

**Recap of the East Town Business Partnership Business Forum**  
***The History of Newsmakers in East Town: The Star Tribune Story***  
(<https://easttownmpls.org/presentations-now-available-from-the-january-16-business-forum-at-wells-fargo/>)

**Thursday, January 16, 2020, 11:30 a.m. – 1:00 p.m.**  
**Wells Fargo, 550 South 4th Street, 15th Floor Weatherball Room**  
**Downtown East Neighborhood of Minneapolis**

**I. Welcome, Introductions and Announcements**

John Campobasso, ETBP President and Vice President and Manager of Business Development at Kraus-Anderson, welcomed the audience, thanked Wells Fargo Bank for hosting, then asked everyone to introduce themselves:

- Carina Aleckson, Catholic Charities
- Marc Berg, J Selmer Law
- Jacquie Berglund, FINNEGANS, FINNOVATION Lab
- Cyrese Boesel, Elliot Park Hotel
- Mary Brickner, Kraus-Anderson
- Tyler Chapman, Allodium Investment Consultants
- Jay Cowles, Twin Cities Business and Community Leader
- Rick Crispino, Bridgewater Lofts
- Rebecca Duvik, PCs for People
- Chris Fleck, North Central University
- Kim Forbes, Minnesota Adult & Teen Challenge, Elliot Park Neighborhood, Inc.
- Angela Gruber, North Central University
- Daniel Gumnit, People Serving People
- Brent Hanson, Wells Fargo
- Christie Rock Hantge, ETBP Staff
- Cyndy Harrison, Sawatdee Thai Restaurant
- Robin Hoppenrath, Hennepin Healthcare Foundation
- Daniel Jacobsen, Pixelwerx
- Cory Johnson, Mill City Summer Opera
- Tom Jollie, Padilla
- Kory Kingsbury, Renaissance Hotel and Residence Inn at The Depot Minneapolis
- Mike Klingensmith, Minneapolis Star Tribune
- Julia Lauwagie, Minnesota Adult & Teen Challenge
- Brian Maupin, Allied Parking, Inc.
- Zev Radziwill, Green Minneapolis
- Rdonn Robinson, Best Western Normandy Inn
- Penny Schumacher, Hennepin Healthcare Foundation
- Carletta Sweet, Downtown Minneapolis Neighborhood Organization
- Al Swintek, CenterPoint Energy
- Takia Thomas, North Central University
- Joe Videle, Pulse Movement

ETBP Executive Director Dan Collison also welcomed the audience and thanked the many layers of their organizations that contribute to the vitality of East Town. He extended a special thanks to the following platinum sponsors who help put extra fuel in ETBP's tank allowing it to leverage resources to accomplish its goals:

- American Academy of Neurology
- Catholic Charities
- CenterPoint Energy
- Clear Channel Outdoor
- Community Housing Development Corporation
- ESG Architects
- Hennepin Healthcare

- House of Charity
- Kraus-Anderson
- Minnesota Vikings
- North Central University
- Padilla
- People Serving People
- Sherman Associates
- Sherwin Williams
- Thrivent Financial
- U.S. Bank
- Wells Fargo

There are nearly 300 businesses in East Town, a number that always fluctuates, and as an inclusive organization ETBP is inviting all those not currently a member to join. Membership can be obtained at low rates and if they join now at this time of the year it's good through the summer of 2021. Then Collison announced the following events:

- Longtime Mill District resident and ETBP supporter Kathleen Clarke Anderson passed away peacefully on Wednesday, January 8th (<http://www.startribune.com/obituaries/detail/0000342072/>). In honor of her memory, he reflected on all she did to improve this community: worked as district director for the late Congressman Martin Olav Sabo, served on the Minneapolis Heritage Preservation Commission and St. Anthony Falls Heritage Board, broke the record for attending policy lectures at the Humphrey School of Public Affairs, and advocated for dog parks in Minneapolis. Thanks to the *Star Tribune* for providing the picture of KCA attending the August 23, 2015 "Go Topless Day" event with the caption reading "Kathleen Anderson says she's happy to see the topless demonstrators as they danced at Gold Medal Park"! That comment encapsulates her personality and she'll be sorely missed.
- The four-alarm early Christmas Day fire at the Frances Drake Hotel (<https://www.mprnews.org/story/2019/12/26/a-look-back-on-drake-hotels-history>), a designated overflow shelter for families experiencing homelessness at 416 South 10th Street in Downtown West (<https://www.mprnews.org/story/2019/12/27/officials-loss-of-drake-hotel-hurts-efforts-to-house-homeless>), displaced approximately 250 people including 32 families with young children, 100 working individuals, and a mix of those facing homelessness due to criminal and other barriers and those employed at the Drake providing onsite services. He extended kudos to all organizations that immediately jumped in to provide temporary shelter, services, and funding. He also displayed pictures of items donated.

