

**Draft Minutes from the East Town Business Partnership Board of Directors Meeting**  
**Thursday, September 10, 2020, 11:30 a.m.-12:30 p.m.**  
**Via Zoom Conference**

<https://zoom.us/rec/share/O9NdKCzwpGgogcDeNWok6ixV5RQaGeXg5flUxZx6RjROmyYgE03cxEANb7y2Jbw.awvNQLMvLjT5m3mC>, Passcode 5Wsa5\$mr)

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Present: Carina Aleckson, Jacquie Berglund, Charlie Boeckenheuer, John Campobasso, Cyndy Harrison, Brent Hanson, Tom Jollie, Richard Kiemen, Julia Lauwagie, Brian Maupin, Deborah Moses, Kelly Stenzel, Reid Struck, Carletta Sweet

Staff: Dan Collison, Christie Rock Hantge

Absent: Vanessa Haight, Michael Noble, Theresa Pesch

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**I. Call to Order and Introductions**

Carina Aleckson called the meeting to order at 11:31 a.m. and asked everyone to feel free to use the chat feature to say hello or share announcements about their organization.

**II. Consideration of Agenda**

After the agenda was amended to reflect that the June 11th Board minutes were being considered under the consent agenda, it was approved (JC/CS).

**III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the June 11, 2020 Board meeting; Treasurer's report for June, July and August which included F2020 Budget vs. Actual as of August 31, 2020, and Wells Fargo bank statements for June, July and August; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NuLoop Partners' report for May 31-August 29, 2020; and Executive Coordinator's report for the period 6/1/2020 to 8/31/2020 (RK/JB).

**IV. Presentations**

**A. Revised 2020-2021 Business Forum Series.** Executive Director Dan Collison explained because we're operating during COVID-19, he worked with the Business Forum Development Committee and the Minneapolis Downtown Council's Events and Programming team (<https://www.mplsdownatown.com/about-membership/our-team/>) to update the topics, beginning next week with the joint forum on Thursday, September 17th to provide an update on construction in downtown (<https://easttownmpls.org/4951-2/>).

He thanked Jacquie Berglund for leading the October 22nd panel on *Learning from Perennial Disruption Navigators: A Start Up and Entrepreneurial Community Round Table*; Cyndy Harrison for putting together the November 19th panel on *Supporting and Rebuilding Hospitality During a Pandemic*; and Kelly Stenzel for the March 18th *Introducing the New Thrivent Financial Corporate Building*. For the remainder of the season, visit <https://easttownmpls.org/2020-2021-business-forum-series/>.

He'll continue working with the BFDC and individual leaders in securing speakers to ensure we have compelling forums.

**B. Inclusive Downtown Action Group.** Collison explained this is a body of work he's been building on for a few months when George Floyd was killed and there were all these conversations about the arrests and need to change our narrative. Several organizations put forth key recent reflections, e.g., the Center for Economic Inclusion (<https://www.centerforeconomicinclusion.org/>), Minneapolis Regional Chamber (<https://www.mpls-chamber.com/>), and with the domains of concern across all of Minnesota, Collison, who meditated on many years of learning and scanning the landscape, categorized organizations that engage with diversity, equity and inclusion. The yellow box marked Inclusive Downtown Action Group, across from Collective Impact Roundtables, is what he is seeking to nurture and recruit some of us to participate.

He has sent us the report when the Inclusive Downtown Think Tank did a year-long study that included all of the facets of downtown becoming accessible through the lens of cultural and civic, economic, physical and spatial. The outcome of their work was the formation of three action groups (reference Dan's presentation sent to the Board today):

1. **Systems Change.** The Chameleon Consortium (<https://www.chameleonconsortium.com/>) is seeking to do some experimenting with 30-40 businesses around the holidays. Currently he's in conversations with Belle Lamb, a woman who would like to sell her vegan-based prepackaged goods out of the ground floor space in the Young-Quinlan Building.
2. **Culturally Competent Leaders.** The YMCA Equity Innovation Center (<https://www.ymcanorth.org/social-responsibility/equity-innovation-center-of-excellence/cohorts>) is driving this work.
3. **Thrive, Participate and Belong.** More recently he's been having conversations with Minnesota State Colleges and Universities (<https://www.minnstate.edu/>) on how to connect their students, who are 50% people of color, with the downtown business community. They have a proposal with five possible programs with key leaders that may involve ETBP businesses.

## V. Action Items

- A. **Change Length and Time of Board Meeting.** Carina explained that in light of the Zoom environment, there's been a proposal to change the length and time of Board meetings. Then she explained the options offered via the Zoom poll and allowed Board members time to weigh in and vote. Executive Coordinator Christie Rock Hantge will also send the poll to Board members not in attendance. The results of this poll favored changing the length to 60 minutes beginning at 12 noon.
- B. **Approve New Board Member.** Carina advised there were three Board resignations over the past several months: Marita Meinerts Albinson of the Guthrie Theater (<https://www.linkedin.com/in/maritaalbinson/>), because her position was eliminated; Daniel Gumnit of People Serving People, because he took a new CEO job with the Children's Cancer Research Fund (<https://childrenscancer.org/ccrf-welcomes-new-chief-executive-officer/>); and Beth Shogren of Green Minneapolis (<https://www.linkedin.com/in/beth-shogren-b31a433/>), because her position was eliminated.

