

Draft Minutes from the East Town Business Partnership Board of Directors Meeting

Thursday, May 7, 2020, 11:30 a.m.-1:00 p.m.

Via Zoom Conference

(https://zoom.us/rec/share/5txeKJbtxEhlfbeQ7G3OA_QNRKLcaaa81HMc-oPn4vndr2EvWcoFpzA2o_KMZM, Password: 81+24c3w)

Present: Marita Albinson, Jacquie Berglund, Charlie Boeckenheuer, John Campobasso, Vanessa Haight, Cyndy Harrison, Tom Jollie, Richard Kiemen, Julia Lauwagie, Brian Maupin, Deborah Moses, Michael Noble, Kelly Stenzel, Carletta Sweet
Staff: Dan Collison, Christie Rock Hantge
Guests: Mark Andrew and Kjersti Monson, Friends of the Lock and Dam
Ben Shardlow, Minneapolis Downtown Improvement District
Absent: Carina Aleckson, Daniel Gumnit, Theresa Pesch, Beth Shogren

I. Call to Order, Announcements, and Introductions

President John Campobasso called the meeting to order at 11:32 a.m., and welcomed returning and new Board members as well as guests.

After sharing his screen, Executive Director and Zoom Host Dan Collison also welcomed everyone and requested they use the Chat feature to drop in any comments, questions or ideas they would like to convey.

Collison announced at the April 2nd Board meeting, Tom Jollie, SVP at Padilla (<https://www.linkedin.com/in/tomjollie/>), invited his colleague Mike Garrison, VP of Insights and Strategy, to present on their weekly Coronavirus Media and Sentiment Scan that comes out on Mondays. If anyone wants to receive a copy, send an email request to Tom.Jollie@padillaco.com. Collison highlighted the following taken from the Weekly Wrap of May 4th (<https://buzzbinpadillaco.com/navigating-covid-19-coverage-5-4-2020/>):

- *Big Data of the Week:* According to Apple's Mobility Trends, traffic has nearly doubled in the past 3 weeks.
- *Stat of the Week:* 71% say they need to take breaks from news about the Coronavirus, and 43% say the news leaves them feeling worse emotionally.
- *Your Pandemic Journey* has four phases: Departure, Challenges, Transformation, and Return, the *Current Compass* of which indicates we're in the Challenges phase, i.e., shifting from a focus on long-term planning to project management.
- *Applications* for the employee and customer experiences, i.e., what to know and what to do.
- *What Made Us Happy This Week:* video conference call bingo.

Collison wished the very best to everyone, their company, employees, and those close to them in this time, and hopes the ETBP will be a place where we can be grounded in reality, have conversations about relationships, and support each other.

Campobasso then asked Board members to introduce themselves; each in turn gave an update on what's been happening at their organization vis-à-vis the impact of COVID-19. Following are just the new and returning Board members listed alphabetically:

- Charlie Boeckenheuer, Manager of Season Ticket Sales at Minnesota Vikings, extended thanks for including him on the ETBP Board. He's backfilling for Phil Huebner who recently retired as VP of Ticket Sales and Operations (<https://www.vikings.com/news/phil-huebner-retires-after-22-years-spanned-moss-debut-3-vikings-venues>), and for whom he was his right-hand man for the last decade. Today is a big day for them as the NFL schedule is set to be released this evening (<https://nflcommunications.com/Pages/'Schedule-Release-'20-to-Air-Thursday,-May-7-at-8-PM-ET-on-NFL-Network.aspx>). There are all sorts of emotions that go along with that process, but they're looking forward to putting something down on paper and keeping to as much business practice as normal. He looks forward to learning a lot from every person who is a part of the ETBP.
- Brian Maupin, General Manager at Allied Parking (<https://www.linkedin.com/in/brian-maupin-21329223>), said he's super excited to be back on the Board. Life has been a little bit challenging like for all of us. Parking has been impacted greatly as it relates to Vikings events, restaurants, bars; they're seeing about a 92% reduction in transit income across the board, and significant reduction in stay-in-place contract parking as well. AP is waiting and see what the next change will be. What he's hearing nationally is, and in anticipation of more people wanting to drive, after this loosens up because they'll have control of their world, less ridership on mass transportation. They're trying to be nimble and get ahead of this with touchless processes for parking and working with vendors to see what's available. Cash will probably not be something we'll be seeing anymore. He's super excited to be part of the ETBP again; it's a great organization in

the best part of downtown. Thank you for having him back!

