



2020 Partners Annual Membership Meeting
Tuesday, July 31, 2018, 5:00-6:30 p.m.
HGA, Ford Center, 420 North 5th Street, Suite 100

Annual Membership Meeting Notes

1. Welcome and Announcements

Executive Director Dan Collison welcomed the membership to the annual meeting and announced pizzas and salad would be arriving just prior to heading off to the Twins [versus the Cleveland Indians] game; Pat Arnst has the tickets. He thanked Dave St. Peter, President of the Minnesota Twins, for his generosity in providing the tickets.

Because several presenters could not make it to the meeting, Collison pulled out his improvisational skills he learned as a percussionist at the Eastman School of Music to adjust the agenda: he'll pass along the Minneapolis Downtown Council-Downtown Improvement District update from Steve Cramer; due to a death in Ra'eesa Motala's family there will be no update on social media; instead of United Properties providing an update on their [Target Field Station mixed-use development] project, the membership has been invited to a hardhat tour, details to follow; and the City Council update will precede his Executive Director's report.

Collison then read Nick Koch's "Regrets from New England" telegram he received from him via email (<https://www.dropbox.com/s/gndt4mpius859yh/7-31-18%202020%20General%20Member%20ANNUAL%20MEETING-Executive%20Director%20Report.pdf?dl=0>).

2. City Council Update

Collison thanked City Council Member Steve Fletcher for serving on the 2020 Partners' Steering Committee and invited him up to provide an update on activities occurring in this area of the 3rd Ward:

- Statistics are going in a good direction in terms of crime; having a safe summer due to intentional strategies that are working.
- Moved into next phase of Minneapolis 2040 Comprehensive Plan and while some distraught has been expressed over the plan's rezoning to allow fourplexes citywide to achieve greater density (<http://www.startribune.com/feeling-the-heat-minneapolis-council-members-say-2040-plan-must-change/488810061/>), here in the North Loop people are living in 400+ unit buildings and think the quality of life is good.
- Considering different modes of transit, e.g., motorized foot scooters which have shown up in the North Loop (<http://www.minneapolismn.gov/publicworks/trans/WCMSP-212816>). They will monitor them to ascertain their efficacy.
- As part of the North Loop experience of increasing density, finding someplace to park will continue to be an issue so it's worth thinking about the options to bike, bus, walk, scooter or whatever; Fletcher himself took the LRT to this meeting. The City is also working on parking options, e.g., as part of the proposed mixed-use development by the Federal Reserve at 102-120 1st Street North, and district parking at both North 5th Avenue and North 3rd Street [North Loop Office Building project] and North 10th Avenue and North 3rd Street [Zucarro's produce building + parking ramp project]. Thus, at some point we'll see the pressure ease on some of the businesses that need people to be able to get in and out. In the meantime, there's a squeeze and every time we set up a construction site it takes away a couple parking meters. He encouraged everyone to keep in touch with his office to let him know about these small logistical situations because they've been able to

make modifications such as where buses idle.

Fletcher then entertained questions from the audience related to the need for the City to consider extending meter times for blue collar workers around Wanner Electronics because they're hiring more people and for YouthLink as well; and the need to consider the hardship of rising cost of real estate taxes on office warehouse property owners and the pushback they receive from employers occupying those spaces and paying minimum wages who are considering relocating to remain competitive.

Fletcher acknowledged these are complicated issues and noted if developers had to build affordable housing down to \$9 per hour, the City probably couldn't subsidize nearly as much; however, all of the economic indicators say things are going pretty well. The City is keeping an eye on these issues and how to support businesses so that we're a successful city.

Lastly, he described the Ward 3 Business Survey developed by an urban scholar at the University of Minnesota to help him learn more about the economic activity in Ward 3 and to receive feedback (<https://docs.google.com/forms/d/e/1FAIpQLSdUy6JG31ArH4uIBBV2s8Ji9yiSF7S9sM69oH0V22VebLQNug/viewform>). He thanked 2020 Partners, the East Town Business Partnership and the neighborhood associations for helping to get the word out and encouraged everyone to participate.

