

Recap of the East Town Business Partnership Annual Meeting

Toward a GREATER MSP Region

(https://www.youtube.com/watch?v=M7fmlZF_xVQ)

Thursday, April 15, 2021, 11:00 a.m. – 12 Noon

Via Zoom Conference

I. Welcome and Special Greeting

ETBP Executive Director and Zoom Host Dan Collison welcomed and thanked the audience for attending the ETBP annual meeting. He's pleased to be in the U.S. Bank Stadium space, socially distanced from the other presenters, representing an amazing moment as well as difficult moments as our city continues to wrestle with all we have in front of us in meaningful ways and rises to the challenges ahead of us. They've been there for the last few hours preparing for a highly experimental Zoom meeting supported by the remarkable staff of the Minnesota Sports Facilities Authority (MSFA), and James Farstad, the Executive Director (<https://www.linkedin.com/in/james-farstad-71a64019/>), will be offering a few comments momentarily.

Collison then introduced Melvin Tennant, CEO of Meet Minneapolis (<https://www.linkedin.com/in/melvin-tennant-ii-ma-cae-08a79a8/>), a champion for our region, especially our city, and lover of downtown. When he reached out to Tennant a few days ago, he had some poignant thoughts to offer about all we've been facing when another young black man, Daunte Wright (https://en.wikipedia.org/wiki/Killing_of_Daunte_Wright), was killed by a police officer and all the reverberations affecting us even while we're racing to engage and seek justice for the murder of George Floyd (https://en.wikipedia.org/wiki/Murder_of_George_Floyd), so as head of Minneapolis' tourism and hospitality group, Collison asked him to share a few framing comments and thanked him for his leadership.

Tennant extended congratulations for all the great work the ETBP is doing, one of the partner organizations they rely on significantly. Then referencing the column they did this week dealing with yet another what some might call a "gut punch" to the community (<https://www.minneapolis.org/board/melvin-messages/we-all-experience-tragedy-in-very-personal-ways/>), he reflected on the sad and tragic death of Daunte Wright and couldn't help but be reminded of some of the emotions many of us were dealing with after the death of George Floyd as another human being, as a black man who has sons and grandsons, and also as his job which is to market and sell this region. It's a plethora of emotions we're all dealing with but even though we've had a history as a community and country of black women and women being killed while in police custody – e.g., the Jamar Clarks (https://en.wikipedia.org/wiki/Shooting_of_Jamar_Clark), the Eric Gardners (https://en.wikipedia.org/wiki/Killing_of_Eric_Garner) – it's a situation where we have a certain level of emotion as black citizens but it should be something we should all feel as a human issue. In a session with former Mayor Sharon Sayles Belton (https://en.wikipedia.org/wiki/Sharon_Sayles_Belton) yesterday, she made a comment that resonated with him, "we can all do better," so he'll leave us with that and pray that we'll be able to do that.

II. Call to Order

ETBP President Carina Aleckson then officially called the annual meeting to order and echoed Collison's gratitude to Tennant for helping us to acknowledge the complexity of the ways that we experience tragedy in our community and challenging us to all do better. She explained for the next couple moments Collison will place everyone into breakout rooms to greet one another and network; it's one of her favorite parts about previous annual meetings as well as the delicious food served at the Normandy Inn that she misses.

III. Sponsor Recognition and Announcements

Upon returning to the main group, Collison advised the ETBP is a scrappy entrepreneurial business association that is all-in on neighborhoods, vitality, and bringing together the incredibly eclectic, diversity-oriented nature of our neighborhoods where millions visit, thousands live, and hundreds of thousands come to work, so we're grateful for all our memberships that fuel our work, especially the platinum sponsors that are able to give a little extra gas in the tank:

- American Academy of Neurology
- Catholic Charities
- CenterPoint Energy
- Clear Channel Outdoor
- Clearway Community Energy
- ESG Architects
- Hennepin Healthcare

- House of Charity (merged with St. Stephen's Human Services)
- Kraus-Anderson
- Minnesota Vikings
- Padilla
- Sherman Associates
- Sherwin Williams
- Thrivent Financial
- Trellis Company (formerly Community Housing Development Corporation)
- U.S. Bank
- Wells Fargo

Being in U.S. Bank Stadium, Collison stated the ETBP is super grateful for the Minnesota Vikings who sponsored this event, employs thousands, activates the neighborhoods, and supports hospitality; and for ETBP Board member Charlie Boeckenheuer (<https://www.linkedin.com/in/charlie-boeckenheuer-1962ab207/>) who will catch us up on what's going to happen this August.

Boeckenheuer stated they're extremely proud to sponsor this event and the symbolic moment it is being in the stadium for the first time in over a year; they can't wait to get to this fall, fill the building up, and bring the game day experience back. The organization is driven by three primary goals: (i) compete for championships, (ii) build and provide a best-in-class fan experience, and (iii) use their platform for positive impact – they're making significant strides towards each with the ultimate goal to win the Super Bowl and bring the Lombardy Trophy to Minnesota. They continually look at how to create the best fan experience in sports and ways to innovate at every touchpoint with their stakeholders. This year, without a doubt, their No. 1 priority is to safely welcome back fans and create a memorable, personalized, safe and healthy experience culminating in winning Super Bowl.

