

DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

Minutes from the Board Meeting on Monday, September 18, 2017

Mill City Museum

710 South 2nd Street, 6th Floor ADM Room

Minneapolis, MN 55415

I. Call to Order and Introductions

Chair Joe Tamburino called the Board meeting to order at 5:55 p.m.

Other Board members in attendance were:

Stephanie Hill
Pamela McCrea, Vice Chair
Travis Nordgaard
Tomek Rajtar
Carletta Sweet, Secretary
Dianne Walsh, Treasurer

Board members Jennifer Bernhardt and Kevin Frazell were absent.

Staff member Christie Rock Hantge was also in attendance.

Guests in attendance included:

Brittany Allen, City of Minneapolis
Kyle Chank, Super Bowl LII Host Committee
Linda Erb, The Crossings
Rick Recker, The Towers
Lynn Regnier, Elliot Park Neighborhood, Inc.
Heidi Ritchie, 3rd Ward Council Member Frey's Office
Tom Schmid, DMNA Land Use Committee
Beth Shogren, Green Minneapolis
Sarah Super, Memorial to the Survivors of Sexual Violence
Kevin Wright, Super Bowl LII Host Committee
Conrad Zbikowski, The Towers

II. Consideration of the Agenda

Rajtar moved and Nordgaard seconded a motion to approve the agenda. Tamburino called for discussion. The motion passed.

III. Consideration of the Consent Agenda

McCrea moved and Hill seconded a motion to approve the consent agenda which included the Board meeting minutes dated July 17, 2017; the F2017 Budget vs. Actual for periods ending July 31, 2017 and August 31, 2017; and the Neighborhood Coordinator / Finance Coordinator staff reports for July (Invoice

#031) and August (Invoice #032). Tamburino called for discussion. The motion passed.

IV. Super Bowl LII Host Committee Presentation

Kyle Chank, Vice President of Operations and Logistics for the Super Bowl Host Committee, introduced himself and his colleague, Kevin Wright, Operations Manager (<https://www.mnsuperbowl.com/about/our-team>), and advised they are a nonprofit dedicated to making Minneapolis shine over the 10 days of festivities from Friday, January 26, 2018 leading up to Super Bowl on Sunday, February 4, 2018. Originally from Palm Springs, California, he is looking forward to this event during our winter season.

Using a PowerPoint presentation, Chank advised as a Host Committee they are promoting Minnesota and the Twin Cities as a whole. Since the SB was last hosted here in 1992, it has transformed from a 1-day celebration focused on a single stadium into a 10-day festival spread across dozens of spaces and cities. They are expecting over 1 million guests which include the local community and tourists, plus 5,000 media and 10,000 volunteers.

They will be introducing the world to the Bold North theme to highlight the city and region's active lifestyle and culture. Because a lot of the related festivities will be taking place outdoors, they want to invite guests to come and enjoy Minnesota during the winter, and for 52 weeks of the year. They will be celebrating Bold North with something for everyone via the following:

- NFL Signature Events are high-profile and showcase the Super Bowl, e.g.:
 - NFL Opening Night
 - Radio Row
 - Super Bowl Experience
 - Taste of the NFL
 - NFL Honors
 - Charitable Events
 - Sponsor Events and Parties
- Super Bowl Host Committee Events are free and open to the public, e.g.:
 - Super Bowl Live, a 10-day fan festival on Nicollet Mall between 6th and 12th Streets, i.e., Bold North Boulevard with experiential activation fan zone to promote businesses in the area. These plans are not confirmed; they'll need to receive approval from the City.
 - Concerts
 - Activation across Minneapolis, Saint Paul, and Bloomington
- Signature Minnesota Events showcase other venues

Chank then highlighted the differences that a Super Bowl event brings to a city, i.e.:

- It has a different clientele that has planned accommodations, dining, travel and wardrobe in advance.

