

DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

Minutes from the Board Meeting on Monday, December 16, 2015
Open Book, 2nd Floor Conference Room
1011 Washington Avenue S, Minneapolis, MN 55415

I. Call to Order and Introductions

Board Chair Nick Cichowicz called the board meeting to order at 5:46 p.m.

Other board members in attendance were:

Dan Collison
Kevin Frazell
Laurie Jones
Pamela McCrea
Matt McNeill, Treasurer
Carletta Sweet, Secretary
Joseph Tamburino, Vice Chair

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

Guests in attendance included:

Tony Barranco, Ryan Companies
Ellen Breyer, Mill City Commons and Green Downtown Minneapolis
Rachel Frazell, Zenith Condominiums
Tom Jollie, PadillaCRT
Randy Manthey, Carlyle Condominiums
Michael Miller, Emanuel Housing
Tom Novak, American Trio Lofts
Bob Olivera, Carlyle Condominiums
Denis Ryono, Carlyle Condominiums
Amy Sweasy, Metropolitan Lofts
Dale White, RiverWest Condominiums

II. Consideration of the Agenda

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

III. Public Comment

Cichowicz advised this is the period of the meeting where the public is invited to share their thoughts and concerns whether positive or negative. It is important because the agenda is set and things are still happening. Agenda items are taken from a couple different sources but the best way to keep connected with the neighborhood is to allow them the opportunity to share information the DMNA may not have thought about.

Cichowicz then gave a quick update on the strategy planning board retreat held on December 10th and facilitated by Brigid Riley of B. E. Riley Consulting. One of the top themes was open

and transparent communication with each other, the neighborhood, businesses, and the City. It was a very good meeting; the board identified a number of internal and external priorities to work on in 2016. He emphasized the fact that this board wants to facilitate open and transparent communication with neighborhood residents and local stakeholders.

IV. Consideration of the Consent Agenda

Sweet moved and Collison seconded a motion to approve the Consent Agenda that included the board meeting minutes from November 16, 2015 as amended to insert the last name of Roland from the Bridgewater Lofts both under "Guests in attendance" and "Public Comment" sections of the minutes; the Finance Coordinator's staff report (Invoice 011) for November 2015; and the Outreach and Engagement Coordinator's staff report (Invoice 011) for November 2015. Cichowicz called for discussion. The motion passed.

V. Financial Report

Rock-Hantge advised DMNA's financial status has not changed since the November 16th meeting and that the balance remaining in the NRP funds is just under \$80,000. She posted both the chart indicating the NRP activity for 2015 and the F2015 Budget vs. Actual report as of November 2015 under the Board Members Only section of the website. She will share all of this information with Matt McNeill, the new treasurer, and they will make a presentation in January.

Sweet moved and McNeill seconded a motion to receive and file the financial report. Cichowicz called for discussion. The motion passed.

VI. Land Use Committee Report

Randy Manthey, board liaison to the Land Use Committee, presented information on the following Ryan Companies projects:

- **Millwright Building, 513 South 3rd Street** (<http://www.millwrightmpls.com/>). This is a proposed 4-story, 172,000 square foot, multi-tenant headquarters building that is part of Ryan Companies original five-block Downtown East PUD. It will be constructed on a vacant liner parcel to the north of the westerly Wells Fargo Tower on South 3rd Street and Portland Avenue South. RC will be relocating from its corporate headquarters located at 50 South 10th Street and is taking a lot of personal pride in the design of this building.

RC needs a Conditional Use Permit (CUP) and Site Plan Review (SPR). The LUC reviewed this project at its December 2nd meeting with Tony Barranco, Vice President of Development, presenting. The construction schedule calls for a spring 2016 start and a spring 2017 completion. The LUC was generally favorable to the project and was excited by the architectural style that is much more traditional and in character with the Mill District compared to some of the other buildings now being constructed in the neighborhood.

As the proposed Letter of Support indicates (<http://www.thedmna.org/wp-content/uploads/2015/11/DMNA-Millwright-Letter-of-Support-Final-12.16.18.pdf>), there will be a generous amount of landscaping along the street, glass windows allowing light to flow in and out of the building giving a sense of transparency and street presence, a large private bike parking area for employees, and a public skyway connection to the Wells Fargo

Tower, stadium and the rest of downtown via a lower level atrium area. RC is beginning the process of submitting drawings and other information to the City to start the review process. The LUC is asking the board to approve the Letter of Support as drafted by Joan Bennett.

