

DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

Minutes from the Board of Directors Meeting on Monday, August 30, 2021

Via Zoom

https://us02web.zoom.us/rec/share/0JCJd_i95od8SldPXwtN2ixij67JK2E1b_nKzjVfne-cuzqcP77rX01qZedDTdJL.Wsm3p-UsfcrY9Txv?startTime=1630363069000

I. Call to Order and Introductions

Chair Pamela McCrea called the Board meeting to order at 5:47 p.m.

Other Board members in attendance were:

Max Erickson
Kevin Frazell, Vice Chair
Tomek Rajtar
Laurie Rice
Carletta Sweet, Secretary
Joe Tamburino
Dianne Walsh, Treasurer

Board member Andrew Gittleman was absent.

Staff member Christie Rock Hantge was also present.

Zoom guests in attendance included:

Dan Collison, East Town Business Partners and NūLoop Partners	Douglas Pearson, Centre Village
Mary Harmon	Wendy Rubinyi, Bridgewater Lofts
Kendra Jamieson, DMNA CEC	Elizabeth Schaffer, MPRB District 4 candidate
Abby Larson, Sherman Associates	Elizabeth Vandam, Oakland Apartments
Miles Mercer, Minneapolis CPED	David Wilson, Green Minneapolis

II. Consideration of Agenda

With there being no additions or changes to the agenda,

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

III. Downtown Economic Development Strategies and Programs

Miles Mercer, Manager of Business Development at Minneapolis Community Planning & Economic Development (<https://www.linkedin.com/in/miles-mercner-5722491/>), said he's very interested in what ideas the DMNA has about the needs of its business community since it has had numerous interactions with CPED over the years on various projects and initiatives.

As part of Economic Development (<https://www2.minneapolismn.gov/media/content-assets/www2-documents/departments/CPED-Org.pdf>), his team works on programs to support small businesses in

Minneapolis, and commercial real estate projects in which the City is involved particularly when they're selling. The City has collaborated with different neighborhoods stretching back to the days of the Neighborhood Revitalization Program (<http://www.nrp.org/>) up through to date to support local business communities and some of that involved deploying NRP funds, so he considers this an introductory / brainstorming conversation to understand how we can work together.

Mercer then described the array of ways they support small businesses, e.g.: providing information via the Minneapolis Business Portal (<https://business.minneapolismn.gov/>); technical assistance (<https://www2.minneapolismn.gov/government/programs-initiatives/b-tap/>) and free business consulting services through participating community organizations; financial assistance via the SBA, State, Great Streets, private grants, and other relief (<https://www2.minneapolismn.gov/government/programs-initiatives/minneapolis-forward/operating-safely/information-for-business-owners/#d.en.39461>); matchmaking with available properties and retail spaces with available tenants.

Under the Great Streets program (<https://www2.minneapolismn.gov/business-services/business-assistance/community-development-business-assistance/great-streets-program/>), they provide funding through community-based organizations for the Façade Improvement Matching Grant program. However, currently there is no community-based organization administering this program in Downtown East, but this has been an area where they've collaborated with other neighborhood organizations if they wanted to establish their own façade improvement program and use their NRP dollars for that.

Another program they administer under financial assistance is small business lending for capital improvements, e.g., when a business is going to lease some space and needs to make leasehold improvements *and* they're seeking private financing (they already have a relationship with a bank or nonprofit lender and there's a shortfall in the collateral covering the loan). The City will do a loan (generally up to \$50,000 at a 2% interest rate up to 10 years) in participation with the private lender. Again, that's been an area where they've worked with some neighborhood organizations on small business lending.

After relaying some of the areas of assistance they work on to support small businesses, McCrea mentioned some specific properties on Washington Avenue that have had difficulty, i.e., Periscope which had a tumultuous 2020 (<https://www.bizjournals.com/twincities/news/2021/07/08/periscope-walkout-one-year-later.html>), and the adjacent property at 903 Washington Avenue South (<https://www.loopnet.com/Listing/903-Washington-Ave-S-Minneapolis-MN/18094334/>) whose landlord has subsidized its tenants so they can remain. She hasn't seen anybody focus on the east end of Washington Avenue for economic development but she's seen a lot of focus on downtown.