- There's a 30-day buildout requiring approximately 1,600 additional people who need to eat and travel to accommodate. The NFL focuses on using local contractors and national vendors.
- They have partnered with Green Minneapolis to activate the eastern portion of the Commons which will be built into a guest entry; the west end will remain open to the public.
- For the security perimeter they have purchased areas around the stadium to buildout guest entry checkpoints; it goes into effect Friday night after rush hour traffic.
- There will be no tailgating on the surface lots as the NFL prohibits it.
- They have secured over 18,000 parking spots.
- They are working with Metro Transit (<https://www.metrotransit.org/super-bowl>) and the City on providing bus bridges to and from the entry checkpoints on Sunday.

Other events will be happening during the Super Bowl that they will be helping to promote, i.e.: Winter Carnival, Pond Hockey, Ice Palace, City of Lakes Loppet, and Polar Plunge.

Chank explained how their Business Connect program (<https://www.mnsuperbowl.com/get-involved/business-connect>) could help eligible, certified small businesses become a vendor for this event.

One of his favorite activities is working with Crew 52 (<https://www.mnsuperbowl.com/crew52>), captained by former MN Vikings Linebacker Chad Greenway. This volunteer group is headquartered in the former Sports Authority space in City Center. The goal is to interview 10,000 and as of this date they have around 8,100.

Lastly, Chank described the lasting legacy this event will leave based on prior Super Bowl events:

- \$400 million in direct economic impact to Minnesota businesses
- \$500 million in earned media
- More tourists
- More events
- Increased meetings and conventions
- More highly skilled employees
- Business Connect opportunities
- Healthy Active Children

Thereafter, Chank entertained questions from the audience.

V. **Tree Watering Project Update**

Green Minneapolis Executive Director Beth Shogren (<http://www.greenminneapolis.org/about/staff/>) provided a quick update on the Minneapolis Downtown Council's Tree Watering Project. She noted the DMNA provided a generous donation to tree watering in its neighborhood pursuant to a presentation made by Ben Shardlow of the Minneapolis Downtown Improvement District back in April 2017. GM has partnered with the DID on the Greening Lab initiative to support and sustain the downtown forest. The watering they've done this season has been very successful and with the funds from the DMNA, DID, GM and Minneapolis Park and Recreation Board's in-kind donations, they have been able to water every tree planted in either 2016 or 2017 and those have continued to be watered every other week.

Also, their intern extraordinaire has developed tree tags for these young trees with information about the species and a number to text to engage with a service that will provide additional information; they plan to create an engagement opportunity for those who wish to get involved. Shogren advised she is here to make the DMNA aware that they want to do a neighborhood engagement event; they are still working that out but she will keep in contact with Rock Hantge and Tamburino.

Lastly, she forewarned that the Medtronic Twin Cities Marathon will be on Sunday, October 1, 2017 starting at the Commons. This event will create noise early in the morning as they have a permit to start playing music at 6:30 a.m.

VI. Memorial to Survivors of Sexual Violence Presentation

Sarah Super introduced herself as the founder of Break the Silence she began approximately 2 years ago (<https://www.linkedin.com/in/sarahsuper>). In February 2015 an ex-boyfriend broke into her apartment and raped her at knifepoint. He was arrested and she went to the hospital to complete a forensic exam and while there she remembers there wasn't one person in her life she could name who had experienced the same. In order to get the support she needed, she began telling family, friends, and colleagues only to discover it is a pervasive problem; it happens to people of all ages, gender, incomes and occupations.

It takes a great amount of strength and courage to survive in the aftermath of sexual violence. Ninety-seven percent of perpetrators who commit this human rights abuse walk free and pay no consequence. She launched this project to build the nation's first permanent memorial to honor survivors of sexual violence because there's nothing like it in the country; there's no public space that acknowledges this reality. The concept has been unanimously approved by the MPRB this past July and includes two metaphors (reference the two-sided document she distributed): ripples to show when a survivor shares their story gives other survivors permission to tell their story and the circle of benches to create dialogue; and three 12' panels as placeholders for the mosaic designs that will be installed.

