

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

Thursday, January 5, 2023, 9:00 a.m.-10:30 a.m.

Via Zoom (https://us06web.zoom.us/rec/share/4By2EiMsx_yW8h3ABas-2IY9c8Ny4ULA4iROmI2Xt-0PaRqu_V0DAGiDvXxgDyO-.Xo0I2oz6V7FUIMpfa?startTime=1672931530000; Password: 59e&Cpvu)

I. Call to Order and Introductions

President Julia Lauwagie from Mn Adult & Teen Challenge called the meeting to order at 9:02 a.m. Then she asked everyone to introduce themselves and say something fun that happened to them over the holidays. Julia began advising she has four kids and all of them were in town and it was great to see them all again along with the grand dogs and grandchildren, and now they're gone.

Board Members in Attendance

- Lynn Burn, Compass. She had a quiet Christmas too. Her son did not make home; he's engaged so he went to his other family now. Her daughter is here with her husband and her brother came up from Des Moines with his family, so it was just family and relaxing into the New Year.
- Amy Carlson, Hennepin Healthcare Foundation. It was very quiet; this holiday was different for her family.
- Jacob Gale, People Serving People
- Cassie Garner, Gamut Gallery. She beat her dad twice in a row while playing cribbage on Christmas; he's taught her everything she knows so that felt really good.
- Cyndy Harrison, Sawatdee Thai Restaurants & Zushiya. They had an extended family gathering, about 20 people, which was the first time they've done it since 2019, so it was super nice. Hadn't seen people in a long time.
- Richard Kiemen, Sherman Associates. Spent Christmas out in D.C. with their son, daughter-in-law, and granddaughter who is 4; she's in the sweet spot from 4 to 7 for Christmas, so it's a lot of fun. Yahtzee Frenzy is an awesome game, so if you're looking for a recommendation for another board game that's it!
- Brian Maupin, Allied Parking. The holidays were awesome; he's been burning some speed hills recently up at the U.P. (Upper Peninsula of Michigan). He drove 120 miles through a snowstorm to come to work and then go ski patrol when he got home. There's nothing in Minnesota he can't drive through.
- James Norkowsky, Thrivent Financial. He advised he's taking over for Eric Merriman. Christmas and New Year was relaxing for a week off at the end of year with his three sons home. They went to a Christmas Carol, it's not as scary as it once was because Scrooge is a much friendlier, softer person than that older gentleman who did it for many years.
- Reid Struck, Sherman-Williams. It was nice that both of his daughters were home. His older daughter entering the Fairview Hospital at the U of MN was able to come for a couple of days, and his daughter that goes to college in Arizona was back and she actually flew out yesterday. He and his son had good luck ice fishing.
- Carletta Sweet, Downtown Minneapolis Neighborhood Association. No exciting news to tell. It's been quiet because her domestic partner Dale was hospitalized just before Christmas and will be undergoing rehabilitation.
- Kirsten Walstein, Krause-Anderson Realty. They have a 2-year-old and a 4-month-old, so it was the baby's first Christmas which was a lot of fun, and just seeing the 2-year-old get excited about and starting to understand a little more about Christmas. Present openings took a long time but they had a lot of fun.

Staff

- Shannon Fitzgerald, Executive Director. She had a chaotic Christmas because she has three adult kids and a daughter-in-law who create happy chaos wherever they go especially when they're altogether. It's been fun to have them here and happy that 2022 is over. Looking forward to moving into a great new year with new things to do. The big part for her was turning the year over.
- Christie Rock Hantge, Executive Coordinator. She had all of her older stepsons home with her and two grandkids. Her husband had gotten the 2-2/1-year-old grandson a vicious looking remote-control dinosaur that he was afraid of to which his response was getting her son's knee hockey balls and throwing it on its head.

Guest in Attendance

Derrick Miedaner, Civic Intelligence

Board Members Absent

Jacquie Berglund, FINNEGANS Brew Co.

