

Minutes from March 22, 2016

2020 Partners Membership Meeting

HGA, Ford Center

Meeting Minutes – Approved by The 2020 Partners on 5/24/16

Attendees: Kathleen Anderson, Gretchen Camp, Joan Campbell, Pierce Canser, Bob Day, Ehsan Dehbashi, Chelsey Falzone, Jamil Ford, David Frank, Tricia Holden, Denise Holt, Bob Iwaskeayez, Brian Kimmes, Nick Koch, Rick Kreuser, David Loehr, Sherman Malkerson, Andy McDermott, Peter McLaughlin, Ra'eesa Motala, Cathy Nordin, Marilyn Porter, Keith Prussing, Kit Richardson, Robert Rimstad, Peter Roos, Karen Rosar, Rick Rud, Mark Saliterman, Bob Salmen, Max Salmen, Mark Stenglein, Ralph Strangis, Carletta Sweet, Marsha Wagner, Dale White

1. Call to Order – Nick Koch, Chair, called the meeting to order at 5:10 pm

2. Introductions

3. Approval of Minutes from 2020 Partners Meeting on January 26, 2016

Minutes were APPROVED and have been posted on The 2020 Partners website.

4. Minnesota Twins/Target Field Station Update [PPT] – Chelsey Falzone, Ballpark Operations Assistant, Minnesota Twins Baseball Club

Target Field Station (TFS) opened in 2014. In 2015 there were more than sixty events along with 81 home games and two concerts. Minnesota Twins road games were televised on the video board, and that will be continued in 2016. Partnerships were formed with more than 20 local organizations. Thousands of people attended or participated in events at TFS.

The types of events held at TFS in 2015 included several sponsored by the Minnesota Twins, i.e. Physics Day, Earth Day, Farewell to Nye's Polka Party, and FIFA Women's World Cup Viewing Party. Several local organizations also held events, including Be the Match, Go Outside with Hennepin County, CorePower Yoga and Downtown Families Minneapolis. Go 96.3 sponsored a weekend concert series / nightly music and the Blues N Brews Festival.

As they begin programming in 2016 they realize that an area for improvement is to expand outreach among people and organizations. They are also acknowledging and celebrating successes from 2014 to 2015, which included increased awareness, improved understanding of what kinds of events best fit the space, and boosted creativity. Many events have been scheduled for 2016 or are in the works, including repeats of some events from last year but also several new ones. For an updated list of events visit the Twins' TFS [website](#). To inquire about or schedule an event contact Chelsey Falzone at chelseyfalzone@twinsbaseball.com or call 612-659-3669.

In the question and answer period that followed, Chelsey added that TFS is a unique space and does not fit every event. Some of its great draws include its location (transit) and ties with the Minnesota Twins and Hennepin County. Since TFS competes with other event space, they are always looking for creative ideas for using the space. There is no cost to reserve TFS, but there are costs involved with using the video board, which requires an operator, and possibly other staff. MLB constrains some promotion of TFS, but social media is used when possible, and they count on event hosts to publicize their events.

5. Courts at Mayo Clinic Square/Target Center Improvements Update [\[PPT\]](#) – Brian Kimmes, Facilities Project Manager, Minnesota Timberwolves | Lynx

On March 18 the Minneapolis City Council gave final approval of the design and bonding for improvements at Target Center. Brian thanked The 2020 Partners for providing a [letter of support](#). He showed several images of the new exterior from different views, adding that when Target Center was built it was a 90 degree building. When Target Field opened in 2010 Target Center became a 360 degree building, viewed from all sides, not just First Avenue.

The groundbreaking is scheduled for Friday, May 6, and the project is expected to be completed by the start of the Timberwolves' season in the Fall of 2017. Planned renovations include expanding the building and making changes to the exterior, adding metal paneling to give it a more modern look and feel which will help it fit in with the neighborhood and Target Field. They are also expanding the loading dock from one to three bays, and are working with the Minnesota Ballpark Authority to reconfigure Seventh and Ninth Streets. One lane of Second Avenue will be closed down to accommodate the construction elevator, and Target Center will be completely shut down from May through October 2017. Hubert's and Lifetime will remain open but there will be no activities or events in Target Center during that time.

Brian announced that the Timberwolves | Lynx are hoping to host the May 24 meeting of The 2020 Partners at Mayo Clinic Square. At that time he will provide a more detailed presentation of the project.

