

DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION
Minutes from the Board of Directors Meeting on Monday, January 23, 2023
Via Zoom

([https://us02web.zoom.us/rec/share/UuICrhsY - Xjr5H72acNHQOPcleKvqpOo04OrG0cNHsG_rsffm4Nkd_OaqIENB5z.ajgXSsr6QYHwM7DN?startTime=1674515911000](https://us02web.zoom.us/rec/share/UuICrhsY-Xjr5H72acNHQOPcleKvqpOo04OrG0cNHsG_rsffm4Nkd_OaqIENB5z.ajgXSsr6QYHwM7DN?startTime=1674515911000))
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I. Call to Order

President Andy Gittleman called the Board meeting to order at 5:30 p.m.

Other Board members in attendance were:

Jim Bishop
Abby Larson, Treasurer
Isaac Risseeuw
Carletta Sweet, Secretary
Joe Tamburino
Dianne Walsh

Board Members Danielle Eisenbacher and Pam McCrea were absent

Executive Director Christie Rock Hantge was also present.

Zoom guests in attendance included:

Howard Cohen, Bridgewater Lofts	Michael Rainville, Ward 3 Council Member
Thomas Dambrine, The Naughty Greek restaurant	Nancy Reed
Larry Dole, Legacy Condominiums	Al Richwine
Rue Ether, SEIU Local 26 Resident Organizer	Courtney Ries, Meet Minneapolis
Amy Floder	Ryan SanCartier, Ward 3 Policy Aide
Christina Frey, DMNA Civic Engagement Committee	Dustin Sprouse, River Towers
Brody Honkanen, IncredibleBank	Valentine Stazine, The Eleven
Grace M.	Joe Stouffer
Ed Magarian, Dorsey & Whitney	Susan Traul, DMNA Civic Engagement Committee
Randy Manthey, The Carlyle	Shane Zahn, Minneapolis DID

II. Consideration of Agenda

Gittleman presented the agenda which had no additions or changes.

Larson moved and Tamburino seconded a motion to approve the agenda as presented. Gittleman called for discussion. The motion passed.

III. Meet Minneapolis

Gittleman introduced Courtney Ries, Senior Vice President, Destination Branding and Strategy at Meet Minneapolis. Ries provided an overview on the work of Meet Minneapolis. She noted that the organization was founded in 1987. It is a 501 (c)(6). They have 70 staff members and a 36-member board. She noted that they have few staff stationed in Chicago, the East Coast, and Washington DC. They are where their clients are. She indicated that they are funded primarily by tax dollars received from the City of Minneapolis collected by hotels. She highlighted that as of 2022, there are 47,946 total hotel rooms in the immediate region of Minneapolis, St. Paul, and Bloomington. There are 51 hotels in Minneapolis. Meet Minneapolis also receives some dollars through private partnerships and sponsorships.

Ries noted that while they do exist to promote the city of Minneapolis and to support a high-quality of life, their primary focus is to sell the Minneapolis Convention Center. She explained that the mission of her organization is to positively impact the economic and social prosperity of our Minneapolis community by attracting visitors, meetings and events that directly support jobs and local businesses, and generate critical revenues.

Ries explained that they measure success by the following:

- Group Hotel Room Nights
- Minneapolis Convention Center Revenue
- Partnership Retention and Growth
- Lodging Tax Receipts

Ries noted that they work very closely with the Minneapolis Downtown Council on reputation management, or to improve the perceptions of Minneapolis by residents living within 25 miles of the downtown core. They produce a weekly newsletter called Minneapolis Momentum, which shares good news about positive things happening in the community. They also have a large-scale advertising campaign that promotes peoples' positive experiences in Minneapolis in recent months on billboards. They have a leisure advertising campaign, as well. She noted that Meet Minneapolis also works very closely with online influencers.

At this point, Tamburino inquired about the inconsistency of Skyway hours in Minneapolis. He asked if there was a way that Meet Minneapolis could help bring uniformity to the hours. Ries stated that they are working closely on this issue with the Minneapolis Downtown Council. She indicated that the hours are dictated by the building owners, and some say they do not have the staffing capacity to extend hours of operation. Shane Zahn from the DID was also on the call, and he stated that they now have six ambassadors working in the Skyway system to help promote safety and to respond to questions from users. The hope is that once there is more activity downtown, building owners will see the benefit of expanding the hours of the Skyways.

