

**Draft Minutes from the
East Town Business Partnership Board of Directors Meeting
Thursday, March 5, 2020
Catholic Charities of St. Paul and Minneapolis, 1200 2nd Avenue South, Conference Room A
Loring Park Neighborhood of Minneapolis**

Present: Carina Aleckson, Marc Berg, John Campobasso, Daniel Gumnit, Vanessa Haight, Cyndy Harrison, Julia Lauwagie, Beth Shogren, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Absent: Marita Albinson, Jacquie Berglund, Tom Jollie, Varun Kharbanda, Richard Kiemen, Paul Mason, Deborah Moses, Theresa Pesch, Kelly Stenzel

I. Call to Order

President John Campobasso called the meeting to order at 11:35 a.m.

II. Consideration of Agenda

After Executive Director Dan Collison added Letter of Support for Firefighters for Healing Transitional Healing Center under Action Items, the agenda was approved as amended (CS/CA).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the February 6, 2020 Board meeting; Treasurer's report for February which included F2020 Budget vs. Actual as of February 29, 2020, Wells Fargo bank statement for the period ending February 29, 2020, MN Charitable Organization Annual Report for 2019, and IRS Form 990 for 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 February 2-29, 2020; and Executive Coordinator's report for the period 2/1/2020 to 2/29/2020 (VH/MB).

IV. Minneapolis Freelance Ordinance. As an FYI, Executive Director Dan Collison gave an overview of the Wage Theft Prevention Ordinance (<https://lims.minneapolismn.gov/File/2019-00697>) introduced to the City Council on June 21, 2019 by co-authors Council Members Linea Palmisano (Ward 13), Steve Fletcher (Ward 3), and Phillippe Cunningham (Ward 4); its expansion to regulate contractual agreements between corporations/individuals and independent/gig contractors (https://en.wikipedia.org/wiki/Gig_worker) where work occurs in Minneapolis and its subsequent unanimous passage on August 8, 2019 (<https://www.minnpost.com/metro/2019/08/minneapolis-council-wants-to-expand-wage-theft-protections-to-gig-workers-independent-contractors/>); and its effective date on January 1, 2020 (<http://minneapolismn.gov/news/WCMSP-222260>).

Enforcement for these provisions is largely left up to the discretion of the Minneapolis Civil Rights Department, and includes hefty fines.

For more information, visit <http://minimumwage.minneapolismn.gov/wagetheft.html>.

V. Action Items

- A. Firefighters for Healing Transitional Healing Center Letter of Support.** In the spirit of what Hennepin Healthcare has provided, Dan sought approval to send a Letter of Support for FF4H's \$5 million appropriation request (https://www.revisor.mn.gov/bills/text.php?number=HF3366&session=91&session_number=0&session_year=2019&version=latest) to help build its new Transitional Healing Center in Sherman Associates' proposed apartment project (<https://www.sherman-associates.com/uncategorized/apartment-building-with-burn-healing-center-may-rise-in-minneapolis/> and (<https://www.fox9.com/news/firefighters-for-healing-partners-plan-to-open-transitional-healing-center-in-minneapolis>) and connect to Hennepin Healthcare via skyway.

After explaining when the ETBP has provided a LOS – when asked by the City to oppose extending Crown Mill Hydroelectric Project's licensing agreement (i.e., when it's a general benefit to the district or there is no negative impact to the district by supporting it), and when it has not – when asked by

the Minneapolis Regional Chamber to oppose the proposed Wage Theft Ordinance (i.e., when there are political implications or conflicts of interests), the LOS was approved in concept (CA/BS).

For more information, visit <https://firefightersforhealing.org/blog/urgent-request>.

- B. Board Nomination Slate.** Dan explained Chris Fleck’s position at NCU was eliminated and he subsequently resigned from the Board. Because Fleck has been an enthusiastic leader of the Membership, Marketing and Communication Committee, Dan passed around a Thank You card for everyone to sign that will accompany a \$25 gift certificate to Conexion at Open Book (<http://conexionbistro.com/openbook/>) which will be given to him at the March 19th business forum. Dan has a meeting with Amy Robinson who will take his place on the Board. The social media intern project, under the leadership of Bill Tibbetts, Dean of the College of Business and Technology, will continue as is.

