

Draft Minutes from the East Town Business Partnership Board of Directors Meeting
Thursday, March 2, 2023, 9:00 a.m.-10:30 a.m.
Sherwin Williams, 1101 South 3rd Street, and Via Zoom

I. Call to Order and Introductions

President Julia Lauwagie from Mn Adult & Teen Challenge, called the meeting to order at 9:03 a.m.

Other Board Members in Attendance

Amy Carlson, Hennepin Healthcare Foundation
Kim Forbes, Mn Adult & Teen Challenge/EPNI
Cassie Garner, Gamut Gallery
Cyndy Harrison, Sawatdee Thai Restaurants & Zushiya
Richard Kiemen, Sherman Associates
James Norkowsky, Thrivent Financial
Reid Struck, Sherman-Williams
Carletta Sweet, Downtown Minneapolis Neighborhood Association

Board Members Via Zoom

Jacque Berglund, FINNEGANS Brew Co
Jacob Gale, People Serving People
Brian Maupin, Allied Parking
Aimee Robertson, North Central University
Wendy Underwood, Catholic Charities of St. Paul and Minneapolis

Staff in Attendance

Shannon Fitzgerald, Executive Director

Guest in Attendance

Derrick Miedaner, Civic Intelligence

Board Members Absent

Charlie Boeckenheuer, Minnesota Vikings
Lynn Burn, Compass
Jennifer Freeman, Aramark
Brent Hanson, Wells Fargo Corporate Properties Group
Tom Jollie, Padilla
Michael Noble, The Normandy Inn & Suites
Kirsten Walstein, Krause-Anderson Realty

Staff Absent

Christie Rock Hantge, Executive Coordinator

II. Consideration of Agenda

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

III. Consideration of Consent Agenda

Postponed to next Board meeting.

IV. New / Old Business

A. Proposed Change in Staffing. This topic was added to today's agenda because of its strategic importance and urgency, and there was time available to discuss it; it was brought to the Executive Committee a couple of months ago for consideration. Shannon is proposing a shift in the way staffing is done to improve efficiency and capacity. Because of the multiple job roles that she performs for the Minneapolis Downtown Council, she finds it difficult to have multiple part-time people working to help support this work. She would like to bring all three administrative positions for NūLoop Partners,

Chameleon, and ETBP into one full-time on-site position. It's a hybrid position, so the person can be offsite 3 days a week. Shannon wants someone who is also working on all the same things she's working on; they would also be employed by the MDC in the same way she is. This person would have access to all the same databases, drives, and software. Right now, she and Christie have two separate sets of files which makes it difficult. Also, she needs someone who can be at these meetings and other meetings she can't be at to do more communication and take social media shots.

Shannon acknowledged the amazing job Christie has done for us for a very long time and advised she offered the position to her but unfortunately being consistently onsite 2 days a week was more than she could commit to. Then she passed around the job description for this new position (<https://www.mplsdowntown.com/wp-content/uploads/2023/03/Downtown-Partnerships-Administrative-Manager-job-description.pdf>; <https://easttownmpls.org/etbp-is-seeking-a-downtown-partnerships-administrative-manager/>) that was vetted through the MDC. In her mind it's a good development position for someone young, an undergrad out of school, who is excited about doing this work in new ways. They hope to fill the position by the end of March.

Cyndy advised Christie definitely wants to still be involved and she'll continue doing pieces of what she currently does, i.e., bookkeeping and the financials, which they thought was a good fit. She'll help with the transition and anything that might fall through the cracks.

Shannon explained Christie couldn't be here today but they've had a lot of conversations with her about her continued presence; she'll continue to do the bookkeeping, insurance, IRS filing, and all those technical pieces she has the background to do and they'll pay her on a contract basis.

B. Data Analysis Study

Derrick Miedaner, Director of Economic Development at Civic Intelligence (<https://www.linkedin.com/in/derrick-miedaner-21a58394/>), came to give the results of his 2023 Member Study and make recommendations for recruitment (see Shannon's email dated March 2nd). First, he described what they do; they are a metro-based consulting firm focused on partnering with business organizations, the public sector, non-governmental organizations (NGOs), cities, counties, states to provide data analytics and consulting solutions for a range of economic development issues.

Then he explained why he felt this is a worthwhile endeavor; civic intelligence goes into the mountain of data and displays the way to make the most effective decisions possible given the goals and objectives.

Then after going through the various parts of the study, Miedaner reiterated the purpose of the study was not to make decisions for us or make the programming for us; they collected a ton of information and analyzed it from every dimension possible that had any value, and said how can we use it in the most effective way to build, set and benchmark goals. This is a limited scope study; it will guide us in our potential opportunities.

Shannon advised they did quickly because they have the annual meeting that they want to be using as a recruitment tool. She'll send out the report today and then everyone can dig into it. For the purpose of the annual meeting, we can do our own thinking about who we should be recruiting. Outside of the hospitality sector people, she would like to see 10 people we're talking to about future recruitment efforts. Also, she would like for us to use this at our strategic planning session over the summer to build our programming in way that is paying attention to this data.

V. Updates

- A. EPNI.** Kim Forbes apologized she hasn't been present at these meetings; she'll be attending so they have a presence from Elliot Park to let us know what's going on. They don't have an Executive Director, just a part-time Administrator, Svetlana Hanley, and they are just keeping the train on the tracks. They want that to change so they'll be fostering greater conversations with specifically the DMNA and potentially talking about a merge in order to combine resources and manpower to be more effective. They are still engaged with the neighborhood, businesses, and changes in propositions within the EP neighborhood. There's a lot happening within the neighborhood but there's only so much they can do with a limited staff and limited Board.

B. Committees by Shannon

1. **Hospitality.** There's another Happy Hour hosted by Matt Monroe at EaTo on Thursday, March 30th and all are welcome. They've had really great response from our hotel and restaurant sector who are interested in doing some group work together. Even though they're not paying the highest dues, they are the ones that the highest dues paying organizations are looking to support. They've added three hotels and four restaurants in the past six weeks.
2. **Recruitment.** There is the big piece for the annual meeting at the end of April, date and location TBD.
3. **Business Forums.** There are some other ones that are easy to plan. At the last one we got a lot of folks looking to give up space and wanting to come in, e.g., with Move Minneapolis.

VI. Next Meeting Date

Tentatively, Thursday, March 30th, 9:00 a.m., location TBD.

VII. Adjournment

There being no further business, the meeting adjourned at 10:31 a.m. (CS/JN).