Charlie Boeckenheuer, Minnesota Vikings

Kim Forbes, Mn Adult & Teen Challenge/EPNI
Jenifer Freeman, Aramark
Brent Hanson, Wells Fargo Corporate Properties Group
Tom Jollie, Padilla
Michael Noble, The Normandy Inn & Suites
Aimee Robertson, North Central University
Wendy Underwood, Catholic Charities of St. Paul and Minneapolis

II. Consideration of Agenda

The agenda was approved as submitted (AC/CS).

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the December 1st Board meeting; F2022 Budget vs. Actual as of December 31, 2022; and Executive Coordinator's reports for the period 12/1/2022 to 12/31/2022 (BM/RK).

IV. New Business

A. New Board Member

Julia introduced new Board Member James Norkowsky (<https://www.zoominfo.com/p/James-Norkosky/855668213>) who recently replaced Eric Merriman. Jim has worked for Thrivent Financial 24 years in building management and leasing real estate. He's currently responsible for all their leased real estate across the country, its acquisition and disposal, and the design and construction. Brian and Carletta remember him because he represented TF on this group about 10 years ago. They're currently in the new building and he gave some of us a tour (<https://easttownmpls.org/event/etbp-mdc-joint-business-forum-on-september-27-at-thrivent-corporate-center/>). He only lives about 4 miles away close to a snow emergency route which takes him to downtown. He'll have us back because that's how they populate the building now by hosting events and meetings. Employees were given a hybrid option and only 20% of them come in which will probably last for the next 3 years.

B. Data Analysis Study Proposal

Shannon advised what they've been working on in the various committees is the who/what/where/how to recruit membership and she believes the data analysis that Derrick Miedaner is doing for another district is a good route for the ETBP to follow (reference his draft proposal sent on January 5th). Based on the research she's done at the Minneapolis Downtown Council, ETBP doesn't have data like this available that we could use and wouldn't be able to get work like this at this price.

Derrick Miedaner, Director of Economic Development at Civic Intelligence (<https://www.linkedin.com/in/derrick-miedaner-21a58394/>), believes there are opportunities to do some revitalization work with us, then he described the three key components of his proposal.

Section 1. Identifying the current economic climate of the district (e.g., which class of commercial entity is growing/declining and what industries are linked to those entities and doing a labor analysis).

Section 2. Doing a like-to-like comparison of current, former, and prospective membership to maximize our resources to get the largest and most sustainable membership base possible.

Section 3. Doing a cost-benefit analysis pertaining to retention and recruitment efforts. They want to set into place an ongoing structure so that we can effectively benchmark and evaluate who we're recruiting and retaining as members.

One of the things that makes them unique is they integrate all of this with mapping and GIS software. He also showed an additional layer of capability, an app they developed that anyone could pull up on their smart phone to rate features within the district to understand the needs of their membership.

Thereafter, Miedaner responded to questions from the Board. He described a couple of ways to gain access to the app, e.g., through an advertisement on the ETBP webpage, providing a link or placing QR codes/sandwich boards around the district. They don't just push off a report and leave forever; they're creating an automatic way to evaluate recruiting and retention efforts. He has not done the data analysis study for any other organization in downtown Minneapolis, but has done it for downtown St. Paul, North Branch Chamber of Commerce (<https://northbranchchamber.com/>), and Quad Area Chamber of Commerce (<https://www.quadareachamber.org/>) in his neck of the woods.

Shannon said the work that Miedaner is doing feels important now because we have lists, research that has been done on potential recruits, East Town has gone through a lot of changes over the past 10 years and is in a state of growth and change, and we don't have a lot of post-COVID data. It's a good investment to make money and she'd like to make a decision on this in the next couple weeks because they could finish the work by March.

