

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, January 9, 2020
Thrivent Financial, 625 Fourth Avenue South, Conference Room 280
Downtown West Neighborhood of Minneapolis**

Present: Carina Aleckson, Marc Berg, Jacquie Berglund, John Campobasso, Tom Jollie, Julia Lauwagie, Deborah Moses, Kelly Stenzel, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Guests: Kirsten Spreck, Thrivent Financial
Suzanne Thurler, Thrivent Financial

Absent: Marita Albinson, Elizabeth Campbell, Chris Fleck, Daniel Gumnit, Vanessa Haight, Cyndy Harrison, Phil Huebner, Varun Kharbanda, Richard Kiemen, Paul Mason, Theresa Pesch, Beth Shogren

I. Call to Order

President John Campobasso called the meeting to order at 11:30 a.m., thanked Thrivent Financial for hosting, and asked everyone to introduce themselves.

II. Opening Presentation: Thrivent Corporate Campus Project

Kelly Stenzel, Corporate Real Estate Leasing Manager at TF, welcomed everyone to the last ETBP Board meeting in their current headquarters at the beginning of this new decade. He explained they began researching for a new corporate headquarters back in 2013 and after putting together a simple dot matrix of where all their metro area employees lived, discovered downtown Minneapolis was the proper bullseye for the new location. What we're witnessing rise out of the ground on South 6th Street between 5th and Portland Avenues, i.e., the north half of their East Block, is the result of the design team's efforts that Kirsten Spreck, Vice President of Property Development (<https://www.linkedin.com/in/kirstenspreck/>), was asked to assemble.

Spreck, a founding board member of ETBP's predecessor then known as the Elliot Park Business and Professional Association, explained she just celebrated her 20-year anniversary with TF. She was tapped on the shoulder when TF decided what it was going to do after the master planning investigatory work in which Stenzel participated. The team assembled included HGA Architects & Engineers [led by Bill Blanski, Design Principal (<https://hga.com/people/bill-blanski/>)]; McGough Construction (<https://www.mcgough.com/>); and TEGRA Group (<http://tegragroup.com/>) as the owners' representative. It's been a great experience and they're tracking on schedule and budget despite significant weather conditions and a few curve balls.

Even before she became a part of the project, the following guiding principles were established to determine what was the best and highest use of their properties and what was best for their employees:

- *Commitment to a downtown Minneapolis headquarters*; they've been here for 102 years and people resources are evenly distributed around Minneapolis
- *Commitment to Class A facilities* sets the tone for how employees get to work and do their work
- *Contemporary workplace strategy*; going 100% free address, a change management item they're working through
- *Optimize under-utilized real estate*; they're down to the last half of their East Block and well on their way to a purchase agreement with Sherman Associates
- *Good stewardship*; always conscious of resources from TF members, employees, and East Town community in which they reside

Spreck then gave a brief construction update: in fall last year the new building was enclosed; in December floors began to be turned over to them allowing installation of furniture; technology, audio visual, art, signage/brand – have a Zoning Board of Adjustment meeting this evening (<http://minneapolismn.gov/meetings/zba/WCMSP-222231>) and will appeal if denied – will soon follow; and in April they'll get their temporary certificate of occupancy (TCO).

Other activities include change management to get 800-1,000 employees ready to work in different ways,

coordination of volunteers to prepare for the move, and invite neighborhood friends to the ribbon cutting. Their investment division of approximately 300 people will move into 6 floors in the AT&T Tower a few blocks away (<http://www.startribune.com/thrivent-moving-investment-division-to-six-floors-of-at-amp-t-tower-in-downtown-minneapolis/507011982/>). Because the goal is to be officially out of their current headquarters by June 30th and handing the keys over to Hennepin County, there are also a flurry of activities related to decommissioning.

Then she ran a time lapsed video of the construction, which will debut at the Minneapolis Downtown Council's annual meeting on Wednesday, February 12th at The Armory (<https://www.mplsdowntown.com/event/2020annualmeeting/>), described the site plan, and public amenities: the ground level plaza park adjacent to the Portland Avenue entrance, internal and external seating for East Town Café (ETC), credit union, reflection room, two levels of underground district parking with 150 stalls; and on the second level, the religious art gallery, and skyway connections to Sora Apartments (<https://hempelcompanies.com/stories/parking/sora-apartments-minneapolis-residential-parking>, <https://en.phorio.com/600-5th-avenue-south-minneapolis-united-states> and <https://www.apartmentfinder.com/Minnesota/Minneapolis-Apartments/Sora-Apartments-khhxjt8>) with 750 district parking stalls and the new Public Service Center at 505 4th Avenue South (<http://www.minneapolismn.gov/dca/WCMSP-206252>) to the west.