- Michael Noble, Innkeeper (<https://www.linkedin.com/in/mike-noble-66223048/>) at the historic Normandy Inn and Suites (<https://www.normandykitchen.com/about-us>), advised he owns the block of property where the Inn is located. He's very attached to the neighborhood and always interested in and hopeful for the best things happening here. He's looking forward to being an active part of the ETBP and any other organization that helps to improve our standard of living.

II. Consideration of Agenda

After Collison proposed moving the Action Items to the end of the meeting, the agenda was approved as amended (CS/MA).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the April 2, 2020 Board meeting; Treasurer's report for April which included F2020 Budget vs. Actual as of April 30, 2020, Wells Fargo bank statement for the period ending April 30, 2020; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NūLoop Partners' report for March 29-May 2, 2020; and Executive Coordinator's report for the period 4/1/2020 to 4/30/2020 (CS/TJ).

IV. Presentations

A. Greening Lab | Transportation Action Plan. Ben Shardlow, Director of Urban Design at Minneapolis Downtown Council-Downtown Improvement District (<https://www.linkedin.com/in/benshardlow/>), explained because they don't have a great track record of the trees they've planted growing to maturity, the Greening Lab project (<https://www.mplsdid.com/greeninglab> and <https://www.greenminneapolis.org/projects/greening-lab/>) is trying to learn more about how to support the development and growth of the trees being planted; this will be their fourth year. Core strategies employed include making sure all of the young trees downtown are getting the water they need via a watering crew; tagging trees to learn more about individual trees and to report maintenance concerns; and conducting an annual tree census by engaging the public to be a part of the process.

Year 3 was great: the survival rate rose from 52% to 73% due to engagement, monitoring, and maintenance. They're getting smart with this work and have some cool prototype soil sensors giving real time information on the water content, temperature, and chemistry of the soil; they have good data coming out of that to tell them more about factors that are influencing how trees are growing.

They think what they're doing is working, excited about the potential to keep greening downtown, and looking to grow the partnerships behind this project every year, the most important being the Minneapolis Park and Recreation Board because it owns and maintains the tree. The MPRB has assigned a downtown tree inspector and is leading a lot of tours of national delegations coming to see some of the exciting things happening.

The Mississippi Watershed Management Organization (<http://www.mwmo.org/>) is another important partner because they are funding their research assistants, one of their engagement tools, and they've received funding from the Downtown Minneapolis Neighborhood Association (<https://www.thedmna.org/>) for the past 3 years to support the watering of trees within its neighborhood. More partners would be even better because there's a lot of potential to grow this work and they need a lot more people who have an interest to get engaged. Contact him at 612-656-3830 for more information.

Engagement is flexing to virtual experiences and one strategy is to develop discovery kits with tools to do citizen science on the streets in downtown Minneapolis. That plus growing the work to raise awareness of salting as an important risk for trees, more monitoring, and continued maintenance work complete their goals for Year 4.

Shardlow was asked by Collison to provide an overview of the Minneapolis Transportation Action Plan (<http://go.minneapolismn.gov/>) because this is an important opportunity to receive feedback from the business community before it is finalized. Minneapolis 2040 (<https://minneapolis2040.com/>) that was approved last year was a transformational effort, dense with ideas and goals, and TAP that's being developed by Public Works is a way to implement a lot of the goals contemplated in Minneapolis 2040 in terms of the public right of way. It has 55 strategies and 283 actions, and the direction the City's leadership has been taking to meet climate change goals is being brought to bear on our transportation system. The public comment period ends on Friday, May 22nd; TAP will be massively significant for East Town, all of downtown, and

the city overall. He encouraged everyone to visit the website to learn more and then give feedback.

