

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

Thursday, March 3, 2022, 11:30 a.m.-12:30 p.m.

Hybrid at Sherman-Williams, Valentine Room, 1101 South 3rd Street, and via Zoom

(https://zoom.us/rec/share/KGO3aF4SgY4XMLbR_mLd7lpiNBvGCKaCrxIQ-t8P9dBYUqTR627XxKV-tqWWuTo.ZbMnqNimrBk3EKQS; Passcode ^u39FWpa)

I. Call to Order and Welcome by Host

President Julia Lauwagie from MN Adult & Teen Challenge, who was broadcasting from Sherwin-Williams, called the meeting to order at 11:36 a.m., and then everyone was asked to introduce themselves and share what they're looking forward to with the warm weather, the consensus of which was casting aside all the encumbrances that winter weather brings in Minnesota.

Reid Struck, Director of Facilities at Sherman-Williams (<https://www.linkedin.com/in/reid-struck-21417677/>) [who assumed the role of former ETBP Board member Jackie Barrett (https://www.linkedin.com/in/jackie-barrett-87b47b14/?trk=people-guest_people_search-card)], welcomed everyone and advised they have been in this community since the late 1800s. Originally Minnesota Linseed Oil Company (http://www.placeography.org/index.php/Minnesota_Linseed_Oil_Company%2C_1101_South_Third_Street%2C_Minneapolis_Minnesota), then Minnesota Paints, in June 1970 it merged with Valspar making this location their headquarters. Later on June 1, 2017, Valspar merged with Sherman-Williams (<https://www.prnewswire.com/news-releases/sherwin-williams-completes-acquisition-of-valspar-creates-the-global-leader-in-paint-and-coatings-300467108.html>). There are five buildings on campus, and where they are was renovated into the Valspar Applied Science and Technology Center (<https://www.krausanderson.com/construction/portfolio/valspar-applied-science-and-technology-center/> and <https://www.michaudcooley.com/projects/valspar/>) and it continues as their R&D, so think of liquid and powder coatings, electrostatic paintings, testing and certifications, and analyticals. SW develops all the colors and textures and once perfected they send it out to production. With 60,000 employees throughout the world, SW has a lot of different facilities for manufacturing and mass production.

Other Board Attendees at Sherwin-Williams

Dan Collison, ETBP Executive Director
Cassie Garner, Gamut Gallery, Elliot Park Social Media Coordinator
Cyndy Harrison, Sawatdee Thai Restaurant
Brian Maupin, Allied Parking
Eric Merriman, Thrivent Financial
Aimee Robertson, North Central University

Board Attendees via Zoom

Lynn Burn, Compass
Christie Rock Hantge, ETBP Executive Coordinator
Brent Hanson, Wells Fargo
Richard Kiemen, Sherman Associates
Rinal Ray, People Serving People
Carletta Sweet, Downtown Minneapolis Neighborhood Association
Wendy Underwood, Catholic Charities of St. Paul and Minneapolis
Kirsten Walstein, Krause-Anderson

Directors Absent

Jacque Berglund, FINNEGANS Brew Co
Charlie Boeckenheuer, Minnesota Vikings
Amy Carlson, Hennepin Healthcare Foundation
James Farstad, Minnesota Sports Facilities Authority
Tom Jollie, Padilla
Michael Noble, The Normandy Inn & Suites

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the February 10, 2022 Board meeting; Treasurer's report for February which included the F2021 Budget vs. Actual as of February 28, 2022 and Wells Fargo bank statement for

February; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NūLoop Partners' report for January 30-February 26, 2022; and Executive Coordinator's report for the period 2/1/2022 to 2/28/2022 (CG/RK).

IV. Presentation: Proposed 2022-2023 Annual Themes and Aspirations

Dan advised we've had a tradition of agreeing to some annual goals which ultimately become our themes and aspirations document but because, particularly of COVID, things have changed a lot and wanting to navigate in way that benefits all businesses and neighborhood associations in East Town, he explained the 2022-2023 over-arching themes and aspirations that we'll focus on; they'll always pivot to time-sensitive strategic conversations and responses. Because this document will go before the membership at next month's annual meeting, he sought feedback from the Board to determine if it seems on point and anything's missing.