After Dan contacted all three organizations seeking a replacement, Rinal Ray, Interim Executive Director of People Serving People (<https://www.linkedin.com/in/rinalray/>), indicated her willingness to serve. Carina has known her for almost 12 years working in different nonprofit spaces, and she and Daniel Gumnit highly recommend her for the ETBP Board. There being no further discussion, Rinal Ray was approved as the new Board member representing People Serving People with the caveat that although she has applied for the Executive Director position, be aware she may not be chosen (CA/JC).

## VI. Updates

### A. Executive Director Monthly Overview

1. **COVID-19 Masks.** Dan has been distributing free masks, up to 200 per company, provided by the State of Minnesota Department of Employment and Economic Development to East Town businesses. Since some remain, let him know if you'd like more.
2. **Video Gallery.** Many thanks to Christie working with Kori Sanders at Vivid Image (<https://www.linkedin.com/in/kori-sanders-b928b15/>), our web producer, to build out a new video gallery on the website (<https://easttownmpls.org/video-gallery/>). Dan has been running around with his iPhone gear and Adobe Creative Suite producing the 2- to 3-minute features. Thanks to all Board members who spent time with him doing an interview. This is a great place for us to continue

doing media marketing.

3. **Inclusive Downtown.** The Minneapolis Downtown Council has asked him to curate a series of webinars called Listening to Our Leaders of Color, the next installment of which will be *The Journey of Cultural Competency* on Tuesday, September 22nd at 11:00 a.m. (<https://www.mplsdowntown.com/event/the-journey-of-cultural-competency/>).

- B. **Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report as of September 10th on the Board Members Only web page.

Christie announced their annual meeting will be on Tuesday, October 27th, 6:00 p.m., via Zoom. There are three open seats for a 3-year term and two of the incumbents will be running. She encouraged anyone interested to please reach out to her or submit their name, address, a brief bio, and a statement regarding why they're interested in serving on the DMNA Board to [info@thedmna.org](mailto:info@thedmna.org).

- C. **Elliot Park Neighborhood, Inc.** In Vanessa Haight's absence, Dan reported she has asked the ETBP to send a Letter of Support urging the City Council to allocate \$3 million additional dollars into the proposed racial equity formula for neighborhoods for a total \$7.1 million investment to maintain the administrative capacity of the neighborhood associations while also addressing racial disparities.

As background, the City's Neighborhood & Community Relations Department created *Neighborhoods 2020* (<http://www2.minneapolismn.gov/ncr/2020>), a plan for continuing to fund neighborhood and community-based organizations in Minneapolis, and worked closely with neighborhoods, community members, and the Center for Urban and Regional Affairs (CURA), which uses a racial-equity framework based on context, community-centered, and reparative precepts to inform its work (<https://lms.minneapolismn.gov/Download/RCA/12322/Neighborhoods%202020%20Draft%20Racial%20Equity%20Analysis.pdf>), on developing program guidelines. It replaces the Community Participation Program (<http://www2.minneapolismn.gov/ncr/programs/cpp/index.htm>) which replaced the Neighborhood Revitalization Program (<http://www2.minneapolismn.gov/ncr/programs/nrp/index.htm>).

Because this current plan – public comments on which have been postponed to September 30th – doesn't provide enough resources to continue neighborhood services, in response to Vanessa's request Dan drafted a LOS on behalf of both the EPNI and DMNA.

Hearing no objections, he'll continue moving procedurally along to furnish a more polished LOS to send.

- D. **Minneapolis Downtown Council-Downtown Improvement District.** Dan noted most of us have been nonplussed about action-related public safety conversations. The MDC has been conducting biweekly Downtown Virtual Safety Meetings to discuss the most current approaches to maintaining safety and security in downtown. Because of the recent rioting (<https://www.startribune.com/mps-and-st-paul-calm-so-far-under-curfew/572236922/> and <https://www.startribune.com/hard-to-be-downtown-between-riots-and-covid-allure-of-downtown-minneapolis-tested/572264112/>), he shared the crime statistics presented at the September 3rd meeting. The benefit of these calls to our businesses is it's a great tool for engaging rather than being fearful or not knowing what to do. Because these are invitation-only meetings, let him know if interested in participating.

## VII. Committee Reports

- A. **Executive.** Carina advised they handled business this month via email, i.e.: the nomination of Rinal Ray; and a modest allocation of funds from the cash reserves, no more than \$600, to upgrade the website which hasn't been done in several years.

She would like to convene another meeting within the next month.

