

Draft Minutes from the East Town Business Partnership Board of Directors Meeting
Thursday, September 8, 2022, 11:30 a.m.-12:30 p.m.
Via Zoom
(insert link if available)

I. Call to Order

President Julia Lauwagie from MN Adult & Teen Challenge, called the meeting to order at 11:32 a.m., welcomed everyone and then asked when introducing ourselves to share what we did over the Labor Day holiday weekend. Julia began by advising she went to the Minnesota State Fair on the last day (Monday, September 5th) and felt people were avoiding it from the interesting shootings that happened prior to that (<https://www.fox9.com/news/minnesota-state-fair-brawl-panic-early-closure>). However, it was fun and MN Adult & Teen Challenge always has a booth in the Education Building (<https://www.mnstatefair.org/vendor/2000.1/>) and it was nice to interface with people there.

Responses from Board Members (listed alphabetically)

- ❖ Lynn Burn, Compass. She went to their cabin in St. Croix Falls, Wisconsin, and her daughter and her kids and husband came up, so it was relaxing and nice weather.
- ❖ Jenifer Freeman, Aramark. She went to Florida for the weekend because they're in the process of buying a new house in Brandon outside of Tampa which is where they're from. She does love Minnesota but they had an option to buy property down there so they went for it.
- ❖ Cassie Garner, Gamut Gallery. She did a family trip up to the Grand View Lodge in Nisswa, Minnesota. It was amazing and not long enough!
- ❖ Svetlana Hanley, Elliot Park Neighborhood Inc. She's been sick all weekend, and she's having her house re-roofed.
- ❖ Brent Hanson, Wells Fargo Corporate Properties Group. He was at the State Fair as well and he also did some looming fall yard cleanup.
- ❖ Cyndy Harrison, Sawatdee Thai Restaurants & Zushiya. She catered a wedding.
- ❖ Tom Jollie, Padilla. He returned from a 9-day tour of the Pacific Northwest and got back on Saturday, ran to the State Fair to see the Family Stone (<https://www.mnstatefair.org/schedule/the-family-stone/>), a remnant of Sly and the Family Stone (https://en.wikipedia.org/wiki/Sly_and_the_Family_Stone) run by his daughter, the next day had an emergency visit to HCMC because his daughter nearly severed her middle finger, so spent most of the day there getting her finger repaired.
- ❖ Eric Merriman, Thrivent Financial. He took a vacation up to Nisswa the week before, and on Labor Day weekend got ready for school, the first one to kindergarten.
- ❖ Rinal Ray, People Serving People. It was a perfect transition weekend where Friday was 90 degrees on Lake Nakomis and getting ready for school on Sunday and Monday.
- ❖ Aimee Robertson, North Central University. For her the weekend was a little bit more relaxing. They just started their new school year at NCU in the last 2 weeks so they had all their students running back in and lots of crazy activities. She did have a barbeque for about 18 friends and family on actual Labor Day so that was nice.
- ❖ Reid Struck, Sherman-Williams. He tried to do some relaxing because the week before they moved their daughter to Arizona for college, JCU's were there 3 to 4 days so it was a busy week. Another daughter who's a senior in college, her internship is at Fairview U of M, so she moved back to Minneapolis to start her internship on Tuesday, so just recovering from getting his daughters settled.
- ❖ Carletta Sweet, Downtown Minneapolis Neighborhood Association. She didn't do much but walked around downtown looking at all the construction, and she's excited about it.
- ❖ Wendy Underwood, Catholic Charities of St. Paul and Minneapolis. She was returning from a 2-week holiday from Peru, so didn't do the State Fair.

Responses from Staff

- ❖ Shannon Fitzgerald, Executive Director. She went to her in-laws' family farm in Iowa and rode the ATVs around their property and her hands got covered with poison ivy (as known here)/poison oak (as known in California). The weekend was great but not so much in the follow up.
- ❖ Christie Rock Hantge, Executive Coordinator. She's been up north at her family's cabin and they hosted friends over the weekend and she took a few extra days because she needed a break from her family and friends.

Julia thanked everybody for joining and noted ideally this would have been great in person and that's the direction we'll try to

head toward. They're looking for people to sign up and host any of our future meetings, so if interested, contact Executive Coordinator Christie Hantge at christie@easttownmpls.org.

Board Directors Absent

Jacque Berglund, FINNEGANS Brew Co
Charlie Boeckenheuer, Minnesota Vikings
Amy Carlson, Hennepin Healthcare Foundation
Richard Kiemen, Sherman Associates
Brian Maupin, Allied Parking
Michael Noble, The Normandy Inn & Suites
Kirsten Walstein, Krause-Anderson

II. Consideration of Agenda

The agenda was approved as submitted (RR/WU).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included Board minutes from June 6, 2022 and June 13, 2022; the Treasurer's Report which included the F2021 Budget vs. Actual as of August 31, 2022, Wells Fargo bank statements for June, July, August 2022; and Executive Coordinator's report for the period 6/1/2022 to 8/31/2022 (BH/CG).