Manthey then entertained questions from the board during which he explained that compared to St. Paul, the skyway system in Minneapolis is private real estate and the public has access to the hallways, buildings and skyway bridges through easements with the City. As part of its granting the right to do this project, the City will allow the skyway to be open during set hours. Beyond those set hours, it will be up to the private entity to determine whether the skyway will be open. The interesting situation about this section of the skyway, since it will be connected to the stadium there will probably be a greater chance of it being open beyond those set hours. Whether the DMNA can exert influence, Manthey threw this question back to the board to ask that of the City.

Manthey also explained that since the private bike parking for tenants is in the lower level area of the building, as part of the Letter of Support they have asked RC to provide bike parking in the public realm and, if possible, to coordinate with Nice Ride to get a station at this location.

Manthey then introduced Barranco who commented further on the skyway connection situation. This is the first time they've been able to make a connection from anything east of 5th Avenue South so this is new territory. There are obligations for anyone who ties into the skyway system, e.g., they have to be open at a minimum number of hours as set by the Downtown Skyway Advisory Committee (<http://www.ci.minneapolis.mn.us/boards/openings/WCMS1P-148916>) and Millwright will adhere to those requirements generally during standard business hours, e.g., 7:00 a.m. to 6:00 p.m. Wells Fargo will dictate when they are open beyond those minimum hours, e.g., 6:00 a.m. to 10:00 p.m. Mondays through Fridays, 7:00 a.m. to 9:00 p.m. on Saturdays, and abbreviated hours on Sundays. Since it's an operational function, it's likely to change as they figure how they're being used. Access will be goofy for the next six months because the skyway for the MSFA ramp will open first to the public on January 1, 2016, but you won't be able to go anywhere until you obtain a CMO (Certificate of Occupancy) for the other buildings.

When RC finishes the Wells Fargo westerly tower at the beginning of February, you'll be able to gain access to the Jerry Haaf Memorial Ramp across South 4th Street and Portland Avenue, the Wells Fargo easterly tower around the beginning of May 2016, and the stadium around July/August.

Barranco further advised their headquarters will occupy 1-1/4 floors plus a mezzanine, or 55,000 square feet and have approximately 275 of their employees. Depending upon the number of other tenants, he estimates approximately 700 employees will occupy the building. And as part of the parking solution, there will be 60 below-grade parking spaces onsite, the Haaf and Gateway Ramps, the surface parking lot to the north, and the new MSFA ramp as alternate options. Also, there will be premium, at-grade bike parking off of Portland Avenue, and a bike facility with showers and changing area in the lower level of the building for the tenants.

McCrea moved and Collison seconded a motion to provide a letter of support for Ryan Companies' Millwright Building. Cichowicz called for discussion. The motion passed.

To review the materials submitted to the Land Use Committee by Ryan Companies, visit <http://www.thedmna.org/get-involved/land-use-committee/>.

- **ATM Variance.** Barranco advised he was given homework to ascertain (1) if there was crime data/statistics on outdoor ATMs – neither RC nor Wells Fargo track it because there aren't any or many outdoor ATMs in Minneapolis; and (2) parking for bikes at the new park – he has a plan from Hargreaves Associates for bike parking at the new park at two different locations. RC is looking at where they can potentially add some around their site; and Radisson Red has parking for 12 at-grade biking spaces behind its lobby.

Cichowicz noted he spoke with Manthey and Bennett today and asked them to put together everything the LUC has worked on, e.g., templates, letters, information that goes to the developers, and to provide their overall thought process on how to handle LUC projects. They in turn had specific questions for the board. Feedback on the current process and work done over the past six to eight months under Manthey's leadership has been positive thus far; however, so that everyone is on the same page and to become less reactive than it has been in the past, Cichowicz recommended taking a step back to really dive into the purpose and role of the LUC, determine the relationships it needs to have with the City, determine some of the projects on the horizon, and work towards obtaining board approval of a systematized process by February.

VII. East Downtown Branding Initiative

Dan Collison explained that approximately 2 years ago the East Downtown Council began asking questions about how its district (i.e., the neighborhoods of Downtown East and Elliot Park, the organizations conducting businesses within the area, and the various city, ward, park district and state legislative overlays) was being understood and how it could bring these various entities together to achieve a cohesive sense of presence. As a result, this year the EDC reached out to PadillaCRT to provide some pro bono district branding work. Subsequently, other partners joined in the process – Minneapolis Downtown Council, City of Minneapolis CPED, McKnight Foundation – and together they are leading a district branding initiative for the East Downtown business district.

