

DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

Minutes from the Board of Directors Meeting on Monday, July 19, 2021

Via Zoom

https://us02web.zoom.us/rec/share/M8TXKkwML7FG2zwRONLYsmojm66f6h4leAweKjLMLCrQaSZerY3wi5SOdwV_c7MA.ELB2WAFxy8jVknx?startTime=1626731593000

I. Call to Order and Introductions

Chair Pamela McCrea called the Board meeting to order at 5:45 p.m.

Other Board members in attendance were:

Max Erickson
Andrew Gittleman
Tomek Rajtar
Laurie Rice
Carletta Sweet, Secretary
Joe Tamburino
Dianne Walsh, Treasurer

Vice Chair Kevin Frazell was absent.

Staff member Christie Rock Hantge was also present.

Zoom guests in attendance included:

Laura Boyd, Alcohol Compliance Services	Tom Olsen, MPRB At Large candidate
Jerry Croxdale, Mary Holmes neighborhood	Rosa Miller
Susan Field, Humboldt Lofts	Matt Moore, Eastside Restaurant
Steve Fletcher, City Council Ward 3	Douglas Pearson, Centre Village
Melanie Hess, DMNA National Night Out	Wendy Rubinyi, Bridgewater Lofts
Kendra Jamieson, DMNA CEC	Elizabeth Schaffer, MPRB District 4 candidate
Janice Klun, DMNA CEC	Dustin Sprouse, River Towers, DMNA HOA
Randy Manthey, The Carlyle Condominiums	Mary Suilmann, Bridgewater Lofts

II. Consideration of Agenda

Walsh moved and Rice seconded a motion to approve the agenda as submitted. McCrea called for discussion. The motion passed.

McCrea then announced she ran into Mayor Jacob Frey at Saturday's Mill City Farmers Market, and he asked her to pass his thank you to the DMNA Board for all the things we're working on; he was extremely impressed and thought we had accomplished a lot during COVID.

III. Consent Agenda

After Walsh advised she reviewed the June financials and everything was in order,

Gittleman moved and Rice seconded a motion to approve the consent agenda which included the June 21st

Board meeting minutes; F2021 Budget vs. Actual for the period ending June 30, 2021; and the Neighborhood Coordinator / Finance Coordinator staff report for June (Invoice #078). McCrea called for discussion. The motion passed.

IV. Plan Modification

McCrea explained the Board just completed a meeting with Bob Cooper [Senior NRP/CP Specialist of the Development Finance Division within the Finance & Property Services Department] who explained the pots of money available to us, i.e.: Neighborhood Revitalization Program, Neighborhood Priority Plan, Community Participation Program, and beginning in 2022 and beyond, the Neighborhoods 2020 funding programs (<https://www2.minneapolismn.gov/government/departments/ncr/neighborhood-programs/neighborhoods-2020/>), specifically, the Citywide Neighborhood Network Fund which will be used for all administrative expenses, and the Equitable Engagement Fund which will be used for all future projects. Cooper also explained how we can move some funds forward, and how we can engage in our contracts for the upcoming year. As a result, we're seeking a plan modification to move \$25,000 from the NPP Reserve Fund to the NPP Downtown Development Strategy.

Hantge explained there isn't anything specific we've identified but we've talked about several projects that relate to the goals of the Downtown Development Strategy. The primary reason for seeking the plan modification this month is because the NPP Reserve Fund needs to be spent down by the end of the year and she wanted to get the process moving forward in the event a project comes before us.

Gittleman moved and Walsh seconded a motion to approve the plan modification to move \$25,000 from the Neighborhood Priority Plan Reserve Fund to the Neighborhood Priority Plan Downtown Development strategy. McCrea called for discussion. The motion passed.

