BadgerHillBrewing>), in order to control their own destiny all their brewing and canning will be moved here at the Brewery and Taproom during the week of December 2nd.

Lastly, Jacquie noted the beer served at today's meeting is the original recipe for FINNEGANS Irish Ale that she, restaurateur Kieran Folliard (<http://www.citypages.com/restaurants/hyper-local-food-finds-a-champion-in-kierans-kitchen/564051851>), and James Page Brewing Company created in 1998. They thought what happened with red wine would happen with beer, i.e., light beer drinkers would want more of a craft flavor. Irish Ale is over 60% of their sales and was the only beer for approximately 10 years. She believes it's been incredibly successful because it's not too hoppy or malty, it's easy drinking middle of the road.

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included the minutes from the October 3, 2019 Board meeting; Treasurer's report for October which included the F2019 Budget vs. Actual as of October 31, 2019, and Wells Fargo bank statement for the period October 31, 2019; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive

Director for East Town Business Partnership and NuLoop Partners' report for September 29-November 2, 2019; and Executive Coordinator's report for the period 10/1/2019 to 10/31/2019 (PM/TJ).

IV. Presentations

A. North Central University Intern Program

Executive Director Dan Collison advised over the last couple years they've been exploring how might they leverage unpaid interns to help promote the many narratives of East Town and the ETBP brand during a sticky wicket time when a lot of internships are being paid and we're trying to find the right optimization of time and energy of ETBP's staff. He thanked Membership, Marketing and Communication Chair Chris Fleck who has been doing a ton of outreach into NCU's College of Business and Technology and, pursuant to the MMC Committee's desire to continue the conversation, put together an impressive meeting hosted by Tom Jollie at Padilla several weeks ago, the outcome to which he'll present today.

Chris advised he approached 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/>), who agreed to lead the charge for ETBP's social media marketing effort and has done a recreation of his recommendations which he presented to him, Dan and Tom on October 23rd, 4:00-5:00 p.m., at Padilla. Chris then gave an overview of that presentation (reference NCU Social Media Intern presentation on the Board Members Only page for November 7th).

Essentially, they're going to try and bring East Town to life and turn it on its head through social media marketing. East Town is about **connecting** people (diversity), cities (Minneapolis and St. Paul), services to those in need (nonprofits), consumers with commerce (business relations), and our livelihood to entertainment (restaurants, sports, etc.) through the social media platforms of Facebook (<https://www.facebook.com/facebook>), Twitter (<https://twitter.com/twitter>), and Instagram (<https://www.instagram.com/instagram/>) because ETBP doesn't have a large digital presence.

Through the efforts of voluntary interns who were selected based on their skillset, this program is going to drive traffic –new followers, likes, sharing – by telling stories, humor (e.g., the *Hounds of East Town* for those focused on dogs in the community), images, and promotions while focusing on people, commerce, and nonprofits. Intern teams will hit the streets to generate content and assess ETBP member and community feeds to forward and share in order to bring life and a face to what's going on in East Town. Dan will review content created by the interns through shared folders, and Executive Coordinator Christie Rock Hantge will post the content and manage the analytics; paid promotions for additional amplification of the East Town brand is to be figured out later. This program begins this month with the interns attending the November 21st business forum.

Dan noted the interns are four women, two of whom have interest in photography and live in the Instagram world. Primarily this program is about taking the channels we already have, adding Instagram and amplifying it. The ETBP website has been home base and they'd love to see a lot more people following it, plus we have two Facebook sites, one of which was created with the ETBP brand and it hasn't been meaningful. They'd also love to see the interns coming to Board meetings and talking with our members, and interviewing presenters at the business forums in the context of amplifying the Downtown East and Elliot Park neighborhoods while stitching us together as a district that has shared values.

During a brief discussion that ensued, Daniel Gumnit suggested also using LinkedIn (<https://www.linkedin.com/>) as another platform to connect with the business consumer. Vanessa Haight, being sensitive to Elliot Park residents, suggested using this program to influence the influencers who are already on social media, e.g., The Development Tracker (<https://www.tdtmpls.com/>), to clarify the narrative the area where the more impoverished people live is Elliot Park versus where all the new hip development occurring on the north end is being labeled East Town. She also suggested tying what one receives on social media to membership perks.

In measured terms, Dan believes this program, along with Christie's amazing work in driving content through many channels and cross pollinating through the neighborhoods, will increase ETBP's digital presence and senses Tibbetts has a vision for this being an annual contribution for investment in his students and the ETBP; it will run through May, stop over the summer, and then rebut in the fall. Christie, who will be reporting on its progress through the monthly MMC Committee reports, advised the critical need is to increase the number of followers and encouraged Board members to help the process by giving a shout out to ETBP's social media platforms through their respective businesses. She'll also share information about the program through her regular eblasts once the interns have been introduced.