Lastly, he described the DID's Cloth Mask Drive in partnership with Minneapolis Fire Department from May 7-31 (<https://www.mplsdid.com/masks>).

- B. Friends of the Lock and Dam.** Mark Andrew, President (<http://millcitytimes.com/news/former-county-commissioner-mark-andrew-joins-initiative-to-t.html>), explained a lot of work and research has gone into this initiative since the Lock was closed in 2015. Philanthropy has played a huge role with the introduction of the organization in 2016 to repurpose the Upper Lock and hopefully have a positive impact on the other projects in the historic district. As a result of their focus, and the fact that Saint Anthony Falls is the centerpiece, at their board meeting on Tuesday they changed their name to *Friends of the Falls*. The L&D served a useful purpose, and while it's going to be repurposed, their focus will be on the Falls and Saint Anthony Falls historic district, an important site for the indigenous peoples who occupied the site, the Dakota. They want to delve into the rich cultural and historical attributes of the area that make Minneapolis what it is today.

Andrew restated they're at the beginning phase of the public community engagement process and wanted people aware of what's going on. They love talking to this organization because it's a great mix of businesses and nonprofits and a little bit of the entire face of downtown Minneapolis, and are excited to be getting into that place where they can start asking the organizations to feel free to interrupt with questions and comments.

Kjersti Monson, Director of FF and CEO, Director of Civic Studio at Duval Companies (<https://www.linkedin.com/in/kjerstimonson-334b458/>), explained in terms of site control, which is what the federal legislation is all about, they're anticipating legislation, i.e., Water Resources Development Act of 2020 (<https://transportation.house.gov/committee-activity/issue/water-resources-development-act-of-2020>) later this summer and are working with the City on the language. It's with the City Attorney's Office because they would be the primary actor in securing site control and would have to endorse and steward the language. FF will be their partner to encourage members of Congress to support the language with specific direction to USACE about partial disposition of the site in keeping with the community's adopted plans.

Crown Hydro is the only other interested party and they've been participating in USACE's disposition study, and has a pending license issue with FERC; a week ago it was denied again (<https://fmr.org/river-corridor-and-land-use-updates/crown-hydros-minneapolis-riverfront-project-rejected-again>) and they have until the end of May to appeal. After almost 20 years of battle, it looks as if we're going to win and if so, she doesn't see any reason why USACE should hesitate to quickly dispose of the property to the City.

They were in the pipeline to receive \$2.8 million from the Legislative-Citizen Commission on Minnesota Resources (LCCMR, <https://www.lccmr.leg.mn/index.html>); that bill was anticipated to be enacted in May. Perhaps we heard her cousin, Britta Reitan, State Budget Director, talk about the difficult situation the state is going to be in, so they're hopeful they maintain that commitment this year. Those dollars are tied to securing site control. All the dominos are lined up to get site control, early funding, and to proceed with the design process which they were hoping to roll out over the summer, but they've had to adapt.

Then she displayed a snapshot of their engagement tracker; currently they're in the education and inform community phase, and they're strategizing on how to reach people remotely.

Andrew advised they have been recomposing their board of directors to be more reflective of the Greater Minneapolis community with a strong focus on Native American communities. When they changed their name on Tuesday, they added a third Native American board member to the mix and they'd like to continue to diversify and are open to hearing any thoughts or suggestions about other groups and organizations that may not be on their list.

Lastly, Monson advised they're growing their capacity as an organization and have added this week Amanda Wigen (<https://thefalls.org/friends-of-the-falls/> and <https://www.brvcorp.com/amanda-wigen>), formerly of Green Minneapolis, to assist with their communications portfolio.