Board Development Committee Chair Marc Berg explained last August this committee began the process of reviewing Board terms to ascertain whose terms were expiring in April 2020. Because he and Varun Kharbanda are terming off, and Elizabeth Campbell, Chris Fleck and Phil Huebner have resigned, five positions need to be filled. The candidates willing to fill these seats include: Brian Maupin from Allied Parking (<https://www.linkedin.com/in/brian-maupin-21329223/>); Kelly Rice from Cassia/Augustana Care (<https://www.linkedin.com/in/kelly-rice-01880a59/>); Charlie Boeckenheuer from the Minnesota Vikings (<https://www.vikings.com/team/front-office-roster/charlie-boeckenheuer>); Mike Noble from the Normandy Inn & Suites (<https://www.linkedin.com/in/mike-noble-66223048/>); and Brent Hansen from Wells Fargo (<https://www.linkedin.com/in/brent-hanson-a48a558/>).

Replacements for Campbell and Fleck will be eligible to serve two 3-year terms. Because Julia Lauwagie filled the last year of Tim Tucker’s term ending in 2020, she’ll be eligible to serve two 3-year terms. And because Huebner’s term ends in 2021, his replacement will complete his term and then become eligible to serve two 3-year terms in 2021.

Thereafter, pursuant to the rights, obligations, privileges and benefits as granted by the Board and reflected in the Bylaws, Marc recommended the following slate of candidates for the April 2020 ETBP annual meeting, all of whom will be eligible to serve a 3-year term on the Board of Directors:

1. Charlie Boeckenheuer
2. Brent Hansen
3. Julia Lauwagie
4. Brian Maupin
5. Mike Noble
6. Kelly Rice

The slate of candidates was approved as recommended (DG/BS). This slate will accompany the announcement of the annual meeting at which a vote will be taken of the slate of candidates.

VI. Updates

- A. Executive Director Monthly Overview.** Pursuant to a Business Forum Development Committee meeting, Dan solicited topics for the 2020-2021 season that were due last month in time for publication by the annual meeting, which were subsequently approved by the Minneapolis Downtown Council, the substance of which he presented to the Board under the overarching title of *People, Place and Possibility*. He described the topic for each month beginning in September, *Introducing the New Thrivent Financial Corporate Building*, a joint forum with the MDC, through June 2021, *What’s All This I Hear About the Lock and Dam?* Because of potential conflicting activities (e.g., Minnesota Educator Academy, Twin Cities Startup Week), Executive Coordinator Christie Rock Hantge will confer with Dan on some of the dates.

Because of November’s topic, *Retail 101: Do You Know All of the Restaurants, Cafés and Hotels of*

East Town?, he has established a Hospitality Task Force that will meet monthly beginning March 18th and run through the end of the year, and he has influencers, such as Sherman Associates, who are ready to roll out resources. He thanked those who have signed up for it, i.e., Jacquie Berglund, Cyndy Harrison, and Valerie Doleman (<https://www.linkedin.com/in/valeriedoleman/>).

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

Christie announced pursuant to its February 24th Board meeting, the DMNA passed a resolution to fund a Public Safety Center in Sherman Associates' The Vicinity at 205 Park Avenue (<https://www.thedmna.org/dmna-approves-resolution-to-support-police-safety-center/>).

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

1. An application has been filed before the Heritage Preservation Commission to demolish the former First Church of Christ Scientist at 614-620 15th Street East (adjacent to 1400 Park Avenue); the applicant will be at their BLUH meeting later this month. The neighborhood has a long history of preserving its built assets and is interested in EPNI's stance on this blighted property.
2. Reminder that We ♥ Elliot Park Neighborhood Night at FINNEGANS (https://www.elliottpark.org/neighborhood_night) is this evening and along with food and beverages there's an opportunity to win a night's stay at The Elliot Hotel.
3. On Friday, the City released a draft of funding guidelines to ensure neighborhood associations are representative of their communities (<https://www.mndaily.com/article/2020/03/n-new-city-guidelines-put-emphasis-on-neighborhood-association-diversity> and <http://www.ci.minneapolis.mn.us/ncr/2020>). Vanessa believes it does not look good as there's a lot more administration, and rules and regulations about what they can and can't do on far less funds. She encouraged contacting the Council Members who **are not** supportive of neighborhoods (i.e., Bender, Cano, Cunningham, Fletcher, Jenkins, Schroeder) to try and convince them the errors of their ways. Since public comments are due by April 17th, perhaps she can bring something of substance back to the Board before then. Meanwhile, the EPNI Board is weighing whether it has enough energy to continue to fight this or to just get ready for the new guidelines.

Dan advised he has spoken up at City Hall and is willing to do so again.

D. Minneapolis Downtown Council/Downtown Improvement District. Dan advised they're getting ready for the May-June *Chameleon Shoppes* pop-up and they have an interesting collaboration beginning to form across some of the existing companies they've been using.

