

Recap of the East Town Business Partnership Annual Meeting
Creating a Renewed Vision for the East Town District
Thursday, April 21, 2022, 12:00-1:00 p.m.
Hybrid Event at U.S. Bank Stadium Medtronic Club and via Zoom

I. Welcome and Call to Order

ETBP President Julia Lauwagie from MN Adult & Teen Challenge, who was broadcasting from the Medtronic Club at USBS, welcomed everyone both those in person and online, and because of the full agenda forewent the usual introductions. Then she called the meeting to order at 12:01 p.m.

II. Announcements

ETBP Executive Director Dan Collison briefly reminisced about last year's annual meeting at USBS by noting how it was an exciting moment to be back there with a few folks and to honor long-term Board member John Campobasso of Kraus-Anderson (<https://www.krausanderson.com/people/john-campobasso/>). And as a heads-up, he advised in today's program the Minnesota Vikings will give away two signed footballs, one from quarterback Kirk Cousins (https://en.wikipedia.org/wiki/Kirk_Cousins) and one from running back Dalvin Cook (https://en.wikipedia.org/wiki/Dalvin_Cook) but one must be present to enter the drawing to win. Then he announced the following:

A. Appreciation for the 2021-2022 Platinum Sponsors

The Board is grateful for *every* organization and resident who is an active member of the ETBP, particularly through COVID when they knew the impact would be outsized for the industries which are deeply rooted in our area, i.e., hospitality, entertainment, restaurants and hotels, and the amazing social services. All those were under duress but we stuck in there and remained engaged. The Board especially thanks its platinum members:

American Academy of Neurology	People Serving People
Catholic Charities of St. Paul and Minneapolis	Sherman Associates
CenterPoint Energy	Sherman-Williams
Clearway Energy	Trellis Company
Hennepin Healthcare	Thrivent
Kraus-Anderson	U. S. Bank
Minnesota Vikings	Wells Fargo
Padilla	

B. Remaining Season Forums

1. **Downtown Transportation & Development Update** by the Minneapolis Downtown Council on Wednesday, May 11th, 8:30 to 10:00 a.m., at Faegre Drinker Biddle & Reath LLP (<https://www.mplsdowntown.com/event/downtown-transportation-development-update/>).
2. **50th Anniversary of Title IX** jointly with the MDC on Thursday, May 19th, 10:30 a.m. to 12:00 p.m., at The Larking Apartments (<https://easttownmpls.org/please-join-us-for-a-joint-etbp-mdc-business-forum-on-may-19-at-the-larking/> and <https://www.mplsdowntown.com/event/50th-anniversary-of-title-ix/>).
3. **What Does Full Scale Recovery Look Like** on Thursday, June 16th, 11:30 a.m. to 1:00 p.m., at Meet Minneapolis with CEO Melvin Tennant (<https://easttownmpls.org/etbp-june-16-hybrid-business-forum-offered-in-person-at-meet-minneapolis-and-online-via-zoom/>).

C. Other Events in East Town

1. **Water Works Park Public Art Survey** (<https://www2.minneapolismn.gov/business-services/planning-zoning/city-plans/public-art-long-range-planning/water-works/>).
2. **The Falls Initiative** Community Conversation #4 by Friends of the Falls and NACDI is on Saturday, May 21st, 9:00 a.m. to 3:00 p.m., at the Minneapolis Convention Center (<https://www.eventbrite.com/e/community-conversation-4-building-connections-registration-306613438047>); and Community Conversation #5 is on Wednesday, June 15th, 5:00-7:00

p.m. (<https://www.eventbrite.com/e/community-conversation-5-a-powerful-place-for-partnerships-registration-306828360887?aff=erepanelorg>).

3. **Downtown Improvement District Strategic Plan Survey** to help guide the future of downtown (<https://bit.ly/MplsDID2022>) and at <https://www.facebook.com/MplsDID/>.
4. **Activating The Commons** with music (<https://www.mplsdowntown.com/event/music-in-the-park/2022-06-02/>) and movies (<https://www.mplsdowntown.com/event/movies-in-the-park/2022-06-01/>).
5. **Pianos on Parade** returns in June (<https://www.mplsdowntown.com/pianos/>).
6. **Chameleon Shoppes** (<https://www.chameleonconsortium.com/shopping-spree/>) has four full-time stores with two coming online and an expansive program transforming how they get more diverse retailers into vacant space.
7. **Mill City Farmers Market** summer market opens Saturday, May 7th (<https://millcityfarmersmarket.org/>).
8. **The Mill Yard** art collective in the lobby of Stonebridge Lofts (<https://www.themillyard.org/>).
9. **Earth and Arbor Day Festivities**
 - a. **DMNA Community Cleanup** (<https://www.thedmna.org/event/dmna-earth-day-celebration-community-cleanup-on-saturday-april-23-at-10-a-m/>).
 - b. **EPNI Spring Cleanup** (https://www.elliottpark.org/2021_cleanup_20220507).
 - c. **North Loop Celebration** (<https://northloop.org/event/minneapolis-arbor-day-celebration/>)
10. **Craft Brewers Conference** at FINNEGANS (<https://finnegans.org/craft-brewers/>).
11. **Neighborhood Associations Meetings**
 - a. For Downtown Minneapolis Neighborhood Association Board and Land Use Committee meeting dates, visit <http://www.thedmna.org/>.
 - b. For Elliot Park Neighborhood, Inc., Building, Land Use and Housing (BLUH) meeting dates, visit <https://www.elliottpark.org/>.