- C. ETBP 5-Year Strategic Framework.** In the interest of time, Collison dropped into Chat the link to the framework (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-StrategicPlan-2018-2022-Approved.pdf>) for the Board's review. The presumptive President, Carina Aleckson, requested it be the focus of the next Executive Committee meeting for refinement.

V. Updates

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

1. **ETBP Member Social Media/Video Support Idea During COVID-19.** As a follow up to his email dated April 23rd, wherein he sent a sample video project, i.e., an interview with Elizabeth Flannery, President of CHDC about East Town Affordable Apartments (<https://www.youtube.com/watch?v=rVqa4AvUpI8&feature=youtu.be>), Collison advised he would like to do the same for the ETBP, as he has time, and push them through social media, e.g., on a homeless advocate panel, House of Charity's Park7, Literary Loft. After asking if it's okay to proceed, he was given the nod to go forward with stipulation, e.g., have a shorter and longer version, include the downtown police force in whatever is highlighted.
2. **Move Minneapolis Speed Limits Webinar.** Participating with Move Minneapolis to inform constituents. It's on Tuesday, May 12th, 10:00-11:00 a.m. Register at <https://business.mplschamber.com/events/details/speed-limits-webinar-10984>.
3. **Minneapolis Regional Chamber Too Local To Fail.** They've been really trying to drive how can more small businesses open safely and be given permission to reengage their customers (<https://www.mplschamber.com/toolocaltofail/>).
4. **East Town Food and Hospitality Task Force.** He's going to start organizing and convening Zoom meetings with owners and operators of bars and restaurants for relationships, competition and marketing strategy to promote this area.

B. Downtown Minneapolis Neighborhood Association. Carletta Sweet referenced her report for May that can be found on the Board Members Only page.

C. Elliot Park Neighborhood, Inc. Vanessa Haight advised they've been trying to communicate with the community, so if interested and want to know what they're doing, sign up for their monthly E-news or visit their blog posts.

Last week they were asked by some community members to help figure out how to get cloth masks to residents in most need, so they launched a fundraiser last Monday and thanks to Campobasso, Collison and generous community members they were able to reach their goal in less than 24 hours. As of this Friday they'll be up to 550 masks. It was a great moment to see the community respond to this immediate need, so now they're starting to work on hand sanitizers.

Collison will be reaching out to the Board Chairs of the neighborhood associations to talk about this kind of work.

VI. Action Items

A. Approval of New Board Member. Because of the departure of Paul Mason, Human Resources Director for Sherwin-Williams in April, the Nominating Committee recommended Reid Struck, Director of Facilities at Sherwin-Williams (<https://www.linkedin.com/in/reid-struck-21417677/>) to fill his remaining term. Thereafter, his appointment to the Board was approved as recommended (CS/MA).

B. Approval of Slate of Officers. The slate as recommended is Carina Aleckson as President, Carletta Sweet as Vice President, and Julia Lauwagie as Treasurer. Thereafter, the slate was approved as recommended to serve a 1-year term (CS/TJ).

Sweet then nominated Vanessa Haight as one of the two At-large members of the Executive Committee which she accepted unopposed.

Campobasso expressed appreciation for serving as President for the past year; it's his second stint with his first having been so many years ago. He really has enjoyed everybody's engagement and involvement. It's a tremendous group of interesting and dedicated people willing to serve; it's been his honor to work with all of us.

Collison stated Campobasso has been stalwart having been a part of this organization for over 20 years as a Board member and to have stepped back in as President is great. His firm is deeply invested, they've reinvested hundreds of millions into

their block, he's printed brochures for free, is constantly infusing a connection between KA and the community through the ETBP, and he's agreed to Chair the Board Development Committee for next year to the end of his term.

C. Board Committee Sign Ups. Based on responses received, Collison will drop in names where appropriate and send email confirmation to members who have indicated a willingness to serve.

D. Conflict of Interest Document. Campobasso reminded everyone to sign and send it back to Christie Rock Hantge.

VII. Adjournment

There being no further business, the meeting adjourned at 1:02 p.m. (JB/CS).