

Draft Minutes from the East Town Business Partnership Board of Directors Meeting
Thursday, February 2, 2023, 9:00 a.m.-10:30 a.m.
Thrivent Financial, 600 Portland Avenue South, and Via Zoom
(<https://us06web.zoom.us/j/9101234567890>;
Password: pZ590*s4)

I. Call to Order and Introductions

In the absence of President Julia Lauwagie from Mn Adult & Teen Challenge, Vice President Carletta Sweet called the meeting to order at 9:05 a.m.

Other Board Members in Attendance

Cassie Garner, Gamut Gallery
Brent Hanson, Wells Fargo Corporate Properties Group
Richard Kiemen, Sherman Associates
James Norkowsky, Thrivent Financial
Aimee Robertson, North Central University
Reid Struck, Sherman-Williams
Carletta Sweet, Downtown Minneapolis Neighborhood Association

Board Members Via Zoom

Jacque Berglund, FINNEGANS Brew Co
Lynn Burn, Compass
Jacob Gale, People Serving People
Kirsten Walstein, Krause-Anderson Realty

Staff in Attendance

Shannon Fitzgerald, Executive Director
Christie Rock Hantge, Executive Coordinator

Board Members Absent

Amy Carlson, Hennepin Healthcare Foundation
Charlie Boeckenheuer, Minnesota Vikings
Kim Forbes, Mn Adult & Teen Challenge/EPNI
Jenifer Freeman, Aramark
Cyndy Harrison, Sawatdee Thai Restaurants & Zushiya
Tom Jollie, Padilla
Brian Maupin, Allied Parking
Michael Noble, The Normandy Inn & Suites
Wendy Underwood, Catholic Charities of St. Paul and Minneapolis

II. Consideration of Agenda

The agenda was approved as submitted (CG/BH)

III. Consideration of Consent Agenda

The consent agenda was approved as submitted which included minutes from the January 5th Board meeting; Treasurer's Report which included the January's bank statement and reconciliation summary, resubmission of F2022 Budget vs. Actual as of December 31, 2022; and Executive Coordinator's report for the period January 2023 (JN/CG).

IV. New Business

A. Committee Reports

1. Business Forums

- i. Received positive feedback on Public Safety Lunch and Learn on February 7th at Wells Fargo hosted by Brent Hanson (<https://easttownmpls.org/presentation-and-resources-now-available-from-the-etbp-lunch-and-learn-business-forum-on-february-7/>).
 - ii. The Annual Meeting will be held in April at U.S. Bank Stadium during Happy Hour and they're working with Jenifer Freeman on specific details. Discussion will be held on format and content on how to hold the election of the board by its membership. It was compared to North Loop's on January 25th at The Fillmore (<https://northloop.org/event/north-loop-annual-meeting-at-the-fillmore/>) on how to share the right information while engaging folks. She'll get a date to us and who should be there.
 - iii. Planning has begun for the concept of a "48 Hours of Fall" Forum in September or October by Brent, Richard, Jim and Shannon, i.e., a walking tour of points of interest in the afternoon to allow people to understand the depth of East Town. Businesses suggested who could conduct these tours included The Theater of Public Policy (<http://t2p2.net/>) who Cassie hired for a historical walking tour and Christie hired for an ETBP annual meeting, and Minneapolis Trolley (<https://www.minneapolisrolleytours.com/>) who Aimee hired for a faculty tour.
2. **Board Development.** Shannon advised she didn't get them on the calendar in January but they'll meet in February and every month thereafter.
 3. **Hospitality Sector.** Jacquie advised the hospitality event on Thursday, January 19th went very well. For FINNEGANS, they made a good connection – e.g., Trey at Segue Coffee (<https://www.seguecoffee.com/>), they are helping connect Trey with their Food Bank Partner, the Food Group to help support his food pantry. They are planning to have him over to do a pop-up coffee bar on St. Patrick's Day. Elliot Park Hotel is going to join the ETBP and several of their staff were at the event. Jacquie thanked Cassie with Gamut Gallery for referring a musical event at the Taproom tomorrow, February 4, 2023. It was so fun to see the neighborhood businesses supporting each other!
 4. **Marketing and Communications.** Following back on her restaurant motion, Cassie advised in order for that to be worthwhile we need to build a bigger social media presence, e.g., a picture on Instagram, a UX survey (members will take the survey and comb through our site with guided questions to make sure all the current information is correct).

Christie reminded us that if we're on Facebook, to like and share it with our East Town network.

Shannon noted social media isn't easy so she'll connect with Christie about getting a full-time social media manager.

V. Old Business

- **Data Analysis Study.** Shannon advised we've decided to move forward with the study; she met with Derrick Miedaner from Civic Intelligence this week and they're signing a contract with him and will pay him \$1,000 upfront and the balance at the end. She'll share with us the deliverables and timeline via email. Next month Miedaner will share the results.

Christie advised she gave Diedaner information on all past members from 2010 to date, information on lost members as well as the membership levels and it's all on the Board Membership Only page.

Shannon advised he's taking all this membership and geographic information so that we can do some specific recruitment in advance of the annual meeting.

VI. Updates

- A. **Executive Director Monthly Overview.** Shannon submitted no report.
- B. **Downtown Minneapolis Neighborhood Association.** Because there was no LUC meeting, Carletta submitted no report.

Christie advised the City is closing out their current contract and putting in place their new contract for the Neighborhoods

2020 program. As we are all aware, neighborhood funding has declined significantly over the last 4 years and the focus has been on equitable engagement and doing outreach with hard-to-reach sectors in our downtown community, which for us would be renters and that's a challenge. They are planning a National Night Out event again at The Commons, and a big annual meeting similar to what the North Loop did; it'll be at The Depot in October in partnership with the DID or Service Saturdays. The LUC was going to be on this coming Tuesday, but there are no projects to review. The Guthrie Liner Parcel (800 Washington Avenue) project is still on hold, the City has extended development rights to the current developer until July 2024.

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

D. Minneapolis Downtown Council. Shannon submitted no report.

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>), and note there are two new members, Be That Neighbor at \$150 and Restore Restaurant Holdings at \$550. CenterPoint Energy also renewed their 2023-2024 Platinum membership early.

VII. Adjournment

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