

DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

Minutes from the Board Meeting on Monday, March 16, 2015 *Mill City Museum, 6th Floor ADM Room* 710 South 2nd Street, Minneapolis, MN 55415

I. Call to Order and Introductions

Board Chair Chad DiDonato called the board meeting to order at 5:45 p.m.

Other board members in attendance were:

Nick Cichowicz
Claudia Kittock
Ken Searl
Carletta Sweet, Secretary
David Tinjum
Peter Zenner, Treasurer

Board member Laurie Jones was absent.

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

Guests in attendance included:

Christine Adams, Carlye Condominiums
Kathleen Anderson, North Star Lofts
Eric Best, *The Journal*
Gretchen Camp, BKV Group
Max Erickson, Bridgewater/MacPhail
Kathy Franza, Bridgewater Lofts
Brent Frederick, Jester Concepts
Jacob Frey, 3rd Ward City Council Member
Jack Goldberg, 1010 Wine & Spirits
Tom Hoch, Hennepin Theatre Trust
Rick Kittock, Bridgewater Lofts
Michael Krych, BKV Group
Anthony Kuechle, Sherman Associates
Michelle Massey, Jester Concepts
Brady Mueller, Stonebridge Lofts
Todd Nordgren, CenterPoint Energy
Michael Rainville, Meet Minneapolis
Charlene K. Roise, Hess Roise and Company
Al Swintek, CenterPoint Energy
Alex Tsatoulis, Minneapolis Bike Coalition
Doug Verdier, RiverWest Condominiums
Shawn Zimney, Village Green
Conrad Zbitowwski, Stonebridge Lofts
Mary Zbikowski, Stonebridge Lofts

II. Consideration of the Agenda

DiDonato noted that the agenda required amending as follows: under Guest Presentations add a quick update on the Mill City Quarter project, and Meet Minneapolis' new signage.

Sweet moved and Kittock seconded a motion to approve the March 16, 2015 board meeting agenda as amended. DiDonato called for discussion. The motion passed.

III. Consent Agenda

Sweet moved and Cichowicz seconded a motion to approve the consent agenda that included the February 16, 2015 board meeting minutes; the Neighborhood Coordinator / Finance and Contract Coordinator Work Report for February 2015; and the Outreach and Engagement Coordinator's Report for the period February 1-28, 2015. DiDonato called for discussion. The motion passed.

IV. Financial Report

While displaying the FY2015 Budget vs. Actual slide, Zenner advised it contained figures taken from the operating budget approved at the February 2015 board meeting and that not much has changed. The DMNA is under budget primarily due to the fewer hours expended by the Outreach and Engagement Coordinator as originally budgeted (the largest line item expense). Bennett is doing a bang up job in fewer hours. The next largest line item expense is \$20,000 for Meetings/Community Building Events (Sponsorships) out of which only one expenditure has been made thus far of \$300 for a Downtown Families Minneapolis event. The \$10,000 approved to support the Mill City Farmers Market will be split between Community Participation Program funds and NRP Phase II funds.

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

V. Guest Presentations / Speakers

- ***Cultural District Branding Plan.*** Tom Hoch from the Hennepin Theatre Trust (HTT) introduced himself and advised that they operate and maintain the State, Orpheum and Pantages Theatres on Hennepin Avenue, and the New Century Theatre in City Center. He is back to provide an update on the activities taken since his presentation to the DMNA in November 2014 regarding the Cultural District Plan (www.hennepintheatretrust.org/culturaldistrict).

As background, Hoch explained that 4 years ago they engaged in strategic planning out of which they learned that: (1) Hennepin Avenue and much of downtown was an uneven pedestrian experience shifting from good blocks to bad blocks; (2) HTT would be held responsible for the situation; and (3) HTT should do something to rectify the situation.

