

DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

Minutes from the Board Meeting on Thursday, February 16, 2015 *The Depot - Great Hall* 225 Third Avenue South, Minneapolis, MN 55401

I. Call to Order and Introductions

Board Chair Chad DiDonato called the board meeting to order at 5:33 p.m.

Other board members in attendance were:

Laurie Jones, Vice Chair
Claudia Kittock
Ken Searl
Carletta Sweet, Secretary
David Tinjum
Peter Zenner, Treasurer

Staff members Joan Bennett and Christie Rock Hantge were also present.

Guests in attendance included:

Martha Archer, Mill City Farmers Market
Dave Baker, Mile in My Shoes
Jackie Cherryhomes, Cherryhomes-Tyler Consulting
Burt Coffin, ESG Architects
Dan Collison, East Downtown Council
John Ferrier, CSM Corporation
John Hafner, Cities Edge Architects
Mike Jurasits, Mile in My Shoes
Jack Reibel, Four Sevens, LLC
Aaron Roseth, ESG Architects
Adam Schiff, Downtown Families Minneapolis
Ben Shardlow, Minneapolis Downtown Council and Downtown Improvement District
Emily Stern, City of Minneapolis CPED
Mishka Vertin, Mile in My Shoes
Conrad Zbikowski, downtown resident

II. Consideration of the Agenda

Jones moved and Sweet seconded a motion to approve the February 16, 2015 board meeting agenda. DiDonato called for discussion. The motion passed.

III. Consent Agenda

Searl advised that he was not in attendance at the January 19, 2015 board meeting and requested an amendment to the minutes to reflect his absence.

Sweet moved and Jones seconded a motion to approve the January 19, 2015 board meeting minutes as amended to reflect Searl's absence.

Thereafter, Searl moved and Kittock approved the consent agenda that included the amended January 19, 2015 board meeting minutes; the Neighborhood and Finance Coordinator's work report for January 2015; and the Outreach & Engagement Coordinator's report for January 2015 (reference Bennett's Invoice #001). DiDonato called for discussion. The motion passed.

IV. Financial Report

Treasurer Zenner explained the draft budget for FY2015 that he and Hantge put together. Expenses have increased to reflect a number of projects they will be embarking upon, specifically, consulting and professional services have been beefed up: \$45,500 for the outreach and engagement coordinator; \$13,300 for the finance coordinator; \$12,000 for the fiduciary agent; and \$500 for the accountant.

Zenner then directed the audience to the Outreach Events/Sponsorship expense line item. Of the total income available from the Community Participation Program funds, \$20,000 is being allocated to this category for community engagement-related funding requests. For program-related funding requests, the DMNA will consider drawing from its NRP Phase 2 funds. Ultimately, any funding requests the DMNA would like to approve must adhere to the policies and guidelines of the funding agency.

One expense line item that will decrease is website hosting and maintenance. When the current website services contract ends in November 2015, the DMNA will entertain less expensive choices.

Sweet moved and Jones seconded a motion to approve the FY 2015 Budget. DiDonato called for discussion. The motion passed.

Zenner then noted there was nothing unusual to report on for the FY2015 Budget vs. Actual as of January 2015.

Sweet moved and Kittock seconded a motion to receive and file the January 2015 financial report. DiDonato called for discussion. The motion passed.

V. Guest Presentations / Speakers

- ***East Downtown Council's Great Streets proposal.*** EDC Executive Director Dan Collison presented a request to the DMNA Board to provide a letter of support for the EDC's Great Streets Business District Support Program grant application. A copy of the grant application and draft letter of support were provided in the board packet. Collison explained that the grant covered two projects for which they are seeking \$25,000 each:
 - 1) *District branding.* This is to match the \$25,000 in pro bono services being provided by PadillaCRT. Next steps include conducting a workshop with leaders in the industry and members of the community to talk about and study branding in East Downtown as a district. This process will be unfolding throughout the year and he absolutely wants the DMNA to be involved to get a sense of its perspective and to help shape what the brand

will ultimately be.

- 2) *Community engagement model for development.* The goal is to refine and make more strategic how development comes to East Downtown and how businesses, residents and the City are working cohesively to improve the development process and advocate for the best projects. Essentially, resources are needed for staff and consultants time for the refinement of ideas. Dan believes the 2025 Plan East Downtown Development Committee Task Force already has the groundwork in place to make this effective and there are already DMNA voices at the table.

Searl moved and Sweet seconded a motion to provide a letter of support to the East Downtown Council for the Great Streets Business District Support Program grant application. DiDonato asked for discussion. The motion passed.

