

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

Thursday, November 5, 2020, 11:30 a.m.-12:30 p.m.

Via Zoom Conference

([https://zoom.us/rec/share/oO4FfOAF-Js5MQFLoP8SVGi2n9DK29FWx92RmZdTwmpr6oKhX7uHqQnWkfm7OBRw.BDm-PZ5qdZU\\_WY6u;Passcode:R\\$B%.z8r](https://zoom.us/rec/share/oO4FfOAF-Js5MQFLoP8SVGi2n9DK29FWx92RmZdTwmpr6oKhX7uHqQnWkfm7OBRw.BDm-PZ5qdZU_WY6u;Passcode:R$B%.z8r))

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Present: Carina Aleckson, Jacquie Berglund, Charlie Boeckenheuer, John Campobasso, Cyndy Harrison, Brent Hanson, Vanessa Haight, Julia Lauwagie, Deborah Moses, Rinal Ray, Kelly Stenzel, Reid Struck, Carletta Sweet  
Staff: Dan Collison, Christie Rock Hantge  
Guests: Joe Kreisman, Minneapolis Downtown Improvement District  
Absent: Tom Jollie, Richard Kiemen, Brian Maupin, Michael Noble

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### I. Call to Order

President Carina Aleckson welcomed everyone and called the meeting to order at 11:31 a.m.

### II. Consideration of Agenda

The agenda was approved as submitted (JC/CS).

### III. Introductions

After introducing herself, Carina called upon everyone to introduce themselves in turn.

### IV. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the October 1, 2020 Board meeting; Treasurer's report for October which included the F2020 Budget vs. Actual as of October 31, 2020, and Wells Fargo bank statement for October; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NūLoop Partners' report for September 27-October 31, 2020; and Executive Coordinator's report for the period 10/1/2020 to 10/31/2020 (JC/CS).

### V. Presentations

**A. Downtown Improvement District Social Impact.** Dan explained many of us are connected to the DID which is a part of the Minneapolis Downtown Council's special services district funded by a regulated fee structure (<https://www.mplsdid.com/about>), and over the last 10 years it has become a very sophisticated organization. He has the privilege of scouring the downtown looking for holistic solutions to how we welcome, invite, and connect everyone who comes downtown.

For those who are under duress or facing homelessness, there are a lot of complex narratives and the most vulnerable are sometimes misunderstood. To highlight this situation, there are two video projects coming down the pike that he's producing: (1) with Rinal Ray of People Serving People talking about her work and interviewing one of their families; and (2) with Joe Kreisman, Social Impact Manager (<https://www.mplsdid.com/contact>), about the DID's programming. Dan invited Kreisman here because the DID extends deep into the East Town district and he wanted the ETBP Board to be aware of the great leadership taking place in this space. Kreisman, who comes from Align Minneapolis (<https://www.alignmpls.org/>), is the bridge between the DID and the larger institutional responses to those facing homelessness.

Kreisman advised his is a new role that started when he began at DID in May, and a lot of it is about coordinating the resources and programming that DID has been doing in various sectors for a while, e.g., the pilot storage program at the Leamington Ramp (<https://www.startribune.com/storage-containers-in-downtown-mpls-offer-space-for-homeless-to-leave-belongings/568537012/>) managed by the Ambassadors that was put on hold when the pandemic hit. They're looking to move it to Ramp B, dramatically expand it from 50 bins to 400-500 bins, figure out how to create programs that are good for everyone, tear down stigmas and barriers, and the same with the 100 Restrooms Project (<https://www.mplsdid.com/100restrooms>). What he's been doing since he joined is combing through the work they've done; figuring out what contracts they have with various organizations; ensuring they're doing things in an upstream collaborative fashion – e.g., designed the storage and restroom projects after the Street Voices of Change (<http://www.dceh.org/svoc/>) model – rather than just responsive to needs identified by rate payers/property owners; and advocating, e.g., sent letters in support of Hennepin County purchasing hotels for homeless shelters and the Indoor Villages project (<https://minnesota.cbslocal.com/2020/10/16/mpls-city-council-approves-indoor-tiny-house-community-for-homeless/>), and on a broader

scale, in the process of signing onto Minnesota Coalition for the Homeless ([https://www.mnhomelesscoalition.org/?fbclid=IwAR16LqQGlcTiFcDUin1NaXL5MEuC7OCGLBBBAUTyN8JVPY5\\_oySCn6Mn61M](https://www.mnhomelesscoalition.org/?fbclid=IwAR16LqQGlcTiFcDUin1NaXL5MEuC7OCGLBBBAUTyN8JVPY5_oySCn6Mn61M)) and looking at how to add the business community voice to this collective. They're excited to see how the innovative tiny homes program succeeds in creating new opportunities for folks.

