

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, December 5, 2019
Kraus-Anderson, 501 South 8th Street, 1st Floor KA University Training Center
Elliot Park Neighborhood of Minneapolis**

Present: Carina Aleckson, Marc Berg, Jacquie Berglund, John Campobasso, Chris Fleck, Vanessa Haight, Cyndy Harrison, Tom Jollie, Julia Lauwagie, Paul Mason, Theresa Pesch, Beth Shogren, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Guests: James Farstad, Minnesota Sports Facilities Authority
Tricia Heuring, Forecast Public Art
Jen Krava, Forecast Public Art
Zev Radziwill, Green Minneapolis

Absent: Marita Albinson, Elizabeth Campbell, Daniel Gumnit, Phil Huebner, Varun Kharbanda, Richard Kiemen, Deborah Moses, Kelly Stenzel

I. Call to Order

President John Campobasso called the meeting to order at 11:36 a.m. and welcomed everyone in attendance. Executive Director Dan Collison thanked Kraus-Anderson for hosting and providing lunch.

John advised after this full block development (<https://www.krausanderson.com/construction/portfolio/kraus-anderson-block/>), the next big project in Elliot Park KA is working on is The Larking (<https://www.krausanderson.com/construction/portfolio/the-larking/> and <http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmssp-214021.pdf>) which won't be completed until 2022, and in Downtown East is 240 Park Avenue (<https://www.tdtmpls.com/news/2018/7/31/17-story-mixed-use-project-planned-for-washington-ave?rq=240%20Park> and <http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmssp-214023.pdf>). This will be the busiest year in housing they've ever had.

And there's still a lot of activity going on this block, e.g., because FINNEGANS has 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 has been moving into the Brewery and Taproom.

Thereafter, everyone was asked to introduce themselves.

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 November 7, 2019 Board meeting; Treasurer's report for November which included the F2019 Budget vs. Actual as of November 30, 2019, and Wells Fargo bank statement for the period November 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 November 3-30, 2019; and Executive Coordinator's report for the period 11/1/2019 to 11/30/2019 (CA/CS).

IV. Presentation: Minnesota Sports Facilities Authority Stadium Perimeter Redesign

James Farstad, Executive Director at MSFA (<https://www.linkedin.com/in/james-farstad-71a64019>), advised they're embarking on a process to complete the construction of U.S. Bank Stadium that will take a couple years to finalize. One of the considerations is the need for a secure perimeter during certain events and no need for it otherwise. The initial stadium plan incorporated a rather strict, fully built-out, fixed perimeter that didn't see the light of day, but for the past 3-1/2 seasons they've been using a portable fence that looks unappealing and isn't all that secure. Hence, they've been collaborating with stakeholders on an artistic design solution that will work for the next 50 years. Forecast Public Art

(<https://forecastpublicart.org/>) was brought on to drive the process and what they've accomplished has been marvelous, but they'll continue to take everyone's input, e.g., they recently had conversations with David Wilson (<https://www.linkedin.com/in/david-wilson-219b4634>) and Tom Fisher (<https://arch.design.umn.edu/directory/fishert/>) who were co-chairs of the Stadium Implementation Committee. What they've discovered is their visions and perspectives are far more in line that initially thought, i.e., they all want to make the space feel welcoming, is fully built-out when needed and disappears when not needed and, for operational purposes, shoveling snow and freedom of movement are taken into consideration.

Jen Krava, Director of Programming + New Initiatives at Forecast Public Art (<https://forecastpublicart.org/consulting/consulting-team/>), advised they are a 41-year-old public art nonprofit based in St. Paul. Their consulting department pairs artists with artistic opportunities all over the country, but they focus on projects around the Twin Cities. They also offer support for artists in need of funding and training, and for the past 30 years they have published *Public Art Review* (<https://forecastpublicart.org/inspiration-center/par/>), the latest issue of which has just been released.