IV. Action Items

A. Minneapolis Downtown Improvement District Annual Budget and Operating Plan

Pursuant to an email request dated September 1, 2022 from Steve Cramer, President & CEO of the Minneapolis Downtown Council-Downtown Improvement District, to support the 2023 Budget and Operating Plan, the ETBP prepared a letter of support which requires Board approval (<https://easttownmpls.org/wp-content/uploads/2022/09/East-Town-Business-Partnership-Letter-of-Support-for-DID-2023-Budget.pdf>). The letter of support was approved as submitted (CS/EM).

There will be a public hearing on this matter at City Hall on September 15th at 1:30 p.m. and all are welcome to attend (<https://lims.minneapolismn.gov/MarkedAgenda/PW1/3436>).

B. Shared Resources Agreement with Minneapolis Downtown Council

Because of the Shared Resources Agreement between the MDC and the ETBP, the Agreement was updated to reflect the change in the Compensation of the Shared Employee, Executive Director Shannon Fitzgerald, i.e., \$10,250 for the five months of August through December 2022, payable monthly by the end of each month at the rate of \$2,050, and it requires approval by both Parties (<https://easttownmpls.org/wp-content/uploads/2022/09/2022-Fitzgerald-Cost-Sharing-Agreement-ETBP-MDC.pdf>). The Shared Resources Agreement was approved as submitted (CS/TJ).

V. Executive Director's Report

Shannon Fitzgerald announced:

A. Change in Board Member

Rinal Ray is turning over her seat on the ETBP Board to Jacob Gale, Senior Director of Operations at People Serving People (<https://www.linkedin.com/in/jacob-gale-a92846a1/>). Rinal then said she's sorry to be leaving this space and has really enjoyed serving on the Board with us. Things have been hard at PSP and she needs to focus on a few things there but we're getting someone who is really excellent. Jacob has been with PSP since 2014 serving in different roles and he's really connected with what's going on in their shelter and is interested in how he can connect more broadly with our neighborhood. She'll continue to be involved in some ways and we'll see her at forums.

B. Executive Director's Report

Apologies this wasn't included in the Board package as a separate item because she wasn't aware it was expected, so it's something to be discussed later.

C. Meeting Logistics

To be discussed later in the meeting.

D. Early Meeting Departure

Due to her medical treatment today, the meeting will need to end promptly at 12:30 p.m.

VI. 2022-23 Strategy Review and Discussion

Because a 1-year transition strategy was discussed at the July 12th Board strategic planning session held at Padilla, Shannon reviewed the two major projects we plan to accomplish to meet our goals in the next year, i.e., by August 2023:

- A. **Mapping.** To become more familiar with the geography, we'll be naming all the buildings and businesses within the boundary of the East Town district and obtain contact information for each. Since the MDC is working on a similar project, Shannon has joined in on their Ginkgo work (<https://marketplace.city/p/ginkgo/>) and she'll bring it to us at a later date.
- B. **Neighborhood Conversations.** Because there's been so much change in the district over the past few years, it's important for the Board to become more familiar with the community. To accomplish this it is hoped that each Board member conduct 10 community conversations over the next year with people who are not in their building or part of their organization and ask them questions that will elicit information about their likes and dislikes about the neighborhood, e.g., what they love/do not love, where they spend their time, what is missing.

Shannon then sought feedback on Board members' ability to follow through with this plan, with whom they plan to have the community conversations and how they plan to reach out to them, and what information about East Town should they be seeking from them.

Tom who thinks the plan is doable, also believes the list of people should be prioritized and balanced between the sectors represented on the Board, and the conversations should also be a get-to-know-you/listening/recruiting session.

Shannon said the first person she's interested in is to spend 1-1/2 hours with the person who runs guest services at The Guthrie [Director of Guest Services, Hunter Gullickson, <https://www.guthrietheater.org/our-staff/>; <https://www.zoominfo.com/p/Hunter-Gullickson/1271663159>]. Julia advised if anyone used to be a part of the ETBP and in that role has moved on, so try and reconnect because it'll be a warm introduction.

Tom wants to connect with Red Lake Nation College (<https://www.bizjournals.com/twincities/news/2022/08/17/red-lake-nation-expanding-minneapolis-campus.html>). Because their project has come before the DMNA Land Use Committee, Christie has their contact information. He added the new Vincent Francoual Restaurant coming to the Former Bacon Social House location (<http://millcitytimes.com/news/new-vincent-francoual-restaurant-coming-to-the-former-bacon.html>); and MPRB District 4 Commissioner Elizabeth Shaffer (<https://www.minneapolisparcs.org/about-us/leadership-and-structure/park-board-commissioners/commissioner-elizabeth-shaffer/>).