Thereafter, HTT went to the National Endowment for the Arts (NEA) and applied for an Our Town grant that funded a planning initiative entitled *Plan-It Hennepin* for the cultural district along Hennepin Avenue from the Walker Art Center to the Mississippi River and from Nicollet Mall to 1st Avenue North, the boundaries of which echo those of the City's Downtown Economic Development District.

In partnership with Artspace, the City, and Walker Art Center, they ultimately came up with the CDP, the idea behind which was to utilize arts and culture as a vehicle for knitting together disparate components of the district and turning every block into a great block, i.e., a walkable center of arts, culture, and economic activity. The City approved the CPD in February 2013 and soon thereafter HTT began implementation focusing on the following four short-term goals:

1. *Create a "no vacancy" initiative for downtown storefronts.* HTT's first foray into this was the Made Here (<http://www.madeheremn.org/>) project. At 6 p.m. this evening, 80 submissions will be reviewed for the next round of major installations.
2. *Invest in public art installations.* At 3 p.m. today, HTT submitted a large grant application to Artplace (<http://www.artplaceamerica.org/>) to add lighting and art to the Hennepin Avenue/I-94 underpass. They should know in June 2015 if it is granted and it would allow a series of four installations over the summer of 2016.
3. *Build more visual stimulation.* Have an NEA proposal sponsored by the City for 38 artist-designed crosswalks from the riverfront to the Walker Art Center (<http://www.startribune.com/local/blogs/285271431.html>).
4. *Develop a cultural district brand.* This is being conducted in partnership with Target. Criteria include it should partner well with other iconic brands; should reference a location (i.e., placemaking); be broadly inclusive; be inviting and welcoming to all people and organizations in the community; be simple and timeless; lasting in historical value; and fit with the competitive set of brands locally and nationally.

Hoch then revealed the new *We Do* (short for West Downtown) logo that was developed after 30 to 50 iterations. They consider it fresh, hip, has the same feel of SoHo in Lower Manhattan, and has great legs for marketing purposes. He identified places where it would be placed, e.g., on a new district website that could curate visits at all price ranges, on banners, and possibly on crosswalks by referencing the logo's color palette. At this point in time the new brand has not been publicly released but plan to roll it out this summer.

- ***Third Ward Update.*** Council Member Frey gave an update on the following projects that are moving forward:
 - Two vacant City-owned parcels in Downtown East that will soon have RFPs issued:
 - 800 Washington Avenue South between Chicago and 9th Avenues; and
 - 205 Park Avenue South. Although will have an RFP issues, will be used in the meanwhile for parking by those constructing the Mill City Quarter project.
 - United Properties' proposed Gateway development on the former Nicollet Hotel Block.
 - A proposal that came forward for more green space in the North Loop (<http://minnesota.cbslocal.com/2015/03/13/70m-north-loop-proposal-features-more-green-space-parking/>).

- Lennar Multifamily Communities' apartment project for the Superior Plating site (<http://www.bizjournals.com/twincities/news/2015/01/19/lennar-reveals-images-of-northeast-minneapolis.html>) at 315 1st Avenue NE. The soil has been fully remediated and the project will bring a beautiful building as well as a substantial public realm aspect that will bolster the pedestrian and bicycle mindset on that side of the river.
- Schafer Richardson's mixed-use residential proposal for Nye's Polonaise Room site at 112 East Hennepin Avenue. This project is moving ahead much more slowly than the others and Fry is somewhat inhibited from talking about it due to the quasi-judicial nature of it. There's a lot of misinformation out there and as everyone forms an opinion he wants to make sure they have the facts.

Frey then recommended checking out 13th Avenue NE along which is the Ritz Theater (<http://www.ritz-theater.org/>) and its main tenant, Theater Latté Da (<http://www.theaterlatteda.com/>), and Dangerous Man Brewing (<http://dangerousmanbrewing.com/>), all places he considers great to patronize. He explained that when he visits the respective neighborhood groups within the 3rd Ward, he likes to let them know about great things happening in adjacent neighborhoods. Thereafter, he entertained questions from the audience.