Future skyway connections will link to Sherman Associates' apartment project (<https://finance-commerce.com/2019/07/sherman-associates-returns-to-thrivent-block/>) that will contain a New Horizon Academy (<https://newhorizonacademy.net/>), Firefighters for Healing (<http://firefightersforhealing.org/>) that is temporarily housed at HQ Apartments (<https://www.krausanderson.com/about/news/firefighters-for-healing-team-with-kraus-anderson-and-hq-to-support-firefighters-burn-and-trauma-survivors/>), and approximately 100 underground parking stalls to the south, and Hennepin Healthcare to the east.

On their last development site, the Smith Lot at 501 South 7th Street, is John McCarty's proposed workforce housing with ground level diner project (<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcmssp-215202.pdf>) west of the Sexton Lofts (<https://www.yoururbanlife.com/sexton-lofts.php>) and north of Paige Hall (<https://paige.aeon.org/>) and House of Charity (<https://www.houseofcharity.org/resources/housing>). All parking lost during these developments will eventually be replaced in the new developments.

III. Consideration of Agenda

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

IV. 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 (CS/MB).

V. Presentation: House of Charity

Deborah Moses, CEO and Executive Director of House of Charity (<https://www.linkedin.com/in/deborah-moses-dpa-mph-054b0620> and <https://www.houseofcharity.org/stories/note-from-deb>), advised she gave a presentation in June 2019 when she was new to the ETBP Board, new in her position at HOC, and in the depth of Park7 construction (<https://www.houseofcharity.org/expandinghope>).

Then she gave an overview of the organization's mission, vision and values. To fulfill the first part of their mission to feed those in need, they provide a community meal 365 days a year, breakfast for women and children only 5 days a week, and 3 meals a day for residents lodging at 510 South 8th Street all in their Food Center (<https://www.houseofcharity.org/resources/free-public-meals>).

At the end of 2018, they inherited Gethsemane Episcopal Church's Shelf of Hope program and some of its

volunteers (<https://www.amindtowork.org/shelfofhope>) while EPC lies fallow to discern future property and missional possibilities. The same Shelf of Hope hours, Wednesdays, 10:00 a.m.-1:00 p.m., continue at their Food Center which has given them more opportunities to feed more people, e.g., after the Christmas Day fire at the Frances Drake Hotel. Because they run their substance abuse program in that same space, they're in the process of moving it into First Covenant Church and will subsequently work on turning the Food Center into a SuperShelf (<https://www.supershelfmn.org/>), and meals will be available in Park7 as well.

Deborah then discussed the second part of their mission, house those experiencing homelessness. She began by advising she grew up in Minneapolis and what a lot of people don't know is there's always been encampments throughout the community, but the more recent one along Hiawatha and Franklin Avenues brought it to light. HOC has been dealing with homelessness in a large way for about 50 years (<https://www.houseofcharity.org/resources/housing>) and it's not getting better, but the 3-story, 61 micro-unit Park 7 project is on its way. The units will feel larger and hallways will be brighter due to the full-length windows.

To fulfill the third part of their mission, empower individuals to achieve independence, they work with individuals to get them into job programs based on their abilities, and provide a comprehensive co-occurring disorder treatment program and wrap-around support (<https://www.houseofcharity.org/resources/dependency-illness-treatment>) with access to Hennepin Healthcare.

She relayed statistics on the homeless taken from a 2018 Wilder Homelessness Study (<https://www.wilder.org/wilder-research/research-library/homelessness-minnesota-2018-study>). Those 55 years and older are the biggest growing population due to chronic health issues, the way the healthcare system is run, and the fact that their insurance is attached to their jobs; when they lose their jobs, they lose their insurance, and eventually lose their homes which puts them out on the street. The numbers are huge, and they see this cycle growing.

Then she discussed racial disparities which Minnesota has the worst in the country in almost every measurement, and its effect on the homeless community, African Americans, and Latinos. Disparities start at a very early age and what we're doing in Minnesota has nothing to do with the students being served but with how we're serving them. News articles claim this is one of the worst places in the U.S. to raise African American children, and second worst to raise Latino children because of educational outcomes all of which leads to disparities in all other parts of our social service system and white people in Minnesota have been part of the problem not part of the solution.