C. Committee Reports

1. **Hospitality Sector.** Cyndy Harrison reported on their meeting goals and purpose; it's to uplift and create value for the hospitality sector in East Town with the intent of getting new members and building infrastructure for larger sponsors. The focus right now is on hospitality but moving forward could switch, so the audience is restaurant owners, hotels, breweries, and bars. There was also discussion around getting large venues which are closely linked and aligned because events downtown are a huge driving force for this sector and utilizing relationships to draw potential venues. A Happy Hour has been planned for January 19th at Finnigans and they could step on the Marketing Committee for getting flyers. They're also looking for a food sponsor and are encouraging Board members to invite at least one hospitality sector guest to learn more about those group of people and what opportunities are out there. She'll be out of town for that event.

Shannon asked for a commitment from Board members because the purpose is community engagement, membership recruitment, and building relationships. She is hoping Richard will be able to ask the owners of EaTo Restaurant, Matt and Dennis.

2. **Business Forum.** Shannon advised they have narrowed them down to four major forums that will occur quarterly, the next two of which include the annual meeting on April 7th, and a luncheon on February 7th that Brent and Richard will be working out the location. The topic for February 7th is public safety perspectives and Shannon is working with the DID's tactical urbanism program (<https://www.mplsdid.com/tui>) and a professor at the University of Minnesota Environmental Design for the panelists. In the context of public safety, this is a small intervention that makes a difference. Cassie has already done some artwork for its marketing.

Previously focused on current members, this year's annual meeting will now be used as a membership recruitment activity and it will occur later in the day as a Happy Hour event so people can get to know what we do. She has spoken with Jenifer so that we can have it at U.S. Stadium again. Everyone is encouraged to attend and invite guests. Voting for the new Board members will be conducted via email in advanced and then announced at the meeting.

3. **Marketing and Communications.** Cassie advised their main purpose is recruitment communication, branding, and event marketing, and currently they're lackluster in all three. To be able to create better branding and event marketing will help them build recruitment; they all piggyback off each other. At their last meeting they primarily talked about the two upcoming events: the Happy Hour on January 19th (she's double booked so keep per posted if it's switched), and the public safety forum on February 7th. She also gave a recap of the other things they discussed and reviewed, e.g., Tom's 1-page welcome letter, updating the ETBP website (we can all tackle it by going in and do an UX (User Experience), adding a new tagline to the website, the welcome packets, overcoming our nonexistent social media life, sharing content with Plannerly (<https://plannerly.com/>) or Hootsuite (<https://www.hootsuite.com/>). She already did some graphics for the public safety forum, so going forward when we need graphic design work, she needs to know ahead of time what type of format it needs to be in.

Shannon will send us an email of a checklist of these things for our reference. Her immediate request to us is to share invites to the Happy Hour on January 19th and the Business Forum on February 7th, and a quick User Experience survey. At each event there'll be welcome packets available for potential members containing the welcome letter (send edits to Shannon asap), ETBP brochure, and the handbook of the streets.

V. Updates

- A. **Executive Director Monthly Overview.** No report submitted.

- B. Downtown Minneapolis Neighborhood Association.** Carletta had nothing to add to what she submitted on the Board Members Only page (https://easttownmpls.org/wp-content/uploads/2023/01/DMNA_Update_010523.pdf).

Christie noted there will be a Land Use Committee on Tuesday, January 10th via Zoom with Michael Vekich, Chair of Minnesota Sports Facilities Authority | U.S. Bank Stadium and Chief Executive Officer (<https://www.linkedin.com/in/vekich/>) who will provide an update on their proposal for the fencing around the stadium that will incorporate public art. The DMNA Board doesn't meet until January 23rd. And for those interested, the 800 Washington South/Guthrie Liner Project which has been in the works, has asked the City for an extension on the land sale until July 2023.

- C. Elliot Park Neighborhood Association.** To be submitted by EPNI President Kim Forbes.

- D. Minneapolis Downtown Council.** No report submitted.

- E. Membership.** Reference Christie's report on the Board Members Only page (<https://easttownmpls.org/wp-content/uploads/2023/01/ETBP-2022-2023-Membership-Report-December.pdf>).

VI. Adjournment

There being no further business, the meeting adjourned at 10:30 a.m. (CS/JN)