V. Land Use Committee Report

Committee Liaison Sweet reported on the following items presented at the July 7th LUC meeting:

- A. 600 and 700 South 2nd Street Site Renovation Certificate of Appropriateness Applications** by Han Zhang, Associate Principal at O2 Design (<http://o2.design/team/#han-zhang-leed-green>), and John Butler, Stone Arch Lofts resident. The 7-story Stone Arch Lofts and 10-story historic Washburn Lofts are essentially one HOA and they plan to install accessory structures, fences, signage, landscaping, pavers, lighting, and related features from the South 2nd Street streetscape, through the private breezeway between the two buildings, down to the surface parking lot and northern property demarcation along West River Parkway, to improve the appeal and safety of the residents' common areas and better delineate private amenities from adjacent public and institutional spaces in Mill Ruins Park and the Mill City Museum. Because the project will go before the Heritage Preservation Commission on Tuesday, July 13th (<https://lms.minneapolismn.gov/Board/Agenda/HPC/2611>), they sought a Letter of Support in time for that presentation.

The LUC unanimously recommended providing a LOS.

- B. Brill Building Rehabilitation Certificate of Appropriateness Application** by Michael Roehr, co-founder and Design Lead of RoehrSchmitt Architecture (<https://www.roehrschmitt.com/studio>), and

Dennis Buchanan, owner (<https://www.bizjournals.com/twincities/news/2019/11/04/sexworld-owner-buys-warehouse-district-building.html>). This project is comprised of two buildings: 327 First Avenue North (the 2-story Brill Building) and 20 North 4th Street (the 3-story Dickie Building), which have been platted together for some time as 20 North 4th Street. Because they're applying for historic tax credits, to improve life safety and accessibility they'll rehabilitate it and bring it up to local, state, and federal historic standards by replacing most of the windows and storefront, replacing the old freight elevator with a new passenger elevator, relocating the stairway from behind easternmost storefront to back of the building, connecting all levels to integrate the buildings, adding sprinklers and accessible bathrooms, vacating and blocking up areaway under the sidewalk. There will be no significant changes to the exterior. Because the project will go before the Heritage Preservation Commission on Tuesday, July 13th (<https://lms.minneapolismn.gov/Board/Agenda/HPC/2611>), they sought a Letter of Support in time for that presentation.

The LUC unanimously recommended providing a LOS.

- C. Aeon's Affordable Housing Trust Fund Program Application** by Jen Small, Real Estate Project Manager at Aeon (<https://www.linkedin.com/in/smalljen/> and <https://www.aeon.org/staff-board/>), who will be sponsoring, developing, and managing this joint project between St. Olaf Catholic Church and Westminster Presbyterian Church. She gave a brief overview of Aeon which has maintained a strong presence in the Minneapolis affordable housing market since 1986, and an update of the project since it was last presented to the DMNA in July 2020. To bring more affordable and supportive housing downtown, they plan to build up to 500 units in three buildings on the St. Olaf Catholic Church campus. In Phase 1, they'll build a new 20-story building with 150-270 units of workforce housing (North Tower) on the St. Olaf Catholic Church parking lot at 3rd Avenue South and South 8th Street; and rehabilitate the Exodus Residence being vacated by Catholic Charities (<https://www.cctwincities.org/a-new-home-for-exodus/>) at 819 2nd Avenue South for 60-67 studio units for people transitioning out of homelessness. In Phase 2, they'll build a South Tower adjacent to the Exodus Residence with 150-210 units of affordable housing (<https://www.startribune.com/st-anthony-aeon-st-olaf-catholic-church-join-on-largest-affordable-housing-project-in-downtown-mpls/600064587/>).

Important partners and sponsors on the Zoom call included Kevin Kenney, Pastor of St. Olaf Church (<https://www.linkedin.com/in/kevin-kenney-a523b347/>) which has provided an extraordinary discounted 99-year ground lease; Doug Mitchell, Associate Pastor of Westminster Presbyterian Church (<https://www.linkedin.com/in/doug-mitchell-8b2ab17/>) which has committed \$2 million in philanthropic funds; and Michelle Wincell O'Leary, Vice President of Community Housing Services at Touchstone Mental Health (<https://www.linkedin.com/in/michelle-wincell-o-leary-licsw-05b2112b/> and <https://www.touchstonemh.org/about/board-and-leadership/>), who gave an overview of the TMH organization and its programs that will be providing 24/7 onsite wraparound support services to the project. Aeon sought a Letter of Support for their application to the Affordable Housing Trust Fund Program.

