

**Draft Minutes from the East Town Business Partnership Board of Directors Meeting
Thursday, April 2, 2020, 11:30 a.m.-1:00 p.m. Via Zoom Conference**

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Present: Marita Albinson, Carina Aleckson, Marc Berg, Jacquie Berglund, John Campobasso, Daniel Gumnit, Vanessa Haight, Cyndy Harrison, Tom Jollie, Richard Kiemen, Julia Lauwagie, Deborah Moses, Beth Shogren, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Guests: Mark Andrew and Kjersti Monson, Friends of the Lock and Dam
Mike Garrison, Padilla

Absent: Varun Kharbanda, Paul Mason, Theresa Pesch, Kelly Stenzel

I. Call to Order

After the Board affirmed a quorum had joined, President John Campobasso called the meeting to order at 11:32 a.m., and asked everyone to introduce themselves.

After sharing his screen with everyone which showed his home office, Executive Director and Zoom Host Dan Collison explained it's helpful to mute the audio before joining the meeting. If someone chooses not to be seen on screen they can download a virtual background (<https://www.zoomvirtualbackgrounds.com/>), and to use the Chat or Reaction features to drive content and send messages to each other.

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 minutes from the March 5, 2020 Board meeting; Treasurer's report for March which included F2020 Budget vs. Actual as of March 31, 2020, Wells Fargo bank statement for the period ending March 31, 2020; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NuLoop Partners' report for March 1-28, 2020; and Executive Coordinator's report for the period 3/1/2020 to 3/31/2020 (CS/BS).

IV. Presentations

A. Friends of the Lock and Dam. Collison explained Mark Andrew, President of FL&D (<http://millcitytimes.com/news/former-county-commissioner-mark-andrew-joins-initiative-to-t.html>), will be part of *The History and Future of our Riverfront* panel at the annual meeting next month, and he and Kjersti Monson, Director of FL&D and CEO, Director of Civic Studio at Duval Companies (<https://www.linkedin.com/in/kjersti-monson-334b458/>), will be part of a more in-depth presentation at our May Board meeting; they were asked to attend today's meeting to introduce themselves and give a brief overview of their work.

Andrew thanked Collison for the time he's spent with him and Monson over the years and the various contributions he's made to the community through several organizations as well as the various vantage points of ETBP members who are hardwired to the downtown community.

Spurred by the decommissioning of the Upper St. Anthony Falls Lock in June 2015 due to the reduction in barge traffic and invasive carp (<https://www.mprnews.org/story/2015/06/08/upper-st-anthony-lock>), the FL&D was co-founded in 2016 by community leader Paul Reyelts, former CFO for Valspar Corporation who is dedicated to park-related issues, to repurpose the Lock to a world-class destination. Since its inception, Monson has been the heart and soul of the organization, and he was invited into the conversation because they want to begin the storytelling and engagement with the broader community around the project before drawing conclusions about what they want to do in the St. Anthony Falls Heritage District and, specifically, on the footprint of the Lock and Dam. They first want to hear from the community about what it wants to see at that site which will inform their decisions going forward. They're just at the very beginning of a community engagement program and

because of the global health crisis meetings will be conducted via Zoom and all are invited to submit their ideas.

Using a slide presentation, Monson explained FL&D came out swinging a few years ago with evolved visualizations and imaging the community's idea of a visitor center on the riverfront, in large part to coalesce around the opposition to the site remaining industrial and becoming a hydro facility. They've done a ton of organizational engagement and coalition building and are at the beginning of the broader public engagement but the rubber is going to hit the road in terms of the US Army Corps of Engineers process to dispose of the land (<https://www.mvp.usace.army.mil/MplsLocksDisposition/>).

The FL&D continues to grow and evolve and since Andrew came on board, they're developing a diversity plan and have identified indigenous history and culture as a significant part of their future. Implementing this projects requires actions at every level of government: they've had a City resolution and were added to the City's bonding priority list; the State legislature has been a party at both the Public Utility Commission related to FERC matter and now as a funding partner; and implementation requires a couple acts of Congress. They've made enormous progress to the point where in 2020 they just might be there in securing site control with the City as partner. That's why they're excited to broadening their horizon to not just to the legislative agenda but to project implementation. F&LD is Phase 3 of Water Works (<https://mplsparksfoundation.org/projects/water-works/>); Phase 1 is under construction and Phase 2 is percolating and they have a huge public engagement agenda ahead and all are invited.

Monson described the piece of land and assets on which they're focused. They see the Lock and Dam as a crown jewel of the Central Riverfront flanked on both sides by parks and important cultural resources; it's a jumping off point for a half-day or weekend experience. The site and the Central Riverfront turns up in all kinds of plans and the FL&D wants to do work consistent with the community's vision.