Mercer, who pulled up maps to recall what's there, noted that she's identifying some opportunity sites to think about, so the question is what role the City, community-based organization, some new or existing property owner might have to make something happen; it's a matter of what are the plans and goals of those property owners and are they looking for tenants and can we help them get tenants by matchmaking or financial assistance to make a deal happen.

Thereafter he responded to questions from Board members Tamburino and Rajtar, and guest Collison.

IV. Minnesota Historical Society Legacy Grant Application for the Oaklands on 9th

Elizabeth Vandam, author and historian of architecture, noted it was a nice coincidence that WCCO had a piece on this project on Sunday (<https://minnesota.cbslocal.com/2021/08/30/oaklands-on-9th-1st-apartment-building-in-minneapolis-restored-to-original-glory/>), then explained she's been involved with Hennepin County history since she moved to Minneapolis in 1997. They first lived in the Tangletown neighborhood (https://en.wikipedia.org/wiki/Tangletown,_Minneapolis) during which she was introduced to the architectural style of Minneapolis architect Harry Wild Jones (https://en.wikipedia.org/wiki/Harry_Wild_Jones and <https://coololdbuildingsmn.wordpress.com/tag/elizabeth-vandam/>) whose work we may be familiar, e.g., Butler Square, Lakewood Cemetery Memorial Chapel, Washburn Water Tower.

While displaying images from the document she submitted (<https://www.thedmna.org/wp-content/uploads/2021/08/Podium-grant-responsibilities-Oaklands-DMNA.pdf>), Vandam noted the project is located at 215 South 9th Street. In 2008, her application to the Preservation Alliance of Minnesota was accepted to add the Oakland, which was desperately dilapidated, to the ten most endangered historic places (<https://www.pipestonestar.com/articles/group-announces-endangered-historic-places/>). The entire renovation of this first apartment building in Minneapolis that had interior entrances is chronicled at <https://oaklandson9th.com/>, and the fact that it's still standing is a minor miracle. If anyone is interested in touring it, just let her know. She knows the owners, John Kistler and Norman Kulba, who are committed preservationists and admirers of Minneapolis historic architecture [they previously presented this project to the DMNA Board in April 2019].

Vandam's here to ask for the DMNA's help in obtaining a small Legacy Grant (<https://www.mnhs.org/preservation/legacy-grants>) for a podium marker to be placed in front of the building because she needs a 501(c)(3) to be the applicant and the fiscal agent if the Minnesota Historical Society awards the grant. Her contacts at the MNHS grant office indicate the application for \$10,000 or less will not have difficulty being funded.

Then she reviewed the responsibilities of the DMNA and Project Manager under the Legacy Grant as indicated in her document. She's hoping to meet the October 8th deadline (<https://www.mnhs.org/preservation/legacy-grants/events/13001>), and the only thing that would slow her down is getting the podium makers.

During questioning, Hantge advised she **does** have the capacity to take on these additional duties. The DMNA has served as the fiscal agent for another much larger Legacy Grant for the North Star Lofts sign rehabilitation project a few years ago (<https://www.fsresidential.com/minnesota/news-events/press-releases/north-star-lofts-iconic-sign-rehabilitation-projec/>), and she already has an account set up in the MNHS grant portal.

Although Vandam wasn't familiar with the DMNA's Historic Sign Project (<https://www.thedmna.org/historic-signage/>) that Walsh has been leading, which is in the first of a three-year commitment to Downtown East and West, she encourages and supports our input on the text and design of the Oakland's podium marker and is willing to work with Walsh in coordinating both projects. After further discussion, during which it was noted that in lieu of the current request, Vandam could work with Walsh on the historic signs the DMNA has developed,

McCrea moved and Walsh seconded a motion to support the Oaklands on 9th's (<https://oaklandson9th.com/> and <https://www.facebook.com/oaklandson9th>) Legacy Grant application to the Minnesota Historical Society for a podium marker and to serve as its fiscal agent. McCrea called for discussion. The motion passed.

