

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

Thursday, June 2, 2022, 11:30 a.m.-12:30 p.m.

Hybrid at Thrivent Financial, 600 South Portland Avenue, and via Zoom

(<https://us02web.zoom.us/j/84411111111?pwd=Qk9hbnR5bWpHOHny;Passcode^0&i0!=Y>)

I. Call to Order

President Julia Lauwagie from MN Adult & Teen Challenge who was broadcasting from Thrivent, welcomed those in person and online, then called the meeting to order at 11:33 a.m.

II. Consideration of Agenda

After Executive Director Dan Collison added Eric Merriman's update on Thrivent's new headquarters and Steve Cramer's update on downtown's summer programming, the agenda was approved as amended (JB/CS).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included Board minutes from April 12, 2022 and May 5, 2022; the Treasurer's Report which included the F2021 Budget vs. Actual as of May 31, 2022, Wells Fargo bank statement for May 2022, Balance Sheet as of April 30, 2022; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NuLoop Partners' report for May 1-28, 2022; and Executive Coordinator's report for the period 5/1/2022 to 5/31/2022 (JB/CS).

IV. Introductions

Then Lauwagie asked everyone to introduce themselves:

Board Attendees at Thrivent

Jacque Berglund, FINNEGANS Brew Co
Tom Jollie, Padilla
Brian Maupin, Allied Parking

During introductions, Eric Merriman, Director of Real Estate, Workplace, and Facilities at Thrivent Financial (<https://wiza.co/d/thrivent/71e0/eric-merriman> and <https://www.signalhire.com/profiles/eric-merriman%27s-email/16687643>) advised he has worked on their new headquarters for 3 years (<https://www.startribune.com/all-thrivent-s-new-minneapolis-headquarters-needs-now-is-employees/572850762/>; <https://www.bizjournals.com/twincities/news/2020/12/15/cool-offices-thrivent-minneapolis-headquarters.html>) and they opened just after the pandemic hit and have been conservative about bringing people back. They just started their volunteer return on April 4th and are working on their Future of Work program to be able to implement it this fall.

Dan added the goal is to host a forum here but they've been rescheduled twice, so he's passing it on to the next executive leadership to lock it in with the MDC.

Aimee Robertson announced that her new title at North Central University is Executive Director of Academic Partners.

Board Attendees via Zoom

Amy Carlson, Hennepin Healthcare Foundation
Cassie Garner, Gamut Gallery
Christie Rock Hantge, ETBP Executive Coordinator
Cyndy Harrison, Sawatdee Thai Restaurant
Rinal Ray, People Serving People
Reid Struck, Sherman-Williams
Carletta Sweet, Downtown Minneapolis Neighborhood Association
Wendy Underwood, Catholic Charities of St. Paul and Minneapolis

Guest

Steve Cramer, Minneapolis Downtown Council

Board Directors Absent

Charlie Boeckenheuer, Minnesota Vikings

Lynn Burn, Compass
Jenifer Freeman, Aramark
Brent Hanson, Wells Fargo Corporate Properties Group
Richard Kiemen, Sherman Associates
Michael Noble, The Normandy Inn & Suites
Kirsten Walstein, Krause-Anderson

- V. Downtown Summer Programming.** Steve Cramer, President and CEO of the Minneapolis Downtown Council, said on Tuesday, May 31st they announced their summer programming activities in downtown as part of the overall effort to invite people to come back and be part of the downtown community (<https://www.startribune.com/minneapolis-leaders-hype-summer-events-to-reanimate-downtown/600177997/>). Between Memorial Day and Labor Day there will be 884 events and activities one can do in downtown, e.g., ballgames, Broadway shows, fireworks, trivia nights, movies in the park, and everything you can imagine including major conventions. They want to continue to extend these invitations to people so they can experience what downtown actually is and not what it's perhaps perceived to be and as that happens more and more it will help break down the perception around safety. For the daily calendar of events, visit <https://www.mplsdowntown.com/>.

Cramer added also on Tuesday, the Minneapolis Momentum campaign was announced (<https://www.startribune.com/minneapolis-boosters-start-billboard-campaign-to-attract-people-from-the-suburbs/600177932/>; <https://www.minneapolis.org/media/news-releases/minneapolis-momentum-campaign-will-capture-amplify-and-celebrate-peoples-minneapolis-experiences/>). Tom Jollie advised they're getting entries and prizes from every activity listed, and when people come back to this page in the future, they'll have links to all the activity calendars put out by the MDC and Meet Minneapolis.

Cramer said he would be remiss if he didn't mention he's wearing a purple tie in honor of tonight's Prince Mural Block Party (<https://www.mplsdowntown.com/prince-mural-block-party-to-take-place-june-2/>; https://www.youtube.com/watch?v=a2F13PWd_kc), yet another emotional asset that will help with the reanimation of the downtown environment.