Kreisman noted due to COVID there was a huge need for outreach along Nicollet Mall and what they've done has been successful (<https://www.mplsdowntown.com/wp-content/uploads/2020/07/Nicollet-Outreach-Pilot-info-sheet.pdf>). The businesses appreciate the outreach, and the police appreciate the help freeing them up to do other work. What they know is almost all those people were downtown before the pandemic, what changed is everyone else went away, i.e., we're at 15% of the employment base for downtown which has created a sense there's a lot more violence and crime. They work constantly with and are tied into the Safety Communications Center (<https://www.mplsdcid.com/safetycommunications>) in the 1st Precinct, and violent crime is actually down. There is a perception in downtown and the broader community that violent crime is up and it's unsafe downtown, so one of the big challenges is how to address those perceptions and have conversations about what was it that was tolerated before or not seen because there were a lot more eyes on Nicollet Mall. They're wrestling with knowing the most vulnerable populations are often the victims of crime and figuring out how to continue to protect them at a time when there is far fewer people on the street observing.

Responding to Carina's inquiry about the status of the storage program, Kreisman noted when the pilot was running they scaled back the intake to prioritize the safety of the Ambassadors, and there's been a complicated web of bureaucracy – MnDOT owns it, the City manages it, ABM operates it – to move into Ramp B. They're still optimistic it'll happen because the City put funding in the budget that stayed through the COVID cuts for 2020; it'll be a fantastic location that anyone can use.

They've noticed there are fewer people walking around with belongings downtown in large part due to the encampments in Minneapolis parks, but that'll change now that there's only four parks operating so there'll still be hundreds of people in Minneapolis unsheltered and they'll be pushed for the storage solution to be a priority for the City.

As a unique solution, they're working with Hennepin County to get a social worker to coordinate with DID's Livability Team to vamp up outreach to make more direct connections, specifically with 1800 Chicago (<https://www.facebook.com/pages/1800-Chicago-Detox/619703964731782> and <https://www.mprnews.org/story/2019/09/04/its-more-than-just-detox-a-new-alternative-to-jail-or-er-for-mental-health-crises>) that has been beautifully redesigned for a multitude of new purposes.

**B. House of Charity.** Executive Director Deborah Moses reported on:

1. The 61-unit Park7 (<https://www.facebook.com/HouseOfCharityMN/>) is open and almost everyone coming in is either from the parks or hotel shelters and it takes a while for them to become acclimated to the new housing. They've already seen some amazing successes; it's a beautiful building set up to meet the needs of those they serve. Minnesota Housing Commissioner Jennifer Ho took a tour (<https://www.houseofcharity.org/blog#toggle-id-1>) and everyone's excited about the work they're doing. They're better engaging with their residents by meeting them where they're at and addressing their issues.
2. Due to COVID, they've brought down the beds in their original supportive housing [at 510 South 8th Street] and went to all single rooms.
3. Due to COVID, they're going to end their Food Centre and are in talks with Hennepin County about providing food for hotel shelters and the Indoor Villages, and in collaboration with Elliot Park Neighborhood, Inc., they are doing food shelves in three Elliot Park apartment buildings for which they received a grant. They started delivering meals throughout the summer to the camps because they weren't getting as many people downtown, but now they're back. They're focusing on how to leverage their food service capacity to provide better prices and food for the broader homeless community.

**C. Chameleon Shoppes**

1. **Holiday Market.** In the absence of Mia Cannon, Special Project Manager at Impact Hub MSP (<https://www.linkedin.com/in/miacannon/>) who couldn't join us today, Dan explained they weren't sure what they would do

for the holiday season because their small, local, diverse retail businesses are always facing challenges.

