

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

Thursday, September 2, 2021, 11:30 a.m.-12:30 p.m.

Hybrid: U.S. Bank Stadium and via Zoom

(<https://zoom.us/rec/share/VPPvh1wVOBr8X-Cgkn6NbMtxG-kMZ-7ZOpuG0DTqOeNu53W-EwhvXbIHMqwu18.nsl0Oh1Ls9P9JIRa>; Passcode: k4CUU@E#)

Present: Jacquie Berglund, Lynn Burn, Charlie Boeckenheuer, Amy Carlson, James Farstad, Cassie Garner, Vanessa Haight, Brent Hanson, Cyndy Harrison, Tom Jollie, Richard Kiemen, Julia Lauwagie, Brian Maupin, Eric Merriman, Carletta Sweet, Wendy Underwood
Staff: Dan Collison, Christie Rock Hantge
Absent: Michael Noble, Rinal Ray, Aimee Robertson, Reid Struck, Kirsten Walstein

I. Call to Order

President Julia Lauwagie called the meeting to order at 11:38 a.m., asked those who joined her at U.S. Bank Stadium to introduce themselves (which were Garner, Maupin, Farstad and Collinson) followed by those onscreen, then welcomed new Board Directors James Farstad (who has filled Deborah Moses' seat), and Wendy Underwood (who has filled Gina Licari's seat).

II. Consideration of Agenda

The agenda was approved as submitted (BM/JF).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the June 3, 2021 Board meeting; Treasurer's report for June, July, and August which included the F2021 Budget vs. Actual as of August 31, 2021 and Wells Fargo bank statement 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 NūLoop Partners' report for May 30-August 28, 2021; and Executive Coordinator's report for the period 6/1/2021 to 8/31/2021 (CG/BM).

IV. Presentations

A. U.S. Bank Stadium Re-Animation. Jim Farstad, Executive Director of Minnesota Sports Facilities Authority (<https://msfa.com/contact.php> and <https://www.linkedin.com/in/james-farstad-71a64019/>), announced they celebrated their 5th anniversary (<https://www.usbankstadium.com/news/detail/five-year-anniversary>) in collaboration with the DMNA on National Night Out in The Commons (<https://www.thedmna.org/event/dmna-national-night-out-at-the-commons/>).

He noted over the past 5 years, they've hosted 5.7 million people and a total of just under 1,400 events. Even during the pandemic, 121 games of baseball were played by just two teams, North Central University and Lewis-Clark State College, and sometimes somebody had to play both teams. The Stadium was home to the NCAA as well as the Big Ten in baseball but nobody knew it because nobody was there.

What Jim considers important over the 5 years is they've tried to make a community and economic impact. When building the Stadium, they had more than 8,000 construction jobs and more than 300 Minnesota companies participated. They think they're one piece of a great puzzle in Downtown East to create a brand-new neighborhood over the coming years through 2025 and are on pace for more than \$2 billion in additional investment in the area; the Stadium is one component of what's making Downtown East such a success. The pandemic has been tough and they're working with the City to attract more people downtown and help them understand that it's safe. They're happy to be the host of a lot of different events and are anxious for people to come back downtown. There's about 30% of the businesses that are back but they need more so they can get the restaurants and hotels reopened.

The major successes they've had during their first 5 years include:

1. **Superbowl LII** (<https://www.minneapolis.org/superbowl/>), which accounted for ~\$400 million in economic impact for the city and region; it was easy to turn a football stadium into a football stadium.
2. **2019 Final Four** (<https://www.minneapolis.org/final-four/> and <https://www.bloomingtonmn.org/Article-Folder/final-four-minneapolis>), which accounted for ~\$200 million in economic impact; it was *not* easy to turn a football stadium into a

basketball arena but they pulled it off and it was an awesome event.

3. **2017, 2018, 2019 X Games** (<http://www.xgames.com/minneapolis/>), which accounted for ~\$100 million in economic impact. The 4th year that was planned for, 2020, was interrupted by COVID but they're working to reschedule.

Now they're at a point of public reactivation:

1. **Training Camp and 2021-2022 Season** (<https://www.vikings.com/news/training-camp-2021-schedule-tickets-dates> and <https://www.vikings.com/news/2021-schedule-minnesota-vikings>).
2. **Public Stadium Tours** (<https://www.usbankstadium.com/tours/public-tours>). The maximum number of tour slots have been filled daily.
3. **ASM Global, Aramark and BEST** are actively working on their job fairs (<https://www.usbankstadium.com/stadium-info/employment>) which is their big challenge getting workers back in the fold.
4. **Concerts** have been announced (<https://www.usbankstadium.com/events/category/concerts>) as well as corporate events.