The East Downtown is undergoing unprecedented development and in all of the conversations, both locally and regionally, is the growing excitement of finding an identity for the district. The name "East Downtown" is a placeholder for the district as we try to ascertain what the area should be called. During this initiative attention was also paid to what other urban centers have done (e.g., MicroSoft's Paul Allen and Vulcan Inc.'s creation of the South Lake Union Neighborhood in Seattle (<http://www.vulcan.com/news/articles/2013/11/the-transformation-of-south-lake-union-building-a>) to bring neighborhoods together for district identity. What they want to get right is the partnership with the neighborhood organizations, elected officials, businesses, and other bigger stakeholders that are unique to East Downtown.

Collison then introduced Tom Jollie, Senior Vice President at PadillaCRT. Together they presented a PowerPoint presentation (reference East Downtown Council Branding Update dated October 1, 2015 under Board Members Only section on website).

Jollie advised his firm began at its present site as Padilla Speer Beardsley and subsequently acquired a firm named CRT/tanaka and picked up a branding guru named Kelly O'Keefe (<https://www.linkedin.com/in/kelly-o-keefe-a752bb>) who is Jollie's partner on this project. He then explained that unlike the Seattle example Collison mentioned where there was primarily one developer controlling about 40 blocks, the East Downtown district is the exact opposite with 100 people either having control of pieces or no control at all as in the case of the EDC. As a result, Jollie realized the assignment here was not to come in and come up with names and drawings and throw them at the EDC, but more about listening and building consensus. We have the opportunity, like none other, to take a prime chunk of real estate and within a year define what we want it to be. Their goal was to find a brand framework everyone could agree with and the challenge was how to define the area. They undertook a two-phase approach: (1) conduct soft sounding sessions; and (2) gather and distill all of this information, and that is essentially what is being done to date. Jollie then read the vision statement that has emerged from the listening sessions thus far.

"In five to ten years, East Downtown will be a vibrant and distinctive urban neighborhood where people live, work and play. The park is a safe and friendly focal point, with a lot of activity during the day and in the evening. The neighborhood is family-friendly and diverse in population. While it is a destination within the city, it is also a walkable, street-level connector to the core of Downtown, Elliot Park, Mill District and the Mississippi River."

Jollie noted that they have since added the West Bank to the vision statement and that the wording will likely evolve a bit more. Then he highlighted some of the challenges the district will have to overcome to establish a unique brand.

He went on to review Phase II of the branding initiative, which included a brand workshop with O'Keefe and 40 key stakeholders; an examination of similar urban developments; small group branding exercises; discussion and prioritization of key messages; development of brand purpose and pillars; and creation of the brand framework, the result of which was the following brand purpose statement:

"Whatever your lifestyle or interest, East Downtown is the place to connect. The community is a regional focal point that offers a diverse range of activities near the center of Downtown. You'll walk streets that are rippling with life and too many activities to choose from, all surrounding a new metropolitan park, where you can rest, play or catch a performance and a stadium where you can watch the big game."

In addition to the brand purpose statement, three brand pillars emerged: vibrant, eclectic and connected. They are going to take all of the feedback received thus far and apply it to the brand structure.

Next steps involve developing a brand name, or a new name for the East Downtown; developing brand language, or a slogan; developing a visual identity; and developing an application plan for how to introduce and use the brand.

Thereafter, Collison and Jollie entertained questions from the board during which they advised the City intends to have a naming process for the new park and it would be helpful to throw this branding initiative in ahead of it to see if anything has resonance. They would also like to

complete the initiative in advance of the opening of the stadium. Maureen Bausch, CEO of 2018 MN Super Bowl Host Committee, challenged the various committees that serve the Super Bowl, to use the park naming process as an opportunity to advance local interests. The MDC helped the EDC to win a McKnight Foundation grant to fuel some of this activity; they share the Wayfinding Committee for the Super Bowl and they'll be developing maps, apps and maybe some external signage. Bausch advised if the wayfinding items are made robust enough, maybe these can be used for other international events.

The outcome of this process will be published in the *Minneapolis-St. Paul Business Journal* and Senior Reporter Sam Black has asked to be invited to the first community forum where the three or more ideas will be revealed.