However, with the IDS Center and Gaviidae Common willing to let them use their spaces for their holiday program for zero percentage of sales, Chameleon Shoppes, in partnership with Roho Collective (<https://rohocollective.org/>), which did a successful pop-up at Martin Patrick 3 this past July, will host three holiday markets in the premier COVID-safe activation space on the ground level of the IDS Center at the SWC of 8th Street and Marquette Avenue, with approximately 75 Black, Indigenous, and People of Color (BIPOC) and women-owned businesses:

- i. November 20th and 21st, 11 a.m.-4 p.m.: Roho Collective Artisan Holiday Market
  - ii. December 3rd to 5th and 10th to 12th, 10 a.m.-3 p.m.: Chameleon Shoppes businesses in development
  - iii. December 18th to 20th, 10 a.m.-8 p.m.: BLACK: A Holiday Exchange
2. **Food Market.** Bella Lam, Founder and CEO of Coconut Whisk (<https://coconutwhisk.com/>) who presented at the October 21st business forum, is going to do a 2-year deal with them on the ground floor of the Young-Quilan Building without their having to spend a ton of money on build out; instead they'll spend money on telling Lam's story and driving in customers.

Chameleon Shoppes is attached to their small business, social enterprise, diversity, equity and inclusion goals, and they have received a \$7,500 grant from the Minneapolis Foundation to support the holiday market, and \$75,000 grant from the Target Foundation to support the longer-term plans, e.g., build out 1,700 square feet of retail space on the skyway level in the Baker Center.

Because the retail market in downtown has softened, property owners have reached out to them offering better deals and seeing that vitality in the retail space, and diverse- and locally-owned businesses bring meaning and value.

Dan believes CC had a great future, but ironically the softening of the market has given them more opportunity to build relationships and bridges, particularly in the CBD, but he would love to see that grow into the East Town district as they move down the years ahead.

## VI. Action Item: Appointment of New Board Member

Because of her inability to continue to participate, Theresa Pesch, President of Hennepin Healthcare Foundation (<https://www.linkedin.com/in/theresa-pesch-b694a8b1/>), and former Board Member Tom Hayes (<https://www.linkedin.com/in/tomdhayes/>), recommended Amy Carlson, Director of Operations and Communications (<https://www.linkedin.com/in/amy-carlson-023b898/>), to serve Pesch's remaining term. Dan having confirmed her willingness to serve and receiving strong support from the Board Development Committee, the appointment of Amy Carlson to the ETBP Board was approved (JC/CS).

## VII. Updates

### A. Executive Director Monthly Overview

1. **Tourism and Hospitality Industry.** FYI, Meet Minneapolis hosts a monthly partner webinar series covering topics pertinent to the industry, e.g., one held on October 28th focused on Delta Air Lines. Because the East Town district has been incredibly impacted by the loss of tourism and hospitality, we should pay attention. For more information about when these webinars are held, contact Jenn Schaal, Director of Partnership Marketing, at [jenns@minneapolis.org](mailto:jenns@minneapolis.org).
2. **2021 Resources.** Because of the above, the impact on the ETBP's bottom line has been real. He and Executive Coordinator Christie Rock Hantge have been working hard over the last several months to reach out to all members to capture their memberships (reference Christie's Membership report below) and they're very grateful for those who were able to contribute. The budget, which is usually presented in November for preview, is lean with a monthly amount of \$4,900 required to keep everything as is. Because there are too many missing pieces, they'll present a couple scenarios at the December meeting.

- B. **Downtown Minneapolis Neighborhood Association.** Carletta Sweet referenced her report as of November 5th on the Board Members Only web page.

**C. Elliot Park Neighborhood, Inc.** Vanessa Haight explained she has missed a series of Board meetings due to their Pop-up Food Market held on Thursdays ([https://www.elliottpark.org/oct1\\_market](https://www.elliottpark.org/oct1_market)). Then she reported the following:

1. As part of their Food Solutions work (<https://www.elliottpark.org/food>), they're partnering with House of Charity as Deborah Moses mentioned earlier to deliver food to Elliot Park apartment buildings, the first delivery of which was yesterday. It went well and they'll continue through the winter.
2. Decisions are coming to fruition about the future of funding for neighborhood organizations. There's a public hearing today about the program guidelines (<https://lims.minneapolismn.gov/MarkedAgenda/PHS/2047>), and the funding conversation is on November 16th through the City's budget process (<https://lims.minneapolismn.gov/Calendar/all/monthly>). All neighborhood organizations are looking at significant changes to their expectations. She'll keep us posted.
3. Because they're navigating a tremendous amount of crime and safety activity over the last couple months, they're trying to build a coalition of stakeholders along the Chicago Avenue corridor to combat the challenges affecting the residents and local businesses.
4. She highlighted two upcoming meetings: Early Mornings with Elliot Park Neighborhood on November 17th at 7:00 a.m. will feature the Elliot Park Arts Quarter (<https://www.elliottpark.org/earlymornings>); Building Land Use and Housing meeting on November 19th at 6:00 p.m. will feature an update on Catholic Charities' Exodus 2 project ([https://www.elliottpark.org/111920\\_bluh](https://www.elliottpark.org/111920_bluh)).