- **Mill City Quarter Project Update.** Charlene Hess Roise, a historic preservation consultant who has been working with the developers on the MCQ project, gave a quick update on the affordable housing portion of the project that will be located at the corner of 3rd Avenue South and South 2nd Street. The project went through the approval process with the City's Heritage Preservation Commission and after making changes based on HPC's comments, was awarded a Certificate of Appropriateness, i.e., the project met HPC's design guidelines that are based on the Secretary of Interior's standards. Subsequently, the project is getting HOME funds (http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/affordablehousing/programs/home/) that pass through the City and that triggered the Section 106 process (<http://www.achp.gov/106summary.html>). Roise explained that even prior to the HPC approval process they had consulted with the State Historic Preservation Office to get its opinion and had made revisions to the design in response. However, when the HOME funds became available and they submitted the Section 106 documents, SHPO came back and said the design does not meet the Secretary of Interior's standards. It's really too late to change the design and there's no room in the budget in any case. Since the HPC awarded the COA, there is an acknowledgement that there are some differences in interpretation of the SOI's standards. As a result, in the Section 106 process if there is an adverse affect, the developer needs to avoid, minimize or mitigate SHPO's concerns about the project. The developer cannot avoid or minimize but will mitigate by adding interpretive signs to the woonerf area. The signage will be minimal in nature.

Roise came to apprise the neighborhood that a Section 106 process is happening and there is a public participation aspect to it. The plan is to get a memorandum of agreement and pursue mitigation. Hopefully this will not impact the construction schedule. Thereafter, Roise and Gretchen Camp responded to questions from the audience.

- **Open Streets Minneapolis.** Alex Tsatoulis from the Minneapolis Bicycle Coalition (<http://mplsbike.org/>) presented his Open Streets Minneapolis 2015 Sponsorship Proposal

(<http://www.openstreetsmpls.org/>). This is the 5th year they will close down major corridors to traffic for one weekend day from 10 a.m. to 4 p.m., giving priority to people-powered transport by foot, bike or other wheeled means, to allow local businesses, community groups and individuals to come and engage with each other on the street. He does not consider it a street festival but rather a family-friendly community event. Responding to Zenner's inquiry, Sweet explained that National Night Out (<http://www.ci.minneapolis.mn.us/nno/>) differs from OSM in that it encourages community engagement with neighbors as a way to encourage crime prevention. Tsatoulis further explained that OSM works with local businesses and neighborhoods to help facilitate the type of programming they want for their event, and with the City to help cover the costs of permits for food and amplified sound, etc. They also outreach to nonprofit groups to conduct programming and to sponsor.

The first OSM was held in 2011 on Lyndale Avenue and it has grown since then to six corridors in 2014. As a result of the rapidly expanding residential population and the myriad attractions in the area, this will be the first year an OSM is being proposed for downtown. It will be a great opportunity to walk and bike through the business, entertainment and residential areas and become more familiar with them. The potential routes shown on the map are (1) starting at South 12th Street and running along Hennepin Avenue to Washington Avenue and ending at 10th Avenue North; and (2) starting at North 7th Street and running along 1st Avenue North to Washington Avenue and ending at 10th Avenue North.

Tsatoulis explained the two sponsorship levels: Local Sponsor Level at \$5,000, and the Neighborhood Sponsor Level at \$2,500. After which he asked the DMNA to support at the \$5,000 level.

During the board discussion that ensued, reaching out to the Webster School and Downtown Families Minneapolis was recommended for having programming space the DMNA would consider supporting. In addition, in order for the DMNA to maximize its return on sponsorship and help define whether it would sponsor and at what level, it needs a programming plan. Tsatoulis agreed to take DMNA's feedback into consideration.

VI. Community Development Update

- ***New Restaurant at Hotel Ivy (201 South 11th Street).*** Brent Frederick and Michelle Massey from Jester Concepts reviewed plans for a new bar and restaurant in the former Porter and Frye space in the Hotel Ivy (<http://www.startribune.com/lifestyle/taste/291048461.html>).