VIII. Livability Committee Report

- **Tailgating Task Force.** Tamburino announced there will be a public meeting on January 26th, 6 p.m., at Open Book to garner feedback and suggestions from residents regarding the tailgating policy for Downtown East. He displayed a map showing the possible tailgating lots in the Downtown East neighborhood (<http://www.thedmna.org/wp-content/uploads/2015/03/Map-of-Tailgate-Lots-1.pdf>). Legally, if a parking lot owner wants to have tailgating, he/she can go to the City to obtain a tailgating permit which will then allow the consumption of alcohol. The neighborhoods involved in this process are Downtown East and Elliot Park. Earlier today both he and Bennett met with Lynn Regnier, the Executive Director of EPNI, who already have a tailgating agreement with the Minnesota Vikings finalized that allows alcohol on two square blocks near the new stadium with the other locations to be family friendly with no alcohol. Tamburino has taken over the negotiation process where former board member David Tinjum left off and Bennett has sent out emails to the community for input. Information received thus far has been concerns over the use of alcohol, public urination, trash and related issues.

Similar to the EPNI agreement, there's a DMNA agreement being worked out so that the lots in Downtown East can be properly patrolled and cleaned after games. After the January 26th meeting, they'll meet with Jeff Anderson, Director of Corporate Communications for the Vikings, to nail down specifics. There are areas that will almost definitely have tailgating, i.e., Lots 8 and 9.

McNeill explained that Sherman Associates has an interim parking rental agreement with the City for 205 Park Avenue and will be taking over the Old Spaghetti Factory parking lot for its East End mixed-use development so those lots are not available.

Tamburino noted the Zenith Condominiums, Bridgewater Lofts, and Stonebridge Lofts have all responded to the email and expressed a desire for tailgating to stay south of Washington Avenue. However, residents at 607 Washington Lofts didn't have objections; they just want to make sure trash is removed after games. Personally, he believes tailgating should occur on lots south of Washington Avenue in the shadow of the stadium.

The plan is to (1) meet with the Vikings' representative to ascertain what they want; (2) have a public discussion to receive input; and (3) nail something down to present to the DMNA board that is hopefully approved with the Vikings.

McNeill mentioned consideration of speeding up the process of beautification standards for parking lot owners who want to maintain surface lots and perhaps adding that to our stipulations.

Responding to Sweet's inquiry about tailgating at the new park, Tamburino advised what he learned today is that the Vikings have a certain number of days to hold their events; however, he's not certain what they'll do but it won't be tailgating. Also, according to EPNI, the Hennepin County Morgue parking lot will be available for tailgating.

- **December 14th LC Update.** Bennett announced that Amy Sweasy, an attorney in downtown with good connections to the law enforcement community, volunteered to lead the committee. Then she advised they reviewed the LC's purpose statement as a starting point/discussion tool at the December 14th meeting.

Sweasy advised, for full disclosure, she is married to Joe Tamburino; however, in their professional lives they represent opposite sides all the time and assured the board they'll be happy to disagree when necessary. Then she summarized what took place at the December 14th meeting:

- They discussed the history of the LC; it is recent enough for them to be able to move it forward.
- They want more guidance from the board about funding projects; many projects came forward in a flurry at the end of the last board term and the LC is happy to be a vetting and first stop for great community organizations seeking funding.
- They picked some general topics for the purpose statement. They added "and create opportunities" as a way to draw more people in with ideas. Other topics from the original purpose statement include enhance public/open space, public safety, and community engagement in the service of residents (e.g., the downtown choir), workers and visitors (this spun off when tailgating was discussed) in the downtown neighborhood. No topic is off limits, but the ones chosen were to give the LC structure and to set a meaningful agenda
- They would like to be the first stop for the tailgating plan and toward that end would like to use the January 26th meeting as a recruitment opportunity.
- Besides Tamburino and Jones, they would like at least one more board member to serve.
- They want an established committee structure with a set number of members (which Manthey reinforced with additional comments about accountability). Cichowicz advised an application was developed and approved that should be reviewed and re-approved at an upcoming meeting.
- Longer term, they are willing to take up the issue of the expansion of the Downtown Improvement District, the MPD substation that former board member Chad DiDonato initiated, and no bus idling on South 2nd Street.

Collison advised that SMG (<http://smgworld.com/>), the management group for the U.S. Bank Stadium, is developing a transportation management plan (TMP) and he'll meet with Billy Langenstein, Director of Event Services at U.S. Bank Stadium, in January to make introductions. This is an important topic given the impact it will have on the surrounding community at a location of potential terror threat. Bennett advised Langenstein will present plans for game day traffic management at the January 19th board meeting and that MSFA staff will also provide an update on their construction project.