Families with children were first moved from an emergency shelter to a temporary spot at a hotel in Bloomington and will soon be provided ongoing shelter. Thanks to Daniel Gumnit, CEO of People Serving People, who has been engaged since Christmas Day to ensure the families with young children are being tracked and serviced.

First Covenant Church, where Collison is Lead Pastor, provided temporary shelter and space for community-based groups to deliver wraparound services and fill gaps. To date their count has moved from 70+ people they've assisted down to 58. FCC has a week to go before it closes and there's a clear strategy to help every single person. He encouraged everyone to continue to support the Minneapolis Foundation (<https://www.minneapolisfoundation.org/update-on-francis-drake-hotel-fire/>) to keep fueling their work.

- There's a date change for next month's joint business forum with the Minneapolis Downtown Council on *What You May Not Know about the Federal Reserve Bank*: it's now on **Wednesday, February 26th**, 11:30 a.m.-1:00 p.m., at U.S. Bank Stadium Club Purple, featuring Neel Kashkari, President and CEO (<https://easttownmpls.org/etbp-mdc-business-forum-on-february-26-at-us-bank-stadium/>).

- U.S. Bank Stadium’s Winter Warmup of inline skating and indoor running (<https://www.usbankstadium.com/events/detail/winter-warm-up>).
- Wells Fargo Minneapolis WinterSkate free activities through March 1, 2020 (<https://www.mplsdowntown.com/winterskate/info/>).
- Minneapolis Downtown Council’s 64th annual meeting on Wednesday, February 12th, 11:30 a.m.-1:30 p.m., at The Amory (<https://www.mplsdowntown.com/registration200213/>).
- People Serving People’s Chefs for Change fundraiser on Tuesday, February 25th, 7:00-9:00 p.m., Renaissance Minneapolis Hotel at The Depot (<https://www.peopleservingpeople.org/events/chefs-for-change/>). All proceeds benefit children and families experiencing homelessness.
- Mill City Farmers Market’s Winter Market on select Saturdays through April 18th, 10:00 a.m.-1:00 p.m., inside the Mill City Museum (<https://millcityfarmersmarket.org/visit/winter-market/>).
- North Central University’s GRIT Conference on Saturday, January 25th, 9:00 a.m.-1:45 p.m., at NCU’s Centennial Hall (<https://allevents.in/minneapolis/grit-conference/1000083419105791>).
- Neighborhood association meetings:
  - For Downtown Minneapolis Neighborhood Association Board and Land Use Committee meetings as well as other events, visit <http://www.thedmna.org/>.
  - For Elliot Park Neighborhood, Inc., Building, Land Use and Housing (BLUH) meetings as well as other events, visit <https://www.elliottpark.org/>.
- Coffee with Council Member Steve Fletcher is held on Wednesdays, 5:00-6:30 p.m. at varying locations within Ward 3 (<https://www.facebook.com/pg/FletcherMpls/events/>).
- For help in navigating City Hall with your business questions, visit the Minneapolis Business Portal at <https://business.minneapolismn.gov/> which is designed to connect entrepreneurs and small business owners to the information and resources needed to plan, launch and grow a business.

The Small Business Team is conducting open houses at various locations throughout the city. The nearest to the ETBP are held on the 2nd and 4th Tuesdays of the month, 10:00 a.m.-1:00 p.m., at the Central Library. For more information, call 612-673-2499 or send an email to [smallbusiness@minneapolismn.gov](mailto:smallbusiness@minneapolismn.gov) (<https://business.minneapolismn.gov/contact>).

- Thanks to North Central University’s College of Business and Technology interns who are a part of ETBP’s social media team, everyone is invited to follow, like and repost events on Facebook, Instagram, and LinkedIn.

## II. Presenting Sponsor: Wells Fargo Financial Services Company

Brent Hanson, VP of Corporate Properties Group (<https://www.linkedin.com/in/brent-hanson-a48a558/>), welcomed everyone to their space and announced this weekend they’ll be sponsoring Hockey Day Minnesota, January 16-18, 2020, at Parade Park’s athletic fields (<https://www.nhl.com/wild/community/hockey-day-minnesota>). This 14th-annual statewide hockey celebration features two boys’ and two girls’ high school games, an NHL Alumni game, and a University of Minnesota women’s hockey game.