Due to time constraints, Monson will give a more in-depth site description, Dakota history, and Legislative-Citizen Commission on Minnesota Resources (LCCMR, <https://www.lccmr.leg.mn/index.html>) funding for enhancements at the later meeting.

- B. Green Minneapolis.** Executive Director Beth Shogren announced the Minneapolis Park and Recreation Board took over operations of The Commons as of yesterday, April 1st (<https://www.minneapolisparcs.org/news/2020/03/27/minneapolis-park-and-recreation-board-assumes-operations-at-the-commons/>); it has been a good and collaborative process. MPRB is cautiously optimistic about its operation and will have dedicated staff akin to how they operate the Minneapolis Sculpture Garden. GM has raised the need for extra security; however, because of the COVID-19 crisis, the DID staff hired in these slower months are not on the street and already they've seen some sketchy behavior so please report any concerns to the MPRB Police (https://www.minneapolisparcs.org/park_care_improvements/park_police_safety/). Once there is clarity on COVID-19, tables, umbrellas, chairs, and reading carts will return to the site. Although it remains a site for programming, there is currently no budget or plans to do so.

With the loss of The Commons contract, their work has become more Peavey Plaza centric, a jewel in the crown of the City, and they continue to work on the Greening Lab, and raising funds.

For more information, Beth can be reached at bshogren@greenminneapolis.org.

- C. Padilla's Coronavirus Media and Sentiment Scan.** While using a slide presentation (<https://easttownmpls.org/wp-content/uploads/2020/03/Padilla-Coronavirus-Mapping-Monday-3.30.20.pdf>), Mike Garrison, VP of Insights and Strategy (<https://www.linkedin.com/in/mike-garrison-a611a01/>), explained when the current virus began to unfold in January and impact a lot of consumer behavior, and everyone was receiving all different types of e-streams, he and his team wanted to use some of their tools to stay on top of what's going on with the Coronavirus and its impact on brands and services and how people are experiencing work; hence, every Monday and Friday they pull together this Scan and send it to their

clients; those interested may also receive it.

As a lot of us are going through a new “normalcy,” they wanted to bring some interesting, fun and lighthearted news that will make us interesting at our next Zoom, cocktail or happy hour and is also impacting the way we work, e.g., Instacart workers planning national strike under “On The Radar This Week.” Six months ago, empowerment was a lot different; today the balance between needing to take care of one’s health and keeping a job is coming up more in conversation and Padilla will keep an eye on that tug of war. Other interesting sections of their Scan include Quote of The Week, Hack of The Week, and Next Level of the Week.

They also wanted to see how people were searching Coronavirus; via Google Trend, as the news comes into our world through social media there are more peaks in the morning (6:00-8:00 a.m. Eastern) and valleys as the day progresses.

Garrison guided the Board through the three ways in which Brands are responding; topic mapping and topic sentiment via Quid (<https://quid.com/>), social media analysis via Netbase (<https://www.netbase.com/blog/netbase-quid/>), and the takeaways.

As the curve flattens and we come out of this, their goal is to understand the strategic ways to help brands, services and products get back to that normal point.

D. COVID-19 Roundtable Check-in

- Referencing the takeaways in the abovementioned Scan, Campobasso advised Kraus-Anderson wants to show its humanity to clients and employees, work seriously with healthcare providers and educators and still move forward with construction, i.e., being sensitive to what’s going on in the world while demonstrating their humanity (<https://www.krausanderson.com/blog/build-me-up-strategies-for-staying-well-amidst-the-covid-19-pandemic/> and <https://www.krausanderson.com/blog/covid-19-and-construction-job-sites-in-the-social-distancing-age/>).
- Cyndy Harrison, Owner/General Manager at Sawatdee Thai Restaurant (<https://www.sawatdee.com/>), explained they’re doing okay. One of her three restaurants was 15% takeout/delivery before and it’s having the most struggle, and the other two were 30-40% before this happened so she’s joined a bunch of additional delivery services to push takeout/delivery. Last month one of the locations was on target with their normal sales, and the other two saw a decline but she’s expecting, at least Minneapolis, to be better. Thai cuisine is a very popular delivery/takeout type of food and in that way they’re lucky; it’s more concerning for fine dining restaurants that people would not usually choose as a to go option. They’ve had a decline in some of their employees, e.g., dishwashers have been let go and a lot of the servers didn’t want to work because they wouldn’t be making the same level of tips but others are willing to work the takeout side.
- Jacquie Berglund, CEO of FINNEGANS Brewery & Taproom (<https://finnegans.org/>), explained it has been devastating for their business. She has furloughed most of her staff including herself. The two breweries are still making production beer and their selling growlers curbside. She’s pleased to report there’s a long list of people who are supporters and ordering growlers like crazy. They have a 90-day plan with a skeleton crew; they’ve got to hit some numbers to make things work. They’re wading through all the funding options and have a way to go; it’s been a real challenge.
- Julia Lauwagie, Director of Corporate Business Partnerships at Minnesota Adult & Teen Challenge (<https://www.mntc.org/>), explained they rely heavily on events for fundraising and the 2020 Minneapolis Gala in May (https://www.dropbox.com/sh/9pxf7dqoqw09jca/AA8pdRoC2bgKcN9BnxgZjY5Ca?dl=0&preview=20_SponsorshipInsert_Gala.pdf) normally brings in \$1 million so it has been super interesting to figure out how to do it virtually. Surprisingly, sponsors have been willing to stay on, but they realize the people supporting them don’t necessarily have the same income stream, their investments aren’t what they use to be so it’s a big unknown.

