



2020 Partners Membership Meeting
Tuesday, January 23, 2018
HGA Architects and Engineers, Ford Center, 420 North 5th Street

Draft Meeting Minutes

1. Call to Order and Introductions

Chair Nick Koch called the meeting to order at 5:10 p.m., then asked the membership to forget the tribulations of Sunday (i.e., Minnesota Vikings loss to Philadelphia Eagles 38-7) and the flurries of yesterday (the January 22nd snowstorm) because we're at the dawn of a new time and in just over a week we'll be on the world stage demonstrating just how kind and nice Minnesota fans are to outsiders. We'll show them Minnesota nice (https://en.wikipedia.org/wiki/Minnesota_nice) and we'll do it well. Despite the wailing and gnashing of teeth, the Vikings gave us a great season in addition to the Minnesota Lynx, and the Timberwolves and Wild are also doing well. And in just about 35 days will be the opening of spring training for the Minnesota Twins.

Koch thanked the faithful members who continue to show up and support the organization and recalled the genesis of 2010 Partners which was to welcome and prepare for Target Field and Target Field Station, and align the development policies for the Minneapolis Farmers Market, and transit and energy facilities. He believes they have delivered on that mission and will continue to remain faithful to their core roots. Now it is time to look forward to ensure they're leading edge and relevant in dealing with the topics that matter to them now and to have fun while remaining faithful to their core roots.

Thereafter, the following attendees introduced themselves:

Pat Arnst, Tim Bildsoe, Joan Campbell, Pierce Canser, Kelly Chatman, Raymond Dehn, Michael Dwyer, Alice Eichholz, Chelsey Falzone, Brad Henry, George Holden, Tricia Holden, Denise Holt, Mark Huting, Barb Johnson, Josh Katan, Dan Kenney, Mike Killeen, Brian Kimmes, Rick Kreuser, Therese LaCanne, Jeff Matson, Maureen Michalski, Peter Roos, Tim Steinbeck, Josh Stowers, Ralph Strangis, Carletta Sweet, Karis Thompson, Dale White.

2. Executive Director Report

Dan Collison reported on the following activities:

- a. **2030 Partners Task Force.** He and Steering Committee member Tim Bildsoe have begun meeting at 7 a.m. at Spyhouse Coffee North Loop (<https://spyhousecoffee.com/pages/north-loop>) to develop a framework for providing leadership beyond the year 2020 to ensure the North Loop grows as a vital place. They would love for others to join them and provide input. If interested, contact Collison directly at DCollison@mplsdowntown.com.
- b. **North Loop Business Improvement District.** As a follow on to his previous presentation and subsequent communications on this topic, and while displaying a map of the proposed NLBID, Collison gave a brief overview of the Minneapolis Downtown Improvement District (<http://www.mplsdid.com/>) which has been operating since its establishment in 2009 and will continue to do since in August 2017, the City's ordinance to renew the DID for an additional 5-year period was readopted (<http://www.minneapolismn.gov/meetings/legislation/WCMSP-202881>).

If the business community within the North Loop should choose to establish a NLBID, it would be self organized, managed and operated by the businesses within the North Loop, not an expansion of the DID. A listening session to determine level of interest has been scheduled for Monday, February 12th, 3:30-5:00 p.m. here at HGA and, depending upon the feedback received, to determine whether this process moves forward. If it is determined they should move forward, it would take another 8 to 12 months to develop the fee-for-service structure of the NLBID whose services will fill the gap where City services end as well as the cost related thereto. This initiative will need volunteers to serve on a task force to assist with discernment and outreach.

- c. **Super Bowl LII.** Collison explained because he has served on four subcommittees of the Minnesota Super Bowl Host Committee for the past 4 years and Kyle Chank, Vice President of Operations and Logistics (<https://www.mnsuperbowl.com/about/our-team>) and his team are currently unavailable, he will provide a quick overview of this 10-day event. Collison first presented Cushman and Wakefield's Super Stats for 1992 when Minneapolis last hosted the Super Bowl (i.e., Super Bowl XXVI), and how the Twin Cities Commercial Real Estate (CRE) landscape has changed since then (<http://www.cushmanwakefield.com/en/research-and-insight/2018/superbowl-infographic/>).

Then he described the Bold North-themed NFL Signature Events (e.g., NFL Opening Night, Radio Row, NFL Honors), free Super Bowl Host Committee Events, and Signature Minnesota Events (e.g., Winter Carnival, Pond Hockey, City of Lakes Loppet, Zipline across the Mississippi which is already sold out) leading up to gameday. The Host Committees' Super Bowl LIVE, a 10-day fan festival on Nicollet Mall between 6th and 12th Streets (<https://www.mnsuperbowl.com/super-bowl-live-presented-by-verizon>), kicks off on Friday, January 26th beginning at 4:00 p.m.