Given today’s topic on institutional change and real estate transformation, he stated we’re sitting in the middle of a real estate transformation and even more of an institutional change as they’ve had three CEOs in 3 years (<https://www.cnbc.com/2019/09/27/reuters-america-update-5-wells-fargo-chooses-bny-mellons-scharf-as-third-ceo->

[in-three-years.html](#)). Hanson believes the current CEO, Charles W. Scharf from New York (<https://www.wellsfargo.com/about/corporate/governance/scharf/>), will do an outstanding job, take them in the right direction, and we'll see a lot more positive press going forward.

Then he gave a brief rundown on how they ended in this Downtown East location. Conversations about the concept began in late 2012 with the City, Ryan Companies and about everybody in Minnesota, while they were going through a real estate transformation in downtown Minneapolis, i.e., they wanted to give the just under 7,000 team members in downtown and about 20,000 in Minnesota a more healthy and efficient building for which they could be proud by moving out of the less efficient Baker and Northstar Centers. Of the 45 million square feet of office space they have throughout the U.S., only two projects are LEED Platinum, the 450 and 460 Towers here on South 4th Street and their Duke Energy Center in Charlotte, NC. In February it will have been 4 years since they moved in here. For more information about this project, visit <https://www.ryancompanies.com/project/wells-fargo-downtown-east-campus>.

Hanson advised his team handles negotiating real estate contracts for purchases and leases internationally so he can't extend us a loan.

### III. A Look at the History of the Star Tribune

Collison explained today's topic was chosen to share how the ETBP is tracking the three transformational development phases that have occurred in East Town beyond anyone's wildest imagination, how the ETBP is working with its membership to build community, and the role one of the community's leading industries has played in accelerating this transformation.

Phase 1 was the partnership between the Minnesota Sports Facilities Authority and Ryan Companies resulting in its 5-block urban campus that created a new heart to the neighborhood; Phase 2 included the array of new hospitality developments and the Hennepin Healthcare Clinic and Specialty Center spurred on by Phase 1; and Phase 3 are developments occurring in the interstitial space between the CBD and East Town, i.e., Kraus-Anderson's full block development, the new Public Service Center, Thrivent's new Corporate Campus. None of this development happened by chance; it was a result of transformational institutions who brought about transformational change.

Collison then introduced each speaker by giving a brief profile on each:

Jay Cowles' many accomplishments include the management roles he played at Cowles Media Company which owned the *Minneapolis Star Tribune* (<https://www.linkedin.com/in/jay-cowles-983b705/>), service on the Minneapolis Regional Chamber of Commerce, Saint Paul Chamber of Commerce, Minnesota State Colleges and Universities Board, Minneapolis Downtown Council Board, Green Minneapolis Board, and as a philanthropist, e.g., Northside Achievement Zone (<https://northsideachievement.org/who-we-are/our-funders/>).

Mike Klingensmith, Publisher and CEO (<https://www.startribunecompany.com/learn-about-us/our-leadership/michael-j-klingensmith/> and <https://www.linkedin.com/in/mike-klingensmith-494a405/>), joined the of Minneapolis Star Tribune in January 2010 after spending his 40-year career in New York publishing, mostly at Time, Inc. In 2011 he received Publisher of the Year by *Editor & Publisher* (<https://www.editorandpublisher.com/feature/e-p-s-2011-publisher-of-the-year-mike-klingensmith/>). When he became President of *Sports Illustrated* in 1998, he grew the franchise by expanding its print, television, and Internet profiles, and helped establish the groundbreaking SI dot com (<https://www.si.com/>). The ST publishes the nation's 5th largest circulation Sunday papers and has been one of the leaders in selling digital subscriptions. Cowles added for all Klingensmith's terrific success on the East Coast, let's not allow him to forget he's a Fridley, Minnesota boy, and in Cowles time he's been one of the great leaders of the *Star Tribune*.

