

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

**Thursday, November 3, 2022, 9:00 a.m.-10:30 a.m.**

**Catholic Charities Elliot Park, 1007 East 14th Street, and Via Zoom ([https://us06web.zoom.us/rec/share/GExzh-cAOG4-M581hw8c0rL1\\_t019Zsz\\_kWUiz8eAnKyDCfMUJQq5Ph0GhQNmAbO.ZuU2RY8T112HUnqm?startTime=1667484184000](https://us06web.zoom.us/rec/share/GExzh-cAOG4-M581hw8c0rL1_t019Zsz_kWUiz8eAnKyDCfMUJQq5Ph0GhQNmAbO.ZuU2RY8T112HUnqm?startTime=1667484184000), Passcode: hgM@r=n9)**

---

**I. Call to Order**

President Julia Lauwagie, who was broadcasting from Catholic Charities, called the meeting to order at 9:03 a.m.

**II. Consideration of Agenda**

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

**III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included minutes from the September 8th and October 12th Board meetings; Treasurer's report which included the F2021 Budget vs. Actual as of September 30, 2022 and as of October 31, 2022, Wells Fargo bank statements for September and October; and Executive Coordinator's reports for the periods 9/1/2022 to 9/30/2022 and 10/1/2022 to 10/31/2022 (AC/BM).

**IV. Action Items**

None to consider.

**V. Introductions**

Executive Director Shannon Fitzgerald asked everyone to include in their introductions a brief description of the best Halloween costume they have ever worn.

**Board Members in Attendance**

Jenifer Freeman, Aramark  
Jacquie Berglund, FINNEGANS Brew Co.  
Amy Carlson, Hennepin Healthcare Foundation  
Cassie Garner, Gamut Gallery  
Richard Kiemen, Sherman Associates  
Brian Maupin, Allied Parking  
Reid Struck, Sherman-Williams  
Wendy Underwood, Catholic Charities of St. Paul and Minneapolis

**Guest in Attendance**

Blake Slette, Friends of the Falls

**Other Staff in Attendance**

Christie Rock Hantge, Executive Coordinator

**Board Members Via Zoom**

Lynn Burn, Compass  
Jacob Gale, People Serving People  
Carletta Sweet, Downtown Minneapolis Neighborhood Association  
Kirsten Walstein, Krause-Anderson

**Board Members Absent**

Charlie Boeckenheuer, Minnesota Vikings  
Svetlana Hanley, Elliot Park Neighborhood Inc  
Brent Hanson, Wells Fargo Corporate Properties Group  
Cyndy Harrison, Sawatdee Thai Restaurants & Zushiya  
Tom Jollie, Padilla  
Eric Merriman, Thrivent Financial  
Michael Noble, The Normandy Inn & Suites

## VI. Happenings By Board Businesses

After introductions, Shannon asked everyone to share any upcoming activities being hosted by their companies:

- Amy: Hennepin Healthcare Positive Care Center's Red Undie Run fundraiser organized by the Aliveness Project on Saturday, December 3rd (<https://www.hennepinhealthcare.org/hennepin-healthcare-foundation/fundraising-events/>; <https://give.aliveness.org/event/red-undie-run/e418788>).
- Wendy: Catholic Charities' Spirit of the Season on December 8th (<https://www.cctwincities.org/our-organization/events/spirit-of-the-season/>; <https://www.cctwincities.org/our-organization/events/>). Also, on Friday, October 28th, their 177th and last resident finished his paperwork and moved into the Endeavors Residence.
- Cassie: Gamut Gallery partnered with Interact Center for the Visual and Performing Arts which has artists of all ages and disabilities (<https://interactcenterarts.org/calendar/coaction-at-gamut-gallery/>); their Annual Members Gala is on Saturday, November 12th (<http://www.gamutgallerympls.com/2022/10/15/annual-gamut-gallery-members-gala/>); their 11th Annual Raging Art On is December 1st-23rd (<http://www.gamutgallerympls.com/2022/10/13/11th-annual-raging-art-on/>).
- Brian: In 2023, they'll be recognizing 60 years in service (<https://www.alliedparkinginc.com/>). Stay tuned for details on celebratory event(s).
- Richard: Today he'll be attending the 9th Annual Downtown Summit and Dan Collison is the moderator for the first topic (<https://pheedloop.com/DOWNTOWNmn2022/site/home/>). It'll be good to get information coming out of the event.

Shannon then noted that the Minneapolis Downtown Council's Chameleon Shoppes program will be having its Holiday Village in the former JB Hudson Jewelers space in the historic Young-Quinlan Building at 901 Nicollet Mall (<https://www.mplsdowntown.com/chameleon/>) from November 25th through December 24th. It would be great to have all these events we shared and any others that may come to mind passed onto Christie immediately after the meeting so that she can push them out to the community.

