

**Draft Minutes from the East Town Business Partnership Board of Directors Meeting
Thursday, October 1, 2020, 11:30 a.m.-12:30 p.m.
Via Zoom Conference**

(https://zoom.us/rec/share/z3yCBRBatBJj8Z3wG--hZlzKJmfq-xqxtGb1DifGKqfOnI7iIyKOGSOXovLcSaF1.e_ajBiYRDM-dMhu4%20;Passcode:%20?Y5ZkoLP)

Present: Carina Aleckson, Jacquie Berglund, Cyndy Harrison, Brent Hanson, Tom Jollie, Richard Kiemen, Julia Lauwagie, Deborah Moses, Rinal Ray, Kelly Stenzel, Reid Struck, Carletta Sweet
Staff: Dan Collison, Christie Rock Hantge
Guests: David Wilson and Danielle Hatch, Green Minneapolis
Absent: Charlie Boeckenheuer, John Campobasso, Vanessa Haight, Brian Maupin, Michael Noble, Theresa Pesch

I. Call to Order and Introductions

Carina Aleckson called the meeting to order at 11:31 a.m., welcomed the guests from Green Minneapolis, and asked everyone to introduce themselves.

II. Consideration of Agenda

After Executive Director Dan Collison added Green Minneapolis as the first presentation, the agenda as amended was approved (CS/BH).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the September 10, 2020 Board meeting; Treasurer's report for September which included the F2020 Budget vs. Actual as of September 30, 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 August 30-September 26, 2020; and Executive Coordinator's report for the period 9/1/2020 to 9/30/2020 (CS/RS).

IV. Presentations

A. Green Minneapolis. Collison introduced David Wilson, Chair of GM

(<https://www.greenminneapolis.org/about/board-of-directors/> and <https://www.linkedin.com/in/david-wilson-219b4634/>), and Danielle "Dani" Hatch, the new Executive Coordinator, and advised the ETBP has had a GM Board seat for several years held by Beth Shogren, its former Executive Director who oversaw a tremendous amount of the programming at The Commons, the heart of the East Town District.

Due to a lawsuit (<https://www.fox9.com/news/mn-appeals-court-rules-city-of-minneapolis-cannot-operate-commons-park>), the Minneapolis Park and Recreation Board now operates The Commons (<https://www.minneapolisparcs.org/news/2020/03/27/minneapolis-park-and-recreation-board-assumes-operations-at-the-commons/>) with less resources and programming. However, GM is still here, repositioning itself and doing a lot of amazing work downtown, so Dan reached out to Wilson, a champion for greening who has led many ventures – e.g., co-chaired the Stadium Implementation Committee (<https://www.startribune.com/mps-city-committee-has-lots-of-ideas-for-vikings-stadium/217039671/>) – to renew the connection.

Wilson thanked Dan and the Board for inviting them to present and acknowledged familiar faces. He shared they are no longer operating, maintaining, or programming The Commons but are working on other projects downtown: under a 5-year contract with the City for Peavey Plaza (<https://www.greenminneapolis.org/projects/peavey-plaza/>); the Hennepin-Lyndale Crossroads (<https://www.greenminneapolis.org/projects/hennepin-lyndale-crossroads/>); a new park initiative in North Loop (<https://northloop.org/new-park-planned-north-loop/>); and a downtown tree planting initiative, i.e., planting a couple St. Croix elm trees – Dutch elm disease resistant – in Elliot Park tomorrow with the MPRB, and other trees going in other parts of downtown. He's passionate about greening of the public realm which is one of the last places where all different types of people come together and get to know each other. With the growing residential population downtown, it needs more focus and attention on

greening and public realm, and with the environmental challenges of global warming, air pollution, heat islands, the planting of trees is super important.

He's been living in the city for 26 years, and moved from Lowry Hill to the Mill District with his husband 1-1/2 years ago. He loves the city, and although we're going through a tough time, greening and public realm is a priority, not just because it looks pretty but because of the environmental and social impacts it has for our community. He's very committed to keep working on this and hopes to work with all of us on it.

Hatch advised she just started a couple weeks ago and is familiarizing herself with the organization's projects and downtown Minneapolis. Then she shared her background (<https://www.linkedin.com/in/danielle-hatch-58586112/>) which includes an environmental science degree from University of Wisconsin, and as a park ranger in Texas.

On behalf of the Elliot Park Neighborhood, Dan thanked them for the trees being planted in the neighborhood.

B. Indoor Business Approaches During COVID-19. Tom Jollie, SVP at Padilla (<https://www.linkedin.com/in/tomjollie/>), explained this came about because he was doing some work with building products manufacturers about a month ago and in conversations with scientists and air flow experts across the country about what restaurants and retailers were doing around COVID-19. At that time, several people were forming a committee of scientists making an appeal to the CDC to switch its focus from surface borne transmission to airborne transmission. Tom was to receive a university study about consumer attitudes and preferences related to eating out at restaurants as we move into the fall season; he wasn't given the study but shared some things he picked up along the way that hopefully we'll find of value.