**Cowles** then relayed the ST's physical presence in East Town from 1935 when his grandfather bought what was then known as the *Minneapolis Star* ([https://easttownmpls.org/wp-content/uploads/2020/01/Timeline\\_-\\_A-look-at-history-of-Star-Tribune-StarTribune.com\\_.pdf](https://easttownmpls.org/wp-content/uploads/2020/01/Timeline_-_A-look-at-history-of-Star-Tribune-StarTribune.com_.pdf)). To capture the mood of the period, he displayed 1940 images of the front of the building, skyline of the CBD, and the loading dock area in the rear. East Town was

primarily a light industrial and warehouse area, much of what it is today, and we know that because Washington Avenue to the riverfront was a railroad yard, and to the south of Washington Avenue was a series of light industrial buildings, which the ST fits into, and warehouses related to industries, mostly milling, fueled by the riverfront. These industries needed shipping and transportation. Cowles noted he once had an office in the Thresher Square Building – now The Canopy by Hilton Minneapolis Mill District – so named because it sold and serviced farm implements ([https://en.wikipedia.org/wiki/Advance\\_Thresher/Emerson-Newton\\_Implement\\_Company](https://en.wikipedia.org/wiki/Advance_Thresher/Emerson-Newton_Implement_Company)).

Downtown, where the ST is today, was developing off the Hennepin and 3rd Avenue bridges, the great connectors to the city of St. Anthony to the east of the river, the predecessor to Minneapolis. A circular urban plan began to emerge in the 1930s which has continued up until recently and was the organizing principle for downtown, i.e.: on 3rd and 4th Avenues was government, on 2nd and Marquette Avenues was finance and business, on Nicollet Avenue was retail, and on Hennepin and 1st Avenues was entertainment and culture. It was intentionally a very compact organized downtown with dining sprinkled in and remained that way through the 1990s until for a variety of reasons the definition and usage of downtown began to change.

Cowles' grandfather who came here from Des Moines, Iowa where his father owned and ran the *Des Moines Register* and *Des Moines Tribune*, bought the original *Minneapolis Star* building in 1935 where the *Star Tribune* was eventually developed ([https://en.wikipedia.org/wiki/Star\\_Tribune](https://en.wikipedia.org/wiki/Star_Tribune)). The *Star* was the No. 3 or 4 paper in a four-paper town, the laborer/working man's newspaper that came out in the afternoon when shifts ended. The *Tribune* was the businessman's newspaper that came out in the morning. Due to his grandfather and his team's skill, within a few years the *Star* was No. 1, 4 years later they bought the *Minneapolis Journal*, 3 years later they merged with the *Minneapolis Tribune* and that set the pattern for the *Tribune* coming out in the morning and the *Star* coming out in the afternoon until they merged in the 1980s as the *Star Tribune* with a morning delivery. With that growth came continual evolution, expansion and renovation of the property. Internal operations at that time was primarily manufacturing with a little writing going on to create a product 7 days a week, 365 days a year.

In 1949, during another moment of expansion, their comic syndication business commissioned Walt Disney to develop an advertisement based on being described as one of the world's finest newspaper plants by the editor and publisher of a national trade publication. At the height of their circulation and appeal, they had 465,000 daily, 600,000 Sunday, and circulation as far west as Eastern Montana.

In 1982, they expanded across the street and added a newsprint warehouse and 5-story office building to keep up with the needs of the organization which meant a substantial labor pool, approximately 3,000 employees, was concentrated on that block and drove the need for parking. Consequently, the ST was also purchasing surrounding parking lots for its employees as mass transit wasn't nearly as well developed. Their actions helped fix the identity of the neighborhood for many years.

Separately from what was happening at the ST, his father John Cowles, Jr., chaired the Minneapolis Chamber of Commerce's Stadium Site Task Force when the community wanted a new, state-of-the-art, multi-purpose stadium to replace the aging Metropolitan Stadium in Bloomington ([https://www.leg.state.mn.us/webcontent/lr/guides/FootballStadium/MSFC\\_metrodome\\_history.pdf](https://www.leg.state.mn.us/webcontent/lr/guides/FootballStadium/MSFC_metrodome_history.pdf)). It was a controversial issue, the Chamber wanted it in downtown Minneapolis, and the ST ended up donating part of the land to secure the site thus enabling the Hubert H. Humphrey Metrodome to be built, freezing other development from occurring because the once limited-use parking lots now had multiple valuable uses in the evenings and on weekends for a substantial part of the year. In choosing and advocating for that site, the Chamber was also wedded to the circular urban plan mentioned earlier and did not want that concentration disturbed by the new stadium, the City Council supported it, and people were comfortable with getting their food and entertainment elsewhere.

Their last expansion occurred in 1987 when they opened the Heritage Center, a new printing plant at 800 North 1st Street; it was intentionally the bookend to their East Town location and built with the support of

the City to establish a major presence in North Loop to encourage redevelopment of that district.