Nick commented about our letters of support, stating that when we send them they are on our letterhead and (with their permission) include the organizations whose logos are shown on the bottom of our website.

6. Transit Development Updates

a. Southwest/Bottineau/Royalston-Farmers Market Station – Peter McLaughlin, Hennepin County Commissioner

Peter said that there is a lot to accomplish on transit—including Southwest, Bottineau, Gateway corridor out of Saint Paul to the east, 35W bus lane—during this short legislative session that will end on May 22. Currently the State’s 10 percent capital share is the one piece that is missing to get these projects done. The federal government has passed a five year fully funded transportation bill. If we are unable to get the rest of the funding locally the federal money will go to other cities, like Denver, Portland or Dallas.

The task is complicated by the fact that all of the legislators are up for reelection, so this issue has become highly politicized. The goal is to get an ongoing source of funding with an additional sales tax in the metropolitan area which would take the state out of the equation. This would allow these projects to move forward without waiting for state bonding approval which requires a supermajority.

The Governor has proposed a one-half cent sales tax in the metropolitan area, a portion of which will be available for county road expansion or to pay for the county’s share of transit. The five counties involved are Anoka, Dakota, Hennepin, Ramsey and Washington; Carver and Scott Counties opted out. If applied that would cover the ten percent state capital share plus the fifty percent state operating share and allow for expansion of the bus system over the next ten years. While this essentially makes transit a “freebie” for rural legislators, the transaction cost associated with getting the state’s ten percent share is too high.

The 2020 Partners will be sending a [letter of support](#) to the Governor, Speaker and Majority Leader as well as legislators who serve on key committees. In addition Peter asked that 2020 Partners members contact the legislators in their districts by phone or email, especially if they serve on one of the key committees involved, in support of a robust transportation bill that includes a strong transit component. They should encourage others

(i.e., employees, fellow chamber or business association members, especially those in positions of leadership) to do the same. A spreadsheet of legislators will be provided by email, along with talking points and links to other resources.

Nick added that this is a two part process. The 2020 Partners will be sending its letter of support, which will be posted on our website. Once that has been done an email will be sent from Nick to all 2020 Partners members so that they can reach out to their legislators. If a legislator receives between five and ten calls or emails on an issue that is a lot, and the power of the individual voice helps get their attention.

When asked about the current posture of the larger business community on transit, Peter referenced a [MinnPost article](#) wherein Doug Loon, head of the State Chamber, said we must have a signification transportation bill this year that needs to include roads, bridges and transit. Charlie Weaver, head of the Minnesota Business Partnership, echoed those same thoughts. The Minneapolis Downtown Council, Saint Paul Chamber, and Minneapolis Regional Chamber have all been supportive of a transportation bill.

b. Metro Transit Heywood Campus Projects: Proposed Police Facility and Heywood II Garage Design Activities [[PPT](#)] – Marilyn Porter, Director, and Pierce Canser, Associate Planner, Engineering and Facilities, Metro Transit

Marilyn began by explaining that the Master Plan has three key themes:

- Growth: Metro Transit's campus needs to keep up with growth (Bottineau and Southwest LRT)
- Integration: being a good neighbor in this area
- Operations: more equipment will be needed, and more space to store that equipment

The Master Plan is about addressing current needs while acknowledging future growth, taking a holistic view of things.

Pierce talked about the two major components of the current project: Heywood II Bus Garage and Transit Police Headquarters. He introduced two colleagues who are the individual project managers: Cathy Nordin and Robert Rimstad.

Metro Transit currently has four different facilities on 25 acres of land. The Transit Police station will contain up to 60,000 square feet of space on up to four floors and will front Sixth

Avenue. It will serve as the home base for officers who are deployed to multiple locations: riding the bus, riding the Metro lines or Northstar Commuter Rail, or squad car, bike, and foot patrol. It will also provide administrative space for back-of-house functions like investigations, staff training and other critical functions. Currently there are almost 200 Transit Police officers but that could be increased to more than 400, part- and full-time.

The Heywood II Bus Garage will be a bus storage and maintenance facility with space for more than 200 buses. It will serve as a home base for buses and drivers, and provide space for employee check-in and fare processing. It will be located on property formerly occupied by Ragstock and primarily owned by Metro Transi that is bordered by I-94/Lyndale, Seventh Street and Tenth Street/Oakland.

