

Draft Minutes from the East Town Business Partnership Board of Directors Meeting
Thursday, December 2, 2021, 11:30 a.m.-12:30 p.m.
Via Zoom

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

I. Call to Order

In President Julia Lauwagie's absence, Vice President Carletta Sweet called the meeting to order at 11:32 a.m.

II. Consideration of Agenda

The agenda was approved as amended (WU/RR).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the November 9, 2021 Board meeting; Treasurer's report for November which included the F2021 Budget vs. Actual as of November 30, 2021 and Wells Fargo bank statement for November; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NūLoop Partners' report for October 31-November 27, 2021; and Executive Coordinator's report for the period 11/1/2021 to 11/30/2021 (JB/RS).

IV. Focused Discussion: ETBP Vision Statement

Executive Director Dan Collison advised we're still spending a significant amount of time in the Board meetings on this topic and thanked everyone for offering their incredible insights. He continues to review the entire transcripts to cross compare and does onscreen editing of the community statements that will ultimately become the foundation work for the next Five-Year Strategic Framework that will redefine the focus and positioning of our organization in East Town.

Recapitulating November's Board meeting and to receive additional recommendations, Jim read the "clean" version of the historic mission statement. Next, Amy read the "clean" version of the first community pillar, i.e., vibrant. Dan advised with the multifaceted community pillar needing a lot of work, Rinal and Wendy, being two of the three leading institutions heading the social service infrastructure in East Town, downtown, city, region, and the state, have generously agreed to work with their teams in a small group to give us their thoughts and ideas, so we'll not address it at this time. They'll come back to us no later than February. Wendy stated it's helpful to see the great work in the other pillars (vibrant, connected) so that they can use those to make sure what they're getting after (in multifaceted) complements them.

As background, Tom explained when these pillars were created (vis-à-vis the big July 28, 2015 branding workshop), there was a struggle with what are we known for and we walked away saying there's no one thing we're known for, so that's where the idea of "multifaceted" came from; there's this mix of business, nonprofit, housing, sports, an amalgam of so many different things unlike any other downtown neighborhood.

Speaking from the larger lenses he has for all of downtown based on his work in the different neighborhoods, what Dan likes about multifaceted is it holds that space about the value of all voices, and we could be a leader in how you can have \$3 billion of redevelopment and growing, exist and partner with safety net organizations and social services that are more concentrated than other places in the city. In this particular community pillar, he feels the language has to be very thoughtful to ensure we're actually talking about a multifaceted community.

Jim echoed Dan's comment and explained they just completed important work with Envision Community about partnering with the support side of the neighborhood (<https://www.msfa.com/about/equity-program.php> and <https://www.startribune.com/u-s-bank-stadium-launches-study-of-homelessness-and-financial-instability-among-employees/573134101/>) and it worked out well. Dan thinks a presentation before the ETBP would be great.

Next, after Kirsten read the connected community pillar, discussion ensued about the various recommendations proffered from Board members which Dan incorporated into the document.

V. Action Item: Consideration of FY 2022 Budget

In Treasurer Cyndy Harrison's absence, Executive Coordinator Christie Rock Hantge explained the proposed FY 2022 budget that can be found on the Board Members Only webpage. Based upon where we're at with dues collection, she's recommending a reduction in the project budget for the next year. That's not to say we can't change things after the first of the year but that's dependent upon the additional outreach she and Dan will have to do to some of the non-renewals, specifically from the 2019-2020 period where they gave members from the hospitality sector a grace period due to COVID.

She has deposited just over \$38,000 in membership dues, and she'll deposit a \$2,000 check from Clear Channel this week which will bring us closer to \$40,000, the basis for the FY 2022 budget. She's hoping we'll get back closer to what was collected in 2020, i.e., almost \$45,000.

As a result of the reduction in the amount of membership dues collected, she's recommending that she and Carletta take a pay reduction (20% and 18% respectively). She left Dan as is because he's been doing more work behind the scenes with the hybrid meetings, and if she can continue to join the Board meetings and Business Forums via Zoom, it'll help her quite a bit. If at some point we all get back to meeting in person and eliminate the hybrid meetings, then they can look at bringing her back up to what she was last year. Dan revealed he did take a 15% pay reduction last year.

While going through the total potential membership list and noting the ETBP has less than 20% as members, Jim volunteered to conduct a telephone campaign to those who are not members to improve their level of participation, meanwhile Dan will continue to go through the non-renewals and look for ways for them to continue to engage.