V. East Town Business Partnership and NūLoop Partners Membership Request

Dan Collison, who serves as the Executive Director for both the ETBP (<https://easttownmpls.org/>) and NūLoop Partners (<https://www.nulooppartners.org/>) and served on the DMNA Board 5 years ago, explained in his role as a bridge between both organizations, he usually comes once a year to give an update on their activities and ask for consideration of reciprocal support to advance each organization's goals and strategies.

Collison then gave an overview of these two organizations located in and representing the growing edges of downtown Minneapolis. NūLoop Partners' area is comprised of the North Loop neighborhood, Warehouse District, and approximately 30 blocks of Downtown West. It's a private-public partnership with the goal to leverage physical and human assets to transform and connect the Greater North Loop/Downtown West area for the common good through thought leadership, activation of imagination, and sometimes fundraising for specific projects, e.g., their goals for 2021-2022 includes:

- The priority nexus focusing on
 - The redevelopment of the Root District around the Minneapolis Farmers Market (see the 15-minute North Loop video at <https://www.nulooppartners.org/video-gallery/>)
 - Access-parking-pedestrian and public safety
 - Ongoing strategic community engagement with the priorities of the NLNA and DMNA, as well as bridging to the Harrison Neighborhood Association
- Improve Connections | Offset Barriers
- Business and Property Owner Engagement
- Public Realm Surrounding Emerging Large-Scale Projects
- Transit Oriented Development
- Urban Visioning and Livability

The ETBP's area is comprised of the Downtown East and Elliot Park neighborhoods and since 1979 it has represented businesses and nonprofit organizations. It strives to be vibrant, multi-faceted, and connected which is a unique challenge because of the differences between each neighborhood it represents, yet they are a whole East Town.

Its Aspirations for 2021-2022 are to

- Communicate effectively through social media channels and advancing strategic customized video projects
- Amplify broader downtown Minneapolis re-animation messaging (mpls downtown council + Meet Minneapolis)
- Elevate the nuances of the East Town brand narrative to better leverage connection to neighborhoods (Vibrant, Multi-faceted, Connected)
- Support and accelerate small and diverse owned businesses in the district
- Engage all ETBP members on municipal election and public policy issues

The cornerstone of this organization's work is its monthly business forums, which are held on the third Thursday of the month between September and June, the incredible work of Chameleon Shoppes (<https://www.chameleonconsortium.com/>), and the videos he's producing to highlight the East Town businesses (<https://easttownmpls.org/video-gallery/>).

McCrea reminded Collison about the branding work the DMNA has been doing recently and strongly encouraged the ETBP to work collaboratively with the neighborhood organizations to help promote the local business community to residents and visitors. She stated that there is a lot of confusion about the East Town name and how it correlates with the Downtown East neighborhood and the Mill District. Lots of names leads to a lot of confusion. She wishes there was a way to simplify the names of the geographic areas in the downtown community.

Erickson, who served as the DMNA's liaison on the ETBP's Food & Hospitality task force, commented that regardless of what different subsections of the DMNA boundaries are called, the ETBP has engaged businesses which is something the DMNA has not done beyond fundraising, so perhaps there's something we can do to better serve the businesses such as surveying residents to see what types of businesses they want to support.

Collison explained each organization has been grateful to receive \$1,000 a year to support the general budget that includes staff time and effort but little overhead; it's been a way for the DMNA to influence what the business community is doing on the growing edges of downtown. Hantge clarified that this is one of the items she's recommending that we consider for a multi-year contract because she's not confident that Neighborhoods 2020 funding will support memberships unless we can prove that we're engaging with them to help promote BIPOC-related businesses. One of the strategies she has in the Neighborhoods 2020 application is figuring out a way to partner on the Chameleon Consortium to do a pop-up in Downtown East as opposed to just in Downtown West.

Then after further discussion,

Frazell moved and Rajtar seconded a motion to renew the ETBP and NūLoop Partners memberships for the next 3 years at \$1,000 each per year. McCrea called for discussion. The motion passed.