The LUC unanimously recommended providing a LOS.

- D. Hyatt Place Minneapolis Downtown On-Sale and Sunday Sales Liquor License Application** by Nicholas Radel, General Manager (<https://www.linkedin.com/in/nicholas-radel-b2b36060/>), who was joined

by William Griffith, a shareholder at Larkin Hoffman (<https://www.larkinhoffman.com/people/bill-griffith-real-estate-and-land-use-attorney>) and representative of Summit Hotel Properties (<https://www.shpreit.com/>) d/b/a HPMD. This hotel beginning on the 8th Floor at 425 South 7th Street, is undergoing a change in management but the owner has applied for the license in its own name. Guests should not see any changes to the hotel, bar, and restaurant operations.

The LUC unanimously recommended providing a LOS.

- E. Bolero Flats Apartment Homes Conditional Use Permit Application** by John Swaney, CEO at Precision Signs & Imaging (<https://www.linkedin.com/in/john-swaney-cppm-7906525/>) and subcontractor to LiveWire Creative Services (<https://livewirecreativeservices.com/>) that is doing the work for the legal owners, Sage Apartment Communities (<https://www.bizjournals.com/twincities/news/2019/11/11/renovated-apartment-tower-near-orchestra-hall.html>). LiveWire and Precision are in the process of improving the property by rebranding all interior signage, and they'd like to rebrand the two existing exterior signage on the south and west elevations of the building and raise them 30' higher than the standard 34' maximum height for improved branding and enhanced visibility. This property is the former Symphony Place Apartments located at 1117 Marquette Avenue South (<https://www.boleroflatssage.com/>).

They sought a Letter of Support but due to a lack of information the LUC took no action and requested the owner return to the next LUC meeting and give a more detailed presentation.

Hantge noted she has subsequently sent information to the Board.

- F. Liquor License Applications** presented by Laura Boyd, President at Alcohol Compliance Services (<https://www.linkedin.com/in/laura-boyd-a3460b149/>):

- 1. Rand Tower Hotel (<https://randtowerhotel.com/>) On-Sale with General Entertainment** by Daniel Liang, General Counsel at Hersh Hospitality Management (<https://www.linkedin.com/in/dan-liang-0a19ba24/> and <https://www.hhmhospitality.com/>), Steve Teegarden at Maven Real Estate Partners, LLC (<https://www.linkedin.com/in/steve-teegarden-cpa-cfo/>), and Tim Wolfe, the new General Manager (<https://www.linkedin.com/in/thwolfe/>).

Because this recently renovated hotel (<https://www.startribune.com/rand-hotel-tower-opens-this-week-after-110-million-renovation/573216991/>) was reviewed by the LUC before COVID hit, and they plan to follow the same business plan that was already approved for Whiskey & Soda (<https://whiskeyandsodampls.com/>) on the 1st floor which has opened, and the Rand Tower Club restaurant, bar and veranda with retractable roof (<https://randtowerclub.com/>) on the 5th floor that hasn't opened, the LUC recommended providing a Letter of Support.

- 2. EaTo Bottle Shop Off-Sale** by Matt Monroe, one of the co-owners of Eastside Restaurant (<https://www.linkedin.com/in/matt-monroe-a72ba83/>). They plan to carve out 354 square feet of Eastside Restaurant at 305 Washington Avenue South for a bottle shop specializing in a limited selection of wines primarily from Italian regions (<https://www.helloeatompls.com/>). The LUC recommended 4-3 to providing a Letter of Support and asked the ownership to have a security

plan in place prior to opening to keep customers safe and the surrounding neighborhood free from nuisance activity. Also, the owner of Brixx sought their plans for keeping the alley in the block clean because it's an eyesore and the grease trap makes the entire block malodorous; he plans to stay on top of it.