There's a major shift in the science community with more concern over airborne transmission of COVID, which has a big impact on returning to the office or going to a restaurant. There are several organizations about to release air modelling studies, and several months ago there was a study out of China where they showed the air flow in a restaurant infected people (https://wwwnc.cdc.gov/eid/article/26/7/20-0764_article#comment). It was alarming but not necessarily based in a lot of science. There are new studies coming out that will show there are opportunities to protect people and that the risk indoors is not as pronounced, e.g., a report that aired yesterday on the Today Show (<https://www.today.com/video/as-weather-cools-how-to-avoid-coronavirus-indoors-9284256543>). This is the start of some of the news we'll be seeing over the next month.

Other things he's been seeing and hearing in reports include:

- Offices beefing up ventilation to add more air, and restaurateurs being encouraged to ask landlord or building owners for the same type of treatment.
- Opening windows even though the season is getting cold or adding units that bring in more fresh air.
- Starting to use air filters/switching to MERV 13 (<https://www.grainger.com/know-how/equipment-information/kh-what-is-merv-rating-air-filter-rating-chart>) which can capture the virus particles.
- Adding free-standing air units – HEPA (<https://en.wikipedia.org/wiki/HEPA>) or U-VC (<https://breathequality.com/uv-c-light-filter/#a1>). A local company, ISO-Aire (<https://www.iso-aire.com/>) has a free-standing, three filtration system to boost air circulation in an internal environment, and we're going to see a lot more of these coming onto the market in the next 30 days.

Survey after survey shows consistent thinking on the part of the public. There's about 40% of the population who are staying at home avoiding all contact and 60% who are more willing to venture out, do things, and practice safe protocol. The fear factor is very high and the more organizations can communicate about what and how they're doing, decreases the fear factor and increases the amount of business they receive, e.g., right in our backyard is what Delta Airlines is doing to keep people safe (<https://news.delta.com/6-ways-delta-supporting-healthy-flying>), and they're constantly communicating this

over time which is key to bringing people back.

Surveys are starting to show the new value driver, especially in restaurants, is their ability to sanitize and convince the public they're sanitizing. When people encounter a restaurant or retail environment where they don't feel safe, they take to social media and news spread quickly. Good tasting food, good value and price are still important, but putting an emphasis on sanitation and communicating about it has become paramount in this time. The survey showed the people who are winning are diligent about following, enforcing, and communicating the State guidelines to the people they're serving. Their friends at Surly Brewing (<https://surlybrewing.com/>) has been highlighted a lot because of their touchless ordering, strict compliance to mask use by servers and customers, and clear sanitizing policy.

C. People Serving People. Carina has known Rinal Ray, Interim Executive Director at PSP (<https://www.linkedin.com/in/rinalray/>), for a while; she's one of the first people Carina connected with in nonprofit leadership space when she returned to Minneapolis, and she's excited to have her on the ETBP Board.

Rinal stated she's trying to step into the big shoes that Daniel Gumnit has left. She's been with PSP for 3 years next week and has had a few different roles, i.e., Director of Systems Change and Community Engagement, and Associate Executive Director. She comes from a public policy and legal background, spent time at the Minnesota Council of Nonprofits, and prior to that worked in legal services at the Minnesota Justice Foundation.

She comes from the Chicago area, the oldest of four children in an Indian American family, the first generation in the United States, which has a whole lot to do with her identity, informs who she is now, and how she approaches her work and community. Currently she lives in the Longfellow neighborhood with her husband who teaches at Macalester College, and their 4-year-old son who is super social.

Rinal then shared information about what they do at PSP (<https://www.peopleservingpeople.org/>). She's looking forward to working with us, getting to know our neighborhoods, and sharing more about our families.

Dan stated he'll be the first to give a standing ovation to PSP as being one of our core safety net organizations. The programming areas he's been devoting a lot of his time to are hospitality/hotels, video shorts, and social service partners. Yesterday he met with Rebecca David (<https://www.linkedin.com/in/rebecca-david-88872abb/>) to start mapping out a documentary featuring Rinal as a leader, and PSP as an organization which has demonstrated you can bring people together across socioeconomic differences in cities and density with dignity and a shared narrative.

V. Action Items

None

VI. Updates

A. Executive Director Monthly Overview

- 1. Video Gallery.** Dan stated it has been a thrill to advance his skills. His technology was in the emerging phase when he did the interview with Deborah Moses of House of Charities (<https://easttownmpls.org/video-gallery/>) which was shot on an iPhone 7. Now he's upgrading to/personally invested in serious videography equipment he's using for the current documentary [for the DID Ambassador program] to tell stories about what our membership is actively engaged.
- 2. 2021 Resources.** Since we're not a big budget organization and it's been a hard year for many people, following up on the membership requests you receive will be great in helping plan the

budget and keeping resources flowing for 2021.