As a reminder, one of the goals of the Strategic Framework (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-StrategicPlan-2018-2022-Approved.pdf>) is to encourage small and diverse business ownership, and the CBD is currently the best place for these businesses to succeed and eventually scale up. What's exciting is a few of the businesses that came into the program last year are now reaching a point where they're willing to do ongoing selling in current spaces separate from the pop-up program, i.e., taking the next step to occupy spaces and so far the property owners have been willing to allow them to do so.

He's in conversations with Gene Gelgelu, President & CEO of African Economic Development Solutions (<https://www.linkedin.com/in/gene-gelgelu-7191aa21/>), to create a live art space with 50 vendors on the ground floor space in the IDS Center.

Raising funds is itself a part-time job. Although they didn't receive the \$50,000 Target Foundation grant, some of which would have gone toward tenant improvements at the Baker Center, based on comments made by the Senior Director of the Foundation (<https://www.linkedin.com/in/tracey-burton/>)

indicating funds were recently taken away from them (<http://www.startribune.com/target-foundation-announces-new-funding-focus-for-twin-cities-nonprofits/559519012/>), he'll remain persistent to learn more about it, and he has a nice feed into the Minneapolis Foundation.

VII. Committee Reports

- A. **Executive.** Campobasso had no report to give.
- B. **Board Development.** Reference Marc's report under Action Items above.
- C. **Business Forum Development.** Reference Dan's report above under Executive Director's Monthly Overview. Christie encouraged everyone to RSVP for the March 19th forum at the Normandy Inn and Suites.

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

- D. **Membership, Marketing and Communication.** Referencing the report she created and posted on the Board Members Only page at <https://easttownmpls.org/wp-content/uploads/2020/03/ETBP-Membership-Report-03-02-2020.pdf>, Christie advised nothing has changed since February, however, she received a membership check from Cassia Life and a membership trade with Meet Minneapolis.

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

VIII. Old / New / Other Business

- A. **People Serving People.** CEO Daniel Gumnit brought the Board up-to-date on what they have been doing about those displaced by the Francis Drake Hotel fire this past Christmas; of the 30 families they worked with almost all have been housed and PSP is in full court press figuring out what's going to happen this fall with the loss of their overflow facility. He solicited suggestions for alternative facilities.

John, who met with the owners, explained they're not proactive about developing; they're only focused on cleaning up the rubble and beyond that have no plans for the rest of the block.

Dan, who has meetings with the owners and outreached to the Episcopal Diocese of Minnesota which holds the property in trust, believes the best momentum would be for a master developer to come in and put it to its highest and best use subject to Minneapolis 2040 (<https://minneapolis2040.com/>), and when talking about replacing the affordability the only way it pencils out is with mixed uses.

- B. **Catholic Charities of St. Paul and Minneapolis.** Carina Aleckson gave a belated welcome to their Administrative Center, one of their operations that will move to the heart of Elliot Park into 1007 East 14th Street they purchased from Cassia, formerly Augustana Care and Elim (<https://www.cctwincities.org/wp-content/uploads/2019/12/release-12-2-2019-.pdf>). The new facility will also replace Exodus Residence at 819 2nd Avenue South (<https://www.cctwincities.org/locations/exodus-health-supported-housing/>), and Seton Services at 1276 University Avenue West in St. Paul (<https://www.cctwincities.org/directions-to-seton-services/>), all of which will be sold and decommissioned.

The biggest concern for those working here is what will their lunch options be at the new location; it's a unique opportunity for more food trucks to come to Elliot Park to serve a larger captive audience than they've had before.

She re-acknowledged the process to purchase the facility came off poorly due to the nondisclosure agreement which prevented them from conducting any pre-engagement with the community (<https://finance-commerce.com/2019/12/elliott-park-neighbors-blindsided-by-65-million-project/>), but it's her understanding representatives from CC have attended many of EPNI's BLUH meetings, and last week during the business forum when she sat next to Wendy Underwood, VP of Social Justice Advocacy

and Engagement (<https://www.linkedin.com/in/wendy-underwood-mba-8354942/>), she was informed about how Underwood and her team have rolled up their sleeves to become involved in the community.

The timeline for the relocation to be complete is in the middle of 2021.

- C. **Green Minneapolis.** Executive Director Beth Shogren reported operations are transitioning at The Commons and will be effective as of April 1st, resulting in a significant change in the service level. Changes which concern her the most are security related, e.g., from a 24/7 site presence to an unknown presence by the Minneapolis Park and Recreation Board Police. GM has convened a meeting at the end of this month with a group of the major stakeholders and the MPRB to ensure this park with a higher standard of care continues going forward.

IX. Adjournment

There being no further business, the meeting adjourned at 12:57 p.m. (MB/VH).