Collison noted the best inbound routes to take, the downtown road closures to avoid, the differences from other U.S. Bank events – e.g., different clientele, 30-day buildout, intense security perimeter considered second only to the presidential inauguration – and advised the best source for information is the *Know Before You Go* site at <https://www.mnsuperbowl.com/transportation>.

Collison then briefed the audience on the Super Bowl LII Impact Legacy Fund (<http://www.mnsuperbowl.com/about/legacy-fund>), Business Connect (<https://www.mnsuperbowl.com/get-involved/business-connect>), and Crew 52 (<https://www.mnsuperbowl.com/crew52>).

3. Recognition of Outgoing Minneapolis City Council President Barbara Johnson

Collison personally thanked Johnson for her service and, to summarize what he considers her high level of contribution, quoted from a recent Minnesota Public Radio interview in which she was ascribed as being “a master at getting action on budget, moving policy forward and governing.”

Koch advised a resolution of appreciation suitable for framing and flowers were presented to Johnson at the Steering Committee meeting and then he read excerpts from that resolution:

Whereas, Minneapolis City Council President Barbara Johnson has been an enduring supporter of the 2020 Partners and a strong advocate for its principles and mission;

Whereas, she has contributed her wisdom and insights to the deliberation of the 2020 Partners Steering Committee;

Whereas, she was instrumental in connecting the 2020 Partners to its Executive Director;

Whereas, she has lent valuable insight to the perspective of the public sector and been central to the alignment of the City of Minneapolis and Hennepin County in particular for the creation of

Target Field, Target Center and Target Field Station which has resulted in more than \$1 billion of new investment in the North Loop neighborhood and the 2020 Partners;

Now, therefore, to recognize City Council President Barbara Johnson, 2020 Partners adopts this resolution of appreciation and thanks for all she has done for this organization and our larger this community.

This resolution was adopted unanimously by the Steering Committee of the 2020 Partners at its December 20, 2017 meeting and presented with deep gratitude and affection to City Council President Barbara Johnson at that same gathering.

Johnson said it was fun working with this group. One of the things she believes the City does well is managing to promote development because they have had public investment. She is proud of what has happened in the North Loop and how it has changed so much since she's been driving down Washington Avenue for the past 60+ years. Taking advantage of this great public investment at Target Field was genius and the work that went into planning development around that great amenity means we not only have a great place to go and watch baseball but a great place to have a job as well. Having represented North Minneapolis on the City Council, she is pleased to see development moving towards that area, a huge plus for that community.

Lastly, Johnson thanked everyone for all the time they have spent on 2020 Partners; she looks forward to working with them in the future and hopes she can continue to be helpful and valuable as it has been a great run.

4. [700 North 5th Street](#)

Maureen Michalski, Director of Development for Schafer Richardson (<http://sr-re.com/cmt-management-team/maureen-michalski/#Maureen-Michalski>) gave an update on their redevelopment plans for the former Weather-Rite Building across the street from InBound BrewCo and Junction Flats. The 2-story Weather-Rite building has been demolished and the adjacent 1-story building will be renovated into approximately 52,000 square feet of mixed-use (<http://www.700north5th.com/>). Michalski displayed images of the interior improvements which primarily have a lot of new windows, and they'll keep the old cranes and existing texture as a nod to its history. Displaying images of the exterior improvements, she advised they completed the base building work last week and when the weather permits they'll finish the exterior work on the east side of the building. They have one signed lease for a distillery which will occupy the east end of the building and to accommodate this tenant they will make outdoor improvements in the space where the 2-story building once stood. A 230-stall surface parking lot is available to the west.

Lastly, Michalski announced there will be a Super Bowl-related event at 700 North 5th Street the evening before the big game called Leather & Laces (<http://www.leatherandlaces.com/>).

5. [Center for Urban and Regional Affairs Data on Glenwood Avenue Corridor](#)

Collison reminded the audience this presentation is part of the ongoing Glenwood Avenue Corridor initiative which was launched in July 2017 "to bring together a cross-sector group of stakeholders on the Glenwood Avenue Corridor for the purpose of connecting and networking leaders across institutions to implement all current plans and catalyze private sector development."

There were several factors that caused them to laser in on Glenwood Avenue, the most compelling being how to get development going at the Minneapolis Farmers Market, the Southwest Light Rail Transit / Metro Green Line Extension project (<https://metro council.org/Transportation/Projects/Current-Projects/Southwest-LRT.aspx>), and the fact that the 44 institutions and organizations that comprise this initiative consider Glenwood Avenue a primary connector to both. Over the course of convening these past 6 months, they have stumbled across a tremendous amount of thinking and planning that

has been going on for several years by the City, County, property owners, and neighborhood stakeholders that substantiates the contention Glenwood Avenue is a critical nexus for development for the next 10 years. As a part of their community outreach, CURA has leaned in to offer their services to study those who live along this corridor because it is they who will be the basis for future investment, growth and development.

