

**East Town Business Partnership Board of Directors Meeting**  
**April 4, 2024 from 9 a.m. to 10:30 a.m. at 1007 E 14<sup>th</sup> St (Catholic Charities)**

**AGENDA-**

**1. Board Elections**

- No one's eligibility for a second term has ended, first terms are ending for 4 people: Jake Gale (People Serving People), Jordan Robertson (NCU), Keith Kozerski (Catholic Charities), Kirsten Walstein (Kraus-Anderson)
  - Jake and Executive Director of PSP working to find new member to take his board seat
  - Cassie no longer with an East Town business, will be rolling off, thus one open seat (not necessary but optional to fill)
  - Julia would like to ask Briana from Ryan Co (who spoke at last meeting) to join board as a member; Shannon also considering Nicolle Toth from SPS
- Vote new Board members at Annual Meeting, vote for Executive committee in June
  - Julia rolling off next year, VP this year should be taking on her role next year- **anyone interested should schedule call with Julia and/or Shannon** + nominations will be done via email ahead of meeting

**2. Annual Meeting Planning**

- Storytelling request from Marketing and Communications Committee: *Where have you fostered connections with/through ETBP?* Examples are useful
  - **Shannon wants some short stories to share in the presentation**, emailing requests + **send to Jessy/Kirsten/Cassie**
- Cassie working on graphics for social media (and presentation) to support storytelling with callout/photos of locations in East Town, **send updated headshots to Cassie/Jessy**
- Shannon thinking program could include trivia- groups that are matchmade or encourage groups thru networking (20 minutes, facilitated internally)
  - Sharing from Wako on Coalition for Elliot Park, Sherman Associates introduction/welcome (*possibly Chris Sherman*), and 'Downtown update' (*with Adam Duininck*)
  - Numbers on nametags could correlate with table numbers, winning team will win prizes (unsure of what that will be)
- Include East Town map with amenity/business callouts (+ Sherman Assoc. Logo) for presentation

- Raffle items needed – **email Cassie**; Cassie suggests gift cards to varying small businesses in East Town, also looking into ordering branded coasters
- *Are costs covered?* Yes and no- swag + signage costs outstanding (bringing window clings at meeting)
- Hoping to bring iPad for instantaneous membership sign-ups, Shannon's hired PT Operations Coordinator to assist with logistics (will be at Annual Meeting)

### **3. Downtown Update**

- Downtown is slowly coming back, Rich + Shannon noticing more foot traffic- restaurants are finding a lot of synergy
- MDC finishing 2035 Plan (historically, these have been a 10-year strategic vision, but new CEO is considering alternatives); strategically amplifying nodes that are growing vs focusing only on the core
  - Creating a more inclusive environment (non-exclusively Financial District)
- *Could ETBP support more small businesses like NLNA?*
  - Potential for East Town pitching story to MSP magazine to increase awareness of ETBP
  - Trying to get 36 Hours of East Town + Walking Tour running this Fall- could align article with this campaign (min 6 months out, online is faster)

### **4. Upcoming Events:**

- 4/9 - Coffee with ETBP at Meet Minneapolis Visitor Center, specifically inviting hospitality businesses because Meet Minneapolis connects to tourists
- 4/25 - Draft Party at US Bank Stadium, Charlie has offered tickets, HH at Finnigans
- 5/9 - Annual Meeting
- 5/11 Tree plantings at Elliot Park (also Neighborhood Day)
- 5/14 - Happy Hour at The Larking Apartments
- 5/18 - Jazzclectic Concert at Guthrie Theater (free DMNA partnered event) during lunch hour- delaying Walking Tour to Fall
- 6/8 - Adventurama, NCU gym will be one of the locations, opportunity for ETBP to volunteer at Elliot Park assisting in wayfinding or activity, *maybe getting t-shirts?*

### **5. Other Updates:**

- Coalition for Elliot Park supporting quarterly forums and coffee hours with each organization for community engagement/education
  - Possibly Jazz concert at Elliot Park, funds set aside for Elliot Park
  - *Catholic Charities funding from City had to be sent to County to be paid out*

- MPRB planning \$1.7mil improvements to Elliot Park (Forum with ETBP successful)
- DMNA seeing a lot of pushback on The Bazement, City Council will be discussing more later
- Shannon suggesting levels of membership + sponsorship for organizations, new members billed quarterly (within the quarter joined), Board invoices coming in June