Deborah ended her presentation with a slide about volunteers because they can't do what they do without them; it's a great family event and they take them as young as 9 years old!

During Q&A, when asked about rebranding, she advised it's in their strategic plan to do so because "charity" is a bad word and they get associated with Catholic Charities which was at one time located in their building. They call themselves Heart of the City which is consistent with the acronym.

Lastly, she extended thanks to Thrivent's \$1 million donation to furnish Park7.

VI. Action Items

None

VII. Updates

A. Executive Director Monthly Overview. Dan provided an update on the Christmas Day fire at the Frances Drake Hotel, a designated overflow shelter for families experiencing homelessness. It 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. For the first 2 days guests were hosted at the American Red Cross Disaster Relief at Bethlehem Baptist Church, then First Covenant Church opened its doors for adults only on Saturday, December 28th, and Hennepin County stepped in to provide

families with children emergency shelter at a hotel in Bloomington. At 4 o'clock today FCC guests will be notified shelter there will come to an end 2 weeks from yesterday. Assistance has been appropriately organized along several workflows and Daniel Gunnit, CEO of People Serving People, is engaged with some of the families in Bloomington who'll need to return because their children attend Minneapolis Public Schools, and those facing homelessness will be given pathways to better solutions. Because this is about shared resources going into the right channels, he admitted there's been anxiety amongst the guests about how they can gain access to those resources more expeditiously. He invited everyone to be on high alert and thanked those who have stepped up for their generosity.

- B. Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report for January on the Board Members Only page. Christie Rock Hantge added the DMNA as well as EPNI have been strong advocates for Thrivent's Corporate Campus project and provided Letters of Support for the second monument sign and hopes it gets approval today.
- C. Elliot Park Neighborhood, Inc.** In Vanessa Haight's absence, Dan reported the Minneapolis Park and Recreation Board and City of Skate have been partnering to expand the skate park, add athletic field lighting, and upgrade path lighting at Elliot Park (https://www.minneapolisparcs.org/project_updates/elliott-park-skate-park-and-field-lighting-update/). To view renderings, visit <http://www.cityofskate.org/elliott-minneapolis-skatepark>.
- D. Minneapolis Downtown Council/Downtown Improvement District.** Dan reported on the following:
 - 1. Having its 64th annual meeting on Wednesday, February 12th, 11:30 a.m.-1:30 p.m., at The Amory (<https://www.mplsdowntown.com/registration200213/>).
 - 2. Setting its 2020 goals to operate, celebrate, shape, manage and administer its \$700 million, fee for service partnership.

VIII. Committee Reports

- A. Executive.** Campobasso advised their meeting has been scheduled on Tuesday, January 14th, 3:00 p.m., at Kraus-Anderson.
- B. Board Development.** BDC Chair Marc Berg advised their meeting has been scheduled on Wednesday, January 15th, 2:00-3:00 p.m. at his office. Two of the three positions are filled and again he encouraged those with recommendations to submit them to him by March 2020.
- C. Business Forum Development.** Dan advised they continue to refine topics and shape the 2020-2021 season in collaboration the MDC. The most recent adjustment being the date for the February joint forum 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. Then Dan solicited Presenting Sponsors at \$2,000. Christie reminded the Board to RSVP if they hadn't done so.

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

- D. Membership, Marketing and Communication.** In MMC Chair Chris Fleck's absence, Dan reported on the Membership Report as of January 9, 2020 that Christie prepared and posted on the Board Members Only page at <https://easttownmpls.org/wp-content/uploads/2020/01/ETBP-Membership-Report-01-09-2020.pdf>. He noted because there was an increase in membership fees, income remains fairly healthy, but total membership is lower and anticipated to be so by 18 in the coming year. He has personally reached out to all the non-renewals that total \$5,100, Christie has made several follow-up contacts, and he surmises some members were picked up because of the excitement around all the development and the shared forums with the MDC, but as time has gone by they haven't engaged as much. Now that we're past all the big development excitement, what we have in front of us is more

realistic and normative membership engagement that will have to be truly about the approximately 300 identified businesses and neighborhood organizations in East Town being drawn in and given reasons to connect. It will be his and the MMC's responsibility to get this done. Dan will provide the prospect list for Board review and feedback.

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

IX. Adjournment

There being no further business, the meeting adjourned at 12:40 p.m. (MB/CS).