FPA has been engaged in this perimeter redesign process since July and has been implementing it in a 3-phase approach: (1) stadium research and information gathering; (2) idea generation; and (3) thoughtful procurement. What they've learned through the initial phases to mitigate design issues is: the perimeter is a space and public amenity with a larger life to it, not a barrier with gates and fences; there are certain NFL security standards to meet; employees don't have the most comfortable conditions when working in the extreme heat and cold; there are costs and time associated with installation and break down; and there's a desire for it to be aesthetically appealing. In other words, they need to create something that is safe, secure, super flexible and adaptable, looks nice, and the community can utilize it as an asset.

Tricia Heuring, Consulting Associate at FPA, explained as they went through the three phases, the project continued to unfold. In the first research phase, they looked around the country as well as overseas to understand what other stadiums, including baseball and soccer, are doing and kinds of solutions they've come up with for perimeters. They learned each has a different context, e.g., the Las Vegas Raiders Allegiant Stadium (https://en.wikipedia.org/wiki/Allegiant_Stadium) being built has a lot of space around it and know what's coming up with these new security challenges; the Washington Redskins FedExField (<https://en.wikipedia.org/wiki/FedExField>) has proposed various scenarios and at one point the design included a moat indicating how fantastical people went in their thinking. They also looked at how stadiums incorporated art, security standards which parallel airport security, technology, wayfinding, etc.

The second phase of idea generation was the most engaging; it included five teams comprised of artists, architects, and landscape designers, some of which were led by women and women of color who typically do not have the opportunity to work on these types of project. The five team leaders assembled their team and came into U.S. Bank Stadium for a 5-hour brainstorming session/design charrette to solve the perimeter design problem. They came up with a lot of ideas that made FPA think differently about what the perimeter could be in an urban setting.

Aki Shibata, Consulting Associate at FPA (<https://forecastpublicart.org/consulting-associate-expands-forecasts-online-learning-platform/>), soon thereafter led focus groups with Vikings fans and various stakeholders, and spoke with those who work the perimeter, i.e., staff and security, to receive feedback. The information obtained will go into a report FPA is preparing.

Thereafter, the presenters responded to questions from the Board. FPA still needs to go through a big imagination, and research and development phase, then find artists and designers to develop prototypes and install them outside the stadium for testing.

Farstad advised the City and State have agreed there would be no rules for the prototype phase; they'll set up some potential solutions on 11th Avenue South to test before they go out for a final design. A really important point is the inconsistency in the perimeter; it's different for football games, X Games, Final Four, etc., which also poses a challenge to the design. And there are a lot of creative options for materials, e.g., MG McGrath Architectural Surfaces (<https://mgmcgrath.com/>), which manufactured the zinc panels on

the stadium, also does a lot of fencing with different kinds of materials. Another issue raised in a separate stakeholders meeting through Audubon Minnesota (<https://mn.audubon.org/>) is the glass surface and its impact on birds; it isn't an issue of the magnitude originally feared because there are vegetative and lighting adjustments they make and this project will consider other opportunities to mitigate this issue. The third phase of procurement will follow a proscribed path, i.e., they'll issue an RFP for a design, select a design team who will lead to a process for construction and implementation. It won't be a fast process, he surmises it'll be a 21- to 23-month construction process.

Farstad further explained they don't comment publicly on security, but it's a huge investment of their time and energy, e.g., today at 1:00-4:00 p.m. is a series of operational and public safety meetings for Sunday's game. Their "run of show" for game or concert productions is thorough and divided into 3- to 5-minute increments and they conduct tabletop exercises on how to evaporate the perimeters quickly.

Both EPNI Executive Director Vanessa Haight and Christie Rock Hantge on behalf of the DMNA Land Use Committee advised Shibata came before their groups to receive feedback, raised similar concerns about security, and expressed a desire for the space to continue to be neighborhood friendly.

Green Minneapolis Executive Director Beth Shogren advised although she's hasn't been involved, David Wilson who is GM's Board Chair (<https://www.greenminneapolis.org/about/board-of-directors/>) is, and for continuity going forward she welcomes the opportunity to hammer home the fact The Commons is part of that whole public space, and now that Samatar Crossing (<http://news.minneapolismn.gov/2018/08/23/city-celebrates-grand-opening-samatar-crossing/>) is open to further engage with the Cedar-Riverside neighborhood.