Boyd explained the reason for this application. During COVID the state legislature authorized On-Sale restaurants to sell Off-Sale wine bottles and small six pack of beer to assist them economically (<https://www.startribune.com/beer-and-wine-to-go-inches-closer-to-reality-in-minnesota-during-covid-19-pandemic/569739162/>) which ended on May 28th with the expiration of a related executive order, and while a bill was introduced to continue it, no omnibus liquor bill was received at the legislature in 2021 (<https://www.minnpost.com/state-government/2021/02/updating-minnesotas-prohibition-era-liquor-laws-likely-has-a-lot-of-support-heres-why-that-doesnt-matter/>). Because state law doesn't allow them to sell from inside the restaurant or to have an interconnecting doorway with the restaurant in a 1st class city (<https://www.house.leg.state.mn.us/hrd/pubs/liqlics.pdf>), the Off-Sale liquor license is their only option. In their business plan, it is written they are looking for a fine wine shop which was filed in support of the Off-Sale license. Also, they have a meeting with Lieutenant Mark Klukow to do a police security review for the business and its operations. They believe because of its price point and curated selections they'll have much fewer problems than a typical Off-Sale establishment.

Gittleman moved and Rajtar seconded a motion to support EaTo Bottle Shop's liquor license application. McCrea called for discussion.

Rice then asked to hear about objections expressed at the LUC meeting which caused the 4-3 vote. Manthey explained the biggest concern at the time was the LUC was working off a verbal description and no drawings to understand its layout, ingress/egress, and parking accommodations. There is no dedicated parking but it picked up four spaces behind the former Pressbox Sports Bar & Grill at 328 South 3rd Street down a scary alley, and there's a drop off on Washington Avenue. The drawings were subsequently submitted which answered the earlier questions and concerns.

Matt Moore clarified there will be two separate entrances, one on 3rd Avenue South for the bottle shop, and one on Washington Avenue South for the restaurant/casual dining/cocktails at the bar. There will be no blocked off entrance from the restaurant to get into the enclosed bottle shop which will have a separate POS system and employees.

McCrea then called the motion and it passed unanimously.

Manthey then asked the applicant to return in a couple months when their plans are crystalized and give an update.

- 3. Farmers Kitchen + Bar On-Sale** by Gary Wertish, President of the Minnesota Farmers Union (<https://www.mfu.org/staff/>); Jeffrey Larson, President at JBL Companies (<https://www.linkedin.com/in/jblarson/>); and Simone Simon, General Manager at FK+Bar.

In 2020 they tried to reopen this restaurant located in the formerly Spoonriver space at 750 South 2nd Street under its current wine and beer license but COVID shut it down. Since then, they've done some remodeling by adding a full coffee bar, changing their food service model to counter style and grab-and-go (<https://farmerskitchenandbar.com/>) serving primarily Minnesota-sourced products, and they're planning to upgrade to a full on-sale liquor license with no live entertainment. The outdoor spaces will remain the same, i.e., one patio on South 2nd Street and one on Chicago Avenue. They want to connect the consumer with farmers through food and view this location as an opportunity to do that as well as being a part of the local community. It will be 100% MFU owned and managed and they plan to open in August 2021.

The LUC unanimously recommended providing a Letter of Support.

Sweet moved and Gittleman seconded a motion to approve all the above recommended Letters of Support. McCrea called for discussion. The motion passed.

The next meeting of the LUC will take place on Tuesday, August 4th.

VI. Ward 3 Update

Council Member Steve Fletcher reported on the following:

- A. The American Rescue Plan Act** (<https://www.minneapolismn.gov/government/budget/american-rescue-plan/>). The City Council approved Mayor Frey's proposal for almost \$102 million in funding, the first of two rounds of \$271 million in total federal funding, which will go toward economic recovery, affordable housing, and community safety. This is a good example of all of them working together and funding a lot of important City priorities. Biggest change the CC made was to add significant youth investment. He's especially interested in tracking getting people out of encampments and into sustainable housing and shelter. The biggest encampment in Ward 3 is on the east side of the river in the Sheridan neighborhood which recently suffered a fire (<https://www.fox9.com/news/minneapolis-encampment-fires-have-advocacy-group-concerned>).
- B. Tenant Opportunity to Purchase Act** (<https://cnhed.org/wp-content/uploads/2021/01/Opportunity-to-Purchase-Policy-Options-for-the-City-of-Minneapolis.pdf>) update will occur at his next Ward 3 Community Conversation. The consultant the City hired to write a report on the policy will give a presentation to inform constituents well in advance of the vote.
- C. Digital Billboard Project at 910 and 912 3rd Street South.** He referred Tom Laird, Managing Partner of Laird Capital (<https://www.linkedin.com/in/tom-laird-73bb1b102/>), to the LUC to get their opinion on this project. Under the Downtown Opportunity Billboard Districts Zoning Code, he has the right to put the static signs back up, but the goal is to replace them with more tasteful digital ones to be able to provide public health and safety alerts, direct site lines, and control the level of illumination.
- D. 2021 Scooter Share Program** (<https://www2.minneapolismn.gov/resident-services/getting-around/scooters/>). They have the new dashboard up and have corrected some information to address some concerns. There is now geofencing at the two parking ramps along 2nd Street and the plaza on Chicago Avenue

and have confirmed it with both vendors this afternoon. Part of the confusion they may be seeing is more people are buying their own scooters which, other than state law, are not regulated nor part of their program or pilot. Data usage feedback from the vendors does not fully match with some of the community feedback, particularly around late-night usage along South 2nd Street; he thinks Public Works will put one of their cameras up to get a better sense of the traffic. Ninety percent of the 3,000 complaints in the system are from Ward 3 in comparison to what they're seeing in the rest of the city; it seems to be a fairly small number of users for generating a lot of complaints so he hopes we're not bogging them down with complaints that aren't helpful but thank you for the feedback. He encouraged everyone to think tactically what's going to be the most useful to get the most urgent problems addressed. Also, please fill out Public Work's survey online

Thereafter, the Board engaged in a lengthy discussion and posed numerous questions to Fletcher, primarily related to the 2021 Scooter Share Program including sidewalk counter technology. The Board expressed frustration regarding the City's approach to managing the program and challenged Fletcher on his position and strongly encouraged him to reconsider allowing scooters in residential areas of the downtown community.

VII. Strategic Planning Task Forces

A. Branding. Walsh provided an update on the following projects:

- 1. Historic Signage.** She and Manthey met with Daniel Jacobsen of Pixelwerx (<https://www.linkedin.com/in/danjacobsonlargeformatprinting/>) and all 16 histories for 16 buildings in the Mill District are done and they're in the final editing phase. Pixelwerx will create the 20"x21" signs but first they wanted prototypes, three of which they received today, and next they'll meet with the building owners to discuss where they want the signs to be located. What's exciting is that their 5-person committee knows more about the buildings than many of the owners, and research has been fun. They hope to have the signage manufactured within 6 weeks and out in the fall. They'd like to plan a reception (e.g., at Dayblock Brewing, The Depot who would provide refreshments) to debut them for residents to get to know their building and meet the building owners. Hantge is creating QR codes that will direct them to the DMNA website; it'll be great branding for the DMNA and for the historic Mill District. With the funding they have for next year and year after, they'll be doing this throughout downtown.
- 2. No Scooter Riding Signage.** The Board also supported monies to design signage for the sidewalk to discourage riding scooters on the sidewalk. Again, they got an estimate from Pixelwerk for creating 500 no scooter riding signage for \$2,600 which will be distributed throughout downtown by willing volunteers.

Walsh moved and Sweet seconded a motion to approve \$2,600 for 500 no scooter riding on sidewalks signage project. McCrea called for discussion. The motion passed.

B. HOA Advisory Group. In HOA Chair Dustin Sprouse's absence, McCrea advised the next meeting will be on Thursday, August 19th at 5,30 p.m., and they'll discuss building structural integrity with Todd Walker, VP of Engineering Services at Reserve Advisors, and Daniel Murphy, Principal at

Meyer Borgman Johnson.

Also, they are seeking approval of their updated guidelines.