**D. Minneapolis Downtown Council-Downtown Improvement District**

As he shared at the ETBP's October 21st business forum, he's been moderating the *Listening to Our Leaders of Color* series on behalf of the Minneapolis Downtown Council, the next being *Cultural Change in the Workplace* webinar on Wednesday, November 18th (<https://www.mplsdowntown.com/event/cultural-change-in-the-workplace/>). Since the killing of George Floyd and all that has spurred, as MDC's Director of Downtown Partnerships, he was invited to curate multiple webinars in this series, and this is the third.

## VIII. Committee Reports

**A. Membership.** Referencing her Membership reports for November on the Board Members Only web page, Christie reported on what members have paid or are in the process of paying their membership fee (<https://easttownmpls.org/wp-content/uploads/2020/11/ETBP-2020-2021-Membership-Report-November-Renewals.pdf>) and expressed appreciation for their continued support of the organization. If everything in process is collected, they'll have \$37,660. Non-renewals stand at approximately \$13,200 (<https://easttownmpls.org/wp-content/uploads/2020/11/ETBP-2020-2021-Membership-Report-November-Nonrenewals.pdf>). Prior to the instant meeting, she and Dan discussed which of them would follow up with them. However, at some point they may reach out to Board members who have a connection to them or a better point of contact. If payment is received from all of them, they'll be sitting at \$51,000, which puts us close to what we received last year but still down from our high in 2018. Overall, she feels better than she did a week ago, but they still have some work to do. They need to be flexible with the budget and hope we'll be flexible along with them.

**B. Food & Hospitality Re-Open Collaborative/Cooperation (formerly Membership, Marketing & Communication).** Dan explained he, Cyndy Harrison and this group have been working hard on the November 19th business forum titled *Supporting and Building Hospitality Related Businesses During a Pandemic* (<https://easttownmpls.org/etbp-business-forum-scheduled-for-november-19-at-11-a-m-via-zoom/>). Cyndy is the guru, they rely on her, and this engagement has been so critical. He's happy they've been able to bring some value and convening to some new space; it doesn't return to membership, it's largely about the good of the community.

Besides herself, Cyndy described the other two panelists:

1. Dennis Monroe (<https://mmlawfirm.com/our-team/dennis-l-monroe/> and <https://mmlawfirm.com/dennis-monroe-comments-on-mission-of-newly-formed-minneapolis-downtown-restaurant-group/> and [https://www.foodservicenews.net/article-archive/fsn-update-downtown-minneapolis-restaurants-look-for-safety/article\\_673e5550-1dff-11eb-9a07-fbd92aa87db5.html](https://www.foodservicenews.net/article-archive/fsn-update-downtown-minneapolis-restaurants-look-for-safety/article_673e5550-1dff-11eb-9a07-fbd92aa87db5.html)); and

2. Audry Lucas (<https://www.mckinsey.com/our-people/audrey-lucas#>). Subsequent to meetings with Monroe, McKinsey & Company volunteered time to do some work with them over the next 6 weeks and Cyndy will provide an update once their report is released.

C. **Executive.** Carina advised they met on October 15th to start talking about where we are in our Strategic Plan (<https://easttownmpls.org/wp-content/uploads/2018/09/ETBP-StrategicPlan-2018-2022-Approved.pdf>), progress we've made, and things that may need adjustment. She hopes to bring a report to the Board by December/January.

D. **Board Development.** John Campobasso had no additional information to report beyond today's appointment of Amy Carlson. Dan added the filling of the Guthrie Theater seat is an ongoing conversation and hopes to have a sense of where we're all going as we head into the new year.

E. **Business Forum Development.** Dan noted to accommodate the speaker's schedule, the December 15th joint forum with the Minneapolis Downtown Council on *Getting Clarity on the Economics of COVID-19 with the Federal Reserve Bank of Minneapolis* has been moved to Wednesday, December 2nd, 11:00 a.m. to 12:00 p.m.

## IX. Adjournment

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