

**Draft Minutes from the East Town Business Partnership Board of Directors Meeting**  
**Thursday, January 6, 2022, 11:30 a.m.-12:30 p.m.**  
**Hybrid at North Central University's President's Board Room and via Zoom**

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**I. Call to Order and Introductions**

President Julia Lauwagie from MN Adult & Teen Challenge, who was broadcasting live from North Central University, called the meeting to order at 11:31 a.m., and asked everyone to introduce themselves:

**Attendees at NCU**

Amy Carlson, Hennepin Healthcare Foundation  
Dan Collison, ETBP Executive Director  
Brian Maupin, Allied Parking  
Aimee Robertson, NCU

**Attendees via Zoom**

Jacquie Berglund, Finnegans Brew Co  
Charlie Boeckenheuer, Minnesota Vikings  
Lynn Burn, Cynthia Froid Group  
James Farstad, Minnesota Sports Facilities Authority  
Cassie Garner, Gamut Gallery, Elliot Park Social Media Coordinator  
Brent Hanson, Wells Fargo  
Christie Rock Hantge, ETBP Executive Coordinator  
Tom Jollie, Padilla  
Richard Kiemen, Sherman Associates  
Reid Struck, Sherman-Williams  
Carletta Sweet, Downtown Minneapolis Neighborhood Association  
Kirsten Walstein, Kraus-Anderson

**Absent**

Cyndy Harrison, Sawatdee Thai Restaurant  
Eric Merriman, Thrivent Financial  
Rinal Ray, People Serving People  
Michael Noble, The Normandy Inn & Suites  
Wendy Underwood, Catholic Charities of St. Paul and Minneapolis

**II. Consideration of Agenda**

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

**III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the December 2, 2021 Board meeting; Treasurer's report for December which included the F2021 Budget vs. Actual as of December 31, 2021 and Wells Fargo bank statement for December; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NūLoop Partners' report for November 28, 2021-January 1, 2022; and Executive Coordinator's report for the period 12/1/2021 to 12/31/2021 (CS/AC).

**IV. Presentations**

**A. Proposed Job Description Revision and 2022 Work Objectives.** Executive Director Dan Collison explained what he sent for our review (<https://easttownmpls.org/wp-content/uploads/2021/12/MDC-ETBP-NULOOP-Shared-Staff-Job-Description-2022.pdf>) was a tightening up of his job description across all three organizations on which he serves – i.e., ED for ETBP, Director of Downtown Partnerships for the Minneapolis Downtown Council (<https://www.mplsdownatown.com/about-membership/our-team/>), ED for NūLoop Partners (<https://www.nulooppartners.org/about/>) – and since assuming the leadership role on these organizations he has provided monthly reports on the work he has performed against their goals/aspirations/objectives.

As background, after years of moving around Elliot Park seeking virtually no overhead space for its meetings – first at Diane Ingram’s E.P. Atelier coffee shop (<https://www.yelp.com/biz/e-p-atelier-minneapolis>), then the Hinkle-Murphy House ([https://en.wikipedia.org/wiki/Hinkle%E2%80%93Murphy\\_House](https://en.wikipedia.org/wiki/Hinkle%E2%80%93Murphy_House)), and lastly at First Covenant Church – Dan explained since he’s no longer at FCC the ETBP is now officed out of the Minneapolis Downtown Council in the Young-Quinlan Building (<https://www.mplsdowntown.com/contact-us/>), and it makes sense to have a business association host a business association because it gives us a lift in terms of administrative assistance and no overhead.

Having been directed to The Intersector Project (<https://intersector.com/>) by philanthropist Jay Cowles (<https://www.linkedin.com/in/jay-cowles-983b705/>), he’s learned that the essential attributes of successful cross-sector collaboration include shared decision-making, collective leadership, and appreciation of the distinctive contributions each organization offers, and that’s why his job description works and speaks to the core function of any Executive Director.