VI. Green Minneapolis Request to Partner on Cleanup Event

David Wilson, Chair of Green Minneapolis (<https://www.greenminneapolis.org/about/board-of-directors/>) and Mill District resident, said his organization's focus is on enhancing public realm space in downtown and the urban tree canopy across the entire city. They raised funds for The Commons and operated it until the MPRB took it over; raised funds to renovate Peavey Plaza and are under a 5-year contract with the City to maintain and program it; and have just launched a 200,000 tree planting initiative with the MPRB that they approved last month and will be issuing for the first time in Minnesota carbon offset credits they'll sell to the private sector to help fund tree planting across the city.

Then he advised they were approached by Keep American Beautiful (<https://kab.org/>), which does not have an affiliate in the Twin Cities, about the series of litter clean up events across the U.S. they're

partnering with the Los Angeles Rams and Castrol in every city the Rams are playing, one of which is when the Rams will be playing the Vikings in late December. They agreed to organize an event but not in December because of the anticipated cold, instead it will be on Saturday, October 9th, 9 a.m.-1:00 p.m. (<https://volunteer.kab.org/opportunity/a2a4M000001hOtjQAE>), starting at The Commons or Stadium Plaza with a kickoff event, perhaps some players from the Vikings, a raffle for free tickets, refreshments, and then breakout in crews focusing on neighborhoods adjacent to US Bank Stadium, and also neighborhoods outside of the Downtown Improvement District. They'll be tracking how many bags of trash are picked up and how many miles of streets are cleaned up.

They also want to build community out of this event and are requesting the DMNA to partner with them on promotional materials they'll put out through social media, and for the DMNA to promote the event through its stakeholders and mailing list and solicit volunteers and crew leaders. Any ideas about how to approach the geographic area will be appreciated.

Frazell moved and Rajtar seconded a motion to partner with Green Minneapolis on the Keep American Beautiful Cleanup Event on Saturday, October 9, 2021. McCrea called for discussion. The motion passed.

VII. Consent Agenda

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

Walsh moved and Rajtar seconded a motion to approve the consent agenda which included the July 19th Board meeting minutes; F2021 Budget vs. Actual for the period ending July 31, 2021; and the Neighborhood Coordinator / Finance Coordinator staff report for July (Invoice #079). McCrea called for discussion. The motion passed.

VIII. Land Use Committee Report

Committee Chair Kevin Frazell reported on the following items presented at the August 4th meeting:

A. Breakfast Bar of Minnesota Application to Elevate the On-Sale Liquor with Sunday Sales, No Live Entertainment License to General Entertainment by Nation of Brothers LLP and its representatives Jeffrey Williams, President, and Empowerment Training Manager at Twin Cities RISE! (<https://www.twincitiesrise.org/staff>); Marcus Williams, CEO (https://www.insightnews.com/business/homegrown-nfl-player-invests-in-restaurant-in-downtown-minneapolis/article_fab05e6e-bfd7-11e9-b96c-e7e2a7b8a3ef.html); and Darryl Lindsey, Vice President, and VP of Programming at Appetite for Change (<https://appetiteforchangemn.org/who-we-are/our-staff/#darryl>). BBM has been in operation since July 2019, and on June 10th of that year they came before the LUC seeking support for their On-Sale Liquor with Sunday Sales, No Live Entertainment License application (<https://lims.minneapolismn.gov/Download/RCA/10423/Breakfast%20Bar%20of%20MN%20Inspector%20Report.pdf>) which was approved by the Board on June 17, 2019.

They wish to expand the seating capacity on their patio as well as offer live musical entertainment, disc jockeys, and dancing inside and outside of their establishment.

The LUC unanimously recommended providing a LOS.

Bolero Flats Apartment Homes Conditional Use Permit Application by Greg Stankey, Signmaker for Precision Signs & Imaging.