- ***Mile in My Shoes.*** Co-founder Mishka Vertin introduced herself, Mike Jurasits, and Dave Baker, Catholic Charities' Higher Ground resident guest who completed his first half marathon under this program. Then she explained the purpose of MiMS (reference the February 16th introductory letter to the DMNA distributed in the meeting): it aims to foster wellness, empathy and empowerment within individuals and communities by bringing together diverse populations through the power of running. While the running program, borne in partnership with Catholic Charities, is centered on setting and achieving running goals, overall program ambitions include:
 - Greater attention to health and well-being;
 - Increased self-esteem and leadership skills;
 - Promotion of understanding and friendship between people from diverse backgrounds; and
 - Changing the way the community views and engages with people experiencing homelessness.

Current members are resident guests of the Higher Ground homeless shelter in downtown Minneapolis and volunteers from the local running community. MiMS meets twice each week on Tuesday and Thursday from 6 a.m. to 7 a.m., and every other Saturday for group runs. Each group run includes a warm up and cool down, and runs vary depending on a training plan but average 2 to 3 miles. In addition to the morning runs the team participates in a race each month (5k to half marathon) as well as occasional social events and outings. While many members have running goals, the number one emphasis of MiMS is teamwork.

Baker briefly addressed the audience by expressing gratitude to Vertin, Jurasits, all the volunteers, and DMNA board member Kittock for the kindness shown and care given to him and the other resident guests in the program to make MiMS a success.

Kittock then described her experience with MiMS as a volunteer. When she and her running partner go to the shelter on cold mornings at 6 a.m., they are crabby, but once they join the group they are no longer crabby. They are uplifted and happy that they have spent time with their neighbors and helping each other.

Vertin explained MiMS's goals for 2015 (reference the 2015 Goals & Metrics document distributed at the meeting): (1) harness momentum created in past year to reach more

shelter guests, involve more community volunteers and continue to grow support base; and (2) invest in long-term sustainability of program by cultivating strong leadership team, developing multiple sources of sustainable funding, creating and implementing assessment tools for tracking measurable outcomes, and partnering with more community organizations.

Vertin then requested a \$10,000 contribution from the DMNA to achieve its goals (reference the Projected Budget 2015 document distributed in the board meeting). Thereafter she entertained questions from the board, including number of potential downtown program members (approximately 4,000), and what other supportive housing organizations they've met with that may be interested in having this program (e.g., House of Charity, Emanuel House).

In response to DiDonato's question, Hantge advised that now that she has heard more about MiMS, it sounds like something that would fall better under the NRP housing strategy versus using CPP funds but she will first have a conversation with CPED finance to determine which is more appropriate. And typically a nonprofit cannot contribute to another nonprofit's operating expenses.

Jones moved and Sweet seconded a motion to table the decision until feedback is received on how DMNA could leverage its funds versus being a single funding source. DiDonato called for discussion. The motion failed four to three.

Kittock moved and Tinjum seconded a motion to support the full amount of the request at \$10,000. DiDonato called for discussion.

Searl then expressed interest in splitting the funding: \$5,000 now and \$5,000 after a milestone has been achieved, e.g., expanding the program to another downtown shelter by his home. Jones expressed interest in having them reach out to other downtown Minneapolis neighborhood groups for matching funds to leverage the DMNA's contribution.

Searl moved and Kittock seconded a motion to contribute \$5,000 now, and \$5,000 contingent upon MiMS expanding its programming to another downtown shelter, has secured additional volunteers and at least 10 resident members by June 2015. DiDonato called for discussion. The motion passed.

For more information, visit <https://www.facebook.com/mileinmyshoes>.

- **Mill City Farmers Market.** Martha Archer, executive director of MCFM, introduced herself and thanked the DMNA for its continuing support of the 26 days in the summer and 8 days in the winter of music then requested continued support of that program in the amount of \$10,000 (reference the Sponsorship Agreement included in the board package).

Their mission is to inspire and nurture a healthy community by building a local, sustainable and organic food economy in a vibrant, educational marketplace. This is accomplished in a multitude of ways (reference the MCFM Programming Review) and having the music really provides a lively atmosphere for shoppers and those attending demonstrations or educational events. Archer proposed helping redo the DMNA's billboard sign and any other supporting collateral for its outreach and engagement.

After entertaining questions regarding DMNA's presence at the market in the form of an information booth, literature, signage, etc.,

Searl moved and Sweet seconded a motion to make a \$10,000 contribution to the 2015 Mill City Farmers Market. DiDonato called for discussion. The motion passed.

Joan Bennett, the DMNA's new Outreach and Engagement Coordinator will meet with Archer to discuss ways to market and promote the DMNA during the 2015 season. For more information, visit <http://millcityfarmersmarket.org/>.