It has taken 2 years working with the MPRB, local landscape architects Damon Farber, and local mosaic artist Lori Greene to create this rendering and they can break ground when they reach the \$400,000 goal through private fundraising. The memorial will be installed on the south end of Boon Island Park (https://www.minneapolisparcs.org/parks_destinations/parks_lakes/boom_island_park/) in the St. Anthony West neighborhood. She has reached out to the St. Anthony West Neighborhood Organization as well as a few adjoining neighborhoods seeking support; there will be recognition of donors. Then she asked the Board to consider contributing \$2,500.

Super then entertained questions from the Board during which she advised the NLNA has not yet contributed, but she is on their agenda to make a presentation. The neighborhood association where it will be installed, STAWNNO, has donated \$2,000. It is a nonpartisan effort as sexual violence reaches across all political parties. They have raised \$125,000, and have a commitment from the MPRB to help support this financially once they reach \$300,000. Maintenance of the memorial is built into the \$400,000. Discussion ensued after which,

Walsh moved and Rajtar seconded a motion to contribute \$5,000 to the Memorial Survivors of Sexual Violence. Tamburino called for discussion. The motion passed with Sweet abstaining.

Rock Hantge will work with Bob Cooper at CPED Development Finance to draft a scope of service.

VII. Land Use Committee Report

Pamela McCrea reported on the first project presented at the September 5th LUC meeting as she had to leave early, and then Carletta Sweet reported on the remaining projects:

A. Thrivent Corporate Parking Lot Project. Art Bartels from ESG Architects presented plans for development of Thrivent's corporate parking lot directly east of their corporate headquarters at 625 4th Avenue South (<http://www.journalmpls.com/news/development/2017/08/developer-proposes-parking-apt-building-behind-thrivent/>), after which the LUC recommended a letter of support with several suggestions (reference the letter Rock Hantge drafted and submitted to Aaron Hanauer, City Planner at Minneapolis CPED).

Discussion ensued during which it became apparent the draft letter had already been submitted without the prior review and approval of the Board. Then,

Tamburino moved and Sweet seconded a motion to rescind the Land Use Committee's letter of support for the Thrivent Corporate Parking Lot development project since it was not reviewed and approved by the Board. Tamburino called for discussion. The motion passed with McCrea opposing.

The Board then discussed protocol for reviewing or ratifying Land Use Committee recommendations, and drafting and submitting letters of support; it would like to review and approve letters that come from Land Use Committee's decision making prior to Rock Hantge submitting them to City staff. Hill confirmed the process by reading from the Bylaws under Article X: Committees.

Discussion then turned to the concerns Board members had that made support of the project unacceptable, i.e., the project should be taller and consistent with the Thrivent headquarters, the project should complement the character of the surrounding neighborhood with increased density to meet the vision of the City's Comprehensive Plan and the Minneapolis Downtown Council's 2025 Plan, the new Kraus-Anderson project is a good example for the developer to follow.

Thereafter, Rock Hantge was instructed to draft a letter advising of the vote to rescind and explaining the reasons for doing so based on the comments received as herein discussed. She will share the draft with the Board. The LUC and the Board will discuss protocol at upcoming meetings.

B. 9th Avenue South Right-of-Way Protection. Michael and Ann Roess, owners of the property at 903 Washington Avenue, came to express concern over the Ironclad development underway directly to the west encroaching on the 9th Avenue South ROW since it serves as an important connector to U.S. Bank Stadium from Washington Avenue South. They sought input regarding their desire to protect the ROW by potentially securing a pedestrian easement across their property to enhance public accessibility versus it becoming used exclusively by the adjacent developer as a trash truck turnaround. They were also interested in finding out if the LUC knew of any future plans for this area, or the possible vacation of 9th Avenue South.

Rock Hantge advised the Roesses have since been in contact with City staff and the Ironclad developer to discuss their concerns. In the absence of Janelle Widmeier, Senior City Planner at Minneapolis CPED who is on maternity leave, Jason Wittenberg, Manager of Land Use, Design and Preservation at Minneapolis CPED, met with the Roesses and they are comfortable with what they were told, i.e., the City has no plans in the foreseeable future to vacate 9th Avenue South and that it needs to stay open to the public.