VI. Executive Director Transition Task Force Update

Dan explained he's pleased to continue to serve as consultant to the MDC and he'll stay engaged to ensure the new Executive Director's success. There'll be a formal interview with the candidate, Shannon Fitzgerald who submitted her credentials, on next Monday, June 6th at 9 a.m., and if she's brought forward as the candidate to hire, the full Board will vote on the Task Force's recommendation at a special Board meeting on the following Monday morning, so watch for the invitation to participate.

Julia advised the Task Force prepared some comprehensive questions to ask the candidate that she shared with the Board, and even though the position was opened to their resources, no other viable candidates came forward to consider.

Dan added Fitzgerald has already been interviewed by NūLoop Partners and they confirmed her as their preferred candidate which they'll publicly announce at the June 15th Steering Committee.

Cramer said it seems to be moving in the right direction and Shannon's a good candidate from the perspective of both organizations and with the June timeframe they'll hopefully have all the information to lock her in for an effective start date of July 1st.

VII. Proposed July Strategic Planning Session

Dan explained every 5 years the Board updates its Strategic Framework (<https://easttownmpls.org/about/etbp-strategic-plan/>), and because things have changed so rapidly recently it spent a significant amount of time in late 2021 updating its community pillars, so now it's being proposed to use this July to get to know the new Executive Director and focus on relationship building and programming refinement. Cramer could be a part of this event.

After Dan gave an overview of what was done at the 3-hour session in July 2017 with Trudy Ohnsorg at CINCINNATUS (<https://www.cincinnatus.com/trudy-ohnsorg.html>) as a reference point, Julia noted it seems appropriate to focus on what we want to do in the coming year, and July is a good time because it's before the launch of our next season and gives us time to set up. Questions she's pondered include are there things we want to do differently so it continues to feel like a place people want to be, is the content of what we're sharing of interest, do we want to have a forum every month. Thinking out of the box is okay too just so that what we do is compelling and works for us.

Discussion then ensued about date (Tuesdays-Wednesday), time (morning or afternoon), agenda (length of plan), who will facilitate, and location. Christie will work with Dan to send out the invitation for in person and potentially via Zoom.

VIII. Action Item

None

IX. Updates

- A. Executive Director Monthly Overview.** See Transition Task Force Update above.
- 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.** Svetlana Hanley, who has indicated her willingness to serve on the ETBP Board, has been recommended to fill the seat formerly held by Vanessa Haight. The motion to appoint her to the Board was unanimously approved (JB/EM).
- D. Minneapolis Downtown Council.** See Cramer's Summer Downtown Programming above.

X. Committee and Task Force Reports

- A. Membership and Communication.** Dan explained this group (those who agreed to help make calls – Cassie Garner, Cyndy Harrison, Tom Jollie, Richard Kiemen, Julia Lauwagie, Brian Maupin, Eric Merriman, Aimee Robertson, Kirsten Walstein) developed a prospect list to get former members back or get new members. Christie advised she'll be working on invoices for existing members to send out in mid-June.
- B. Executive.** No report given.
- C. Board Development.** No report given.
- D. Business Forum Development.** No report given.

XI. Old / New / Other Business

A. Appreciation Gift to Departing Executive Director

On behalf of the Board, Christie presented to Dan Collison a print of the Minneapolis skyline looking toward East Town; she'll physically hand it to him when they next meet in person.

B. Ribbon Cutting/Open House Updates

1. Amy Carlson, Senior Director of Marketing and Engagement at Hennepin Healthcare Foundation, explained the Redleaf Center for Family Healing (<https://hcmnews.org/2022/05/09/redleaf-center-for-family-healing-celebrates-first-anniversary/>) is an extension of their Mother-Baby mental health program (<https://redleaffamilyhealing.org/>) and wraps the clinical mental health services with integrated medicine, nutrition, social services, and a dad's program. The Center is named after their benefactor, Andrew Redleaf, who contributed \$10 million to construction (<https://philanthropynewsdigest.org/news/hennepin-healthcare-awarded-10-million-for-family-healing-center>) and the foundation matched it with a \$10 million campaign that wrapped up last year, and then they waited for a 1-year birthday celebration. Moms, dads, and families are being served at a time when mental health is needed more than ever.
2. Wendy Underwood, Vice President of Social Justice Advocacy and Engagement at Catholic Charities of St. Paul and Minneapolis, explained she was blown away by the number of people who joined them at their ribbon cutting (<https://www.youtube.com/watch?v=AVMEoeAdUuw>; <https://www.cctwincities.org/our-organization/news/press-releases/endeavors-press-kit/>) and they're so grateful to so many people. If you didn't get a chance to tour, she's happy to show us around.

XII. Adjournment

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