He highlighted it's time to update our 5-Year Strategic Framework this summer, preferably in July because some of us vacation and waiting until August is too eleventh hour. We've hired consultants in the past – for the 2018-2022 Strategic Framework, Trudy Ohnsorg of Cincinnati (<https://www.cincinnati.com/trudy-ohnsorg.html>) facilitated our half day retreat on Tuesday, July 11, 2017, and for the 2013-2017 Strategic Framework, MAP for Nonprofits consultants led the process in 2013 – and incurring a \$2,000 fee when we're trying to build our budget back is inadvisable. He'll work with the Executive Committee to set up a half-day retreat to develop the 2023-2027 Strategic Framework where he or a Board member – because there's a lot of talent at the table – will facilitate and he thinks we'll still have just as meaningful conversations.

Then in response to Cassie's inquiry about whether there was a way to connect with downtown to organize a stronger National Night Out that will support the small businesses, Christie told her these are the challenges the DMNA faces: (1) the three fantastic women who organized the DMNA NNO at The Commons last year (<https://www.thedmna.org/event/dmna-national-night-out-at-the-commons/>) all said they don't have the time this year; (2) the DMNA Civic Engagement Committee is struggling with participation right now; and (3) EPNI's interim Executive Director left in February, so they're still looking for someone to fill that role and because they didn't have any volunteers last year, they weren't interested in partnering with us. She'll keep everyone posted if they're able to find some people willing to get behind it, and they'll definitely work in partnership with the businesses in East Town. She'll connect offline with Cassie who volunteered.

Dan added this is something we need to think about at a deeper level going into the retreat, i.e., how business associations can pick up some of the lift that neighborhoods have had through City funding that is now gone, and he'll be reaching out to EPNI.

V. Action Item: Consideration of 2022 Slate of Board Nominees

Dan explained how terms have changed over the years to prevent being able to serve ad infinitum, e.g., the Bylaws were amended in 2015 to stagger the terms of the new 21 total number of directors so that each year only 7 would be up for reelection; and the Bylaws were amended once again in 2017 to clarify that anyone filling the remaining term of an unexpired term was eligible to serve two consecutive 3-year terms before having to rotate off for 1 year. Each of the following nominee's term is expiring, and each is eligible and has agreed to serve another 3-year term:

- Amy Carlson, Director of Operations and Communications at Hennepin Healthcare Foundation
- Cyndy Harrison, Co-Owner of Sawatdee Thai Restaurants
- Cassie Gardner, Director of Gamut Gallery
- Eric Merriman, Director of Real Estate, Workplace, and Facilities at Thrivent Financial
- Jacquie Berglund, CEO of FINNEGANS Brew Co
- Richard Kiemen, Senior Vice President of Construction at Sherman Associates
- Tom Jollie, Senior Vice President at Padilla

The slate of nominees for Board of Directors was approved as presented (CS/BH).

Dan thanked them for being willing to serve and added if they'll be present at the annual meeting, he'll call upon them to introduce themselves and share why they wish to participate.

VI. Updates

A. Executive Director's Monthly Report

1. **Sherman Associates Redevelopment at J.I. Case Building.** Richard Kiemen, SVP of Construction (<https://www.linkedin.com/in/richard-kiemen-86520a122/>), advised they're excited to have started the renovation of their corporate office (<https://easttownmpls.org/sherman-associates-begins-30-million-historic-redevelopment-on-its-minneapolis-headquarters-now-known-as-the-j-i-case-building/>) and are temporarily housed in the Fueled Collective at the Grain Exchange (<https://fueledcollectivemn.com/downtown-minneapolis/>). If we want a little history of J.I. Case, please go to the corner of Park and Washington Avenues to see the signage put up by the DMNA Historic Signage Project (<https://www.thedmna.org/historic-signage/>) that is being led by DMA Board Treasurer Dianne Walsh.

SA will occupy the entire 3rd and part of the 2nd floors, is working with restaurant users for the 1st floor, is working on a speakeasy idea for the lower level, and will put on a rooftop deck. They've approval on Part 1 and have submitted Part 2 of the Minnesota Historic Structure Rehabilitation Tax Credit (<https://mn.gov/admin/shpo/incentives/state/>) and would hope to be back there within a 7- to 8-month period. He's had the pleasure of doing the initial renovation in 2000 when he worked for KM Building Company, a general contractor in northeast prior to joining SA, so he's done about six renovations as their corporate office has expanded. It's exciting, a wonderful building, and they're happy to be in the downtown area. He would love to do tours as the rooftop deck and other things come together so let's put in on the agenda.