Wendy said they love the relationship with the owner of Segue Coffee (<https://www.seguecoffee.com/>) and he's been supportive of them for the 2-1/5 years they've been working on their Elliot Park project. Mostly she's thinking about the property managers immediately around them, may be their Endeavors property managers do but not B2B.

Shannon doesn't want to do a ton of Zoom meetings because she doesn't love them; they'll use a whiteboard and pick a sticky note so they all can write at the same time.

Christie suggested the Board Presidents of the DMNA (<https://www.thedmna.org/about/dmna-board-members/>) and EPNI (<https://www.elliottpark.org/about>); and after Lieutenant Klukow was mentioned she recommended that Inspector Bill Peterson of the First Precinct (<https://www.minneapolismn.gov/government/departments/police/police-chief-administration/>) come and give an update on crime and safety.

Shannon assured everyone that there are also church connections, e.g., First Covenant, Hope Community Church Downtown, and a couple of others.

Regarding understanding the people who come in for services, Wendy noted within their campus they have the residents and

they host the Hennepin Healthcare for the Homeless Day Clinic and a conversation with the site manager on how they would like to do outreach would be interesting.

Aimee suggested we also engage with the owners of East Village Grill at 1401 11th Avenue South because they have strong feelings about the environment and have suffered quite a bit. And regarding students, she noted it would be either herself or Jordan Robertson (<https://www.linkedin.com/in/jordan-robertson-1625542b/>) who sits on the EPNI Board. They are the two external facing employees for NCU that have access to student groups. Elliot Park United (<https://www.facebook.com/epuminnapolis/>) is always looking to join up with existing initiatives in Elliot Park to support with student muscle.

Cassie stated obviously the rest of the businesses that she shares her building with should be engaged in this conversation because they're not tuned in, not because of lack of interest. And they don't have any folks that live in the neighborhood that come to them outside of that realm, so to try and connect with other artists or entrepreneurs that do come in, outside of those who come in from the condos in the area, they don't reside in Elliot Park or downtown. Unfortunately, their demographic isn't the one to tap into specifically for downtown. Expanding the range and being willing to chat with people who don't necessarily live in our quadrant would be perfect people to talk to but it's limited.

Shannon thinks this is a good start and would love a quick report back via email from each of us about who we are talking to, and she'll send a list of ideas on what questions to ask.

C. Other Strategic Planning Topics

1. **Forums.** The next business forum will be an in-person event in partnership with the MDC on Tuesday, September 27th featuring the Thrivent Corporate Center Project (<https://easttownmpls.org/etbp-mdc-business-forum-on-september-27-at-thrivent-corporate-center/>). Eric Merriman explained the focus of the presentation will be on how they came to site and build the project, and the public amenities.

Shannon advised at the strategic planning session, there was a lot of discussion on the timing and frequency of future forums as well as whether a committee should be in charge of their planning. Christie explained since COVID hit, attendance declined significantly. Prior to COVID, we were getting between 25-40 people at our in-person events, and 75-100 people at the joint events with the MDC. Then we started doing Zoom, attendance was still good and we would get approximately 25 at our ETBP only events, but over the past year attendance has dropped substantially and very few Board members have been attending. There have been only 8-10 people attending from within the membership area or related to the speakers that Dan Collison brought in, so she has suggested to Julia and Shannon looking at another model because they're a lot of work to put together and expensive when done in person due to the facility fee and food.

After receiving input from Wendy and Aimee, Shannon suggested conducting quarterly business forums, the one on the 27th and three more through August 2023, and based on suggestions received from others in downtown, conducting 3-4 community gatherings in a less formal, nonbusiness forum-type space. Hearing no protestations, she'll proceed with this suggested forum schedule.

Shannon advised since the MDC is also reconsidering how they'll be conducting their forums, she'll keep us informed as to whether the number of joint forums will remain the same.

2. **Membership Recruitment.** Shannon believes new members is where we should focus (<https://easttownmpls.org/wp-content/uploads/2022/05/ETBP-New-Member-Prospect-List-WITH-CONTACTS-Summer-2022.pdf>) and it'll be discussed further at the next Board meeting.
3. **Board Meeting Logistics.** Shannon took a poll for the preferred time to conduct these meetings, and 9:00 a.m. was settled upon. The meetings will last for 1-1/5 hours, preferably in person, and if interesting in hosting, she provided a Sign Up Genius link (<https://www.signupgenius.com/go/60b0444a5a823a7fe3-etbp>). Cassie then offered Gamut Gallery for the October 12th at 9:00 a.m.

VII. Updates

- A. Executive Director Monthly Overview.** See above under Executive Director's Report.
- 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 provided.
- D. Minneapolis Downtown Council.** No report was provided.

VIII. Adjournment

There being no further business, the meeting adjourned at 12:28 p.m. (TJ/CS).