Ries then went out to introduce the new 2023 Anthem Campaign, which was created by the local marketing firm Periscope. They have been in the advertising business for 40 years. They were selected through an RFP process. The ask to Periscope was to develop a marketing campaign that

reinvigorates Minneapolis to-doism by creating an anthemic campaign to showcase all of the amazing things the city has to offer, sparking travel interest and boosting the pride of locals. The goals of the campaign are three-fold: to improve perception, to increase travel intent to Minneapolis and to increase hotel room stays. The enemy of this work is perception. The title of the campaign is “See what all the fuss is about.” Essentially taking perceptions and flipping them. She reviewed some examples of the creative work behind it, including “Minneapolis, overrun by bikers” and “Desserted, but not like you’ve heard”. The campaign is a bit unconventional, but the goal is to get people talking about Minneapolis. She stated that it will launch at the end of the March.

Ries concluded her presentation by noting that their 2023 Annual Meeting is on Thursday, February 23, from 11:30 a.m. to 1:30 p.m., at the Minneapolis Convention Center. She also highlighted a few ways that the neighborhood association can help Meet Minneapolis in its work, including sharing positive experiences with family and friends from outside of Minneapolis and Minnesota, sharing the newsletter and website, etc. Finally, she mentioned the work that Meet Minneapolis is doing at the State Legislature in 2023 to establish a Tourism Improvement District. There are 200 across the United States, but none in Minnesota. This would be exclusive to hotels.

For more information on Meet Minneapolis, please visit <https://www.minneapolis.org/>

IV. Ward 3 Update

Council Member Michael Rainville reported on the following:

- The 2nd Street Resurfacing Project continues to evolve. He has talked with Mayor Frey about the project and the need for it to be more than just a mill and overlay. There will be an open house in March to present a revised plan for the project. Gittleman asked that the revised plan be presented at a DMNA Board meeting prior to the open house. He also asked about the best way that the DMNA can have its input heard by the City. Council Member Rainville encouraged the neighborhood to put its concerns in writing and to have residential buildings along 2nd Street to do the same. Send him the letters and cc the Mayor and the Director of Public Works.
- The Mayor has approved a “recreational zone” for scooters along the Minneapolis Riverfront and across the Stone Arch Bridge. This will limit the number of scooters that operators can place in this area, as well as reduce speeds, and hours of operation.

V. DID Street Outreach Update

Shane Zahn, the Director of Safety Initiatives for the Minneapolis Downtown Improvement District, provided an update on 2023 Street Outreach activities. He highlighted the work of Mad Dads, 21-Days of Peace, Youth Coordinating Board, YouthLink and the Hennepin County social worker. He stated that will be adding a social worker in 2023 to extend the hours of this valuable initiative. He noted that the DID works very closely with the 1st Precinct. They have a dispatch center at the 1st Precinct that serves as a hub for both the ambassador program and the street outreach teams. Finally, he noted that they are purchasing a incident management system to help manage all of the street outreach teams.

VI. Consent Agenda

Tamburino moved and Larson seconded a motion to approve the consent agenda which included the December 19th Board meeting minutes; the F2022 Budget vs. Actual for the period ending December 31, 2022; and the Neighborhood Coordinator / Finance Coordinator staff report for December (Invoice #096). The motion passed.

VII. Committee Reports

A. Land Use Committee. There was no report this month.

B. Safety and Security. Chair Cohen stated that the committee is meeting on January 27. They will be discussing the 2022 Mill District bike patrol and whether to continue it in 2023. They will also be discussing the possibility of having a safety and security summit in 2023.

C. Civic Engagement. Gittleman noted that this committee met for the first time a week ago. Their next meeting is scheduled for Tuesday, February 7. Susan Traul is the new committee chair. Board member Isaac Risseeuw is the board liaison. They will continue to review the charter and to discuss what they would like to accomplish in 2023, but priorities will include the National Night Out event on August 1, and the Annual Meeting in October.

D. Historic Signage. Walsh stated that the 2022 signage should be completely installed this week., and at that point there will be a total of 36 histories on downtown buildings. The committee met for the first time in 2023 on January 16. They have started identifying buildings to research and create signage for this year. Finally, Walsh is giving a presentation on the Historic Sign Project at the Bridgewater. She is hoping to gain a few volunteers at this event.

VIII. President's Report

Gittleman reported that he is working on a rental building database using information and resources shared by Rock Hantge.

Tamburino reported that he was appointed to the Mayor's Vibrant Storefront Work Group. He will keep the board updated on its work.

IX. New / Old / Other Business

A. HOA Advisory Group Update. Dustin Sprouse stated that he has met with members of the HOA Advisory Group and they understand the board's decision to eliminate it as a formal committee of the DMNA. They may continue to meet independently of the DMNA.

B. 1st Street Construction. River West resident Susan Traul inquired about the 1st Street resurfacing project. Gittleman indicated that he does not have any updates to provide on it at this time.

X. Adjournment

There being no further business, Tamburino moved and Walsh seconded a motion to adjourn at 6:35 p.m.

Signed this _____ day of _____, 2023.

Chair

Secretary