Their clients are doing okay but they already have compromising immune systems and to have them all in the residential facility brings anxiety. One client in Brainerd tested positive causing much concern up there. They're in touch with the CDC and doing everything they can. In these times you have more people who need help with addiction and they're trying to keep the doors open.

- Daniel Gumnit, President and CEO of People Serving People (<https://www.peopleservingpeople.org/>), advised they're dealing mostly with fear. They shelter moms and young kids, and everyone is trapped in their rooms. Fortunately, the rooms are isolated but if they get active cases, they'll have to get them out of the building because they're not healthcare professionals.

They've lost 6,800 volunteers so they're trying to figure out how to run the business without them, and of course, they've postponed their 21st Annual Gala (<https://www.peopleservingpeople.org/events/annual-gala/>). They've been making contingency plans for how to feed everyone. They're delivering meals to the rooms which has increased labor dramatically and everyone is getting hazard pay so labor costs have exploded.

Fear and a lack of fear is challenging. Because people are stressed out there's more addiction-related issues and violence, and because the people they serve are relationship oriented, telling them not to congregate and watch each other kids, they're having a hard time with the social distancing and finding a culturally responsive, non-dominate culture approach to helping families stay safe. They're also trying to keep the Early Childhood Development Program open for emergency responders in the Phillips neighborhood. They're forcing people to stay home in 2-week rotations so that when those there 7 days a week get sick, they have backup by those who have been out of circulation. The community has been supportive, and their team has pulled together in amazing ways.

- Deborah Moses, CEO and Executive Director of House of Charity (<https://www.houseofcharity.org/>), thanked PSP for its pandemic plan which she modified for HOC and it's constantly being modified as they figure out what's happening. They are also paying hazard pay and rotating shifts. One staff member went to the Emergency Room and Moses had to convince the ER doctor to test the staff person because she works for a congregate living facility. It has also been frustrating dealing with and spending a lot of time on addressing the amount of misinformation, e.g., the staff who are younger believing it would all be gone by Easter, and that they can't get sick.

They're still having residents walk to the Food Centre to get out and they can either eat in their rooms or outside; they're being trained in social distancing. Meals are being delivered to those who are sick in their rooms. According to complaints, there has been more litter in East Town, and she's been working with the City and MDC to get more trash receptacles. Because of the loss of their volunteers, the Shelf of Hope (<https://www.houseofcharity.org/shelf-of-hope>) is temporarily closed but she hopes it'll be up and running in a week or two, and they're applying for funding to obtain additional staff. They're getting more creative in recruiting volunteers, e.g., University of Minnesota School of Public Health students who understand the spread of the disease and it is good experience for them during a pandemic.

- Carina Aleckson, Community Development Program Manager at Catholic Charities of St. Paul and Minneapolis (<https://www.cctwincities.org/>), echoed the challenges related to volunteers. CCTW is fortunate to have a big staff pool in Shared Services (i.e., Accounting, Development, IT and HR). Employees are classed in either Tier 1, intensive client facing work, or Tier 2, nonclient facing work, and the latter are being encouraged to pick up volunteer shifts, for which they'll be paid, in order to work around the volunteer gap.

There have been changes to how they serve meals in the congregate living sites. For the SROs, initially there was a once a day meal distribution and then to increase social distancing, this week it changed to a weekly distribution. Inside the shelters they've installed less permeable plastic

drapes between the bunks, and they've moved about 60 of the older St. Paul shelter guests into the InterContinental Saint Paul Riverfront for which Ramsey County is paying.