III. Presenting Sponsor and Giveaway

Charlie Boeckenheuer, Director of Ticket Sales & Service for at the Minnesota Vikings (<https://www.linkedin.com/in/charlie-boeckenheuer-1962ab207>), thanked John Drum, GM for ASM Global at USBS (<https://www.usbankstadium.com/news/detail/asm-global-names-john-drum-as-us-bank-stadiums-general-manager>), and Jenifer Freeman, GM for Aramark (<https://www.linkedin.com/in/jenifer-freeman-355259a0>), for the space and food, and welcomed everyone to the Medtronic Club, one of his favorites in the building.

He noted he could talk about the excitement of the upcoming season and the hopes for wins and a couple of home playoff games, but what he really wanted to share was the importance of their bringing people to this area and the pride they take in hosting 67,000 people in their venue 10 times a year and hopefully a few more home playoff games. Continued communication with those individuals 365 days a year, repeated representation of this area as their home, and along with John and Jenifer providing memorable experiences are important because they've know those individuals arrive early and stay late for weekend events and when they depart those experiences sit with them for a long time, so he appreciates all we do to support that end.

Boeckenheuer then drew names for the giveaways: Aimee Robertson of North Central University received the signed football from Dalvin Cook; and Reid Struck of Sherman-Williams received the signed football from Kirk Cousins.

Then Drum welcomed those returning and first timers to USBS and advised they view it as an asset to the community. Programming for Vikings home games gets a lot of attention but the venue is more than just that. In addition to concerts, they had the opportunity to host BestPrep's 2022 Educational Forum that celebrated its 45th anniversary

(<https://bestprep.org/educational-forum/>). They had 1,200 people out on the field, so they have the ability to cover the field with a hard deck and they'll be doing another one for Medical Alley in a couple weeks (<https://secure.medicalalley.org/np/clients/medicalalley/event.jsp?forwardedFromSecureDomain=1&event=1586>). Then he described the spaces they have that can accommodate smaller events, e.g., Lumen Lodge Bar, up to field size events, and various sizes in between (<https://www.usbankstadium.com/host-an-event/spaces>).

IV. ETBP Board Business

A. Outgoing Board Member. Lauwagie said there is only one, James Farstad, and she thanked him for his time and great contributions during the Board's reassessment of its historical mission statement and community pillars process conducted in preparation for updating its 5-Year Strategic Framework.

[Farstad resigned from the Minnesota Sports Facilities Authority (<https://www.startribune.com/minnesota-sports-facilities-authority-director-resigns-following-employee-bias-complaint/600156872/>)]

B. Incoming Board Members. Lauwagie advised the terms of the following slate of candidates expired as of this date and they are eligible and have agreed to serve another 3-year term (listed alphabetically):

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

Then after Lauwagie called for acceptance of the slate of candidates, it was unanimously approved.

She thanked the remaining Board of Directors currently serving.

C. Transition of Executive Director. Lauwagie announced that Dan Collison has accepted the role of Director of Business Development and Public Affairs for Sherman Associates (<https://www.sherman-associates.com/about/>), and the Executive Director Transition Task Force is in the process of interviewing people who can serve in his capacity and Collison will help in the transition. She asked everyone to join her in thanking him for his time and enormous contribution to the ETBP and East Town.

Collison commented coming to downtown 13 years ago was a true gamechanger for his world, life, and career. He lived downtown in a condo for 5 years and now lives in South Minneapolis. His new office at SA will be just 3 blocks northeast in the J.I. Case Building (<https://thedevelopmenttracker.com/mpls/news/sherman-associates-begins-work-on-historic-j-i-case-building-transformation>). He sees some of the Sherman team online and here and he's so pleased to join them because they have invested in the East Town narrative at the highest level. SA, alongside some wonderful partners, is part of what we call the third wave of development in East Town and it's a privilege to stay here and keep cheering on the ETBP. A key part of this is Steve Cramer to whom he extended his gratitude for his leadership and mentorship.