Frederick used a PowerPoint presentation to show images of the interior design for the new restaurant. He noted that Heather Whalen from ESG Architects created the design for the space. He explained the interior layout, including both the main floor restaurant and lower level cocktail bar. Frederick indicated that the new restaurant plans to revive/rehabilitate the exterior patio space, which prompts the need for a new exterior door. The door will allow bartenders to serve both the restaurant and the patio space more efficiently. Frederick explained that because the building is on the National Historic Register, the addition of the new door requires a Certificate of Appropriateness. Hotel Ivy was formerly the Second Church of Christ Scientist.

After reviewing the interior design and layout, Frederick described the restaurant concept in more detail. He stated that long-time La Belle Vie chef Mike DeCamp is the new executive chef. The menu will feature old world, coastal Italian cuisine. The lower level cocktail bar will have a feel similar to the Parlor Bar. Frederick then introduced Michelle Massey and noted that she will run the front of house.

Frederick concluded the presentation by stating that the restaurant will open mid-year. ESG Architects submitted the Certificate of Appropriateness application to the Heritage Preservation Commission for the new door in February. He indicated the project will appear on the March 24, HPC meeting agenda. He requested a letter of support from the DMNA. He then accepted questions about the project after which some discussion ensued.

Searl moved and Sweet seconded a motion to provide a letter of support to for Jester Concepts Certificate of Appropriateness application for Hotel Ivy. DiDonato called for discussion. The motion passed.

- **Village Green Residential Project (South 10th Street and Marquette Avenue).** Shawn Zimny from Village Green and Gretchen Camp and Michael Krych from BKV Group reviewed the concept plans for an 18-story residential project located at South 10th Street and Marquette Avenue.

Zimny and Krych used a PowerPoint presentation to show images of the site plan and exterior design of the building. Krych explained that there are currently three buildings on the property. He stated that Village Green intends to incorporate one of the buildings, the 108-year-old Handicraft Guild building at 89 South 10th Street, into the redevelopment plan. Krych further noted that the exterior design of the base of the new building compliments the Handicraft Guild Building, while the upper portion is contemporary and practical like the building was when it was first constructed.

After reviewing the site plan and exterior design, Zimny highlighted the residential composition of the project and stated that the project will contain 293 market rate apartments. The project includes 23% micro units, plus other smaller unit types such as studio, alcove and small 1-bedroom units. In addition, the project provides 2-bedroom/1-bath and 2-bedroom/2-bath units. Zimny indicated the 18th floor would provide an outdoor roof terrace and sky club for the private use of the building's residential tenants.

Camp reviewed the land use applications associated with this project. She stated that Village Green is seeking a Certificate of Appropriateness from the Heritage Preservation Commission for the renovation of the historic Handicraft Guild Building. In addition, Village Green will be requesting the following from the Planning Commission: variance to increase the maximum floor area ratio from 8 to 9.5; variance to reduce the width of the drive aisle from 22 feet to 0 feet; variance to reduce the south interior side yard setback from 15 feet to one foot for residential windows facing the property line; site plan review; and vacation of air rights over the public alley.

Krych and Zimny concluded the presentation by requesting a letter of support from the DMNA. Krych and Zimny then accepted questions about the project. There was some concern about the size of units and lack of parking spaces. Krych and Zimny stated that this

project intends to cater to millennials working downtown that rely on car share companies and public transit. After some discussion,

Sweet moved and Kittock seconded a motion to provide a letter of support for Village Green's concept plans and associated land use applications for property located at South 10th Street and Marquette Avenue. DiDonato called for discussion. The motion passed.