Dan thanked Jim for hosting today's meeting noting he's gotten to know him over the years and witnessed Jim's interest and passion for the community in connection with all the Stadium activities. He also thanked Jim for his willingness to join the ETBP.

- B. Catholic Charities Exodus 2.0 Project.** Wendy Underwood, Vice President, Social Justice Advocacy & Engagement (<https://www.linkedin.com/in/wendy-underwood-mba-8354942/>), who was joining from their current Administration Center at 1200 2nd Avenue South which has been sold and expected to be out of by September 30th, advised the process for naming the new campus [in the former 6-story Augustana Care Center building located at 1007 East 14th Avenue] is underway. Exodus 2 stuck because it's the 2.0 version of Exodus Residents at 819 2nd Avenue South (<https://www.cctwincities.org/a-new-home-for-exodus/>). There will be a public engagement opportunity to vote for a name. Despite COVID delays experienced the last year and half, construction is well underway. The original parking spots the former nursing home had at Aeon's East Village Apartments came with the property and are being used by the construction workers. Construction began on the top floor which will be efficiency and veterans' apartments that'll have beautiful views of U.S. Bank Stadium. They're planning some exterior refinishing to clean and tidy up, redo landscaping, and install signage which will come next year. They're currently on track and could close as soon as spring giving them 120 days to rent the 200+ apartments. Then the roughly 150-200 administrative staff will begin the process of moving in with a hybrid balance.

Dan thanked Wendy for her presentation and giving her time to serve on the ETBP.

- C. 2021 Community Engagement Survey.** Dan thanked everyone who provided feedback under fire drill conditions leading up to the National Night Out deadline. Then he thanked Cassie Garner, Director of Gamut Gallery (<https://www.linkedin.com/in/cassie-garner-034900118/>), who has been giving her precious time to help reanimate East Town. Then he also gave a big hats-off to ETBP-DMNA shared staff member Christie Rock Hantge, ex officio Board member Carletta Sweet, and the DMNA for an incredible NNO which he videoed (<https://www.youtube.com/watch?v=tfirTHGYHC0>).

The push at NNO was to engage some folks who were there but he doesn't think they were really jazzed about answering questions about the ETBP. He read through all the feedback and input and he and Cassie are proposing a stripped-down approach to the survey which they'll address at some later date; they're exploring the importance of neighborhood strategies, identifies, brands, voice to be complementary and strategic in way that feels empowering to all sides of the conversation.

Cassie advised she and Dan have been working on this project since she joined the Board this past spring. They had a good conversation yesterday and are leaning towards pumping the brakes because they were trying to find a solution without knowing exactly what the problem was. They think they need to start with the survey focusing on us as Board members and what East Town means to us because if we can't all get on the same page about what it means, how are we going to expect the community at large to get on that same page.

With COVID and people trying to restart their businesses and reintegrate workers into the downtown platform, they're going to pump the brakes on internal dialogue because there's a lot going on and it doesn't feel like this is a top priority right now. People need some time to adjust and figure out their strategy for the next 3 months because it shifted from what they thought they developed 6 months ago. Once we figure out what the survey means to us, so we don't feel like we're stepping on anybody's toes, it's important we let neighborhood leaders know we're trying to support them as well and for their community to know about East Town because it still feels like there are inconsistencies.

Dan clarified they're proposing to open our meeting by reviewing the pillars of our brand essence – i.e., to be a vibrant, multifaceted, connected community – developed several years ago by and with the help of Tom Jollie, SVP at Padilla (<https://www.linkedin.com/in/tomjollie/>), to regroup a sense of ourselves. Then as we round into the New Year, they want to get some of us on camera talking about this vision and what East Town means to the business community and how it can advance and promote the neighborhoods in a way that is empowering and collegial.

V. Action Items

The following Letters of Support, although on the agenda, were not reviewed since Julie's digital signature of approval was obtained via email (see Dan's August 30th email to the Board).