Collison acknowledged Pastor Kelly Chatman (<https://www.redeemercenter.org/staff>) who was in attendance and thanked him for hosting several of the GAC convenings and for his unwavering commitment to and leadership in the Harrison neighborhood.

Using a slide presentation, Jeff Matson, Coordinator, Community Geographic Information Systems (CGIS) Program at CURA (<http://www.cura.umn.edu/about/staff/Matson>), gave an overview of the demographics, land use, and housing conditions as they exist in the North Loop, Sumner-Glenwood (Heritage Park), and Harrison neighborhoods to help the audience understand the differences between them.

Regarding land use:

- The North Loop still has a large industrial footprint despite most of the recent development which has been high-density, multifamily, and office/commercial.
- Heritage Park is mainly medium-density residential, a lot of single family attached structures, townhouse and condo buildings.
- Harrison is largely a neighborhood of single family residential homes.

Demographically:

- Out of a total population of 4,681, North Loop is 76.9% white, 16.2% black, 3.6% other;
- Out of a total population of 1,676, Heritage Park is 66% black, 18% other, 14% white; and
- Out of a total population of 3,443, Harrison is 43% black, 36% white, 15% other.

The divergence in these neighborhoods is also reflected in Median Household Income:

- North Loop: \$104,457
- Heritage Park: \$18,854
- Harrison: \$32,013

Median House Value:

- North Loop: \$319,700
- Heritage Park: \$233,300 (due to units at International Market Square)
- Harrison: \$143,900

As well as Renter versus Owner Occupied

- North Loop: 1,374 or 54%
- Heritage Park: 985 or 86.6%
- Harrison: 1,000 or 72.4%

The takeaways for rental prices and incomes are rents are much higher in the North Loop, i.e., double to triple what it is in Harrison and Heritage Park, and in Harrison and Heritage Park there is a gap in the MHI needed to be able to afford the average rent resulting in a high number of cost burdened households in those neighborhoods.

All three of these neighborhoods have at least several hundred units of state subsidized affordable housing units, but of note is the number in Harrison and Heritage Park that are targeted to 30% of AMI. The concentration is in Heritage Park, but it is scattered about in North Loop, Harrison and a little to the north.

While displaying a series of maps depicting the changes in affordability for renters in Minneapolis by race, Matson explained the importance of these statistics when talking about future investment, transit and corridor development.

Collison added they are having meaningful conversations about the concept of gentrification; they are wrestling with what it means to business leaders, developers and residents and will be pulling it forward as part of the GAC.

Koch explained the reason the GAC was convened is because the Farmers Market, Hennepin Energy Recovery Center (HERC) and Target Field have always been conceptually at the heart of their responsibility zone and the GAC abuts all of these developments. A lot of their thinking about future development and policy starts in these areas and understanding what our immediate neighbors are about and the historic commitment to making connections to them.

Thereafter, Matson and Collison entertained questions from the audience.

6. North Loop Neighborhood Association Update

President Tim Bildsoe advised the Super Bowl actually starts with their annual meeting on Wednesday, January 24th (<https://northloop.org/event/north-loop-neighborhood-association-annual-meeting-match/>) across the street at Be The Match (<https://bethematch.org/>) and all businesses and residents in the neighborhood are invited. There will be free food, free beer provided by The Freehouse, music and door prizes. The agenda will be different from how it was in the past. Previously it included updates from every politician. Now, other than the Mayor and Police Chief, they will focus more on events going on in the North Loop. As was done last year, prior to the meeting there will be a whiteboard with stickers and the community will vote on priorities for the North Loop which the NLNA Board will use as guideposts for their activities in the coming year. Elections to fill six seats will also be held.

Bildsoe reiterated what Collison mentioned earlier about meeting to develop the framework for 2030 Partners and added the North Loop is an economic engine for Minneapolis as well as the region and it is their responsibility – himself, NLNA, 2020 Partners, and all the businesses here – to continue that enterprise. It is important to talk about what their goals are for 2018 and beyond, i.e., the attraction and retention of businesses, as it is part of the economic growth for everyone, not just for residents in the North Loop, and it should all flow together. He encouraged the audience to attend and provide input at tomorrow evening's annual meeting as well as at the 2030 Partners task force meetings.

7. Closing Remarks

Koch thanked Bildsoe for his leadership, dedication and advocacy for thinking forward to 2030, and the audience for their loyal support. Then he advised part of his job is to help the membership remain true to the mission and to remind them why they're doing what they're doing.

Lastly, he announced the next membership meeting will be on Tuesday, March 27, 2018 at HGA when the buds should be on the trees.

8. Adjournment

The meeting adjourned at 6:15 p.m.