



**DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION**

BOARD OF DIRECTORS MEETING

Wednesday, December 16th, 2015 at 5:45 p.m.

Open Book – 2nd Floor Conference Room (1011 S. Washington Ave.)

Phone: (612) 659-1279; Online: www.thedmna.org

The mission of the DMNA is to promote the common good and general welfare of the residents, businesses, and employees of Downtown Minneapolis.

Board Members: Nick Cichowicz (Chair), Dan Collison, Kevin Frazell, Laurie Jones, Pam McCrea, Matt McNeill (Treasurer), Carletta Sweet (Secretary), Joe Tamburino (Vice Chair)

Agenda Updated 12.9.2015

5:45 pm	Call to Order & Introductions
5:50 pm	Consideration of Agenda
5:55 pm	Public Comment <i>Please use this time to provide input to the Board on tonight's agenda or other issues. The DMNA encourages an ongoing dialogue so the Board can be aware of membership ideas and input.</i>
6:00 pm	Consent Agenda <ul style="list-style-type: none">▪ Consideration of November 16th, 2015 DMNA Board meeting minutes▪ Consideration of November Finance Coordinator Staff Report▪ Consideration of November Outreach & Program Coordinator Staff Report
6:05 pm	Financial Update presented by DMNA Finance Coordinator <ul style="list-style-type: none">• November Financial Update & Approval
6:10 pm	Downtown East Business District Branding Initiative (45 minutes) <i>The East Downtown Council in partnership with the Minneapolis Downtown Council-DID, City of Minneapolis CPED, McKnight Foundation, and PadillaCRT are leading a district branding initiative for the East Downtown business district that includes Downtown East and Elliot Park. Dan Collison, DMNA Board Member & Executive Director of the East Downtown Council, will lead an information gathering session with PadillaCRT that will inform the next phase of this branding initiative. The DMNA is one of many stakeholder groups that have been approached for feedback. The audience and Board will be asked to respond to the questions below:</i> <ul style="list-style-type: none">▪ What defines an urban district and how do you brand such a complex and multi-faceted geographic entity?▪ What elements of brand identity, design, and strategy do we need to establish a brand essence bold enough to stimulate regional gravitas and intimate enough to reflect neighborhood individuation?▪ How do we build brand consensus with the other key stakeholders influencing the built environment and then market that brand to all of Minneapolis and beyond?
6:55 pm	Land Use Committee Update <i>Unless noted otherwise, time for Land Use presentations include Q&A from the Board. The floor will open for questions at the discretion of the Board. Visit the Land Use Committee page for more information.</i> <ul style="list-style-type: none">• Land Use Committee Report<ul style="list-style-type: none">○ Recommendations & Draft Letter of Support for the Millwright.○ Recommendations & Draft Letter of Support for an outdoor ATM Variance at the new downtown Wells Fargo towers.
7:10 pm	Livability Committee Update <ul style="list-style-type: none">• Update on neighborhood engagement plan to shape tailgating negotiations policy negotiations with the Vikings by Board Member Joe Tamburino• Summary of the December 14th Livability Committee planning meeting
7:25 pm	Downtown Partnerships Update (10 minutes) <i>Please use this time to update the DMNA Board and audience on any news from partner downtown organizations or committees/task forces on which you represent the DMNA.</i>

Agenda continues on reverse page.

7:30 pm	<p>Upcoming DMNA Meetings & Planning Sessions</p> <ul style="list-style-type: none"> • The next DMNA Land Use Committee Meeting is scheduled for 1/5 at 6:00 pm. Meetings will be held at Emanuel Housing (818 3rd St. S) unless otherwise noted on the website. Most development projects will now first be reviewed by the Land Use Committee. This, in place of DMNA board meetings, has become membership's primary opportunity to view presentations from developers and provide live feedback. Please visit the committee website for more information. (http://www.thedmna.org/get-involved/land-use-committee) • The next DMNA Livability Committee Meeting is scheduled for 1/11 at 6:00 pm. Livability Committee meetings will be held at Emanuel Housing (818 3rd St. S) unless otherwise noted on the website. • A public forum on U.S. Bank Stadium game day traffic management will be held after the January DMNA Board meeting. Date TBD. • A listening session on the impact of past Vikings tailgating will be held on 1/26 at 6:00 pm at Open Book. Information gathered at this meeting will inform DMNA negotiations with the Vikings to improve tailgating policy and oversight when new U.S. Bank Stadium opens.
7:45 pm	Adjourn

**The dates of the January and February 2016 DMNA Board Meetings will be announced soon.
As the regularly scheduled January and February meetings fall on public holidays, they will be held on alternate dates.**