B. FY2020 Budget

Referencing the FY2020 Budget found on the Board Members Only page for November 7th, Treasurer Carina Aleckson explained on Sheet 1 there is a small cost of living increase for Dan (5%) and Christie (3%) that new memberships are expected to offset. And although Presenting Sponsorships (\$750 as of November 2018) and Exhibitor Tables (\$100 as of November 2018) – categories added in February 2018 to fill the gap between revenue and expenditures – have declined, there is still ample opportunity for members to promote their businesses this season. Nevertheless, they don't anticipate having to draw from the operating reserves.

On Sheet 2 is the Income and Expense Report for 2015 to YTD September 2019, and on Sheet 3 is the History of Cash Flow at Lowest Point; over the last 4 years it has been in July, the lowest being in 2018 at \$17,529.24.

Then while displaying the Historical Cash Flow Bar Graph (<https://easttownmpls.org/wp-content/uploads/2019/10/ETBP-Checking-Account-Balances-by-Month-Bar-Graphic.jpg>), she explained it's cyclical based on when business forums are held and the influx of renewals.

Other than staff expenses, the largest expense is for the business forums and the goal is to ensure the fees charged are covering those costs. Because the cost of food, beverages, and taxes have been exceeding the \$25 fee currently charged – it's been averaging approximately \$40 despite receiving a complimentary venue – the following action item was placed on the agenda.

Meanwhile, the proposed budget will be considered for approval at the December Board meeting.

V. Action Item: Change in Business Forum Fee

As a follow on to the above discussion related to increasing costs for the business forums, the Board considered:

- The need to generate more revenue by acquiring more memberships that would enable the ETBP to subsidize smaller local nonprofits and businesses for whom this cost proves burdensome.
- What other organizations are doing to raise funds; the ETBP has not held a fundraiser but the Minneapolis Downtown Council has its annual meeting and annual gala + leadership awards.
- As an entry point to the organization, providing free access to one of the four joint business forums where the MDC covers the cost.
- Grant applications; however, according to Christie, there's just no money out there anymore unless it's for programming, but if anyone's aware of any to let her know.
- How to remain in that rare spot of being relevant to large organizations while being accessible to small organizations.
- Lower cost venues at the same forum fee, and the option of donating a ticket at registration.
- The cost benefit to implement. Being under-resourced and under-staffed, one of the criteria should be is how much is it going to cost us to save money.
- Framing it correctly. While it may sound a lot for a lunch, it doesn't sound a lot for an event or training.

Thereafter, the motion to raise the business forum fee to \$30 as of January 1, 2020 was approved (MB/EC). A process for including small business organizations at the business forums, e.g., via complimentary tickets, was tabled for further discussion.

VI. Updates

A. Executive Director Monthly Overview

Dan announced the Chameleon Consortium now has 30 businesses launching in three *Chameleon Shoppes* spaces: the street and skyway level at Gaviidae Common, and skyway level at the IDS Center.

Then he gave a shout out to the following sponsors and research partners who have invested in this endeavor to help move it forward: Neka Creative, Impact Hub MSP, City's Great Streets Business District Support Program grant, McKnight Foundation, and Carlson Consulting Enterprise.

The more recently acquired sponsors include Accenture (<https://www.accenture.com/us-en>) which is developing a 3-year business plan framework; Como Lake Marketing Partners (<https://www.comolakepartners.com/>); OutFront Minnesota (<https://www.outfront.org/>); The Stable (<https://thestable.com/>); Thrivent Foundation (<https://www.thrivent.com/foundation/>); Twin Cities Startup Week (<https://twincitiesstartupweek.com/index.html>); and concessions from Gaviidae Common (http://thenggroup.com/properties/?prop_location=MN&prop_type=all) and IDS Center (<http://ids-center.com/>), which will be a percentage of sales in lieu of rent.

For a list of all the *Chameleon Shoppes* visit <https://www.facebook.com/chameleonconsortiumshoppes/> or <https://www.chameleonconsortium.com/shopping-sprees/?fbclid=IwARoHSAz1ghCE1go6k9hfa2mO2ceJSy4oiyi3XqKXvVvRRt2Tv9BhkKrWInc>.

Yesterday CC had an exploratory kick off meeting with brokers from Transwestern regarding a potential multi-year lease in a 1,700 square foot skyway level space (Suite 249) at the Baker Center (<https://transwestern.com/property/733-baker-center>). There's a massive gap between a traditional lease, the property being willing to provide concessions without losing revenue, and CC saying they'll bring them great business. This will be a more formalized, longer-term space in which the super star businesses will operate and sell.

B. Downtown Minneapolis Neighborhood Association. Carletta Sweet referenced her report for November on the Board Members Only page.