Farstad clarified the State put in \$490 million, the City put in \$150+ million, and the Wilfs put in \$600 million and the primary tenant with rights to 20 days annually which includes draft events, parties for fans, etc. Outside of road construction, this has been the largest project in Minnesota history so the MSFA's view is why not have a perimeter that looks and functions as if it was designed to complement the stadium. They also want to heat the 10 to 12 gate locations with natural gas and connecting them seamlessly with WiFi. After comparing the cost for the reconfiguration of Target Field's Gate 34 Plaza with what MSFA is spending now for temporary fencing, i.e., \$300,000 annually, they estimate the cost for this project to be approximately \$15 million over a 30-year period.

V. Action Items

A. Ratification of Business Forum Fee Increase. As a follow on to the discussion held in the November 7th Board meeting wherein the business forum fee was raised to \$30 as of January 1, 2020 to cover the costs of meals for the six ETBP-only forums, the motion to ratify was approved (CA/CS).

B. Business Forum Complimentary Ticket Policy. Also suggested in the November 7th Board meeting but was tabled for further discussion was a process for including small business organizations at the business forums via complimentary tickets. Collison subsequently crafted a ticket policy for review and approval.

After amending the first sentence in the first paragraph to read "fewer" resources, and the last sentence in the last paragraph to read "...to encourage the timing of such invitations and recruitment efforts..." the Business Forum Complimentary Ticket Policy was approved (MB/CA).

C. Date Change for January 2020 Board Meeting. Because of schedules around the New Year's holiday, changing it from Thursday, January 2nd to Thursday, January 9th was approved (TJ/DC). It'll be held at Thrivent Financial.

D. FY2020 Budget. Treasurer Carina Aleckson presented the budget and advised increases for Collison and Hantge were overlooked in last month's draft and are now included, the business forum revenue was adjusted to reflect the increase with an average attendance of 35, and don't anticipate going into the proposed operating reserves draw. Looking to the Membership, Marketing and

Communication Committee and sponsorships to boost the revenue. Thereafter, the FY2020 Budget was approved as presented (BS/CS).

Dan noted the Executive Committee will meet in January to discuss the roles of the Executive Director and Executive Coordinator, how they function with the Minneapolis Downtown Council, and succession planning.

- E. **ETBP-MDC Shared Staff Objectives.** Dan explained his SSO (<https://easttownmpls.org/wp-content/uploads/2019/11/MDC-ETBP-2020-Shared-Staff-Objectives.pdf>) which has been signed off by both Steve Cramer and John Campobasso. It incorporates in red new language from the McKnight Foundation grant previously presented to the Board and updates on ETBP's strategies. He also explained his November 2019 Work Report (<https://easttownmpls.org/wp-content/uploads/2019/12/Dan-Collison-Director-of-DWTN-Partnerships-WORK-REPORT-NOVEMBER-2019.pdf>) which reflects his time spent on fulfilling his SSO. Thereafter, the SSO was approved as submitted (BS/MB).

VI. Updates

A. Executive Director Monthly Overview

1. **Redleaf Center for Family Healing at Hennepin Healthcare.** Theresa Pesch, Vice President of Philanthropy and President of Hennepin Healthcare Foundation (<https://www.hennepinhealthcare.org/hennepin-healthcare-foundation/staff/>), announced the November 13th groundbreaking of their 9,000 square-foot RCFH on their downtown Minneapolis campus and described its services (<https://hcmcnews.org/2019/11/13/hennepin-healthcare-breaks-ground-on-healing-center-for-expectant-and-new-moms-with-depression-anxiety/> and <https://www.minnpost.com/mental-health-addiction/2019/11/new-redleaf-center-at-hennepin-healthcare-will-support-the-mental-health-of-new-parents/>). It's a collaborative approach of immersion and shared connection around parenting and is based on trauma-informed care (<https://www.health.harvard.edu/blog/trauma-informed-care-what-it-is-and-why-its-important-2018101613562>). This \$30 million project will be fully funded through philanthropy and Padilla has stepped in as a partner.