Then after pulling another random name from the Vikings hat, Collison awarded a Kirk Cousins (https://en.wikipedia.org/wiki/Kirk_Cousins) signed football and a letter of authenticity to outgoing ETBP Board President Carina Aleckson.

Next, James Farstad highlighted the following activities that occurred over the quieter than normal past year:

- Although among the only attendees, had a successful hosting of Minnesota Vikings football season.
- Safely hosted 116 baseball games and was home to both NCAA finals and Big 10 finals.
- Hosted COVID-19 vaccination event (<https://www.usbankstadium.com/news/detail/covid-19-vaccination-event>).
- Throughout have been working with event promoters and clients to schedule concerts, corporate events, etc.
- Implemented VenueShield developed by ASM Global (<https://asmvenueshield.com/>) in partnership with medical experts, industry professionals, and public health officials.

They'll be certifying event venues at the highest standards for cleanliness and safety and look forward to welcoming back their employees and guest as they move forward to the 2021 season.

Returning to the Vikings hat yet again, Collison awarded tickets to free tours of the U.S. Bank Stadium to Matthew Weiland of Clear Channel Outdoor. Then he announced the following additional events:

- In partnership with the Minneapolis Downtown Council, an in-person tour of The Dayton's Project will be conducted on Thursday, May 20th (https://www.mplsdowntown.com/registration210520/?mc_cid=39858a655d&mc_eid=c601721787) at 15-minute intervals beginning at 3:00 p.m.
- Chameleon Shoppes will be opening two stores on Saturday, May 1st: (i) Coconut Whisk Café (<https://www.facebook.com/events/901-nicollet-mall/grand-opening-for-coconut-whisk-cafe/C3%A9/826271644633899/>), and (ii) Sistah's Co-Op (<http://millcitytimes.com/news/small-business-spotlight-sistah-co-op.html>).

- The Minneapolis Downtown Improvement District released its 2021 Safety Plan (<https://www.thedmna.org/did-launches-2021-safety-plan/>).
- They're scoping out the 2021 Aquatennial (<https://www.aquatennial.com/>) and what will take place will be COVID-safe.
- Northern Spark returns for 2021 (<http://northern.lights.mn/platform/northern-spark-2021/>) and artist projects encourage communities to safely connect.
- The final Mill City Farmers Market Winter Market is on Saturday, April 24th, and the weekly market begins on Saturday, May 1st (<https://millcityfarmersmarket.org/>).
- Continue to stay engaged with the neighborhood association meetings have pivoted to Zoom:
 - For Downtown Minneapolis Neighborhood Association Board and Land Use Committee meeting dates, visit <http://www.thedmna.org/>.
 - For Elliot Park Neighborhood, Inc., Building, Land Use and Housing (BLUH) meeting dates, visit <https://www.elliottpark.org/>.
- Ward 3 Council Member Steve Fletcher invites us to grab coffee with him on Thursdays at 5 p.m. (https://www.facebook.com/MinneapolisWard3/?ref=page_internal), and the ETBP encourages us to engage with all elected officials particularly in this election year ([https://ballotpedia.org/City_elections_in_Minneapolis,_Minnesota_\(2021\)](https://ballotpedia.org/City_elections_in_Minneapolis,_Minnesota_(2021))).

IV. ETBP Board Business

A. Outgoing Board Members. Aleckson extended special recognition to the following outgoing Board members:

- In Memoriam, Kelly Stenzel, who was the Manager of Corporate Real Estate at Thrivent Financial (<https://www.mankatomortuary.com/obituary/kelly-stenzel>)
- Carina Aleckson, Community Development Program Manager at Catholic Charities of St. Paul and Minneapolis (<https://www.linkedin.com/in/cruhlandt/>), and John Campobasso, VP of Business Development at Kraus-Anderson (<https://www.krausanderson.com/people/john-campobasso/>), both of whom are terming off.

Collison interjected to play a video of Alan Gerhardt (<https://www.krausanderson.com/people/alan-gerhardt/>) congratulating John in reaching 29 years with Kraus-Anderson and 28 years with the ETBP. And on behalf of the ETBP, Collison presented John a signed card and framed word cloud comprised of descriptive one-word thoughts about him from the Board and others placed within the ETBP brandmark.

B. Incoming Board Members. Aleckson presented the following slate of candidates, all of whom agreed to serve (listed alphabetically):

- Lynn Burn, Realtor at Cynthia Froid Realty
- Cassie Garner, Director at Gamut Gallery
- Gina Licari, Senior Public Engagement and Marketing Manager for Catholic Charities of St. Paul and Minneapolis
- Eric Merriman, Director of Real Estate for Thrivent Financial
- Aimee Robertson, Executive Director of Advancement at North Central University
- Kirsten Walstein, Manager of Finance and Business Development at Kraus-Anderson Construction

Brent Hansen moved and Carletta Sweet second a motion to approved the slate of candidates. The motion passed. Aleckson then welcomed the new Board members.