## VII. Ongoing Discussion of 2022-23 Strategic Planning Goals

**A. Community Engagement.** As a follow on to last month's meeting, Shannon distributed the community resources package (not included in the Board package) to demonstrate the types of information to avail to customers. Noting that other resources could be included, she led a discussion to obtain further feedback.

**B. Committees.** Shannon reviewed those who have been assigned:

1. **Executive.** Julia, Carletta, and Cyndy will meet on the third Thursday of the month at 8 a.m. Julia is the advisory member for all committees.
2. **Board Development.** Reid, Amy, Brian, and Lynn will meet on the third Thursday of the month at 9 a.m.
3. **Business Forum.** Richard will meet monthly, date and time TBD
4. **Business Sector.** Kirsten, Cyndy, Jaquie, Jacob, and Aimee will meet on the second Thursday of the month at 9 a.m.
5. **Marketing and Communications.** Wendy, Cassie, Tom, and Jenifer will meet on the fourth Thursday of the month at 9 a.m.

She will follow up with those who have not yet been assigned.

**C. Membership Recruitment.** Shannon reviewed the MDC data source it uses to determine who is downtown block by block for recruitment purposes which is taking a while to update. If any of us would like to see it more closely, let her know because the system is proprietary. Discussion then ensued on how to use it to recruit more people to restaurant / hospitality sector events and drive more traffic to East Town.

Shannon would love for us to spend time on getting to know the open restaurants this year and getting together with the

guys who are doing this.

## VIII. Updates

- A. **Executive Director Monthly Overview.** Shannon provided no report.
- B. **Downtown Minneapolis Neighborhood Association.** Although there hasn't been a Land Use Committee since October 4th, Carletta reported on two projects that didn't require meeting on the Board Members Only page.
- C. **Elliot Park Neighborhood Association.** Since Svetlana Hanley was absent, no report was provided.
- D. **Minneapolis Downtown Council.** Reference Shannon's earlier update on the Chameleon Shoppes project.
- E. **Membership.** Reference Christie report on the Board Members Only page.

## IX. Old / New / Other Business

**The Falls Initiative** by Blake Slette, Outreach and Communications Assistant (<https://thefalls.org/about/#team>; <https://www.signalhire.com/profiles/blake-slette%27s-email/135871232>). He began by acknowledging the leadership of the four Mni Sota Dakota Tribal Nations (which he is not a part of) who engaged with them throughout this process and the government partners, e.g., the U.S. Army Corps of Engineers, the City, the Park Board, and the Minnesota Environment and Natural Resources Trust Fund.

Minneapolis is built around St. Anthony Falls ([https://en.wikipedia.org/wiki/Saint\\_Anthony\\_Falls](https://en.wikipedia.org/wiki/Saint_Anthony_Falls)), a very significant place for indigenous people, and the specific site they're working on is the Upper Lock and the adjacent land, excluding Mill Ruins Park, that's going through a conveyance process. Several milestones have occurred since this process began, the most recent being the Memorandum of Understanding reached between the FOF, City, and Park Board; and the launch of public engagement including the five Community Conversations series with graphic recordings (<https://thefalls.org/engage/#phase6>) and some pop-up engagement this summer. Where they stand today is moving away from the public engagement and design process and towards fundraising.

Slette then shared what they heard from the public engagement process, all of which can be found at <https://thefalls.org/native-partnership-council/#heard>. There are five big themes that have been brought forward and carried into their current programming and partnership studies: water is life; water and culture; knowledge sharing; ceremony; and indigenous food system. There are many things they've heard, one is that USACE is not considering removal of the Upper Lock but to reuse it as an opportunity to heal the story disrupted, support for less structures and more restoration, spiritual and contemplative spaces.

He also explained that they're going through a design process with GGN in Seattle (<https://www.ggnltd.com/>) and BJK (?) here in Minneapolis; the vision is to gain access to the water.

Lastly, he explained their next steps: continue to focus on programming and partnerships; continue the conveyance process with USACE; explore ownership and operations models; fundraise; schematic design for early enhancement of the site.

Christie advised the DMNA is working in partnership with the Falls Initiative, the Guthrie Theatre, and the Native Advisory Council at the Guthrie (<https://www.guthrietheater.org/about-us/native-advisory-council/>), to do a land acknowledgement project. It's a grassroots effort started by volunteers who have met a few times, and the first part of the project is to put up signage along the river in the Mill District to let visitors know they're on native land.

## X. Upcoming Board Events

Happy Hour on Thursday, November 17th, 4:30 p.m. to 6:00 p.m., at FINNEGANS Brew Co., 817 South 5th Avenue.

Hybrid Board Meeting on Thursday, December 1st at TBD and via Zoom. If you would be willing to host an upcoming Board meeting, please use the Sign-Up Genius link: <https://www.signupgenius.com/go/60b0444a5a823a7fe3-etbp>.

**XI. Adjournment**

There being no further business, the meeting adjourned at 10:32 a.m. (??/??)