- ***Thresher Square Redevelopment Project (Chicago and Washington Avenues).*** Anthony Kuechle from Sherman Associates gave a quick update on the Thresher Square redevelopment project. He reminded the board about the first phase of the project, which is proposed for the corner of Chicago and Washington Avenues. It includes redeveloping three existing buildings and demolishing another building to construct a seven-story, 181-unit residential building with a street-level grocery store. Kuechle then described the second phase of the project, which is proposed for the opposite corner at Third and Park. This phase of the project will redevelop two existing buildings into a 146-room hotel and office space. Sherman plans to present the project to the Committee of the Whole of April 2 and the Planning Commission on May 11. Upon concluding his presentation, Kuechle accepted questions from the board. Tinjum asked about the Skyway connection and the possibility of it being added back into the project. Kuechle said it is unlikely. Tinjum also inquired about the grocery store. Kuechle said there is no deal in place at this point and that any announcement would be made by the grocery store itself.

No action taken on this item.

- ***Meet Minneapolis Visitors Information Center Signage (505 Nicollet Mall).*** Michael Rainville from Meet Minneapolis introduced himself and explained that MM is planning to locate a Visitors Information Center in the street level retail space of the new CenterPoint Energy headquarters building at 505 Nicollet Mall and will share this space with Transportation Management Organization aka Commuter Connection (<http://www.commuter-connection.org/>). MM is proposing to use a combination of static and dynamic signage to display information about city attractions and events, Minneapolis neighborhoods, as well as information about individual hospitality businesses.

Rainville distributed an image to show the location and type of signage that will be located in the interior of the upper windows. The height of the signage will be 3-1/2 feet. The total length of all of the windows is 67 feet. Rainville noted that there are a total of five windows, two on Nicollet Mall and three on South 5th Street. MM is seeking a variance from the height limit of the signage, as well as a CUP to use a dynamic signage system. Rainville asked the DMNA Board for a letter of support. After responding to questions and receiving feedback,

Tinjum moved and Cichowicz seconded a motion to approve the two sign variance applications for Meet Minneapolis. DiDonato called for discussion. The motion passed.

VII. Old / New / Other Business

- ***Tailgating Task Force.*** Tinjum advised that he has received a revised tailgating map from the Vikings and would like to put it on next month's agenda for consideration.

- *12th Annual Music Matters Luncheon.* Zenner advised that the DMNA is starting to collaborate more with MacPhail Center for Music, and Events Manager Max Erickson is in the audience and they hosting a table at the fundraising event on April 22nd at the Minneapolis Convention Center. Zenner invited board members and friends to join him if they have an interest. For more information, visit <http://www.macphail.org/SUPPORT-MACPHAIL/MUSIC-MATTERS-LUNCHEON/index>.
- *Outreach and Collaboration with Other Downtown Organizations.*

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

VIII. Featured Small Business: 1010 Wine & Spirits

Jack Goldberg, the owner of 1010 Wine & Spirits, gave a presentation on his new business. He described in great detail his experience in the liquor business, as well as his business plan for the former Sorella Wine & Spirits. His family went into the wholesale liquor business in Minnesota in 1936. He can say with a certain amount of pride that he probably opened more wine departments in liquor stores than any single individual in Minnesota. When the world changed in 2010, there was no longer a place for a single family, single state to have a major role in wholesale wine distribution so he sold out. After he spent the last 2-1/2 years sitting on his thumbs trying to sell buildings, he decided to figure out what to do with the rest of his life and started looking for a store when the opportunity to buy Sorello's was presented. This space is spectacular – 5,300 square feet on the ground floor of the Bridgewater in the most affluent neighborhood in Minnesota. So he made the deal and for the last 3 months has been changing everything in the store especially the layout and inventory. His goal is not to be a very high-end, erudite, frou-frou wine shop, but to be the best neighborhood liquor store in the best neighborhood in Minnesota.

After responding to questions, Goldberg distributed 15% discount cards to the audience and asked for its patronage.

IX. Adjournment

Being no further business, Tinjum moved and Kittock seconded a motion to adjourn the meeting. DiDonato called for discussion. The meeting adjourned at 7:45 p.m.

Signed this _____ day of _____, 2015.

Chair

Secretary