Dan stated proximity breeds interest and when people aren't driving to their office or their office is 95% unoccupied, it becomes emotionally problematic to log into our East Town Zoom. We had a powerful experience of people coming together for our forums. Then advised just before this meeting he listened to the first half hour of the MDC's *the downtown experience across the nation | a year later* webinar (<https://www.mplsdownatown.com/registration211202/> and <https://www.youtube.com/watch?v=0-ANgT5MX18>) wherein Tami Door, former President & CEO of Downtown Denver Partnership, shared she thinks it will be 36 months before offices will return to normal.

Then after Dan explained he's had conversations with MDC President and CEO Steve Cramer who is aware of the ETBP's situation and believes there is value in the shared relationship, the proposed FY 2022 budget was approved (TJ/EM).

VI. Updates

A. Executive Director's Monthly Overview

- 1. Economic Recovery Work Group.** Dan announced he has been selected to serve on Mayor Frey's ERWG (<https://www.minneapolismn.gov/news/2021/november/frey-convenes-economic-recovery-work-group/> and <https://mndaily.com/270310/news/frey-launches-new-economic-recovery-workgroup/>), the second of three external work groups dedicated to the new government structure, inclusive economic recovery, and community safety strategies and reform. He'll be representing the three downtown organizations on which he serves, ETBP, MDC, and NuLoop Partners.
- 2. Chameleon Consortium.** In congruity with the vision and mission of The International Downtown Association (IDA) which held its 67th Annual Conference & Marketplace on October 20-22, 2021 in Tampa, Florida (<https://downtown.org/event/annual-conference-2021/>), the CC program (<https://www.chameleonconsortium.com/>) is a leader in reimagining downtown Minneapolis starting with the CBD, and he also has a keen eye on Elliot Park and Downtown East.

In partnership with Target Corporation's Hispanic Latino Business Council, they hosted Latino Business Week from September 13-17 at Gaviidae Common (<https://www.chameleonconsortium.com/latino-week-application/> and <http://millcitytimes.com/news/dont-miss-latino-business-week-pop-up-in-gaviidae-common-now.html>). The entrepreneurs were able to do mock line reviews with Target buyers to test their products, and Dan had the opportunity to meet with the President of the Latino Chamber of Commerce (<https://latinochambermn.com/leadership/>), folks from the Latino Economic Development Center (<https://www.ledcmn.org/about/>), and 10 wonderful businesses.

This holiday season they have five businesses open in downtown all within five blocks of each other: Uniquely Global at Gaviidae Common (https://www.youtube.com/watch?v=eXZ8Yg_ZsCE and <https://uniquelyglobal.net/>); Roho Collective at IDS

Center (<https://www.youtube.com/watch?v=vrA-2WQeIM8>); B'Youtique at the Baker Center (<https://www.youtube.com/watch?v=QdnirJhEJ5M>); Coconut Whisk Cafe' and Bubble Tea shop at Young-Quinlin (<https://www.youtube.com/watch?v=sgwy6I1weyE>); and Sistah Co-Op at the IDS Center (<https://www.youtube.com/watch?v=vqEw3Q1M3fs>).

- B. Downtown Minneapolis Neighborhood Association.** See Carletta's report on the Board Members Only page to learn about the projects the Land Use Committee has been reviewing since the last ETBP Board meeting.
- C. Elliot Park Neighborhood Association.** No report was given because Vanessa Haight has taken a new position and has resigned from the ETBP Board. Dan will be working with the EPNI Board to determine who'll be working with us.
- D. Membership and Communication.** No report was given.

VII. Committee and Task Force Reports

- A. Executive.** No report was given.
- B. Board Development.** No report was given.
- C. Business Forum Development.** No report was given.
- D. Restaurant, Bar & Hotel Engagement and Advocacy.** No report was given.

VIII. Old / New / Other Business

After asking the Board to keep this under wraps, Wendy shared they haven't announced the name of the main entrances to their new facility in the former Augustana Health Care Center (<https://www.cctwincities.org/a-new-home-for-exodus/>). The purpose of this location is to relocate residents from Exodus, add roughly 100 more apartments, and relocate the entire Administration Center and Older Adults and People with Disabilities staff, none of which will have permanent workspaces. Dubbed E2, the entrances to the housing portion will be on 11th Avenue South and named Catholic Charities Endeavors. Entrances to administration, the clinic and recuperative care will be on East 14th Street facing the park and named Catholic Charities at Elliot Park, the Prize Center.

Brand new this year, they're not doing indoor in-person events. Instead of a fundraising chicken dinner, they're doing a free, 2-day Warming House event at Mall of America (<https://www.cctwincities.org/our-organization/events/warming-house/> and <https://www.facebook.com/events/593342591778900/>).

IX. Adjournment

There being no further business, the meeting adjourned at 12:27 p.m. (JB/EM).