V. Minneapolis Downtown Council-Downtown Improvement District Partnership Report

Steve Cramer, President and CEO, gave an overview of the steams they're involved in with us together to advance the reanimation

of the downtown economy over the coming months into 2022:

- The Minneapolis DID 2021 Safety Plan has been implemented several months earlier than typical to build confidence in returning to downtown.
- Working hard on back-to-office activity. Downtown will hum again but it'll be a gradual process this summer and post Labor Day period as the customer base is reestablished.
- In-person activities and programs that were missing last year will be possible in spades with some COVID restricted components including the Thursday Farmers Market on Nicollet, Aquatennial, etc.
- Through all this will be a comprehensive communication and marketing plan their office is putting together in partnership with many people throughout Minneapolis.

Cramer noted the best news he received this week is when Dave St. Peter (<https://www.linkedin.com/in/dave-st-peter-5464bb22/>) told him all the feedback from Twins fans coming to the first game at Target Field has been positive; that's an indicator we can continue to build on.

Lastly, he thanked Collison for asking Melvin Tennant to start this meeting because we have to recognize the impact of that tragic event, honor it, work to change our community and make ourselves better. The work we're doing to bring our downtown back is important and something to create opportunities for the future and he looks forward to working with the ETBP in that effort.

VI. Year in Review

Christie Rock Hantge, ETBP Executive Coordinator, gave an overview of the 2020-2021 season, the year of 9 virtual forums, 4 of which were held in partnership with the Minneapolis Downtown Council.

She thanked those who were able to participate but if not, recaps are available on the ETBP website at <https://easttownmpls.org/calendar/business-forum-recaps/>, as well as links to the video recordings.

They're in the process of planning the 2021-2022 season and look forward to being back together in-person this fall!

VII. Casting Vision for the Year Ahead

Collison gave a quick overview of the aspirations for 2021-2022 which were derived from the membership survey and stakeholder engagement from the past several months:

- Recovery from COVID impact in social service and hospitality sectors
- Drawing customers back to district
- Support DMNA and EPNI neighborhood association priorities
- Diverse, equitable and inclusive economic strategies
- Public realm and safety policies and practices

In addressing these themes, the ETBP aspires to:

- Communicate effectively through social media channels and advancing strategic customized video projects.
- Amplify broader downtown Minneapolis re-animation messaging via Minneapolis Downtown Council + Meet Minneapolis.
- Elevate the nuances of the East Town brand narrative – Vibrant, Multi-faceted, Connected – to better leverage connection to neighborhoods.
- Support and accelerate small and diverse owned businesses in the district.
- Engage all ETBP members on municipal election and public policy issues.

VIII. Feature Presentation

Peter Frosch, CEO, GREATER MSP (<https://www.linkedin.com/in/peter-frosch/>), began by stating this is a moment when transformation in our region is needed, and we are transforming significantly over the past year in good ways that are hard to see. East Town as a geography, as a place, shows that transformation is possible. Anybody who's seen pictures of what this part of our region used to look like and what it is today, would be hard pressed to imagine it's the same place and it took planning, dedication,

and persistence and over decades to make it one of the best parts of the region. That is the attitude and optimism we need to bring to everything we're doing. We're going to drive change around racial equity in our society and economy and that transformation will make us a national leader in that work.

To view his presentation, visit https://easttownmpls.org/wp-content/uploads/2021/04/21.0415-GREATER-MSP-East-Town-.pdf?mc_cid=c5dd2fe10c&mc_eid=c601721787.

IX. Adjournment

There being no further business, Julia Lauwagie moved and Carletta Sweet seconded a motion to adjourn. The motion passed.

X. Other Zoom Attendees

Jacquie Berglund, FINNEGANS
Lynn Burn, Cynthia Froid Realty
Amy Carlson, Hennepin Healthcare Foundation
Tyler Chapman, Allodium Investment Consultants
Cassie Garner, Gamut Gallery
Chris Johnson, Federal Reserve Bank of Minneapolis
Brent Hansen, Wells Fargo
Cyndy Harrison, Sawatdee Thai Restaurant
Tom Jollie, Padilla
Mary Kaeding, Kraus-Anderson
Karen Laird, Laird Capital and The Schneider Group
Julia Lauwagie, MN Adult & Teen Challenge
Gina Licari, Catholic Charities of St. Paul and Minneapolis
Brian Maupin, Allied Parking
Paul Mellblom, MSR Design
Wendy Merila, Valleyfair Family Amusement Park
Eric Merriman, Thrivent Financial
Lisa Niess, U.S. Bank Stadium
Roger Raina, National Item Processing
Rinal Ray, People Serving People
Aimee Robinson, North Central University
Carletta Sweet, Downtown Minneapolis Neighborhood Association
Al Swintek, CenterPoint Energy
Kirsten Walstein, Kraus Anderson
Matthew Weiland, Clear Channel Outdoor