Both projects are now in very early design. Metro Transit will begin a robust community outreach process to allow stakeholders to weigh in within the next couple of months. Later in 2016 they will begin site cleanup at the Heywood II site and site preparation for the Police Facility. 2017 will be a heavy construction year for the police facility, and will be a conditional construction year for the bus garage because it is dependent upon funding. Both facilities are expected to open in 2018. Next steps for design outreach are to continue discussions with the City of Minneapolis and other stakeholders—including the North Loop Neighborhood Association and 2020 Partners—in an effort to produce and refine designs.

Kit Richardson asked if they would consider building the bus barn over a freeway. If the planned site is tax-exempt, building it there would take it off the tax rolls for a long time. By putting it on public land or the public right-of-way the land could be sold for a profit for other uses that would generate traffic, taxes, and jobs. It would also be nice to have development rights above the structure. Metro Transit staff replied that this is a thought-provoking idea, and what they keep in mind when considering facility expansions is condensing their land footprint and enabling development by the private market.

Jamil Ford commented that it would have been nice to have development rights above the structure. As office space is oriented toward Tenth Avenue a mixed message is being sent to neighborhood associations, residents and businesses further north that North Minneapolis continues to be a back yard to the business district or to Minneapolis. He requested that Metro Transit be mindful that I-94 is a regional connection to Downtown. Metro Transit staff said these were good points to raise as they begin to consider different concepts. The view corridors of the bus garage site are expansive, the site is cavernous, and the level of Seventh Street is above most of the building. On the Tenth Street side it is more at grade. Joint development studies indicate the market isn't there now to look at a joint use project for the bus garage, but they will not preclude that if it is an opportunity.

Regarding district energy, which 2020 Partners supports, Metro Transit has considered it for this project. They have had multiple meetings and conversations about utilizing district energy since last summer, and are currently going through an Energy Design Assistance program.

In the coming months Metro Transit will host a number of opportunities for public information and comment, and will be visiting neighborhood groups like The 2020 Partners to show and get feedback on their designs.

7. Work Plan for 2016

Discussions about the Work Plan began at the November 2015 meeting and continued at the January 2016 meeting. The Steering Committee considered the ideas submitted at its February meeting. Nick said that we agreed that the primary focus would be on the Farmers Market area and the space around it, and the Farmers Market LRT station. Our first principle has always been about connections: pedestrian; development; visual to the near north, west to Glenwood, to Downtown. In January we talked about the importance of the public realm and infrastructure, which could become the catalyst to private development, and what we can do about parking and barriers to development. Parking is a citywide issue that is difficult for us to address but it will remain on our radar.

Development of our Work Plan is on a temporary hiatus for a number of reasons. The Urban Works report on the future of the Farmers Market will be done in April. The fate of any transportation bill will be decided by the legislature before this session ends in March. The conversation on a Major League Soccer stadium for the Twin Cities area is going on at the legislature. Because these issues are not yet resolved the Steering Committee did not develop specific tasks or implementation steps, but several ideas have been proposed:

- Creating a forum to document, share and record development principles, using the DAG 360 model.
- Convening a panel of experts to raise issues, identify barriers and discuss ways of removing them.
- Breaking the barriers and developing the areas under freeway decks by adding lighting, playgrounds or art.

In the ensuing discussion Nick invited 2020 Partners members to contribute their thoughts and ideas:

□ Max Salmen: I believe the most immediate challenge to the Farmer's Market Area is that it is on a concrete island. In order to optimize both what the Market can be and the success of the Royalston Station, dramatic improvements must be made in the walkability of this area from Washington Avenue and Downtown. Olson Memorial, North 7th Street, and the valley through which the Cedar Lake Trail runs are all massive psychological barriers to foot traffic. To state it more concisely: For the evolution of the Minneapolis Farmer's Market and Royalston Avenue Station to be successful, pedestrian thoroughfares must be created to connect Washington Avenue and Downtown to the immediate area. This will both increase usage and decrease parking needs and congestion.

On this topic, Dan Kenney had previously commented (via email): When we talk about connections—emphasize the pedestrian experience and ways to improve access to and through the neighborhood. This includes things like better lighting, street trees, painted crosswalks, wide curb cuts, wayfinding, public art, etc.