3. Executive Director Report

After reviewing the mission and activities, Collison reported on what they have accomplished this last year and the goals for 2018-2019:

a. 2017-2018 Year in Review

When Collison first joined this adventure, the first 6 months was spent on establishing a work plan, a 3-page document prioritizing what has been the traditional categories of importance to the partnership and its members. The priority nexus identified, i.e., the key land use and geographic areas upon which to place emphasis, were Glenwood Avenue, Farmer's Market, Royalston Station/Southwest LRT, and North 5th Street.

Then he reviewed the six goals established and what was accomplished under each:

- Future Envisioning
- Improve Connections | Offset Barriers
- Public Realm Surrounding Emerging Large Scale Projects
- Transit Oriented Development (in support of Farmer's Market District Concept)
- Urban Visioning and Livability
- Special Project: Explore Development of a North Loop Business Improvement District added in November 2017

b. 2018-2019 Goals

The priority nexus identified is largely the same but have extended North 5th Street to include connections and adjacencies, i.e., Target Field/Target Field Station to North 10th Avenue; and added Access-Parking-Safety.

Collison then reviewed the six goals established and what they hope to accomplish and measure against under each:

- Future Envisioning. Develop and deliver new brand essence; new logo, brochure, website, and advancing social media reach
- Improve Connections | Offset Barriers. Access-Parking-Safety: ABC Ramp re-envisioning, he's attending ABC Ramps Parking Symposium at Humphrey School of Public Affairs (<http://www.cts.umn.edu/events/abc-ramps-parking-symposium>); Hennepin Avenue street reconstruction; intersection of Washington Avenue and 3rd Avenue with NLNA

- Public Realm Surrounding Emerging Large Scale Projects. North Loop Greening and Park Advocacy with NLNA; Access-Parking-Safety Improvements with North Loop BID Exploratory Committee
- Transit Oriented Development (in support of Farmer's Market District Concept). Royalston Station/Southwest LRT (Green Line Extension) transit-oriented development mapping and advocacy; Glenwood Avenue development mapping and advocacy; Bottineau LRT (Blue Line Extension) transit-oriented development mapping and advocacy; Advocacy for Bus #5 line development and funding
- Urban Visioning and Livability. Support and promote ongoing developments
- Special Projects: Grass Roots Business and Property Owner Exploratory Committee for North Loop Business Improvement District; Hennepin Energy Recovery Center (HERC) reintroduction to members + member meeting onsite

4. Transit Development Update

In the absence of Peter McLaughlin, Hennepin County Commission for District 4, Collison referenced a July 25th *Star Tribune* article titled "Southwest LRT needs a friend in the GOP," wherein an accord struck between the Hennepin County Regional Railroad Authority and Glencoe-based Twin Cities & Western Railroad removed the last impediment to this project. However, to ensure half of the \$1.9 billion in federal funding is provided, McLaughlin is encouraging the membership to advocate for it by contacting U.S. Representative Erik Paulsen from Minnesota's 3rd Congressional District (<https://paulsen.house.gov/>).

5. Membership Introductions

Since additional members were now in attendance, Collison asked everyone to introduce themselves:

Kathleen Anderson, Pat Arnst, Justin Baylor, Peter Bruce, Pierce Canser, Pastor Kelly Chapman, Alice Eicholz, Jamil Ford, David Frank, Lucy Galbraith, Tim Griffin, Steve Healy, Bradford Henry, George Holden, Tricia Holden, Gary Ingle, Josh Katan, Rick Kreuser, Chuck Leer, Sherman Malkerson, Bob Pfefferle, Becky Rice, Peter Roos, Max Salmen, Gordy Stofer, Dave St. Peter, Josh Stowers, Carletta Sweet, Sarah Wandersee, Bill Wanner, Jeff Washburne, Dale White

6. Naming and Brand Strategy [[insert link to Olson's presentation here](#)]

Collison commented Olson has had a stakeholder presence in the North Loop for a long time and its reinvestment in the incredible space on the top floors here in the Ford Center is astonishing. They have leaned in and provided pro bono branding and marketing services and he has had the privilege of getting to know and work with the team over the past several months on this effort. They have helped to clarify where we've been, where we are, and where we're going.