As background, this project first went before the LUC on July 6th but no action was taken and the owner was asked to return with answers to questions posed. This project then went before the Board on July 19th but it was sent back to the LUC to receive its final recommendation. In the interim, Hantge forwarded a response she received from Senior City Planner Mei-Ling Smith (<https://www.linkedin.com/in/meilinganderson/>) who clarified they would not differentiate the sign needs for residential and commercial, and felt the signs would be helpful for wayfinding and that they're in natural or logical locations on the building walls.

Stankey clarified they are seeking a CUP to replace the two existing exterior signs with two new rebranded LED-illuminated signs on the south and west elevations of the building and raise them to 69', 30' higher than the standard 34' maximum height, to make them more visible to prospective residents, delivery agents, emergency services, etc.

The LUC unanimously recommended providing a LOS for the CUP to increase the height of the signs.

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

The next meeting of the LUC will take place on Tuesday, September 7th.

IX. Chair Report

McCrea had nothing new to report, however, she noted if there was anyone interested in going back to in-person meetings, to let her know. Based on comments received, it seems to make good sense to continue meeting via Zoom. Frazell added that our two most popular locations, Open Book and the Mill City Museum, are not available for us to meet right now.

X. Civic Engagement Committee Report

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

A. National Night Out. Thank you to everyone who helped make the event a success! Thanks to Board members who attended and worked at the DMNA information booth; to subcommittee volunteers Melanie Hess, Alison Gordon and Robin Baumgartner who did the lion's share of work in planning and organizing the event; to Hantge for her help behind the scenes; and to Dan Collison for taking photos and producing the video (<https://youtu.be/od3tgpS90jY>) which will serve the CEC well in terms of getting future engagement from businesses and others residents going forward.

B. Neighborhood Identification Signage. The Board has approved all phases of the project to date, including the metal boundary signage and the Mill District and Gateway District process. In tonight's Board materials, there's an updated budget for the total cost, and specifically highlighted is an invoice of \$2,385 submitted by Kendra Jamieson for design work on all signage done in the three different phases of the project. This is a one time-cost being brought before the Board that did **not** go through the proper procedure and vetting process that we would usually do for an invoice like this,

but he's bringing it forward recommending approval knowing that moving forward committees will be going through the proper process and procedures to get invoices approved and bids out. After further discussion,

Erickson moved and Sweet seconded a motion to approve payment to Kendra Jamieson for her design work related to the metal boundary signs for the Downtown East and Downtown West neighborhoods, as well as the Mill District and Gateway District banners. Payment is contingent on the response that Erickson receives from Jamieson regarding whether the DMNA will own the design. McCrea called for discussion. The motion passed.

- C. Municipal Election Joint Community Forums.** The DMNA has been coordinating a series of three different forums in collaboration with the NLNA. Many thanks to the NLNA for their continued support and partnership; it's been a great example of what future neighborhood organizations can do in partnership.

The first one, a Governance Charter Amendment presentation (<https://www.thedmna.org/event/charter-for-change-presentation-on-august-24-via-zoom/>), was on Tuesday, August 24th; and the second, a Public Safety Charter Amendment presentation (<https://www.thedmna.org/event/dmna-nlna-public-safety-charter-amendment-presentation-on-august-25-via-zoom/>), one was on Wednesday, August 25th, and its Zoom recording can be found at https://us02web.zoom.us/rec/share/FbCwtHWzF_uMYG_34lmkhMTA6FEXOmXzrabcb3FRiPimVhCLFofpK2gzVgWUSV7e.c4usaK4Ja_aymQTL. Both were well attended; over 30 and over 100 respectively.

The third one is on Monday, September 13th, a Ward 3 Candidates Forum (<https://www.thedmna.org/event/ward-3-candidates-forum-on-september-13-via-zoom/>). Given the state of the pandemic, he's hoping to steer this one away from an in-person event at Modist Brewing to a virtual event on Zoom. All four candidates have agreed to participate and Tane Danger is the moderator. Erickson has established a deadline of September 7th for submission of topics and questions they would like the Ward 3 Candidates to address.

McCrea said she's heard a rumor that Erickson might not be running for re-election in October. She thanked him for all the CEC work he has done. Erickson noted that now is the perfect time to talk about succession planning and potential next leaders for the CEC to ensure this work moves forward. He's happy to talk with any prospects that are interested.