Dan then presented the 2022 Work Objectives (<https://easttownmpls.org/wp-content/uploads/2021/12/MDC-ETBP-2022-Shared-Staff-Objectives.pdf>) which will be refined annually with the Executive Committee.

Thereafter, the proposed Job Description and 2022 Work Objectives were approved as presented (CS/BM).

- B. Focused Discussion: ETBP Vision Statements.** Dan explained that Rinal Ray and Wendy Underwood met to review the latest version and he’s integrated their suggestions into today’s copy. He announced that Wendy will give a presentation on their new facility in the former Augustana Health Care Center (<https://www.cctwincities.org/a-new-home-for-exodus/>) at next month’s Board meeting and Business Forum.

Then Aimee read the clean copy of the Historic Mission Statement to receive any further suggestions, but there were none.

For the Vibrant community pillar’s changes highlighted in yellow, Dan explained we don’t currently have First Nation members, companies, or organizations that we work with but have worked tangentially with partners who have, e.g.: Red Lake Nation College (<https://www.rlnc.edu/>) is bringing a campus near U.S. Bank Stadium in three underutilized buildings (<https://www.minnpost.com/metro/2021/12/why-a-northern-minnesota-tribal-college-is-expanding-in-minneapolis/>) which will be our opportunity to build a bridge in a relationship or he could do outreach to some of the community leaders he knows such as on the Hennepin Healthcare Community Advisory Board.

Christie suggested he contact Amanda Wigen at Friends of the Falls (<https://thefalls.org/friends-of-the-falls/>) because they’re working with the indigenous population (<https://thefalls.org/process/#native-partnership-council>).

Tom shared he’s a member of the Turtle Lake tribe in North Dakota and part Native American, and his reaction is we’re just citing history and not doing anything that’s appropriating, so everything that’s been said is really good. There’s a difference between citing a historical fact versus not including information or providing context. It’s good news [about the RLNC college] and it would be great to get somebody from the indigenous group of people involved in our group.

Cassie, who knows a social media coordinator in Elliot Park that is Native American, will ask her about the language to ensure nobody is potentially offended by any of the verbiage.

Dan said the rest of the additions and tweaks were straightforward, and advised the merged House of Charity and St. Stephen’s Human Services should have a new Executive Director in the first quarter of 2022 (<https://ststephensmpls.org/latest/introducing-renae-oswald-anderson-interim-executive-director>) and he’ll reach out to them right away. We’ve had House of Charity on the ETBP for a long time – its former Executive Director Deborah Moses was on the Board until she resigned this past summer (<https://www.linkedin.com/in/deborah-moses-dpa-mph-054b0620/>) – and would like to remain engaged with them.

Cassie then read the edited Multifaceted community pillar which Dan integrated live the additional changes.

Next Tom read the edited Connected community pillar which Dan integrated live the additional changes.

Lastly, Tom read the edited Summary Community Vision which Dan integrated live the additional changes.

Dan will provide an updated version of these documents for review at next month's Board meeting.

## V. Updates

- A. **Executive Director's Monthly Overview.** No report was given.
- 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 resigned from the ETBP Board. Dan is working with the EPNI Board to determine who'll be collaborating with us.
- D. **Membership and Communication.** Dan would like to form a task force to work on four key areas: clean up the current roster; segment business types and refine appeal; fresh outreach to former members by Board members; new video collateral as part of the appeal. This task force will work from January to April to 2022 ahead of the May 2022 renewal period. He'll send an email to determine who's interested in participating on this task force.

Christie announced she received a \$2,000 check each from platinum members Clearway Energy and ESG Architects, and the FINNOVATION Lab renewed at the silver level, so their contribution really helps us out.

## VI. 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, and Engagement and Advocacy.** No report was given.

## VII. Old / New / Other Business

No report was given.

## VIII. Adjournment

There being no further business, the meeting adjourned at 12:31 p.m. (CS/AC).