Denise Holt, VP of Strategy & Insights at ICF Olson's Loyalty Division (<http://icfolson.com/>), advised she's been a part of 2020 Partners since 2007 when it was known as 2010 Partners just after the Design Advisory Group (DAG 360) was formed. Olson was enlisted a few meetings back when Collison and the Steering Committee mentioned the need for someone to support and develop a long-term name. Being headquartered in the North Loop, the leadership of Olson was very happy and excited to provide pro bono support.

The remainder of the Olson team then introduced themselves:

Joe Monnens, Executive Creative Director
 Zach Schaap, Senior Art Director & Designer
 Dan Sheehan, Executive Creative Director
 Hannah Kuisle, Junior Designer
 Elizabeth Burris, Copywriter

Holt then explained they are a customer experience agency creating those moments that matter. Their four areas of business are: (1) *Olson Engage* for public relations, social and experiential; (2) traditional *Olson* for brand advertising; (3) *Olson 1to1* for brand loyalty; and (4) *Olson Digital* for world-class marketing activations and platforms, all of which helps with awareness, engagement, loyalty and retention for their customers.

Monnens advised there's been a lot of work done from a foundational approach of who we are and what we do. It's about a brand that takes us into the future and everything that surrounds the name itself. This is not a single-minded idea; we have to have dialogue and empathy toward where the Steering Committee is going so that they can come up with the right name and context to the words put on page to create meaning, but also be able to look at their motivations and those of the people in the North Loop area and how they are similar with one another.

Collison explained he has the privilege of understanding why we're here due to advice and consultation from Steering Committee members such as Chuck Leer, Dave Albersman, Bruce Lambrecht and beyond who had the courage to create that which did not exist. DAG 360 was created by the Hennepin County Board of Commissioners as a private-public partnership to create the possible and all odds were against it, like the Green Line LRT, and then some special things happened. Ultimately, as it became the 2010 Partners, a ballpark and transit were built, and the neighborhood and areas surrounding it surpassed most people's expectations. When he was invited into the conversation as the first contracted Executive Director, it was his job to do reconnaissance for the founders who had been working very hard to put a spotlight on the organization and its membership. In doing so, he has come to learn that we have a very complex but ideal setup to provide leadership in this part of town as a gateway to downtown. As thought leaders taking deep dives into these institutions, they approached this project with great anxiety because it is not a typical brand conversation; it is complex and they want to honor the past, understand the present and project into the future. Exercises were conducted to describe the organization's personality with the Steering Committee and the general membership at the May meeting, and the top three words chosen from these exercises were *visionary*, *focused* and *collaborative* which became the pillars on which this branding conversation has been built.

Burris advised when they were approached, the ask was pretty simple but complex, i.e., create a clear brand identity through a compelling name that answers who we are and what we represent. The approach and framework they took was doing a big word study, looking at all of the projects that were undertaken in the past, those currently being worked on, those that will be worked on in the future, and having great conversations with the Steering Committee and Holt, all of which helped them to understand the distinctions between 2020 Partners and the North Loop Neighborhood Association. Although they work closely together, when building a brand it is very important to distinguish between other key players operating in the same place. To further answer who we are and what we represent, they took the top three words chosen and translated them into personality traits and characteristics: confident visionaries, community catalysts, expert collaborators. There is an intersection between their motivation and their audience motivation, and the space in the middle (indicated in red with a white star) is the sweet spot where they build their brand.