No action was taken on this item.

C. Other Project Updates

1. **205 Park Avenue.** Shane LaFave, Director of Multifamily Development at Sherman Associates, provided an update on the status of the project. They had hoped to start construction this fall, but are continuing to work on the financing. The deadline for closing with the City is in February of 2018.

Given the incidental site plan changes, the LUC is still in support, but cautioned SA from seeking extensions beyond its deadline as the LUC has no appetite for extensions based on its recent experience with Mortenson at 800 Washington Avenue South.

No action was taken on this item.

2. **The Depot Minneapolis.** The committee continues to monitor The Depot property for the replacement of landscaping removed during construction of the first phase of the redevelopment project (hotel expansion). Rock Hantge was informed by CPED Planner Hilary Dvorak that the inspector visited the property and sent a letter to the developer asking them to replace the landscaping. The deadline is mid-September.

Rock Hantge will follow up with Dvorak prior to the next LUC meeting on Tuesday, October 3rd.
No action was taken on this item.

VIII. Old, New or Other Business

- A. **Washington Avenue Cleanup Day.** Tamburino advised the cleanup event on Saturday, September 9th was a success. There were approximately 10 volunteers from the DMNA area. He thanked Board members Nordgaard and Sweet for participating. There will be another event later this fall. Rock Hantge will communicate with NLNA's President Tim Bildsoe to learn about their plans.
- B. **Ward 3 Candidates Forum.** Tamburino advised the Ward 3 City Council Candidates Forum took place on September 12th and was attended by approximately 30 people. Three candidates participated: Steve Fletcher, Ginger Jentzen, and Samantha Pree Stinson. Tim Bildsoe was unable to participate due to a last minute commitment. Both Tamburino and Walsh thought it went very well.
- C. **East Town Business Partnership Business Forums.** Board member Walsh asked Rock Hantge to add this item to the agenda because she wants to get approval from the Board to attend the monthly business forums. Each forum costs \$25. Rock Hantge explained the Board needs to approve reimbursing Walsh, or other Board members, for the cost to attend these monthly events. Sweet

attends as the DMNA representative on the ETBP Board. Rock Hantge has added all of the DMNA Board to the ETBP email list, so they should be getting the notifications and all are welcome to attend.

The next business forum, a joint event with the Minneapolis Downtown Council and Economic Development Association of Minnesota, is on September 21st at the Dakota Jazz Club & Restaurant, and there is no fee required due to its sponsorship.

Walsh moved and Nordgaard seconded a motion to reimburse Board members for the cost to attend East Town Business Partnership business forums. Tamburino called for discussion. The motion passed.

D. DMNA Annual Meeting Update. Tamburino reminded everyone that this meeting is coming up on Tuesday, October 24th, 6:00-8 p.m., at Open Book. As was done last year, he would like to get together with a number of Board members to go over the agenda which includes the public forum on 800 Washington Avenue, as well as elections to the Board of Directors. Nordgaard volunteered. Discussion ensued regarding whether or not to pay for a video similar to what Peter Zenner produced; it was decided to just go with a PowerPoint. Tamburino will also work with Rock Hantge to put together a list of 2017 accomplishments.

Rock Hantge will reach out to Kyle Chank to see if he can provide another update on Super Bowl 52. The event has been promoted via the DMNA Website, Facebook, weekly eblasts, and the *Downtown Journal*, and she'll reach out to Dave Tinjum to promote it in the *Mill City Times*. To aid distribution throughout the neighborhood, Rock Hantge asked everyone to forward the contact information for their building's management.

IX. DMNA Staffing Update

Postponed until further notice.

X. DMNA Outreach and Collaboration Report

For a complete listing of the organizations and committees in which the DMNA is engaged, please reference the Outreach and Collaboration Chart prepared by Sweet included in the September 2017 Board materials on the DMNA's Website.

XI. Adjournment

Hill moved and McCrea seconded a motion to adjourn the meeting. Tamburino called for discussion. The meeting adjourned at 8:00 p.m.

Signed this _____ day of _____, 2017.

Chair

Secretary