

## DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

**Minutes from the Board Meeting on Tuesday, March 8, 2011**  
*Hennepin County Central Library*  
300 Nicollet Mall  
Room N-202, Minneapolis, MN

### **I. Call to Order and Introductions**

Board Chair Gerry Ewald called the board meeting to order at 6:02 p.m.

Other board members in attendance were:

Andy Hauer, Land Use Committee Chair  
George Rosenquist, Crime and Safety Liaison  
Wally Swan, Secretary  
Carletta Sweet, Vice Chair  
Jesse Winkler

Absent board members were:

Andrea Christenson  
Paula Klimek, Treasurer

Guests in attendance included:

John Crosby, Mill District neighborhood resident  
Steve Dietz, Northern Lights Summer Festival  
Carol Lansing, Faegre & Benson, Downtown 2025 Plan  
Bob Parr, Ryan Companies, Downtown 2025 Plan  
John Wheaton, Faegre & Benson, Downtown 2025 Plan

DMNA staff member Christie Rock was also present.

### **II. Consideration of the Agenda**

*Hauer moved and Sweet seconded a motion to approve the agenda. Ewald called for discussion. The motion passed.*

### **III. Northern Spark Summer Festival**

Steve Dietz, Artistic Director for Northern Lights (<http://northern.lights.mn/>), gave a presentation on Northern Spark, a new Minnesota summer art festival modeled on a "nuit blanche" or white festival that will take place exclusively at night along the Mississippi riverfront in Minneapolis and St. Paul from dusk on June 4th to dawn on June 5th. The goal is to make this a world-class event focusing on Minnesota-based artists. There are six festival zones scattered between Minneapolis and St. Paul:

- Zone A – Minneapolis central riverfront, Stone Arch Bridge, Third Avenue Bridge
- Zone B – U of MN West Bank including Regis Center for Arts, 1419 Community Center/Gallery, Bohemian Flats and East River Flats Park
- Zone C – Minneapolis downtown hotels and galleries and sites in North Loop
- Zone D – Exhibition “triangle” between the Walker Art Center near Hennepin Avenue, Minneapolis Institute of Arts, and Minneapolis College of Art and Design near 3rd Avenue South, as well as galleries near Franklin Avenue and Lake Street
- Zone E – St. Paul central riverfront including Harriet and Raspberry Islands, with an inland stretch starting at City House and Upper Landing Park through the Science Museum, Central Library, to Landmark Center and Hamm Plaza
- Zone F – St. Paul’s Lowertown District, including Mears Park and Black Dog Café

Dietz, along with a committee of volunteers as well as the art institutions and galleries themselves, will jury the art installations.

#### **IV. Land Use Committee Report**

Land Use Chair Andy Hauer gave the following land use report:

- *Kaplan University (40 South 7<sup>th</sup> Street)*. The City reviewed and approved this CUP application on Monday, March 7; therefore, there is no need for the applicant to present to the DMNA Board, or for the Board to take any action at this time.

#### **V. NRP Implementation Update**

- DMNA NRP Phase II Plan approved by the Community Development Committee on February 15, 2011;
- DMNA NRP Phase II Plan approved by the Ways, Means and Budget Committee on February 22, 2011; and
- DMNA NRP Phase II Plan approved by the City Council on February 25, 2011.

#### **VI. Neighborhood and Community Engagement Commission (NCEC) Update**

Rock gave the following NCEC update:

- The NCEC approved the DMNA NCEC Community Participation Program application on February 22, 2011.
- Give consideration of endorsing neighborhood proposal with regards to the NCEC election process.

Rock referred to information she sent to board members via email regarding the neighborhood proposal for the NCEC election process. She indicated that a group of neighborhoods are endorsing the process used in 2009, and are asking other neighborhoods to support the proposal.

*Sweet moved and Swan seconded a motion to endorse the neighborhood proposal with regards to the NCEC election process. Ewald called for discussion. The motion passed.*

- Designate someone to attend a focus group meeting on March 15 to discuss the NCEC election process.

Rock indicated that the NCEC is holding a focus group meeting on Tuesday, March 15, to discuss the NCEC election process. NCEC is asking neighborhoods to designate someone to attend and participate in the meeting on behalf of the neighborhood organization.

*Winkler moved and Sweet seconded a motion to nominate Andy Hauer to attend the NCEC election process focus group meeting on March 15. Ewald called for discussion. The motion passed.*

## **VII. Consideration of minutes from the February 8, 2011 board meeting**

*Sweet moved and Swan seconded a motion to approve the February 8, 2011, board meeting minutes. Ewald called for discussion. The motion passed.*

## **VIII. Consideration of March 2011 Financial Report**

Rock presented the March 2011 Financial Report.

*Hauer moved and Winkler seconded a motion to receive and file the March 2011 financial report. Ewald called for discussion. The motion passed.*

## **IX. Staff Report**

Rock summarized her activities for the period 02-08-2011 to 03-04-2011 from the report she previously submitted via email.

*Sweet moved and Hauer seconded a motion to receive and file Rock's staff report. Ewald called for discussion. The motion passed.*

## **X. Downtown 2025 Visioning Session and Discussion**

Ewald introduced Bob Parr who is serving as the Plan Coordinator of the Minneapolis Downtown Council's Downtown 2025 strategic planning process. Parr stated that it has been 15 years since business leaders convened with City staff and elected officials to hash out a long-term strategic plan for the area.

Parr also noted that back in 1996, the Downtown 2010 strategic plan envisioned such grandiose plans as a new ballpark for the Minnesota Twins, a light rail line along Hiawatha Avenue, a

new Central Library, completion of Target Center, and the development of the Downtown Improvement District. All of which are realities today.

Parr compared the Downtown 2025 planning process with the one used to develop the Downtown 2010 plan. He stated that there would be a significant difference between the outcome of the Downtown 2025 planning process and the Downtown 2010 planning process in that the final Downtown 2025 document will not go through a formal City approval process for incorporation into the City's comprehensive plan. Ultimately, the purpose of the plan is to help guide development in the Downtown area for the next 15 years.

Parr indicated there are five sub-committees established: Development, Education / Faith / Human Services, Entertainment & Hospitality, Greening and Public Realm, and Transportation & Transit. Each sub-committee is represented by a Chair or Co-Chair and consists of 12-17 members. All major businesses are represented on these sub-committees as well as city and county elected and non-elected officials, residents, sports venues, hospitality, faith and medical representatives, etc. The sub-committee meetings started in December and most sub-committees meet twice a month. They are in the information gathering stage as well as trying to assess the top priorities for each sub-committee.

Parr is at the meeting tonight to find out what the DMNA board members believe should be the top priorities in the Downtown 2025 plan. He asked a series of questions related to housing, transportation and transit, retail, entertainment, crime and safety, parks and green space, public art, riverfront development / redevelopment, and education. He also asked DMNA board members to identify the following:

- Biggest issues facing the downtown community;
- How technology can help improve the downtown community; and
- No. 1 priority to improve the downtown community.

Finally, he asked the DMNA board members to consider / suggest what a "must see" attraction might be for the downtown community, e.g., the Space Needle in Seattle, Navy Pier in Chicago, giant Ferris wheel in London, and Eiffel Tower in Paris.

Parr thanked the DMNA board members for participating in the visioning session and discussion. He stated that the Downtown Council is estimating the target completion date for the Downtown 2025 to be sometime this fall.

## **XI. Adjournment**

Being no further business, the meeting adjourned at 7:45 p.m.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 2011.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Secretary