2. **Kraus-Anderson Completion of The Larking.** Brent Hanson, SVP and Director of Office Transactions at Wells Fargo (<https://www.linkedin.com/in/brent-hanson-a48a558/>), admitted he hasn't been in the final product (<https://easttownmpls.org/kraus-anderson-completes-the-larking-in-downtown-minneapolis/>) because it opened maybe 60 days after COVID started, so timing is everything. The project was in partnership with Kraus-Anderson and was built on several shoddy surface parking lots adjacent to an old Wells Fargo branch at 800 South Park Avenue. They started having conversations with developers back in 2016-2017 and ended partnering with KA and now they've been up and running for the last year and half. They're not only happy with the aesthetics but how well the branch will be doing there.

Kirsten Walstein, Director of Investment Management at KA (<https://www.krausanderson.com/people/kirsten-walstien/>), clarified the Wells Fargo branch is part of Phase 1, so it opened earlier. Phase 2 included the residential portion which has 341 micro units in a luxury high-rise building that just opened last week. Right now there are a couple of people who are occupying the building but there's a ton of interest looking out over the next couple of months as you think about Minneapolis and what the curve looks like in terms of people moving which is typically in the summer months when the weather is a little bit warmer, so as leases on prospective new residents are coming up they're certainly starting to look in that major timeframe. There are a lot of great amenities (<https://www.thelarking.com/amenities>) and there are two commercial spaces outside of Wells Fargo, one positioned next to Wells Fargo and one directly underneath the apartment building. Those are yet to be rented but they are actively looking for users to bring to the neighborhood. They're happy it's finally done and open, and looking forward to new residents moving over to this side of town.

Dan then thanked her for putting the development team together to host the business forum in May in one of those spaces, but if not we'll go to Brent's office and look at The Larking from the Wells Fargo tower (he'll be there after March 14th), or they'll have it on the rooftop at KA.

3. **Business Forums Update.** The seasons runs from September through June during which different keynote topics are featured for nine of those months plus the Annual Meeting, and then we take July and August off to conduct strategic planning. Officing out of the Minneapolis Downtown Council makes him easily accessible to their three events staff who he collaborates with on four shared events throughout the nine-topic season. Talking with Meghan Gustafson Gingerich, Director of Events and Programming (<https://www.linkedin.com/in/meghan-gustafson-gingerich-b239811/>), they discovered over the last 2 years they literally changed 90% of the topics, locations, and times to fit whatever they had to address. The ETBP used to always do 12:00-1:00 p.m. on third Thursdays, and now we've been moving all over the place. The MDC has a pulse on what the business community in general is tracking, so he's worked with the ETBP Executive Committee who have signed off on the following changed topics for the remainder of the season:

- a. **Young Professionals in the Marketplace** on Thursday, March 17th, 11 a.m. to noon at the FINNOVATION Lab. Leadership of the Young Professionals of Minneapolis (<https://www.ypminneapolis.org/>) will introduce their work and strategies for engaging personal and professional development in the marketplace, then afterwards everyone is

encouraged to go to FINNEGANS to toast St. Patrick's Day (<https://finnegans.org/visit-us/st-patricks-day/>).

- b. **Creating a Renewed Vision for the East Town District** at the Annual Meeting on Thursday, April 21st, 12:00-1:00 p.m. at U.S. Bank Stadium. Instead of a keynote speaker, the program will include an update on the stadium with James Farstad, Minnesota Vikings and giveaway with Charlie Boeckenheuer, MDC partnership with Steve Cramer, ETBP year in review with he and Christie, and Dan would be grateful if Broad members would offer reflections on the various commitments we've worked hard on through the lens of their organizations, in person or virtual, so watch for his invitation email.