V. Minneapolis Downtown Council-Downtown Improvement District Partnership Report

Steve Cramer, President and CEO, began his remarks where Lauwagie left off by thanking Collison on behalf of the Downtown Council and the downtown community generally, the incredible leadership he's offered not only to the ETBP but also to NūLoop Partners and any number of new initiatives that he's been a critical leader of during his time at the Downtown Council as Director of Downtown Partnerships. It's sad to see him go, he's got big shoes to fill, and he can't think of a better place for him to be going than SA given the incredible track record that George, Chris and the team have developed. Thanks for all you've done.

Steve has met with Lauwagie and other ETBP Board leaders with Dan to talk about how they want to move forward and he

feels they have a solid plan on an interim basis to keep the work going and discover who the leader will be. They greatly value the partnership and really appreciate Collison's work.

VI. Year in Review

Christie Rock Hantge, ETBP Executive Coordinator, summarized the 9 business forums held from May 2021 to March 2022, 4 of which were held in partnership with the Minneapolis Downtown Council. Themes covered included development; diversity, equity, and inclusion; economic recovery after the pandemic; creating a safer downtown through activation; and young professionals in the marketplace. If you were unable to attend any of these forums you can find a recap on the ETBP website (<https://easttownmpls.org/calendar/business-forum-recaps/>).

She thanked all who took the time to participate whether as a speaker or attendee as their involvement is critical to the success of these monthly events. She also thanked the MDC staff for helping plan and coordinate the four jointly held business forums, and cross promote the other business forums.

Hantge then extolled the virtues of her 10-year working relationship with Collison noting she's having a hard time imagining doing her job without him. She'll miss him beyond measure but is happy he found his dream job. We're all lucky that he'll still be within the downtown boundaries and involved at the ETBP in some way, shape, and form. She ended her homage by extending to him a box of cookies.

VII. Reasons to Join the ETBP Video

Collison explained over the past 6 months the Board spent most of its time talking about how are we going to renew and keep going when everyone comes back, so instead of having a keynote speaker, this year he developed a 5-minute video featuring Board members explaining why they are involved with the ETBP; it can found on the website (<https://easttownmpls.org/video-gallery/>). It was fun to produce and he thanked everyone who participated.

VIII. Themes and Aspirations for 2022-2023

Collison then presented the overarching themes and aspirations the Board developed from the discussions previously mentioned and in anticipation of updating its 5-Year Strategic Framework.

Tom Jollie, Senior Vice President at Padilla (<https://www.linkedin.com/in/tomjollie>) who led Padilla's pro bono team to brand what became East Town in 2015, and as an ETBP Board member provided significant historical perspective and insight to the recent document updating process, gave an overview of how the "Vibrant" community pillar came to be. He believes we have a vibrant future.

Next Wendy Underwood, VP of Social Justice Advocacy & Engagement at Catholic Charities of St. Paul and Minneapolis (<https://www.linkedin.com/in/wendy-underwood-mba-8354942>), gave an overview of the "Multifaceted" community pillar.

Lastly, Collison played the video of Amy Carlson, Sr. Director of Marketing and Donor Engagement at Hennepin Healthcare Foundation (<https://www.linkedin.com/in/amy-carlson-023b898>) who gave an overview of the "Connected" community pillar.

IX. Closing Remarks

Lauwagie read the Summary Community Vision, i.e., East Town is a Vibrant, Multifaceted, and Connected Community, then explained the whole team worked on trying to put words to what we are as an organization and she thinks it was a great exercise. What she's noticed most is connections and certainly for the organization she works for that helps people with addiction they are looking for them to reemerge into the community, do well, have a place to live, and be vibrant.

She thanked everybody for coming and then officially adjourned the meeting.

X. Attendees via Zoom or Phone

Amy Britt, Mill City Farmers Market
Lucy Bronson, Sherman Associates
Megan Freeberg, Sherman Associates
Megan Hannon, Better Business Bureau of Minnesota and North Dakota
Nathan Holmes, Sherman Associates

Lisa Jemtrud, Better Business Bureau of Minnesota and North Dakota
Chris Johnson, Community-based Transportation Planning
Alan Kaufman, Interstate Parking Company
Paul Mellblom, MSR Design
Alyssa Olson, City of Shakopee
Amy Simons, Interstate Parking Company
Carletta Sweet, DMNA, ETBP Board