Burris showed what she called the truth statement – Transformation for the common good – and explained it's the North Star, it's what you look to and when you make any decision or build any marketing material, you go back to this basic truth statement. Having heard from the Councilman and business owners, we all want the common good and they love that there is the physical transformation and connections between the people, community and institutions baked into what 2020 Partners does.

Their approach to modern naming is memorable, short/simple, ownable, brand-aligned, relatable, and

unique. Burris then revealed the recommended name “NŪLOOP” and explained it denotes we bring new ideas and energy into this area in a way that makes a real connection between people, businesses and spaces. Furthermore, we bring in new experts and visitors, and build on what’s good about the old.

Collison commented partners and partnership is woven into the fabric of the entire organization; it’s in the charter, our language and common vocabulary. As we study naming in the modern way, having a secondary qualifier is standard practice and as time goes by if your brand grows in strength and recognition it can fall off, but it is likely we’ll have Partners attached to NŪLOOP, and then over time we’ll probably develop a set of branding materials with and without it. From the important feedback received, partnership is centerpoint to who we are.

Because there are a lot of ways in which partners can be brought into the fold, Holt added they’ll look at qualifiers or extenders to the name in Phase 2 which is logo design.

Schaap then explained the Mood Boar (https://en.wikipedia.org/wiki/Mood_board). They took the personality characteristics – visionary, focused and collaborative – and turned them into tone words to convey who we are – confident, human, precise – which will be used as the foundation to build the look of NŪLOOP.

Burris added they came up with some images encompassing the tone words, e.g.: confident being an authoritative imagery and bold topography; human not only with people but with the fluidity of movement and buildings; and precision with straight lines, high contrasts and bursts of color.

Schaap referenced other companies that used similar techniques as sources of inspiration to build the identity of NŪLOOP.

Lastly, Holt advised they will be back in September to present Phase 2; we’ll see NŪLOOP Partners in a brand identity, logo and a general web experience they feel will work well.

7. **Glenwood Avenue Corridor Study Phase 1 Overview** [[insert link to GAC presentation here](#)]

Collison commented it’s important to understand “connections” is just as deeply imbedded in the 2020 Partners’ history and charter as “partners,” and this year-long study was launched to gain a better understanding of the neighborhoods, businesses and residents long this corridor with emphasis on the nexus where Glenwood Avenue intersects with the A Ramp in the North Loop and the new Green Line Extension (<https://metrocouncil.org/Transportation/Projects/Current-Projects/Southwest-LRT.aspx>) that will move through it into adjacent neighborhoods. He acknowledged and thanked the following members in the audience for their participation: Pastor Kelly Chapman of Redeemer Lutheran Church who hosted several of the convenings; Beck Rice, Executive Director for Metro Blooms; and Jeff Washburne, resident of the Harrison neighborhood and Executive Director of City of Lakes Community Land Trust.

Tim Griffin, City Planner and Senior Research Fellow at the Minnesota Design Center, stated he first met Collison in May 2015 at Saint Paul Riverfront Corporation’s 4th annual Placemaking Residency where Collison led a tour along Portland Avenue and discussed the three billion dollars of investments in East Town.

At the MDC, they have done a lot of work on placemaking for districts on the verge of change using experience design methodology in the planning process, e.g., Towerside Innovation District (<http://towersidemsp.org/>) and other projects throughout North Minneapolis, some of which are several years down the road. This is Year 1 of a conversation around GAC and they are in the first or discovery phase of the 5-phase experience design methodology which will be followed by define, design, dream and deliver stages.

For Griffin, this is kind of a homecoming as he was involved in New Ballpark Inc. and C-17 (http://www.ballparkmagic.com/_resources/c17report.pdf) with Nick Koch and over a 4-month period every 2 weeks they brought in a speaker around what a ballpark could do for this area that included an obscenely small site that everyone said wouldn't fit on it, but as we look over there we have Target Field and 2020 Partners has done a great job in carrying it forward.