The remaining two topics, **Reflecting on Title IX at its 50th Anniversary** and **What Does Full Scale Recovery Look Like** with Melvin Tennant, CEO at Meet Minneapolis, are being toggled because the Women's Final Four Tournament (<https://www.minneapolis.org/final-four/>) is coming to town which is a big deal and Leah Wong, VP of External Relations (<https://www.linkedin.com/in/leahwong/>), has been a key voice in organizing all the marketing for the business associations, and Dan has talked with her about the 50th anniversary of Title IX (<https://www.insightintodiversity.com/womens-history-month-2022-celebrating-50-years-of-title-ix/>) which is also a big deal in terms of women's rights in the athletic world as well as the broader business world, so Wong is willing to find meaningful speakers and she'll moderate the panel. It may take place at the May 19th date at KA with it being a Spotlight presentation, or at the final forum on June 16th at a location TBD.

- c. **Introduction to The Larking and Wells Fargo Branch** on Thursday, May 19th, 12:00-1:00 p.m. at TBD.
- d. **Final Forum Topic TBD** on Thursday, June 16th, 12:00-1:00 p.m. at TBD.

- 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.

Christie announced the Charter Commission approved the new Ward and Park District boundaries at their meeting last night, and Downtown East will stay in Ward 3 for the next 10 years instead of moving towards Ward 6 (<https://www.minneapolismn.gov/news/2022/march/redistricting-for-wards-park-districts-completed/>).

- C. **Elliot Park Neighborhood Association.** Dan continues to work with the EPNI Board to determine who'll be collaborating with us.
- D. **Minneapolis Downtown Council.** Under the space of equitable and inclusive development of small and diverse businesses, the East Town district is having a lot of conversations about how we can fill retail and innovate. We have a ways to go, particularly with businesses coming back as its so driven by hospitality which has a couple of years to recovery.

The Chameleon Consortium and Shoppes (<https://www.chameleonconsortium.com/shopping-spree/>) that he's shared with us so many times is an important adjacent program where he's now putting 20-30 hours per week on a new project, i.e., The Young-Quinlan Opportunity, that potentially will have bearing on diverse businesses in East Town.

Bob Greenberg, President of 614 Company (<https://614co.com/>), who owns and manages the Young-Quinlan Building at 9th Street and Nicollet Mall, has been tracking Chameleon which has the Coconut Whisk Cafe & Bubble Tea Shop (<https://www.chameleonconsortium.com/retailers/coconut-whisk/>) located in the ground floor retail space there, so when JB Hudson Jewelers decided to vacate its 14,919 square foot main floor + mezzanine space due to declining foot traffic and office workers during the pandemic (<https://www.startribune.com/after-136-years-in-downtown-mpls-jb-hudson-jewelers-will-close-owner-will-open-new-store-in-wayzata/600095864/>), Greenberg invited Chameleon to make a proposal.

After diving in deep, the MDC and its Chameleon Shoppes program are proposing an innovative and experiential retail experience featuring BIPOC and women-owned products. They are working in partnership with the property owners who are putting in big to pay for the utilities, taxes, and insurance and give that much space for just a percentage of sales, and they've obtained pro bono assistance from several professional organizations including Alliance (<https://alliance.us/>), Lead Designer at Target, Gardner Builders (<https://gardner-builders.com/>) to put this project together. They're scoping a \$1.5 million refresh and staffing for the retail, co-working and business incubation environment. He and Shannon Fitzgerald, Program Lead at Impact Hub who works on the Chameleon Shoppes (<https://www.linkedin.com/in/smfitzgerald/>), will office in the space.

VII. Committee and Task Force Reports

A. Membership Engagement. Dan explained this group is comprised of Jim, Rich, Julia, Christie and himself. With everyone's input, Christie was able to do a fabulous job of cleaning up the database. He needs to build some profiles of the particularly larger businesses that could become platinum sponsors and create an ask list. For a more personal touch, they may invite Board members who know these businesses to share in the outreach tasks (versus just staff) in advance of the renewal period that will be conducted in May.

Also, he's been running around with his three cameras and lighting gear and has gotten some great footage of a number of us in our spaces to do an overview video and 1-minute clips to help out with the fundraising effort.

B. Executive. No report was given.

C. Board Development. No report was given.

D. Business Forum Development. See Dan's report under the Executive Director's Monthly Report.

VIII. Old / New / Other Business

No report was given.

IX. Adjournment

There being no further business, the meeting adjourned at 12:26 p.m. (CS/BM).