- ***Downtown Families Minneapolis.*** Adam Schiff from the DFM introduced himself and explained that they hosted two events: one in September 2014 at the North Loop playground to meet Ginger Kranz, the new principal of the new Webster School; and in January 2015 at Elsewarehouse in the North Loop for a "fancy pants dance." Now they are doing their first event in the DMNA zone on Saturday, February 21st, 3:30-5:30 p.m. at The Carlyle during which MacPhail Center for Music will come and conduct a free class. Schiff requested the DMNA for \$300 to help defray the cost for food and supplies (e.g., name tags, pens). Hantge advised that the DMNA could not use NRP or CPP funds to pay for food but could use some of its discretionary money to reimburse DFM for funds expended for this event.

Sweet moved and Tinjum seconded a motion to provide \$300 from its discretionary funds for the February 21st Downtown Families Minneapolis event at The Carlyle. DiDonato called for discussion. The motion passed.

For more information, visit <http://downtownfamiliesmpls.org/>.

- ***Minneapolis Downtown Council's Transportation Committee.*** Ben Shardlow, Director of Public Realm Initiatives from the Minneapolis Downtown Council (MDC) and Downtown Improvement District (DID), introduced himself and explained that in order to support implementation of the 10 major initiatives within the *Intersections Downtown 2025 Plan* (<http://www.downtownmpls.com/page/show/423275-2025-plan>), committees were established around each to seize the opportunity to advance those initiatives.

One of the initiatives, 6 in the Plan, is to lead the nation in transportation options and move transit's mode share for daytime commuters from 40 percent to 60 percent by 2025. To date, transportation has been rooted under the Public Realm purview, but since there is so much happening and a lot of potential transit improvements that going into 2015 the MDC decided to create a freestanding Transportation Committee.

One important note within the Plan calls for an expanded definition of the downtown, i.e., it isn't just the Central Business District but extends to I-35W, I-94, up to Plymouth Avenue North and across the river down to the University of Minnesota. The boundaries of the DMNA and what they consider downtown are not the same and are looking to integrate perspectives from throughout the expanded areas and are not looking for an appointment from DMNA for a specific committee. It's informal and they are working with partners they have relationships with to seek recommendations.

In this instance, they have all the organizations you'd expect coming to the table, e.g., the Metropolitan Council, the Minneapolis Bicycle Coalition, Metro Transit, and would love resident representatives on the TC so he approached DiDonato and asked if the DMNA would like to recommend someone to participate. The TC is currently comprised of 15 to 20 members and meeting times and frequency of meetings have not yet been established.

After Shardlow responded to questions, DiDonato then asked the board and audience if anyone would be interested in serving. Conrad Zbikowski, a downtown resident, volunteered.

- ***Greening Downtown Minneapolis Task Force.*** Shardlow went on to explain that the 2025 Plan also calls for expansive improvements to parks and public spaces downtown. It specifically recommended that a nonprofit entity be created to partner with public and private organizations to coordinate and enhance funding, planning, programming and management of existing and new public realm amenities. The Trust for Public Land was hired in 2012 to conduct a feasibility analysis of this idea and its report concluded that such a greening nonprofit be created by establishing additional capabilities within the DID, the business improvement district aligned under one governance board with the MDC. The report sat on the shelf for a couple years during which time the landscape shifted, e.g., there's now going to be the Downtown East Commons and Peavey Plaza has now been listed on the National Register of Historic Places. Within the existing relationships and purviews, there are challenging questions to answer in terms of how we all work together to get the public spaces we want. GDM is a startup organization that is being integrated into the MDC to answer those questions. Right now they are developing a business plan.

The task force is comprised of City and MPRB officials, the business community, and Melissa Laska was appointed to serve as the downtown resident representative.

VI. Community Development Update

- ***Renaissance Minneapolis Hotel at The Depot.*** John Ferrier noted that it was fitting to be meeting in the Great Hall for his renovation presentation. The Depot (formerly the Milwaukee Road Depot) was designed by architect Charles Frost, and it and the shed (later converted into an ice rink) were built between 1897 and 1899 and subsequently designated a Historic Landmark in 1979. It is part of CSM Corporation's signature development of two hotels – Renaissance Minneapolis Hotel and the Residence Inn Minneapolis both completed in 2001. Although neither property falls within an historic district, because of their adjacency to The Depot the proposed expansion must go through the Heritage Preservation Commission approval process.

Ferrier then used display boards to explain the expansion project. They would like to add 110 guest rooms to the Renaissance Minneapolis Hotel and that necessitates the removal of the water park to make room for the additional guest rooms, a fitness center, a concierge lounge and pool. The project also requires adding a 6th floor to achieve the desired number of rooms. This addition has been designed to complement the historic landmark on the site but no work is proposed for The Depot. Materials removed from the exterior of the water park building will be reused. In addition, they plan to update landscaping features in the adjacent parking area and modify the eastern entry in hopes of improving pedestrian circulation and safety.