C. Elliot Park Neighborhood, Inc. Vanessa Haight reported on:

1. This past Tuesday evening they held their Food Solutions Town Hall Meeting (https://www.elliottpark.org/food_townhall). EPNI has been working with a group of renters who have prioritized access to food as the No. 1 issue they're facing. This group shared with the community what they learned about what exactly is the problem, how people get food, and what other neighborhood organizations are doing to address the problem. The four solutions they found that might work for the neighborhood are:
 - a. Short-term, easy to implement: Fare For All (<https://fareforall.org/>), and Twin Cities Mobile Market (<https://www.wilder.org/what-we-offer/twin-cities-mobile-market>).
 - b. Longer term: The model of Hampden Park Food Cooperative (<http://www.hampdenparkcoop.com/>), and nonprofit Good Grocer (<https://goodgrocer.org/> and <https://www.facebook.com/goodgrocer/>). The community likes the idea of volunteering for reduced prices which can be done through a nonprofit but not a cooperative.

What's next on the horizon after all this hard work and analysis that has been introduced to the community? Have an access to affordable and nutritious food think tank with interdisciplinary experts to help the group figure out its direction.

Thereafter she responded to questions and suggestions (e.g., joining forces with the Cedar-Riverside neighborhood, AmazonFresh, inquire about models used in rural communities) from the Board during which she advised the sad reality was many of the renters were shopping at CVS before it closed, and that Aldi on East Franklin Avenue and Cub Foods on Lake Street, each a two bus ride, are where they shop. There are many who can afford deliveries, shopping at Trader Joe's, etc., but they're focusing on most of the neighborhood who don't have those resources and have serious health implications from the lack of access. The group waited for decades for a retailer to be attracted to the area, but since that didn't happen, they are looking at community ownership ideas that aren't dictated by the market that hasn't served them.

2. Hold Saturday, December 7th, 4:00-7:00 p.m. for their Elliot Park Art Walk (https://www.elliottpark.org/elliott_park_art_walk) in conjunction with FINNEGANS first annual Festival of Lights (<https://finnegans.org/event/finnegans-festival-of-lights/>). She encouraged Board members to help spread the word.

D. Minneapolis Downtown Council/Downtown Improvement District

Dan reported on the following:

1. The International Downtown Association (IDA) honored the DID with the Downtown Achievement Pinnacle Award for its work and initiatives related to activation work along Nicollet (<http://www.onnicollet.com/uncategorized/ida-awards-top-industry-honor-to-mpls-downtown-improvement-district-for-nicollet-activation>).
2. Holidazzle launches 2019 Season in Loring Park on Friday, November 29th (<https://www.mplsdowntown.com/holidazzle-launches-2019-season-in-loring-park-on-friday-november-29/>).
3. He attended this morning's public hearing on Mayor Jacob Frey's recommended 2020 budget (<http://www.minneapolismn.gov/budget/2020-budget>), but because he was so far down in the queue he was unable to offer comment. Two other opportunities to provide public comment are on Wednesday, December 4th and Wednesday, December 11th in Council Chambers at City Hall (<http://www.minneapolismn.gov/news/WCMSP-221419>). You can also watch the hearings at <https://www.youtube.com/user/cityofminneapolis>. And to share your comments online go to <http://www.minneapolismn.gov/budget/2020-budget>.

The MDC is inviting organizations to acknowledge policies that relate especially to the economic development side of the downtown narrative, e.g., holistic communities, affordable housing investments, economic inclusion, continued investment in community policing and safety.

While at the meeting, Dan heard people asking for more resources for the Transgender Equity Council (<http://www.minneapolismn.gov/coordinator/Equity/TransgenderEquity/index.htm>), only a few saying no more money for the MPD, but the majority of neighborhoods were asking for more and better policing, indicating a measured sense of trust in Chief Medaria Arradondo who recognizes the need to change and is changing the policing culture.

VII. Committee Reports

A. Executive. In John Campobasso's absence, no report was given.

B. Board Development. BDC Chair Marc Berg advised this committee last met on Wednesday, October 16th at his office and will meet again on Wednesday, January 15th, 2:00 p.m. at his office. This committee is working on filling the three seats being vacated by members who are terming off, two of which may already be taken. He encouraged the Board to recommend anyone they believe would make an awesome candidate willing to serve a 3-year term. Dan clarified anyone who is an owner or operator of a business or property in the district is eligible. The nominees will be brought before the Board for consideration in the first quarter of 2020 in advance of the annual meeting in

April.

- C. Business Forum Development.** Dan advised there have been a lot of tweaks/changes resulting in a very good lineup.

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

- D. Membership, Marketing and Communication.** MMC Chair Chris Fleck advised the membership drive hasn't officially kicked off but encouraged everyone to invite guests to the November 21st forum at Meet Minneapolis's new location on the first floor of the 801 Marquette building, and help the ETBP shine as it takes a lot of effort by staff to pull them together.

Then referencing the Membership Report as of November 7, 2019 posted on the Board Members Only page at <https://easttownmpls.org/wp-content/uploads/2019/11/ETBP-Membership-Report-11-07-2019-1.pdf>, he summarized the status of the current membership.

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

VIII. Adjournment

There being no further business, the meeting adjourned at 1:02 p.m. (MB/MA).