

Recap of the East Town Business Partnership Business Forum

What Does Full Scale Recovery Look Like Now?

Thursday, June 16, 2022, 12:00-1:00 p.m.

Hybrid Event at Meet Minneapolis, 801 Marquette Avenue, Suite 100, and via Zoom

(https://us02web.zoom.us/rec/play/_FRByFUCc1NMTcIHmuP3wVu13KkdIVjXsbJdI3k2gBlkV8cRUj0XBiw1CEy33j7xMkUbFogT4WcTnKBS.g2Lmh0MGYPmOHJ-j?continueMode=true&_x_zm_rtaid=8SJ1gRbqSJa5SKreqEvq0g.1662308624566.b55b4dc9e65f73f9731c3c095213aa3b&_x_zm_rhtaid=486)

I. Welcome and Call to Order

ETBP President Julia Lauwagie from MN Adult & Teen Challenge, who was broadcasting from Meet Minneapolis, welcomed everyone both those in person and online, then called the meeting to order at 12:05 p.m., and for the sake of time asked those in person to introduce themselves.

Attendees at Meet Minneapolis

Jill Anderson, Meet Minneapolis
Cassie Garner, Gamut Gallery
Daniel Jacobson, Pixelwerx, The Falls Condominiums
Taquisha Jallah, Bladed Love
Paul Mellblom, MSR Design
Paul Newman, Clear Channel Outdoor
Skip Olson, Clear Channel Outdoor
Catherine Windyk, Move Minneapolis
[name unintelligible]

Attendees via Zoom or Phone

Lance Armstrong
Megan Freeberg, Sherman Associates
Christie Rock Hantge, ETBP Executive Coordinator
Cyndy Harrison, Sawatdee Thai Restaurant
Chris Johnson, Community-based Transportation Planning
Wendy Merila, Valleyfair Family Amusement Park
Al Swintek, CenterPoint Energy
Carletta Sweet, DMNA, ETBP Board

II. Announcements

ETBP Executive Director Dan Collison also welcomed everyone, then shared he's been the ED for 8 years, and prior to that he was its President and prior to that a Board member, so he has a lot of passion and interest in this organization, the Board, and its membership. As we may have heard, he has a new job with Sherman Associates in East Town as its new Director of Business Development and Public Affairs (<https://www.linkedin.com/in/dan-collison-47b0087/>) and he'll be supporting the transition from his ED role. A candidate has been selected and they anticipate making an online announcement next week followed by meet and greets at future business forums. Then he reported on the following (<https://easttownmpls.org/wp-content/uploads/2022/06/ETBP-June-16-2022-Business-Forum-Executive-Director-Report-and-Announcement-Slides.pdf>).

A. 2021-2022 Platinum Sponsors

Collinson thanked everyone at the table who live and work here because they represent organizations that do important work in the area, and it all matters. 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. What's Happening in East Town

1. **FINNEGANS** June Taproom Happenings (<https://finnegans.org/craft-brewers/>).
2. **Guthrie Theater** is hiring (<https://www.guthrietheater.org/Work-with-us/>).
3. **Mill City Farmers Market** summer market runs Saturdays, May-October (<https://millcityfarmersmarket.org/>).
4. **Stone Arch Bridge Festival** June 18-19 (<https://stonearchbridgefestival.com/>).
5. **Minneapolis Aquatennial** July 20-23 (<https://www.aquatennial.com/>).
6. **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/>.
7. **Minneapolis Downtown Council** Downtown Thursdays and other activities (<https://www.mplsdowntown.com/>).
8. **Chameleon Shoppes** (<https://www.chameleonconsortium.com/shopping-sprees/>).

III. Spotlight Presentation: Elliot Park Small Business Growth

Collison noted the importance of having the whole Elliot Park retail node bring meaningful experiences to East Town and he's proud to have two of its superstars here today. Then he preceded their introductions with the 1-minute Elliot Park Arts Quarter video (<https://www.youtube.com/watch?v=pndaOk26GOc>).