B. Minneapolis Downtown Council-Downtown Improvement District

- 1. Minneapolis Forward: Community Now Coalition.** To help accelerate repair and recovery efforts in Minneapolis, Mayor Jacob Frey launched MFCNC, a united effort between the City and community partners whose recovery work includes support for eight Areas of Action (<http://www2.minneapolismn.gov/minneapolisforward/WCMSP-225515>). Dan has connected with Andrea Brennan, the new interim CPED Director who was CPED's Director of Housing Policy and Development, to inform her about our work, e.g., producing free 1-minute social media narratives of all partners, free 1-year membership with Impact Hub MSP (<https://minneapolis.impacthub.net/>), propping up small and diverse businesses through Omnichannel (<https://en.wikipedia.org/wiki/Omnichannel>).
- 2. Downtown Virtual Safety Meetings.** The MDC has been conducting these meetings biweekly to discuss the most current approaches to maintaining safety and security in downtown. These virtual meetings are beneficial to our businesses because they're a great tool for engaging with each other. As they are by invitation only, let him know if interested in participating.
- 3. Minneapolis Tourism and Hospitality Industry.** Meet Minneapolis, whose priority is putting the hospitality industry back to work, hosts a monthly partner webinar series covering topics pertinent to the industry (<http://millcitytimes.com/news/register-for-meet-minneapolis-september-30-webinar-featuring.html>). For more information, contact Jenn Schaal, Director of Partnership Marketing, at jenns@minneapolis.org.

Dan does a system scan of all activities to maximize the ETBP's relationships with other downtown organizations. Reach out to him with any information that will be helpful in promoting us and the district.

- C. Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report as of October 1st on the Board Members Only web page.

Christie Rock Hantge reminded everyone of the DMNA's virtual annual meeting on Tuesday, October 27th (<https://www.thedmna.org/event/dmna-annual-meeting-on-october-27-at-6-p-m-at-tbd/>). They're working on securing speakers in the law enforcement field for the Public Safety Town Hall style meeting. There also will be updates from elected officials, and elections to the Board of Directors. Please contact her at christie@thedmna.org if interested in running for one of the four open seats to serve a 3-year term. Anyone who lives, works, or owns property in Downtown East or Downtown West is eligible to run. Dan previously served as a representative from the ETBP and the DMNA doesn't have a representative from the business community, so it would be great to add that component back.

- D. Elliot Park Neighborhood, Inc.** Vanessa Haight was unavailable due to their Pop-up Food Market being held today (https://www.elliottpark.org/oct1_market).

VII. Committee Reports

- A. Executive.** Carina advised they will meet this month on the 15th to review the 2018-2022 Strategic Plan (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-StrategicPlan-2018-2022-Approved.pdf>) to make any midcourse adjustments since much has changed in the past 3 years, and to lay the groundwork for the next round of strategic planning that will likely occur within 12-18 months.
- B. Board Development.** As relayed earlier in the meeting by Dan, Carina advised Hennepin Healthcare is requesting to change out their current Board Member, Theresa Pesch (<https://www.linkedin.com/in/theresa-pesch-b694a8b1/>). This request will first be considered by this committee, followed by Board consideration in November. When the new person arrives, they'll bring

their sponsorship check.

- C. **Business Forum Development.** Earlier in the meeting before his departure, Dan had extended many thanks to Jacquie Berglund for leading the panel this month on *Learning from Perennial Disruption Navigators: A Start Up and Entrepreneurial Community Round Table* (<https://easttownmpls.org/etbp-business-forum-scheduled-for-october-22-at-11-a-m-via-zoom/>).
- D. **Membership.** Referencing her Membership report for October on the Board Members Only web page (<https://easttownmpls.org/wp-content/uploads/2020/09/ETBP-2020-2021-Membership-Report-October.pdf>), Christie gave an overview of the currently renewed and in process members, i.e., \$17,250 received from renewed and \$16,900 in process.

For members from last year who have not yet renewed, she and Dan will reach out to them as well as Board members who may have a special connection with them for their assistance. It's important to get a better feel for what membership dues will be collected so that they can work on the 2021 budget, a draft of which will be presented at the November 4th Board meeting.

- E. **Food & Hospitality Re-Open Collaborative/Coopetition (formerly Membership, Marketing & Communication).** As a follow up to last month's discussion about the United Downtown Restaurants group, Cyndy Harrison advised they met and split into three committees: (1) legislative; (2) support for restaurants; and (3) marketing, which she was on and they are pushing out messages to the City, journalists and news media about what's going on downtown and how difficult it is because there's not a lot of business. There was also a lot of conversation about public safety and how it impacts the hospitality industry in downtown.

VIII. Adjournment

There being no further business, the meeting adjourned at 12:29 p.m. (RK/CS).