Further discussion ensued during which Jones expressed the desire to see us do some intentional engagement work around Downtown West (e.g., Yoga in the Park at Peavey Plaza) as well as to the residents at the Crossings and the Towers who have different issues than those who reside in the Mill District. She would also like to see us more intentional about where the funds are going and how they are getting there and to hold off on the vetting piece until that is fleshed out.

McNeill shared his perspective on the LC, i.e., to be the curator of the DMNA and letting priorities year by year be generic and not so definitive so that it can't take on a more diverse array of projects as they come forward. Regarding funding, it is more appropriate to assess what the purpose and mission is, and that gives us enough time to lay out the budget, understand what the constraints will be over the next year, and come back in February with a better idea, but in the meantime the money has stopped. The LC has some other ideas it can focus on until we can assess what our financial position is because he won't vote to spend any more money without seeing the budget.

Frazell sought clarification of the meaning of community engagement under the purpose statement and recommended changing it so as not to confuse it with community outreach.

Cichowicz reiterated that the purpose of this discussion is to give the LC more clarity.

IX. December 10th Board Retreat Follow-Up / Discussion

Rock-Hantge advised Brigid Riley prepared a summary of the retreat that was distributed to the board via email. It can also be found under the Board Members Only section on the website (<http://www.thedmna.org/wp-content/uploads/2015/12/Downtown-Minneapolis-Neighborhood-Association-Summary-of-12-10-15-Board-Retreat.pdf>).

Cichowicz then solicited general feedback about the retreat. Comments were overall positive; however, he doesn't think we have buy in on the topics discussed as being priorities.

McNeill's takeaway was (1) an ask for more financial education and literacy around funding; (2) a need to put a budget forward — he and Rock-Hantge have ideas and objectives around having CPED and NCR in the room together going through the budget; and (3) based on what's left, his prerogative is that there be focus on revenue diversity.

Cichowicz noted this is a good place to start but he also heard a lot of priorities that didn't have to do with money, e.g., staffing and community outreach. The budget is going to happen and there will be more financial acumen but there's a lot of work to be done on the budget. And the staffing piece can move forward.

Discussion then ensued about next steps wherein Frazell stated that identity and partnership, board governance, money, and community outreach needs more discussion.

McNeill wondered if we needed to put a short survey on the website asking whether these categories should be a long- or short-term goal. Governance maybe a 2-year goal and at least for the month we're scheduling a meeting have a survey posted bringing projects forward and asking questions such as is Yoga in the Park important to help us understand where we should prioritize.

Related to surveys, Collison noted that there's also the Downtown Improvement District's perception survey (<http://www.minneapolisdid.com/perceptionsurvey>). Cichowicz surmised the survey McNeill recommended would be used as a tool for its next strategy planning session that could be conducted internally without a paid facilitator. He suggested setting a meeting in early January to further discuss the 2016 priorities and to develop a plan for implementation.

After some discussion, the board decided to meet on Monday, January 4th, 5:45 p.m., potentially at the Bridgewater community room. Rock-Hantge will reach out to Bob Cooper of the City's Finance Department, to present.

Lastly, McNeill suggested that there should be a temporary spending moratorium until the board determines its strategic priorities for 2016.

Jones moved and Sweet seconded a motion to implement a temporary spending moratorium until the board establishes its strategic priorities for 2016. Cichowicz called for discussion. The motion passed.

Rock-Hantge will communicate with groups that have contacted her about funding proposals for 2016 to advise them about the temporary hold on reviewing funding requests.

X. Downtown Partnerships Update

Cichowicz advised there are a lot of groups the DMNA is already involved and a priority action item is to fill in the gaps of the matrix Sweet created, e.g., the Tactical Urbanism Task Force on which he and Collison serve, and then he gave described its Bus Stop Pilot Project.

Collison advised the MDC formed Greening Downtown Minneapolis and a strategic priority for 2016 will be focusing on Peavey Plaza and the new park. The MDC programs PP and they do things like yoga, kids activities, Holidazzle, etc. Collison will ensure the DMNA is part of that process. Win Rockwell is the GDM's new executive director (http://www.downtownmpls.com/news_article/show/514351?referrer_id=225831).

For a complete listing of the organizations and committees that the DMNA is engaged with, reference the Outreach and Collaboration Chart prepared by Sweet at <http://www.thedmna.org/wp-content/uploads/2015/12/DMNA-Collaboration-12-16-2015.pdf>

XI. Adjournment

Being no further business, Jones moved and Sweet seconded a motion to adjourn the meeting. Cichowicz called for discussion. The meeting adjourned at 7:55 p.m.

Signed this _____ day of _____, 2015.

Chair

Secretary