She has been helping her colleagues use Teams (<https://products.office.com/en-us/microsoft-teams/online-meeting-solutions>) to work remotely, getting information out to their remote sites, supporting the Development Department who are busy grant writing and reformatting the May 2, 2020 annual fundraiser, and framing social media posts around being the helper (<https://www.ctwincities.org/be-the-helper/>) while remaining socially distant vis a vis Mister Rogers (<https://www.cnn.com/2020/04/03/health/parenting-look-for-the-helpers-wellness/index.html>).

V. Action Item: Platinum Trade Membership

Collison explained Neka Creative (<https://www.nekacreative.com/>) has been doing trade work for us for many years, e.g., the creation of our brochure, and \$100,000 of pro bono marketing and branding work in 2019 for Chameleon Consortium (<https://www.chameleonconsortium.com/>), the shared project with the MDC which flows into our Strategic Framework goal to encourage small and diverse business ownership in downtown. Since its CEO Rosemary Ugboajah attends our business forums and has already given approximately \$20,000 in pro bono work this year for the shared program with MDC, he would like to give a platinum trade membership. Thereafter, the platinum trade membership was approved (BS/CA).

VI. Updates

A. Executive Director Monthly Overview. Collison reported on the following:

1. Much gratitude to Executive Coordinator Christie Rock Hantge for organizing the COVID-19 small business resources (<https://easttownmpls.org/covid-19-resources/>).
2. The MDC has promoted a number of COVID-19 initiatives including local takeout and pickup options (<https://www.mplsdowntown.com/wccos-jason-derusha-maps-out-local-restaurants-with-delivery-and-pick-up-options/>) which the ETBP has also promoted. A small group of the Food and Hospitality Task Force [formed under the Membership, Marketing and Communication Committee] met, created a list of all the food-based businesses in East Town, and pushed it out via social media.
3. Immediately after today's Board meeting at 1:00-1:45 p.m., the Minneapolis Regional Chamber, in partnership with Sunrise Banks, will host a webinar on *\$350 Billion For Small Businesses – Now What?* focused on the SBA's Paycheck Protection Program (<https://www.mpls-chamber.com/toolocaltofail/>).
4. The annual meeting will take place on Thursday, April 16th, via Zoom. For agenda visit <https://easttownmpls.org/4777-2/>.

B. Elliot Park Neighborhood, Inc. Vanessa Haight explained they're a volunteer run, not basic need, organization and are using their time to share resources with residents and businesses and check-in with people living alone to get their basic needs met. They're grateful they have in their neighborhood an amazing healthcare institution, lots of social services, and property managers who are stepping up to connect residents to resources. All their typical work, i.e., food access, BLUH, and annual meeting is postponed indefinitely.

The public comment period for Neighborhoods 2020 program guidelines has been extended to July 15th (<http://www.ci.minneapolis.mn.us/ncr/2020>), which is great because no one has the time or energy to have that conversation right now.

C. Downtown Minneapolis Neighborhood Association. As the DMNA Neighborhood Coordinator, Rock is fearful about the future of neighborhoods after the pandemic because the City's resources will be particularly stressed as a result and neighborhoods will likely be at the low end of the totem pole when the new program is rolled out.

The DMNA continues to meet via Zoom, and the Land Use Committee is coming up on Tuesday, April 7th (for the agenda reference Sweet's report for April on the Board Members Only page).

- D. Minneapolis Downtown Council/Downtown Improvement District.** Dan advised they continue to support *Chameleon Shoppes* (<https://www.mplsdowntown.com/chameleon-shoppes-supports-small-business-during-covid-19-pandemic/>) while programming has ceased in the skyways downtown. The list includes businesses that want to be promoted and continue online selling. All programming for pop-ups has been shifted to later in the year; more information to come.

They've deployed hand washing stations (<https://www.mplsdowntown.com/mps-did-deploys-hand-washing-stations-throughout-downtown/>).

VII. Committee Reports

- A. Executive.** Campobasso had no report to give.
- B. Board Development.** BD Chair Marc Berge had no report to give.
- C. Business Forum Development.** Collison will continue to polish up the 2020-2021 brochure in the next couple weeks in order to be able to distribute it by the annual meeting.

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

- D. Membership, Marketing and Communication.** Collison reported there hasn't been any changes since last month (<https://easttownmpls.org/wp-content/uploads/2020/03/ETBP-Membership-Report-04-02-2020.pdf>). We're in the lull before membership renewals take place and he has a little anxiety about what renewals will look like and who will have the resources to continue to support the organization; we just need to continue to move within our systems and invite people to contribute and react to the new normal.

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

VIII. Adjournment

There being no further business, the meeting adjourned at 12:58 p.m. (CA/MB).