- B. Board Development.** John Campobasso advised he's been consulting with Dan virtually regarding the seats to fill, and Dan has been connecting with the people potentially interested in joining the Board.
- C. Business Forum Development.** Covered under Revised 2020-2021 Business Forum Series under Presentations.
- D. Membership.** Christie referenced her Membership report for September on the Board Members Only web page (<https://easttownmpls.org/wp-content/uploads/2020/09/ETBP-2020-2021-Membership-Report-September.pdf>). She advised in August, Dan sent invoices and emails to all current members and encouraged those who have the ability to please pay their invoice within the next couple weeks. Due to COVID-19 and other situations happening in Minneapolis, this year will look differently for the ETBP, but they begin the budgeting process in October/November and need to have a good feel for current membership dollars and reserves for next year.

Dan noted we'll set the budget in November and it will be 100% reliant upon what we'll be able to cover; the best hope is we can at least keep things the way they are.

- E. Food & Hospitality Re-Open Collaborative/Coopetition (formerly Membership, Marketing & Communication).** Dan advised he'll now be tracking with a coalition Cyndy Harrison forwarded to him, i.e., United Downtown Restaurants by Dennis Monroe (<https://mmbllawfirm.com/our-team/dennis-l-monroe/>), the organizer. They just started the process of contacting people to put together this group by reaching out to existing groups, e.g., Hospitality Minnesota (<https://www.hospitalityminnesota.com/>), Twin Cities Restaurant Coalition (<https://tcrestaurants.com/>), Minneapolis Regional Chamber of Commerce, and are having their first Zoom meeting on Monday, September 14th at 11 a.m.

Beyond this group, Dan's been reaching out to all the groups that are the key stakeholders and thankfully it will go wider than East Town.

Cyndy said this is something new and they're trying to think about ways to get the customer base back because downtown has been super impacted by people not coming to work. Hopefully, we can do something together to promote downtown and East Town.

Discussion then ensued regarding scenario planning for when we move away from patios in 30 to 60 days. Richard Kiemen noted people are trying to come back as best they can but it's hard. Valerie Dole, VP of Marketing & Communications at Sherman Associates, is working front and center on what they need to do for Umbra and others to energize with music and social distancing, and they appreciate everything Sawatdee and Finnegans are doing because it matters. He was also encouraged to see the number of people on a daily basis bringing to-go food and food delivered from a variety of sources to enjoy at Gold Medal Park.

Carina noted Jacquie Berglund, breweries and distillers have been innovative and embraced allowing people to bring in food delivery when they don't have their own food service.

Jacquie stated they've seen a lot of that activity with their expansive courtyard patio, but as the weather gets colder that will continue to be a challenge so it's about getting creative, e.g., with music on Fridays, open their garage door and layer up!

Tom Jollie is doing work with malls and gyms and they're seeing an uptick in traffic of people willing to come indoors; it's part and parcel with their ability to convince people they're doing it right and keeping them safe. Can't we pool together some learnings and share it with the United Downtown Restaurants group? For example, a parent he spoke to felt safe sending his child back to school because it had a partnership with a company specializing in indoor air purifiers for larger spaces and was cranking up the HVAC to bring in 100% fresh air every 4 hours. There may be something there

as people get used to or are forced to go back indoors.

## **VIII. Announcements**

- A. Vikings Home Opener.** Charlie Boeckenheuer stated he and a few essential staff will be there to provide some assistance (<https://www.vikings.com/schedule/>), but he has no idea what Sunday will look like because it's counter intuitive to anything they have ever done with no fans in the building. The second home game on September 27th against the Tennessee Titans will also be without fans. If they can put fans in the building – they introduced the mechanism to have cardboard cutouts, the funds for which go towards their foundation – they'll absolutely work towards that. They're not providing any official tailgating, but there'll probably be fans wandering around the stadium. As the season progresses, one game at a time is the mantra and hopefully as they get to the back end, they can activate that area in a nice way. He'll keep Dan posted.
- B. Park7 Open House.** Deborah Moses announced via the chat feature that they're planning a virtual open house with the theme of welcoming residents downtown through recordings made by those who work and live downtown. If interested in making a welcoming recording, contact Deborah directly at [d.moses@houseofcharity.org](mailto:d.moses@houseofcharity.org).
- C. Minnesota Real Estate Journal Downtown Summit.** Dan announced he'll be on the panel of the 7th annual Downtown Development Summit that will include Lake Street held on Friday, October 9th, 8:00 a.m. to 12:00 p.m., at the Radisson Blu Mall of America (<https://web.cvent.com/event/9653d28e-cdf4-49fi-902c-b50000c778fe/summary?rp=00000000-0000-0000-0000-000000000000>). For many years, Dan has helped Jeff Johnson, CEO (<https://www.linkedin.com/in/jeff-johnson-4764aa5/>), create the narrative and pick speakers.

Christie noted that Pamela McCrea, Chair of the DMNA, will also be on the panel.

## **IX. Adjournment**

There being no further business, the meeting adjourned at 12:28 p.m. (JB/CS).