- A. Gamut Gallery.** Cassie Gardner, Director (<https://www.linkedin.com/in/cassie-garner-034900118/>), advised the video was produced by co-owner Jade Patrick (<http://www.jadepatrick.com/>) for the EPAQ Art Pop! block party held in 2019 (<http://www.gamutgallerympls.com/2019/08/15/art-pop/>; <http://millcitytimes.com/news/art-pop-block-party-live-music-local-vendors-community-celeb.html>), and in conjunction with the funding they were pursuing from the Great Streets Business District Support Program. With the awarding of the grant and additional funds provided from other sources, plus advertising and media coverage, and the success of the block party, awareness of the district was significantly enhanced.

Gardner then described how they came to be in Elliot Park. GG began 10 years ago in the heart of downtown at Marquette Avenue and 10th Street, but unfortunately 3 years later the building was sold and turned into condominiums (Artistry on 10th) forcing them to relocate. Since they had ties to Elliot Park, they found space near Band Box Diner on South 10th Street and worked hard to bring in new businesses that had centered values about the parks. It's awesome because on their block every business is either women and minority owned, and they all bring their crowds into the neighborhood and have made Elliot Park a destination location. GG has created a very accessible and affordable environment so that anybody that walks in can feel welcome. To keep their programming alive, every November they throw an annual black tie membership gala and it's super affordable, and they just celebrated their 10th anniversary on Saturday, June 11th (<http://www.gamutgallerympls.com/2022/05/04/art-is-for-everyone/>).

For more information, visit <http://www.gamutgallerympls.com/>.

- B. Bladed Love.** Taquisha Jallah, Owner and CEO (<https://www.bladedlove.com/pages/about>), thanked Gardner for inviting her to the ETBP business forum, and advised she just relocated to her current space at 719 South 10th Street from 609 South 10th Street a month ago. It has made a world of difference for her confidence and business going into a storefront space and being around like-minded businessowners. She caters to professional women who want to always look their best and want full looking lashes, brows, and lips. At her facility she has two independent contractors and does training; she fell in love with the industry the past 3-4 years. She also works full time as an IT Integration Analyst at Allianz Life (<https://www.linkedin.com/in/taquisha-jallah-88b129232/>), but is looking to transition into full entrepreneurship soon. She is

wife to Jake who owns a construction contracting business, mother of a 3-year-old daughter and a 2-year-son, so she's busy and excited about this opportunity.

IV. What Does Full Scale Recovery Look Like Now?

Collison advised the East Town area, comprised of the Elliot Park and Downtown East neighborhoods, experienced a \$3 billion reinvestment of holistic growth over 6 years accelerated by the U.S. Bank Stadium development and Ryan Companies 5 block urban campus. These two different neighborhoods, which the ETBP sought to connect, evolved to become a tourism space and when that came to a screeching halt in 2020 due to the pandemic, Meet Minneapolis was on the frontline and an important partner in understanding the scale and scope of the economy of the area.

Jill Anderson, Senior Director of Marketing for Meet Minneapolis (<https://www.linkedin.com/in/jill-marie-anderson-1766976/> and <https://www.minneapolis.org/about-us/staff-list-contact/>) said first and foremost East Town is critical to the whole tourism experience when they come to a city. Certainly, downtown areas are important but neighborhood experiences are critical as well. What they have going against them is average stay which is 1.8 nights, so tourists don't have a lot of chance to deep dive into the neighborhoods. Because Minneapolis is not a tourism destination, the only one way to see it is as a local because that's the way locally owned grass root residents want to see it.

Anderson then gave an overview of her background, the MM organization, where they are now as an industry, forecasted trends, and initiatives (<https://easttownmpls.org/wp-content/uploads/2022/06/Meet-Minneapolis-presentation-for-ETBP-June-16-Business-Forum.pdf>).

V. Closing Remarks

After thanking all the presenters, Collison advised the ETBP will be taking July and August off and will conduct a strategic planning retreat in one of those months. They'll return in September to kick off a new season of business forums and partner with the Minneapolis Downtown Council on four of them. Some idea generation has been done and they're working with the new Executive Director who will be announced next week to ensure the forums are off to a great start. This is the last ETBP forum that he'll be leading; it's been honor and he's thrilled he can still be a part of organization as a member. Then he wished everyone to have a great afternoon and summer and to stay in touch.

Thereafter, the meeting adjourned at 1:04 p.m.