A. Approval of Downtown Improvement District 2022 Budget

B. Approval of Downtown Improvement District 5-year Ordinance Renewal

VI. Updates

A. Executive Director's Monthly Overview. Dan reported on the following:

- 2021–2022 Season.** We're in hybrid mode but it feels like the right thing to do is meetings that will include as many business forums as possible. Thankfully with gracious hosts like MSFA, we will be improvising our way through the year. The September kickoff pivoted from a hybrid to a webinar because that was when speakers for *Introducing the Minnesota Business Coalition for Racial Equity* (<https://www.mplsdowntown.com/registration210914/>) were available and we could have maximum impact. With more gratitude to Jim, he hosted our first hybrid meeting coming out of COVID, the annual meeting on April 15th at U.S. Bank Stadium.
- Municipal Elections and Policy Issues.** As a Minneapolis voter, we encourage you and your employees to become engaged and informed about the candidates and issues involved for the November 2nd election (<https://www.startribune.com/minneapolis-voter-guide-mayor-city-council-candidates-ward-2021-election-charter-amendments/600096731/>) via joint events hosted by the DMNA (<https://www.thedmna.org/event/ward-3-candidates-forum-on-september-13-via-zoom/>) and NLNA (<https://northloop.org/city-council-candidate-forum/>).
- Restaurants Openings.** Those at the Stadium were dining on food from Boludo Downtown (<https://www.boludo.com/>) that opened at 530 South 4th Street in February 2021. And another noteworthy opening includes Farmers Kitchen + Bar (<https://farmerskitchenandbar.com/>) that opened in the former Spoonriver space (<https://www.spoonriver.com/>) at 750 South 2nd Street in August 2021.

B. Elliot Park Neighborhood Association. Executive Director Vanessa Haight reported on the following:

- Elliot Park Skate Park** was in the works for a couple years. She described the activities related to the August 6th ribbon cutting celebration (<https://www.elliottpark.org/skatepark> and <https://www.startribune.com/minneapolis-opens-state-of-the-art-skate-park-at-elliott-park/600085613/>). City of Skate (<http://www.cityofskate.org/>) is an advocate and has played a significant role in getting this project implemented.
- Twin Cities Mobile Market** (<https://thefoodgroupmn.org/twin-cities-mobile-market/>) is coming once a month to the neighborhood (https://www.elliottpark.org/mobile_market).
- Food Delivery Program** in partnership with House of Charity has been relaunched (<https://www.facebook.com/StStephensMpls/posts/we-are-so-lucky-to-restart-this-partnership-with-elliott-park-neighborhood-epni->

[a/10158739097671608/](https://www.facebook.com/ElliottParkNeighborhood/photos/a.492609544085959/5038350029511865/)). They deliver bags of food to about 150 households in three different buildings in the community. (<https://www.facebook.com/ElliottParkNeighborhood/photos/a.492609544085959/5038350029511865/> and <https://www.facebook.com/events/595763921796154/>).

- C. **Executive Director's Monthly Overview (Continued).** Dan shared some data from Meet Minneapolis's monthly State of Minneapolis Tourism & Hospitality Industry report as of August 25, 2021, that covered public affairs (election and three charter amendments); local impact of Delta variant; destination sales; sports; hotel metrics; business travel – all of which drive the Minneapolis economy.
- D. **Downtown Minneapolis Neighborhood Association.** Carletta encouraged everyone to read her update that can be found on the Board Members Only page to learn about the projects the Land Use Committee has been reviewing during the ETBP's summer hiatus, then provided information on the upcoming Mayoral forum.

Christie advised because of the rise in Delta cases, the September 13th Mayoral forum will no longer be at Modist Brewing but will be held virtually.

- E. **Membership and Communication.** Supplementary to her report found on the Board Members Only page, Christie drew attention to one new member, Periscope (<https://www.periscope.com/>), noted we're doing pretty well with membership renewals, encouraged existing Board members who haven't paid to do so, and advised she continues to follow up with the general membership on a regular basis.

Dan explained we run a very streamlined organization and the 2022 budget is based on membership, so in the next 60 days they'll determine what they'll need to do going forward, e.g., whether to keep salaries at the same level given that cuts were taken last year.

VII. Committee and Task Force Reports

- A. **Executive.** Julia had no report.
- B. **Board Development.** Dan advised thanks to Jim and Wendy the Board is full and in good shape.
- C. **Business Forum Development.** As far as format and location, Dan advised we'll be improvising this year. The topics are still exciting for the rest of the year (<https://easttownmpls.org/2021-2022-etbp-business-forum-season/>).
- D. **Restaurant, Bar & Hotel Engagement and Advocacy.** No report was given so Julie assumed we're covered.

VIII. Old / New / Other Business

Jim added a note to the community that they still have a couple hundred open positions for individuals (<https://www.usbankstadium.com/stadium-info/employment>), and they utilize not for profits, e.g., one such nonprofit that has worked at the Stadium for the past couple years was just able to completely pay for a new sanctuary, so if we can think of any that would like to get involved it's a good way to fund them.

IX. Adjournment

There being no further business, the meeting adjourned at 12:32 p.m. (CS/CG).