For more information, visit <https://www.redleaffamilyhealing.org/>.

2. **Catholic Charities' Exodus 2.0 Housing Project.** Carina acknowledged the announcement to buy Augustana Health Care Center (<https://finance-commerce.com/2019/12/elliott-park-neighborhood-blindsided-by-65-million-project/>) blindsided Elliot Park Neighborhood Inc.; it was an unfortunate convergence of Cassia's need to keep the impending changes on lockdown until CC secured funding which was extra challenging since they were unable to disclose the address of the building site. Cassia's mandate to report any sale or closure of a nursing home facility set EPNI's apprehensions in motion.

CC does not consider it standard business practice to withhold information of this nature from its neighborhood partners. The sale is just the beginning of their community engagement that will occur prior to the project's opening in summer of 2021.

With the ETBP having talked about Elliot Park's need for affordable food resources and knowing this announcement was forthcoming, everyone she's talked with, including their CEO Tim Marx, is excited about the opportunity and finding ways to partner with the neighborhood to make it a reality. Today's meeting is the first of the many anticipated community conversations. For more information, Carina can be reached at Carina.Aleckson@cctwincities.org or 612-204-8309.

- B. **Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report for December on the Board Members Only page.
- C. **Elliot Park Neighborhood, Inc.** Vanessa Haight reported on this Saturday's 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. *Chameleon Shoppes* (<https://www.chameleonconsortium.com/shopping-spree/>) with over 30 vendors on the street and skyway level at Gaviidae Common, and skyway level at the IDS Center, continues to be a fabulous way to holiday shop. Thanks to all the sponsors who made this season possible.

Tuesday he submitted the \$50,000 Target Foundation application to enable CC to undergird participating businesses through additional marketing resources, tenant improvements, access to wider array of inclusive economic development advocates. The proposed budget involves: \$20,000 for tenant improvements; \$20,000 for merchandising and marketing; and \$10,000 for program support in partnership with the ETBP. Read slide to know what success looks like.

2. The 2019 Holidazzle Season in Loring Park launched on Friday, November 29th (<https://www.mplsdowntown.com/holidazzle-launches-2019-season-in-loring-park-on-friday-november-29/>).
3. He represented the ETBP, MDC and NaLoop Partners at Mayor Jacob Frey's 2020 budget (<http://www.minneapolismn.gov/budget/2020-budget>) public comment period at City Hall on December 4th. He was speaker 80 and gave a 2-minute speech on the initiatives of the various organizations and to support economic development and public safety initiatives.

VII. Committee Reports

- A. Executive.** Campobasso advised, as Dan mentioned earlier, he's working on scheduling a meeting in January 2020.
- B. Board Development.** BDC Chair Marc Berg advised they're scheduled to meet on Wednesday, January 15th, 2:00-3:00 p.m. at his office. Two of the three positions are filled and, according to Dan, there are lots of options for filling the third position. He again encouraged those with recommendations to submit them to him.
- C. Business Forum Development.** Dan advised they continue to refine topics and begin to shape the 2020-2021 season in collaboration the MDC. Christie reminded everyone to register for the December 17th joint business forum with the MDC at the Elliot Park Hotel.

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

- D. Membership, Marketing and Communication.** Referencing the Membership Report as of December 5, 2019 prepared by Christie and posted on the Board Members Only page at <https://easttownmpls.org/wp-content/uploads/2019/12/ETBP-Membership-Report-12-05-2019.pdf>, MMC Chair Chris Fleck summarized the status of the current membership, thanked the MMC for allowing North Central University to have a platinum membership in exchange for its social media marketing support, and reminded everyone of the annual 3-month membership drive from December-February for which he provided a handout with the goals and instructions for implementation. He thanked membership drive champions who will be reaching out to Board members to assist in the process.

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

VIII. Adjournment

There being no further business, the meeting adjourned at 12:55 p.m. (CS/CA).