CSM has submitted applications to the City and the HPC for site plan approval, general land use approval and a certificate of appropriateness. He is seeking support from the DMNA for all three land use applications.

Ferrier concluded by providing a timeline for the City approval process. The project will appear on the Heritage Preservation Commission meeting agenda on March 3. Thereafter, he entertained questions from the board.

Sweet moved and Jones seconded a motion to provide a letter of support to CSM Corporation for the Minneapolis Depot Renaissance Hotel expansion project. DiDonato called for discussion. The motion passed.

- *205 Park Avenue Interim Parking Lease.* Emily Stern from Minneapolis CPED introduced herself and then explained that the City is entering into a 14-month lease with Ecumen to allow temporary parking on the vacant site at 205 Park Avenue for the tenants of the Crown Roller building during construction of the Mill City Quarter project. Crown Roller building tenants currently park at 300 South 2nd Street, the site of the planned MCQ project.

She noted that although there has been a lot of developer interest in the 205 Park Avenue site, they received a proposal from the MCQ project developers to lease it during construction and this would satisfy the contractual obligation the City has with the tenants of the Crown Roller building for parking. Parking at 205 Park Avenue will be for private vehicles during business hours only. If for some reason the City needs to extend the lease due to construction delays, she would come back to the DMNA.

Jones moved and Kittock seconded a motion to provide a letter of support to the City of Minneapolis for its Interim Parking Lease with Ecumen for 205 Park Avenue. DiDonato called for discussion. The motion passed.

- *Il Foro (40 South 7th Street, #124).* Burt Coffin from ESG Architects introduced his colleague Aaron Roseth, and Jack Reibel from Four Sevens, LLC, the new chef for Il Foro.

Reibel gave a brief history of his work experience and expressed his excitement about the project and how it will bridge the past by paying homage to the Art Deco features with a new contemporary restaurant. They are calling the new restaurant Il Foro because it is Italian for "the Forum." The menu will feature authentic, yet contemporary Italian food.

Roseth then explained that the Forum has an amazing history and the Star Tribune has done a good job presenting it over the past couple months now that it's being reinvented as a new restaurant concept. During its history, the Forum has gone through a couple iterations of different ideas, but they hope theirs will be the last for the next 100 years. Because the space is protected by the Historical Preservation Society, they are going through the HPC. In short, they are asking for DMNA's support to proceed and have worked closely with City staff to get to this point.

Then he used display boards to present the interior design and layout; it will retain and respect the historic character of the former Forum Restaurant. They are 3,500 pieces of Art Deco architecture that had been archived and reinstalled in the 1970s including the

chandeliers, cast plaster, Bakelite tiles and etched glass; they will remain and stay in place. The main change will be in the orientation. There was never a good relationship between City Center's inner core and the dining, bar and off the street experience. They have created a clear pathway throughout and compartmentalized the space.

Shorenstein Properties is submitting a Certificate of Appropriateness application to the HPC and it will appear on their March 3 meeting agenda. The plan is to open the restaurant in May 2015.

Kittock moved and Jones seconded the motion to provide a letter of support to ESG Architects for Il Foro's Certificate of Appropriateness application to the Heritage Preservation Commission. DiDonato called for discussion. The motion passed.

- *317 2nd Avenue South conversion into Holiday Inn Express.* Jackie Cherryhomes, consultant to TPI Hospitality and Torgerson Properties, introduced John Hafner from Cities Edge Architects.

Hafner explained that Torgerson Properties is in the process of purchasing the 100 year old William McGee office building at 317 2nd Avenue South to convert it into a 109-room, Holiday Inn Express hotel. The property is currently vacant and is not on the National Historic Register but the intention is to respect the building's history. Hafner reviewed the site plan and architectural drawings using display boards. He indicated that hotel guests would access the lobby via a carport in the alley and that the property shares a parking lot with the City's Public Service building. Torgerson Properties is in dialogue with the City to develop a better traffic flow for the lot and improve the landscaping. They came to share this project and are not seeking any action by the board. For more information, visit http://www.bizjournals.com/twincities/blog/real_estate/2015/02/119-room-holiday-inn-planned-in-century-old.html?page=all.

VII. Old / New / Other Business

- *Outreach and Collaboration with Other Downtown Organizations.*

Please reference the Outreach and Collaboration chart Sweet provided in advance of the meeting.

VIII. Adjournment

Being no further business, Jones moved and Tinjum seconded a motion to adjourn the meeting. DiDonato called for discussion. The meeting adjourned at 7:02 p.m.

Signed this _____ day of _____, 2015.

Chair

Secretary