VIII. Civic Engagement Committee Report

Committee Chair Max Erickson reported on the two following items from their July 15th meeting:

- A. National Night Out.** This event is just over 2 weeks away on August 3rd at The Commons, one of the key DMNA outreach event for constituents. As of July 9th, 38 vendors and sponsors have been confirmed and they'll continue to take in additional vendors and sponsors up through the event, and as a result they came under budget (<https://www.thedmna.org/wp-content/uploads/2021/07/FINAL-DMNA-NNO-Event-Proposal-and-Budget-1.pdf>). If anyone would like to volunteer at the DMNA table, please contact Hantge. Walsh offered to provide the additional spatulas in her possession. Hantge advised she received donation checks from Kraus-Anderson and Wells Fargo, and is awaiting checks from Loring Park, Downtown Improvement District, and Thrivent.

Gittleman moved and Walsh seconded a motion to approve the final proposal and budget for the NNO event at The Commons. McCrea called for discussion. The motion passed.

- B. Neighborhood Identification Signage.** A final proposal and budget and style guide was submitted for the Mill District and Gateway perimeter signage and aluminum banners for the street lights (<https://www.thedmna.org/wp-content/uploads/2021/07/DMNA-ID-Signage-Proposal-for-Board-7.14.21.pdf> and https://www.thedmna.org/wp-content/uploads/2021/07/2021_DMNA_DTSignage_StyleGuide061721-1.pdf) for Board approval. Phase 1 is near completion, and the proposal for Phase 2 and 3 was approved at their meeting on July 15th for a total amount to complete all phases of \$26,797.

Erickson believes this is a well thought out plan and explained because our organizational funding structure is changing in 5 months which we knew from the Neighborhoods 2020 planning, the ability for our organization to grant funds so freely will be dwindling next year and halting in 2 years as we know it. His primary concern is that it's not the banners themselves, but the DMNA has no historical precedence for taking on a project like this with ongoing maintenance, fundraising, and administrative costs. If approved, the buck will stop with the Board and it will be ultimately be responsible for maintaining and fundraising for these banners in the future, and if they become worn and tattered neighbors will be knocking on your door to fix it.

Hantge clarified the NPP Downtown Development Strategy is the source of the funds for the neighborhood identification project and recommended using the \$25,000 moved from the NPP Reserve Fund but there would still be the cost for replacement and ongoing permit fees which may require fundraising.

Kendra Jamieson, the designer behind the signage (<https://www.kendrajamieson.com/>), then explained how much thought she put into how to brand each neighborhood in each district. There's a lot of visual image, video, color, and brand research. She'd love to see them up and hope they can get installed to help create more community for everybody.

Gittleman moved and Rice seconded a motion to approve Phase 2 and 3 of the neighborhood identification signage project for 2021 which includes branded aluminum banners for the Mill District and Gateway District in downtown Minneapolis. The motion passed.

C. Municipal Election Joint Community Forums. They've been working with the North Loop Neighborhood Association, which has been a great group to collaborate with, to put together a Ward 3 City Council Candidates Forum at Modest Brewing in September after Labor Day (<https://www.thedmna.org/event/ward-3-candidates-forum-on-september-13-at-modest-brewing/>) which will be preceded by a meet and greet with the MPRB candidates; and a Governance and Public Safety Charter Amendment Forum via Zoom.

IX. New / Old / Other Business

Renewal of Memberships. Due to time constraints, this topic was tabled until the August Board meeting to allow Hantge time to invite Dan Collison, Executive Director for East Town Business Partnership and NūLoop Partners, to attend and provide updates on the ETBP membership (\$550 annually) and NLP membership (\$1,000 annually). Because the DMNA might not have funds for this in the future, Hantge suggested we consider paying for these memberships for the next 3 years.

X. Next Board Meeting

Monday, August 23rd, at 5:45 p.m., and after a brief discussion regarding whether to conduct it via Zoom or hybrid – Hantge advised the Mill City Museum where they have normally met is closed until September – it was determined to meet via Zoom.

XI. Adjournment

There being no further business,

Sweet moved and McCrea seconded a motion to adjourn the meeting. McCrea called for discussion. The motion passed at 7:45 p.m.

Signed this _____ day of _____, 2021

Chair

Secretary