His last slide image was of the Cowles sign that came down in 1998 and he has no idea where it is, but his brother Fuller, an artist, kept one set of the signs and the original spinning globe that stood in the lobby. The ST brought the spinning globe back to celebrate its 150th anniversary on May 25, 2017 and reinstalled it in its new office lobby at 650 3rd Avenue South.

**Klingensmith** thanked Collison for the kind introduction and Cowles for his family's creation and stewardship of the company he's proud to lead for the past 10 years as of last week, an incredibly important institution for the whole community.

Picking up the story 12 years subsequent to the Cowles' sale to McClatchy Newspaper, Inc. (<https://www.wsj.com/articles/SB879468123245134000> and (<https://www.nytimes.com/1997/11/14/business/the-media-business-mcclatchy-in-1.4-billion-cowles-deal.html>), he began with aerial views of the rail yards along the riverfront 100 years ago that Cowles' described, what the CBD has evolved into today noting the phenomena of the skyways is another reason that has kept it geographically compressed and concentrated, their former location by the white marshmallow, all the surface parking lots surrounding their former location, and the only commercial development that occurred, Hubert's Cafe & Sports Bar.

When he arrived in 2010, they were the proud owners of five square blocks in Downtown East (outlined in red) including the one we're currently on, all of which had been on the market for years with no interest whatsoever. To the left/west of 5th Avenue is the CBD and commercial properties connected by the skyway, and to the right/east none are connected and a wall of parking ramps that blocked the progression of downtown to the east. At the same time, they started to see the incredible development of the Mill District with Washington and 5th Avenues isolating the ST from further progress. There were two contributing factors to finally get their land marketed: the linchpin was the decision to replace the Metrodome with U.S. Bank Stadium; and the transit friendly location of Metro Transit's LRT. The original ST building was beautiful in its day, but decrepit in its present and they very much wanted to relocate and create contemporary office space that would reflect their future rather than their legacy.

A confluence of parties came together, including Wells Fargo, and they gave Ryan Companies an option on their land to take to potential corporate users and developers. R.T. Rybak, who was aware of Wells Fargo's desire to have a new corporate campus in the metro area, proposed the ST land to them. The public amenity, i.e., The Commons, would instigate more economic development because of the desirability to have a beautiful front lawn be activated by the people of Minneapolis.

From that initial idea, came further development, i.e., residential wrapping the base of the Wells Fargo Towers and west end of the park, and commercial behind the Wells Fargo along South 3rd Street to what it looks like today, remarkably different from what is looked like when it arrived in 2010.

Klingensmith then described the general transformation of the media world; it has all changed in the last 15 years from legacy delivery platforms – a newspaper would land on your doorstep or broadcast television through over the air or cable wired into your home – to digital; from an advertising-supported business model to a consumer-supported business model; from a capital intensive business to an intellectual property business. They are invested in print as long as consumers are interested in having such a product. In terms of Sunday single copy sales, which doesn't include subscribers, the rank of the top three print newsmakers is *New York Times*, *New York Post*, and *Star Tribune*.

Lastly, he described the goals for their new HGA-designed, 3-level (sales and marketing on Floor 11, 21st century newsroom on Floor 12 (the engine that creates their intellectual property), business administration on Floor 13), 125,000 square foot headquarters and invited everyone to stop by and take a look. The story of their transformation and relocation is a happy one and they're thrilled to be where they're at and thrilled to see what's developed where they used to be.

Thereafter, he entertained a few questions from the audience during which he advised the ST is better than it has ever been, and there's no print readership by anyone under the age of 25 but they're trying to engage them on digital platform.

Cowles, who serves on the Green Minneapolis Board (<https://www.greenminneapolis.org/>), advised GM was born out of the creation of The Commons, described their projects and responsibilities, and encouraged everyone to become engaged with their Greening Lab. Thereafter, Zev Radziwill, Manager of Development at GM, handed out brochures.

#### **IV. Closing Remarks**

Collison thanked Wells Fargo for hosting, the speakers for their presentations, and the audience for attending. He reminded everyone next month's joint business forum with the Minneapolis Downtown Council on *What You May Not Know about the Federal Reserve Bank* is now on **Wednesday, February 26th**, 11:30 a.m.-1:00 p.m., at U.S. Bank Stadium Club Purple, featuring Neel Kashkari, President and CEO (<https://easttownmpls.org/etbp-mdc-business-forum-on-february-26-at-us-bank-stadium/>).