□ Mark Stenglein: The Minnesota Ballpark Authority has been generous in the neighborhood with its sales tax money. [MBA has funded improved lighting on the Sixth Avenue renovation project.] The HERC plan generates steam; we need to find a way to use it.

□ Kit Richardson: The Royalston Station plan has it on the wrong side of the site. It should be on the west side where it could be part of a larger development. Consider having it developed privately, with air rights above, so it becomes part of this area's redevelopment. Rail could be moved to the east side. Previously property owners wanted it on the west side because they did not want to lose access; now many of those owners are gone so the objection is moot. The Farmers Market should be moved and connected to the Royalston Station on the west side. This would also make parking less of an issue because more people could take transit instead of driving to the Market.

Karen Rosar: With regard to the North Loop Small Area Plan (NLSAP), which was being developed in 2009 and completed in 2010, the area around the Farmers Market at that point in time was "fuzzy" and was not considered in a current market and development aspect. There was not a lot of direction at that point; there is no direction now in the NLSAP.

David Frank: Clarifying that the prefeasibility study being done now for the Farmers Market itself, with UrbanWorks as the lead consultant, is considering three options: should it stay

where it is, grow vertically, expand or move within the area, it is very timely to ask this question about connecting LRT and the Market.

□ Ralph Strangis inquired whether we could have any influence on which of the three alternatives for the Farmers Market would be approved by the City Council as our Work Plan is dependent on that.

David Frank replied that while the study will be complete in April, and options will be presented to the City Council and others in the next few months, the next Council actions are many months away.

□ Jamil Ford said that the [West Market District](#) is having the same conversations about the west side of the business district: the Farmers Market area and the neighborhood on the other side of I-94. [Nick encouraged the 2020 Partners to work with them.] Jamil added that life safety is a high priority, eliminating pedestrian hazards year round.

Denise Holt: Connections should not be seasonal. Connections should not stop in winter.

□ Nick Koch: Minneapolis Park and Recreation Board's Pathways to Places initiative has several concepts for the [North Loop](#) in its Master Planning process, including greening and underpass parks. Sherman Malkerson added that they are also doing work along the riverfront, including the Upper Harbor Terminal.

Kit's suggestion to change the location of the Royalston/Farmers Market station and the Farmers Market itself generated a good deal of discussion. Some thought engineering was too far along to make any changes. Joan Campbell added that she is struggling from a political perspective, and said it might be useful for someone to ask the Met Council what it would be like to move the station at this point as it may involve redesigning two bridges. Kit averred that having two separate, individual projects is not enough to be a catalyst; if they could be connected, together there is more power. If it is too late to change the LRT station location, could the Farmers Market be moved since the City has not yet made that decision? Joan said that having served on implementation committees for other projects, changes can be made at that level, even during construction itself if there's room for change.

As our Work Plan develops in the coming months, Nick offered a reminder to keep firmly in mind this unique forum (The 2020 Partners) where the public, private and institutional come together. Three levels of government are represented, along with private sector developers and people with knowledge of Park Board activities. David Loehr added that in the genesis

of this group (2010 Partners) there was a lot of drive and energy around design guidelines and urban realm, which became driving forces to help change the nature of the North Loop Neighborhood. The Royalston-Farmers Market station is a galvanizing effort going on currently in the Farmers Market and brings with it some public investment. It would be great to come out with a plan that is development-rich, pedestrian-friendly, and with enough vision that shows how public investments can be a strong impetus for change. Casting a vision for the Farmers Market, based on a really strong integrated transit emphasis but development friendly, could be a powerful, galvanizing vision for The 2020 Partners. This would be similar to the work that was done by this group while Target Field was being built.

Nick said our work—with a deliverable that could be a drawing or a series of vignettes—needs to be done without stepping on toes. Ralph added that we need to be mindful of our organization's limited resources. Rather than do this work ourselves we can perhaps influence those who are working with public funding.

Nick thanked everyone for their input, and invited anyone with additional ideas about the 2020 Partners Workplan for 2016 to send them to Marsha (marsha@castlevisions.com).

8. 2020 Partners Meeting Schedule

The next meeting of the 2020 Partners will be on Tuesday, May 24, 2016, from 5:00-6:30 pm, at the Experience (skyway level), Courts at Mayo Clinic Square. Other meeting dates in 2016: July 26, September 27, November 15.

The meeting was adjourned by Nick Koch at 7:02 pm.