Griffin displayed a drawing of and described the 1-year convening process that occurred from July 2017 through June 2018. A working group met at the green points to further define the discovery process and describe what was happening along the corridor, i.e., a World in Motion, with no policy or direction. This proved to be a challenge, including in November 2017 when the Center for Urban & Regional Affairs (CURA) became involved around the discussion on gentrification and equity which eventually became about half of the conversation.

After noting the organizations committed to this project and purpose statement found on the cover page of the report, Griffin read the equity statement which came from the Harrison Neighborhood Association's Equitable Development Principles & Scorecard that is considered important for both private and public development.

He provided an overview of who lives along the GAC by describing the population profile and nexus between the Harrison, Heritage Park and North Loop neighborhoods, and how transit, waterfront redevelopment and, as indicated by the purple dot points, the large concentration of sports facilities influence gentrification.

They also looked at the strategies employed in the Twin Cities to mitigate gentrification and displacement while acknowledging it will not be voluntary measures that will keep pace with the speed of development: the Local Initiatives Support Corporation's (LISC) Big Picture Project (<http://www.lisc.org/twin-cities/our-work/research/big-picture-project/>); the Equitable Development Principles & Scorecard tool (<https://www.metrotransit.org/Data/Sites/1/media/equity/equitable-development-scorecard.pdf>); and ReConnecting History: The Rondo Land Bridge (<https://www.reconnectrondo.org/more-than-a-bridge>).

Griffin then displayed and described a snapshot in time of all the activities occurring in the area including development opportunities and anchor institutions, e.g.: approximately 12 development projects east of Cedar Lake Road that are underway, the parks to the west, the freeway corridors that divide the area from downtown, the six station areas associated with both the Blue and Green Line Extensions which will go from the least transit served to the most transit served area, and urban transit villages that are springing up around them.

Lastly, he described what they learned from this convening which included extensive planning by various governmental agencies and community investment by Redeemer Lutheran Church and advised there needs to be serious agency resources around keeping the assets of the community viable and in place. The NÜLOOP, and NÜ West Loop he supposes, is where this overall conversation is going and in 10 to 15 years and it will be a very different neighborhood, but there are indicators and metrics on board to say how the people who live and work here are being served and what's the potential for both the natural and economic landscape; it's just a great place to live in Minneapolis.

Thereafter, Griffin and Collison entertained questions from the audience. For more information about this and other GAC presentations, visit <https://www.the2020partners.com/resources/#1514046689310-06be247d-1388>.

8. North Loop Neighborhood Association

In the absence of NLNA President Tim Bildsoe who was caught in traffic, Collison displayed slides of

upcoming events:

- North Loop National Night Out on Tuesday, August 7th at Target Field Station; and
- North Loop Chalk Art Day on Sunday, August 19th at Washington and 6th Avenues.

Alice Eicholz added the following:

- This past May was a groundbreaking for the Great River Landing project at 813 North 5th Street (<https://mphaonline.org/mpha-joins-partners-to-break-ground-on-great-river-landing/>);
- Sweet Chow restaurant at 116 1st Avenue North is adding an ice cream shop (<https://www.bizjournals.com/twincities/news/2018/08/22/cool-spots-north-loops-sweet-chow-adds-ice-cream.html>);
- They have seen some preliminary designs for Dominion's Duffy Paper buildings project at 528 Washington Avenue North (<http://www.tdtmpls.com/news/2018/7/11/north-loops-duffy-paper-to-become-housing>) which will incorporate some affordable housing; and
- For various business openings and developments underway, go to <https://northloop.org/news/>.

9. Closing Remarks

Collison thanked the presenters, the membership for their engagement over the years and for those who have recently joined. He encouraged everyone to please spread the word about NÜLOOP even though there's a lot more work to be done. The meeting then adjourned at 6:30 p.m.