The next meeting of the Civic Engagement Committee is on September 9th.

XI. Strategic Planning Task Forces

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

- 1. National Night Out.** Walsh thanked everyone who worked at the DMNA information booth. It looked very nice. We distributed DMNA branded spatulas and water bottles.

2. **Historic Signage.** Walsh stated that the committee now has eight of the 16 signs completed and at Pixelwerx where they will print a preliminary copy of the signs for presentation to the building owners for their review and approval. The committee is still working on editing and refining the narratives for the other eight buildings. She noted that the website has been updated to include a map of all the historic buildings, like the downtown residential building map, but they will not post the narratives that link via the QR codes until after the building owners provide their approval. She said the committee is also discussing a reception to promote the new signage, possibly at Day Block or The Depot. They will monitor COVID-19.
3. **Sidewalk Signage.** Eight to 10 volunteers have posted the No Scooter Riding signage on the sidewalks. They have been mostly laid on sidewalks in the Mill District. She asked for Board members help identifying other locations that need signage around the downtown community. She is holding some of the signage for next spring. Rice asked what community members are saying in response to the new signs. Walsh has received dozens of thank yous and no negative comments. She told Rajtar that she could deliver some signage to him for the sidewalks around his residential building. Rajtar will bring up the idea at his next building meeting. McCrea said that it gives residents the opportunity to point out to riders that scooters are not allowed on the sidewalks.
4. **HOA Advisory Group.** McCrea noted that Dustin Sprouse and Troy Whelan are the new Chair and Vice Chair of this group and were not on the Board meeting call. She commended them for taking on the leadership of this group. She stated they met on Thursday, August 19th at 5:30 p.m. and there were 16 buildings represented. They received a fantastic presentation on building structural integrity by Daniel Murphy, Principal at Meyer Borgman Johnson. The other presenter was Todd Walker, VP of Engineering Services at Reserve Advisors.

The next meeting of the HOA Advisory Group will take place on Tuesday, October 19th. The feature topic will be building safety and security systems.

XII. New / Old / Other Business

- A. **Annual Meeting.** After McCrea received Board consent to plan it as a Zoom meeting, she suggested including on the agenda a “Volunteer of the Year” award and asked for two or three Board members to help plan the meeting. The following Board members indicated their availability: Erickson, McCrea, Rajtar and Rice.
- B. **Neighborhoods 2020.** Hantge reminded the Board the deadline for submitting the Neighborhood Network Fund application (<https://www2.minneapolismn.gov/government/departments/ncr/neighborhood-programs/neighborhood-fund/>) is October 15th.

Frazell advised, as part of Neighborhoods 2020, neighborhood associations funded by the City are being asked to make a lot of changes and one of the things they have strongly recommended is to get their bylaws up to date and consistent with both the State law for neighborhood associations and City requirements for being a City-funded neighborhood association. The City retained Attorney Jess Birken (<https://birkenlaw.com/>) who works with neighborhood associations through the NCR to

give advice, and she came up with a model template that complies with both State law and City requirements. Because it's a whole new set of bylaws, he and Hantge looked at the existing bylaws side by side with the template and cleaned it up, a proposed draft of which was shared with the Board prior to the meeting. In Frazell's memo, he outlined six decision points he thinks the Board should weigh in on with:

- Section IV – Special Member Meetings (page 4)
- Section IV – Member Meeting Procedures (page 4)
- Section V - Board Numbers and Qualifications (page 6)
- Section V – Board Terms (page 6)
- Section V – Board Service Eligibility (page 6)
- Section VII – Executive Committee (page 11)

Frazell advised the goal for this evening is to have the Board give direction on how it wants the bylaws to be finalized, and they'll bring those back in either September or October for the Board's final action, and then they'll be submitted to the members at the annual meeting for their consideration and potential adoption.

XIII. Next Board Meeting

Monday, September 20th, at 5:45 p.m., via Zoom.

XIV. 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 8:09 p.m.

Signed this _____ day of _____, 2021

Chair

Secretary